



**Hurunui Tourism
2020-2021 Marketing Plan**

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Introduction

FY 2020 will be the fourth year of the [5-year strategy](#), which was approved and endorsed by the Hurunui District Council on 25 May 2017.

The focus of the strategy is on Destination Development and Destination Marketing.

1. Destination Development: developing Hurunui as a tourism destination and collaborating with key stakeholders within and outside of our district.
2. Destination Marketing: targeting key markets to visit our district and actively selling all that our district offers.

Review December 2019

In preparation for creating this plan, Hurunui Tourism staff and the board reviewed the 5 year strategy, to consider if there were any aspects that needed amending or were not working.

This review took into account information from a paper prepared by an industry consultant on reasons why Hurunui Tourism was experiencing less growth than the national average.

As a result, there are **four** amendments to the 5-year strategy that are reflected in the plan for 2020-2021:

1. Review of the budget, taking into account:
 - Including extra forecasted income from the Targeted Tourism Rate and Hanmer Springs Thermal Pools & Spa (HSTPS) contributions.
 - Revision of the potential income from product investment and grants.
 - Revision of the fixed costs to reflect that marketing delivery is now solely through staff at HSTPS.
2. Inclusion of the development of a development / investment prospectus.
3. Inclusion of the following specific targets:
 - Australian media.
 - Various geographical markets around NZ.
4. Inclusion of attendance at Regional Tourism Organisation (RTO) days and more trade and in-market days associated with being an RTO.

FY20 Projected Revenue

Targeted Tourism Rate (TTR)	\$251,417*
HSTPS Contribution	\$ 60,833*
TOTAL	\$312,650

FY20 Budget Allocation

Fixed Costs		\$84,000
Marketing Consultancy (HSTPS)	\$82,000	
Other Board Expenses.....	\$ 2,000	
Developing the Destination		\$60,000
Tourism Growth Package.....	\$45,000*	
Event Development.....	\$15,000*	
Selling the Destination		\$200,000
Collaboration.....	\$42,000*	
Digital.....	\$26,000	
Collateral.....	\$20,000*	
Communications.....	\$15,000	
Trade.....	\$18,000	
Advertising.....	\$47,000	
Conferences & MEETINGS.....	\$16,000	
In-market.....	\$16,000*	
Total Expenses		\$344,000
Net Surplus (Deficit)		(\$31,350)*
To be funded from reserves**		

* Note: these figures vary from Year 19-20 in the five year strategy, due to reasons outlined in the introduction, and also variances between forecasting in 2017 and 2020 actuals.

** Note: as at December 2019 the forecasted reserves for the end of financial year (June 30 2020) is \$118,659.

Information Board?

Developing the Destination

\$60,000

Developing Hurunui as a tourism destination includes improving and supporting our existing product, working to attract new products and investment and growing the number of events in the district.

Key focus areas are -

- The completion of the Hurunui Story
- The identification of potential 'investors' in the Hurunui.
- The supporting of an events in the region to assist in their growth.
- The creation of a Farm Tourism group of products.
- The implementation of a strategy to capitalise on the opening of the Christchurch convention centre and the Lyttleton cruise terminal.
- The development of new product offerings.
- Further strengthening the Alpine Pacific Touring Route.
- Develop a new touring route to bring to market.

FY20 will see a continuation of the work undertaken last year. There will be a change of emphasis.

Over the last two years considerable time and effort has gone in to getting concepts for tourism start-up businesses up and running.

The results have not been forthcoming due to a number of reasons. With this in mind work on start-up businesses will be focussed on bigger concept products that will need significant capital and therefore external investment.

Assistance and guidance will be given to existing businesses who are expanding their businesses or those who are wanting to invest in their own businesses.

The development of the Big Country will receive more focus. A component of this will be the raising of the profile of existing businesses and the Night Sky remains an opportunity. Recent work in the Rural Tourism business will be fruitful over a period of time. We will need to link the Rural businesses together in order to create a profile for The Hurunui in this market

We will be supporting the following events this year, aswell as supporting other tourism-focussed events on a case-by-case basis

- North Canterbury Wine and Food festival
- Hanmer Springs Half Marathon
- Taste North Canterbury
- Hurunui Garden Festival

- Hanmer Springs Fete
- Hurunui Race and Gala Day (2022)
- The identification of an event on the eastern side of the Hurunui to support is an opportunity.

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Selling the Destination

\$200,000

Selling the destination is about taking a more proactive approach to attracting visitors to our district. It is not necessarily about changing the tools we use, but ensuring that those tools are focussed on efficiently leading potential tourists to convert to sales for operators in the district.

Objectives

- Tourism spend is increasing by more than the national average, measured by MBIE RTEs.
- Digital is second nature.
 - *Increase website sessions by 10%*
 - *Increase social media engagement and reach by 7%*
- Midweek is a strong contributor of revenue: *develop a base measurement of the conference and meetings market and measure the success of sales initiatives in this market.*
- Targeted and cost effective sales campaigns: *the domestic digital campaign continues to grow; the CTR (click through rate) for each advert is a minimum of 0.06%.*

Collaboration **\$42,000**

- Membership and joint venture partnerships/activities with ChristchurchNZ, SOUTH, Alpine Pacific Touring Route, Top of the South, TIA, RTNZ.
- Exploration and heightened promotion of possible new touring routes.

Digital **\$26,000**

- Develop and maintain www.visithurunui.co.nz
- Enhance Hurunui Tourism's Social Media presence.

Collateral **\$20,000**

- Print and distribute the Official Visitors Guide.
- Support the continued development of the community maps.
- Continue to update our image library and expand our video footage.

Communications **\$15,000**

- Public Relations support.
- Annual tourism stakeholder survey.
- Produce annual marketing plan.
- Regular district visits.

Trade **\$18,000**

- Support famils to our district (TNZ and ChristchurchNZ led or independent).
- Attend trade shows – including but not limited to TRENZ.

Advertising **\$47,000**

- AA advertising package.

- Domestic digital campaign.
- Other advertising as opportunities arise.

Conferences & MEETINGS

\$16,000

- Attend Meetings NZ in Christchurch (June 2021).
- Bring potential event and conference organisers to the Hurunui District for famils.
- Develop collateral to support tradeshow.

In-market

\$16,000

- Attend RTNZ trade days in Auckland and Sydney.
 - Consumer shows with CIAL (Christchurch Airport) and other partners.
 - Attend NZ Bike Show.
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