



NEW ZEALAND

CHAPTER

5



NEW ZEALAND

INTERNET DESTINATION TOURISM MARKETING

I.0 GENERAL INFORMATION

Official Name of “Best Practice” Initiative	Internet Destination Tourism Marketing
Name of Contributor/ Organization	New Zealand Tourism Online Ltd (NZTO)
Address/Contact Details	<p>208 Cashel Street PO Box 13-300 Christchurch</p> <p>Tel: + 64 3 963 5039 Fax: + 64 3 379 4886 Email: garry@tourism.net.nz Web site: www.tourism.net.nz Contact Person: Garry Bond</p>
Year The Initiative Was Started & Completed	1997
Location of Best Practice Project	Christchurch, New Zealand
Awards/Recognitions	<ul style="list-style-type: none"> ● TELARC Certification Management System. ● New Zealand Tourism Award 2005 in the Tourism Communications and Information Services Category. ● Telecom People’s Choice Tourism Award, 2004 and 2005. ● Hitwise #1 Online Performance Award for its Web site www.tourism.net.nz, 2002 to 2005 in the ‘Accommodation & Destinations’ category. ● Deloitte Fast 50 - New Zealand’s top 50 fastest growing companies, 2003 – 2005. ● Deloitte Asia Pacific Technology Fast 500 – one of the 500 fastest growing companies in the region, 2003 and 2004.

2.0 KEY SUMMARY

2.1 New Zealand Tourism Online Ltd (NZTO) is an online Internet tourism specialist in destination marketing for travel operators in New Zealand. It is one of the most popular tourism sites for travel information about New Zealand. NZTO has achieved this through increasing



its web site performance in search engines, constantly improving content and web site design, and working with tourism operators to offer viable solutions to maximize their online potential.

2.2 NZTO has positioned itself as a 'one-stop shop' for visitors to the country as a rich travel directory and information portal. It enables people from anywhere in the world to plan their travel online and to make advance arrangements with various tourism operators before they travel to New Zealand.

2.3 NZTO commenced operations in 1997 to support individual tourism providers (who at that time had little exposure on the Internet), to enhance travelers' experiences and to provide customer satisfaction. NZTO's success comes partly from playing a niche role and providing the service 'at the right time.' It is also due to the company's hard work behind the scenes, which has enabled them to deliver winning products and services to site visitors. NZTO has also worked hard to stay in pole position ahead of its online competitors. While many online businesses struggle commercially, NZTO experienced over 400% growth in 2004, and is New Zealand's leading Internet tourism success story till today.

3.0 THE OBJECTIVES

3.1 Grow New Zealand's tourism industry, using innovative technology to gain the greatest global reach.

3.2 Provide visitors to the website with an experience that clearly articulates what New Zealand has to offer as a travel destination.

3.3 Provide tourism operators with quality, cost-effective online marketing options delivered in a professional and timely manner.



4.0 THE MODEL

4.1 NZTO's business model caters to two key constituents:

- **Tourism Operators**

A free basic listing and paid listing options are offered to operators, who want to upgrade their profile on the NZTO Web site to gain more business and brand exposure.

- **Web Site Visitors**

Site visitors can access extensive travel information about New Zealand, including information on its regions, history, culture, key facts, etc. They can also enter free travel competitions with prizes, purchase travel books, products and insurance, book hotels, enquire and book package tours (self drive, sightseeing coach, ski tours) and access the thousands of New Zealand tourism operators listed on the site.

4.2 NZTO works with a long-time partner, Avatar Web Promotions, a web design and web promotions firm, to create a site with high search engine visibility, great functionality, fun and easy to use navigation.

4.3 NZTO is the most complete online destination-marketing platform for the natural assets and green environment of New Zealand's tourism. With its extensive listings, NZTO is best placed to inform people as to what New Zealand is all about and what it can offer to visitors. NZTO's web site offers a 'total tourism package' that covers every aspect of 'clean and green' tourism and caters to all type of visitors. The site, which also includes eco and nature tourism, promotes a complete range of activities, attractions and operators.

