

## The Facts - An Overview

- NZ is Australia's largest inbound market (approx. 1M+ visitors per year).
- NZ is SA's 2nd largest inbound market (approx. 38-40K visitors per year).
- Kiwis' average length of stay in SA is 10 nights+.
- Research shows that, compared with other Australian states, SA 'owns' river cruising and wine & food holidays in the minds of Kiwi travellers.
- SA regions most frequently visited by Kiwis (in order):
  1. Adelaide
  2. Adelaide Hills
  3. Barossa
  4. Murray River
  5. Clare Valley
  6. Fleurieu Peninsula
  7. Flinders Ranges & Outback
  8. Limestone Coast
  9. Kangaroo Island
  10. Eyre & Yorke Peninsulas
- Activities most frequently undertaken by Kiwis in SA (in order):
  1. Shopping
  2. Self driving
  3. Wine tasting/visiting a wine region
  4. River cruising
  5. Nature/wildlife
- How do Kiwis book their travel to SA?
  1. Direct with the operator on the Internet (41.5%)
  2. In store with a travel agent (26.5%)
  3. On a travel agency website (9%)

## How to increase Kiwi visitors to your business

- Improve your website and search engine ranking.

### WHY?

- Kiwis are heavy Internet users (81% of the population)
- Looking for travel information ranks as one of their top 5 five online activities
- Approx. 50% of Kiwis who have travelled to SA recently booked online
- Kiwis will not look past the first page of search engine results

### HOW?

1. Determine how people find your site....what keywords are they using?
2. Use those keywords as often as you can, esp. in prominent places e.g. headings, link descriptions, page names, image tags, in bold or italics etc.
3. Have a decent amount of copy on each page (min. 200-300 words), incorporate as many keywords as possible

4. Use headings and sub headings on each page
  5. Include as many images as possible (all optimized for search engines)
  6. All pages must have unique page titles and meta descriptions
  7. Implement good links between the different sections of your site and include keywords in the link descriptions (not 'click here')
  8. Grow the number of links to your site
  9. Create a dynamic site map
  10. Establish your site by submitting it to the major directories e.g. The Open Directory (Google), Yahoo Directory, ATDW etc.
- Already seeing strong business from NZ and committed to growing it further?
1. Participate in NZ wholesale programs and honour your rates (minimal blackouts)
  2. Budget for at least one visit to NZ per year, including OZTalk
  3. Participate in ongoing wholesaler and SATC promotions, including famils
  4. Leverage SATC channels to promote your business e.g. e-newsletter, website, SA Experts updates etc.

### 2008/09 - The year that was...consumer direct activity

- **Brand Campaign:** Delivered over 11,200 responses and achieved an awareness rate of 70%. Research proved our last 2 campaigns were very successful in getting Kiwis to travel to SA, with 51% (2008) and 17% (2009) of respondents having already visited the state. 2009 campaign results (which only finished in late July) showed 66% of respondents are still considering a trip to SA.

### 2008/09 - The year that was...trade activity

- **Training:** In addition to supporting OZTalk and the Aussie Specialists program, our 'SA Experts' training program was modified to include sales targets, travel incentives and an annual re-fresher training module. Between January and August 2009, our 'SA Expert' agents sold almost AUD\$215,000 of travel to SA.
- **Famils:** 17 agents & product staff visited Adelaide, Adelaide Hills, Barossa, Fleurieu Peninsula, Murray River and Kangaroo Island on 2 hosted famils. We encourage you to participate in our Travel Agent Discount Directory (i.e. self famil program), which encourages NZ travel agents to visit SA (& your business) on their own holiday.

### 2008/09 - The year that was...media activity

- Generated a total of AUD\$451,300 in media publicity across NZ.

### 2009/10 - The year ahead

- **Brand Campaign:** After 5 successful years (the most recent delivering the highest number of enquiries ever), we move into the next phase of our campaign. Using returning Kiwi travellers as 'SA Ambassadors', their travel stories will feature on a newly created 'SA Stories' website, where consumers can read more stories, upload their own stories and learn about the destination. This activity will be underpinned by a TV and digital campaign, and for the first time, will include a tactical component with the introduction of the SA Holidays program into NZ.
- Opportunity:** Wouldn't it be great promotion for your business if a consumer posted a story about your product? So, if you have a great customer experience, let us know or suggest they contact us to add their story.