4.4 The web site is made up of these core sections:

- **Accommodation**

A comprehensive range of options for all travelers to New Zealand, including backpacker accommodation, camping grounds, holiday parks, eco lodges and retreats, homestays, hotels, motels, villas, beach houses, resorts and luxury apartments.

- **Attractions & Activities**

A wide range of attractions and activities including: nature and eco-tourism, fishing, visiting wineries, studying English, jet boating, rafting, horse riding, sailing, diving, kayaking, cuisine and dining, health spas and hot pools, entertainment, events, festivals and shows, Maori culture, meditation centres and retreats, mountain biking, museums and art galleries, theme and leisure parks, tourism and travel training, tourist shopping and souvenirs, hiking, guided walks, weddings, zoos and wildlife parks.



- **Tours**
A variety of tours are listed including fully organized nationwide tours and sightseeing, adventure, group, sports, bus and coach tours.
- **Transport**
An extensive range of transport options are listed including car rental, bus and coach services, taxis, shuttles, ferries, airlines and chartered air services, motor home rental, motorcycle hire and train services.
- **Others**
Many 'extra' features compliment the main sections of the web site, which helps NZTO to offer a 'total package'. Some of these extras are:
 - a) New Zealand highlights and featured tourism sites
 - b) New Zealand businesses for sale
 - c) Free competition and travel prizes
 - d) NZ books, postcards, CDs, video and other NZ products
 - e) NZ map, site maps and world links
 - f) Tourism jobs, travel insurance
 - g) Hotel deals, discount cards
 - h) Maori tourism



5.0 THE IMPACT

- 5.1 From 300 participating tourism operators in 1998, the site now has 12,000 listings, which are linked to over 28,000 web pages and draws in over 350,000 visitors a month.
- 5.2 Tourism operators show confidence in NZTO with their high renewal rates (85% in 2004) and a 66% increase in sales between 2004 and 2005. Survey results show that 85% of the operators surveyed rated NZTO's product as 'very good' or 'excellent'.
- 5.3 NZTO's success model is often selected to be a case study for associations in the tourism industry to expand new thinking in business set up and growth.

6.0 LESSONS LEARNED

- 6.1 The Internet has clearly become a key tool for destination marketing to circumvent tough market competition. It is therefore important that non-online tour operators consider developing some sort of web presence as visitors are increasingly using the Internet as their first step for information gathering.
- 6.2 There are two key factors in successful Internet marketing to consider: the search engines that drive visitors to the site and the rich site content that turns visitors into customers.
- 6.3 Traditional media is becoming less and less relevant for many tourism operators and associated costs are increasing, often making these methods of marketing increasingly unviable for small tourism operators. The Internet has proven to be the most cost-effective method for reaching a massive audience.
- 6.4 A successful web presence and visibility requires a fine strategic balance between the needs of the site visitors, the operators' business needs, web site browser efficiency and search engine ranking and optimization.
- 6.5 Finally, assembling the right telemarketing team to support NZTO has also been vital, for they have the ability to articulate themselves over the phone and to let operators know what they have to offer.

NEW ZEALAND

TOURISM DESTINATION SITE STEWARDSHIP

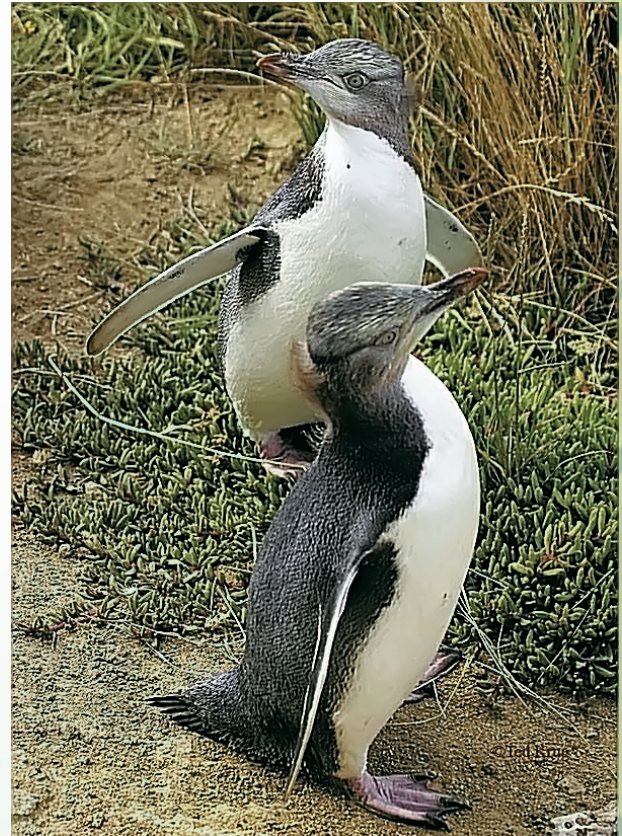
I.0 GENERAL INFORMATION

Official Name of “Best Practice” Initiative	Tourism Destination Site Stewardship
Name of Contributor/ Organization	ELM Wildlife Tours, Dunedin New Zealand
Address/Contact Details	19 Irvine road - The Cove Otago Peninsula, Dunedin, New Zealand Tel: +64 3 454 4121 Fax:: +64 3 454 4121 Email: tours@elmwildlifetours.co.nz Website: www.elmwildlifetours.co.nz Contact Person: Brian Templeton
Year The Initiative Was Started & Completed	1991 - (an ongoing initiative)
Location of Best Practice Project	Otago Peninsula, Dunedin (South-eastern Coast of New Zealand)
Awards/Recognitions	<ul style="list-style-type: none"> ● New Zealand Tourism Award, 2005 in these categories: <ul style="list-style-type: none"> ● Westpac Small Tourism Business; ● Operator Award; ● Leisure Activity Award; ● Distinction Award. ● Otago Chamber Of Commerce Award, 2004, in the Small Tourism Business Category. ● New Zealand Tourism Award In The Ecotourism Category, 1998 to 2003. ● Green Globe 21 Environmental Award.



2.0 KEY SUMMARY

- 2.1 Elms Wildlife Tour is a tour operator based in Dunedin that has successfully incorporated sustainable tourism initiatives into their tour programs that are operating on the Otago Peninsula for small client groups to view the threatened wildlife. They are an excellent role model for others, demonstrating that by looking after their tour destination sites and minimizing the negative impacts, they are actually protecting their 'rice bowl' as well as investing in growing their own business.
- 2.2 Their tours have won them many awards for their environmental education awareness and wildlife conservation management initiatives. Among the many, the greatest one was the Distinction Award and was inducted to New Zealand Tourism Awards 'Hall of Fame' in 2005.
- 2.3 Their tours are one of the highlights for visitors to New Zealand where they have the opportunity to experience a 'close encounter with nature' to see some of the world's rarest wildlife, the Hooker sea lion and the Yellow-eyed penguin. The area itself is an adventure land which comprises of farmlands, remote areas and rugged coastline.
- 2.4 Elm Wildlife Tours is well aware that their long standing reputation is attributed to their stewardship of the site's wildlife and its terrestrial environment.



3.0 THE OBJECTIVES

- 3.1 Recognize the importance of conducting their business responsibly towards the environment and in the communities where they operate;
- 3.2 Ensure its activities have the least possible negative impact on the environment, whether it is now or in the future;
- 3.3 Provide a sustainable, high quality eco-tour experience that meets customer expectations;
- 3.4 Involve visitors as stakeholders in conservation initiatives by raising their awareness through education;

- 3.5 Work with other tour operators to raise awareness in the environment and to develop and demonstrate good practice by operating in a sensitive and responsible manner.



4.0 THE MODEL

- 4.1 Essentially, Elm Wildlife Tours is an organization that relies heavily on the environment and its ecosystems to provide the wildlife encounters for clients from all over the world, particularly those who are willing to pay to see the three rare species (hooker sea lions, royal albatross and yellow-eyed penguins).

- 4.2 The Elm Wildlife Tours offers three (3) types of products:

- Peninsula Encounters (a half day Otago Peninsula wildlife tour);
- Wild Coast Explorer (a private charter for two to four people);
- Catlins Encounter (charter for a group of six or more).

- 4.3 The tour programs are characterized by:

- A mix of tourism and conservation. Part of the tour is conducted solely within its privately owned conservation reserve where they have carried out very successful conservation and breeding initiatives particularly on the yellow-eyed penguins;
- Small group 'hands off' guided eco-tours to view the main 'stars' NZ fur seals, yellow-eyed penguins, hooker sea lions, royal albatross and blue penguins;
- The tours are non-intrusive and operate with minimal disturbance. Specially constructed viewing 'hides' and binoculars are provided for visitors to photograph or observe the animals without disturbing them, especially the extremely shy yellow eyed penguins;
- The use of trained enthusiastic guides to enhance the quality of visitor's tour experience with wildlife encounters.

- 4.4 Their conservation efforts are characterized by these:

- Undertaking pro-active wildlife conservation initiatives such as habitat enhancement, nest site creation, winter tree re-planting, bush regeneration and predator control programs by trapping stoats, ferrets, weasels & cats, and assistance to injured or sick penguins, etc.;



- Environmental monitoring of its tours operation for any adverse impact on the site;
- Reducing energy consumption (fossil fuels) by introducing a range of vehicle fleet sizes that best suit the size of the tour groups;
- Using diesel fuel only, and a fuel purchasing policy to buy from companies that are environmentally friendly;
- Maintaining a clean wildlife terrestrial environment by removing litters on the beach and sea (which are a danger to wildlife if swallowed);
- Creating awareness with education for 'local boaties' and fishermen not to dispose any rubbish in the ocean;
- Planting trees to offset the pollution created by motor vehicles to recycle the carbon monoxide. (To date they have planted trees in an area of over 12 hectares);
- Where possible, sorting out and recycling solid waste incurred on trips.

5.0 THE IMPACT

- 5.1 Their tours have already enabled over 130,000 visitors to enjoy a close encounters with these wildlife with such tours helping to deliver a deeper conservation message to the visitors;
- 5.2 The local business community has benefited from the eco tourists that Elm Wildlife Tours attracts to the area through better knowledge and awareness of conservation and protection to endangered species in their area;
- 5.3 It is best summed up by the judges' comments in the many awards accorded that: 'Elm Wildlife Tours is an organization that is passionate about its product and the whole conservation ethic that it encapsulates. This passion and enthusiasm is communicated to the customer in such a way that they too learn and embrace the philosophy.'



6.0 LESSONS LEARNED

- 6.1 Elm Wildlife Tours' success serves as a good lesson to reassure others in the tourism industry that those who have adopted environmentally and socially sustainable initiatives into their business are not disadvantaged in any way but instead are making a wise and 'profitable' business decision; one that delivers market rewards and a proven formula for a commercially successful and sustainable business.
- 6.2 For other eco and nature tours operators this is a good lesson demonstrating that by looking after tour destination sites and minimizing the negative impacts, they are actually protecting their 'rice bowl' and also investing in growing their own business.





- 6.3 Having exclusive access to an isolated area enables the company to concentrate its focus to deliver a true environmental product that is 'as real as you can get'. Tours conducted this way produces the best visitor experience compared to the many other ways eco tours are conducted;
- 6.4 The small group aspect is also a significant ingredient to:
- enable the best 'close encounter' experiences for visitors;
 - deliver a powerful 'conservation and protection' message that will stay with the visitors long after the tour is over.
- 6.5 The cooperation from landowners is important especially for initiatives such as predator control and additional planting of native species, etc. which often extends across privately owned land and which require approval from the landowners before the initiatives can take off the ground.