

SATC Industry Forum Market Update Presentation

November 2010



NZ Market Overview

- Australia's largest inbound market (1M+ visitors last year)
- SA's 2nd largest inbound market, by country (38K+ visitors last year)
- Av. length of stay in SA: 9 nights; Av. spend in SA per person: A\$2,032
- Top 3 holiday activities: shopping, visiting a winery, self driving
- Top 3 holiday destinations outside Adelaide/Adelaide Hills: Barossa, Murray River, Fleurieu Peninsula
- High online researchers & bookers, but 24% prefer a travel agent

Kiwis on holiday in SA...



Marketing Successes

1. NZ Brand Campaign:

- New phase: Returning Kiwi travellers as 'SA Ambassadors'
- 9,500 responses
- Proven success at converting Kiwis to travel to SA
40% travelled; 59% still considering travel (33% in the next 12 months)



*Into food & wine?
If you haven't been to South Australia
you're missing out!*



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A brilliant blend.

For a **FREE** info pack visit

▶ SOUTH AUSTRALIA.CO.NZ



Marketing Successes

2. SA Roadshow:

- 5 key cities across NZ
- 637 consumers attended, twice the expected number
- 117 agents trained



Major Plans / Focus 2010-11

1. Consumer: NZ Brand Campaign

- Continue to use Kiwis as 'SA Ambassadors'
- Rework TV ads to include footage of SA
- Digital activity to underpin TV

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Adelaide TV Ad

Adelaide - the gateway to all there is to see and do in South Australia.

Click on the arrow to the right and watch everyday Kiwis talking about their holiday experiences in our brilliant city.

From the beautiful sandstone architecture of **North Terrace**, to the tastes and smells of the **Adelaide Central Market**.

From the shopping precinct of **Rundle Mall** to the beautiful beachside suburb of **Gleneig**, Adelaide is a city with something for everyone.



Major Plans / Focus 2010-11

2. Trade: 'SA Experts' Online Training Program

- Currently 14 qualified 'SA Experts' across NZ
- Annual sales targets & refresher training modules
- Sold over A\$85K in travel to SA in 2009/10
- Aussie Specialists Program no longer in NZ



Trade

Key messages:

- Noticeable 're-engagement' with Australia by wholesalers
- For bookings, Internet still #1, but retail chains regaining some ground
- 24% of Kiwis still prefer to book SA via an in-store travel agent
- Co-op activity is limited
- 4 key wholesalers:
 - GO Holidays, House of Travel, Infinity Holidays, Air NZ Holidays

Online Environment

Top 5 Kiwi travel sites:

HOUSE OF TRAVEL



Expedia.co.nz™

FLIGHT CENTRE *Unbeatable*



When Kiwis book SA:

- 49% book direct on an operator's / airline's website
- 24% via a travel agent
- 16% combination

Future trends:

- Dynamic packaging on all retail websites
- Increase in combination booking i.e. direct online & with a travel agent



#1 Opportunity for You in NZ

Digital Marketing:

1. SATC NZ website:

www.southaustralia.co.nz

Promotional features boxes on every page

2. SATC NZ e-newsletters:

Quarterly, to trade & consumers

3. SATC NZ Facebook page:

www.facebook.com/ilovesouthaustralia

Dedicated to sharing stories & information about SA amongst Kiwis

4. Your Website:

Invest in improving your website & search engine ranking

SATC NZ Website

Home Search

Australia South Australia Adelaide Regions Maps Stories

Gen S Hami...
Back in 2000, my now husband Hamish was working in Adelaide while I lived in Wellington....
[Read this story](#)

Read all stories

Get your **FREE** info pack [ORDER NOW](#)

S South Australia. A brilliant blend.

The world famous Barossa - taste it

Home Adelaide 24° [Find us on Facebook](#)

[GET YOUR FREE INFO PACK](#)

South Australia

Welcome to the official travel site for Kiwi's heading to **Adelaide** and **South Australia**.

It's the home to the **Barossa**, where over half of Australia's best wines are produced and the gateway to amazing Outback adventures in the **Flinders Ranges**.

You can watch whales and swim with seals on the **Eyre Peninsula** or get up close with kangaroos and koalas on **Kangaroo Island**.

You can be cruising down the incredible **Murray River** one day and sampling some of the world's finest cuisine and wine in our brilliant capital city - **Adelaide** the next.

Maps

Click here to find, activities, food, tours, accommodation and more!



Quick Links

- [Things to see and do](#)
- [Where to stay](#)
- [Where to eat and drink](#)
- [How to get around](#)

Weather forecast

Adelaide 24°

WED	THU	FRI	SAT	MON
22°	29°	22°	18°	20°
--	12°	17°	14°	11°



It's Spring in Adelaide and South Australia so we've brought you an extra night FREE deal at over 50 hotels to help you escape to SA sooner!

[Click Here](#)

[Spring Extra Night FREE deals in South Australia!](#)



The 2011 Clipsal 500 been released! With it held between 17 - 20 fantastic time to visit!

[Click Here](#)

[Be a part of the 2011 Clipsal 500 V8 Supercar!](#)



Meet Jodie McSkimming Travel Agents. Contact holiday today!

[Click Here](#)

[Book with an SA Expert Travel Agent](#)



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SATC NZ E-newsletter

A BRILLIANT BLEND

www.southaustralia.co.nz 26 February 2010

Gen & Hamish's Story

Back in 2000, my now husband Hamish was working in Adelaide while I lived in Wellington. I arranged to come over and see him for a week - he told me...

Read this story >

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In this issue...

The South Australians are coming

Hi Kris.

Make 2010 the year you visit Adelaide and South Australia!

In this edition we're offering you a first hand taste of the experiences and flavours of South Australia.

We invite you to come and speak with tourism experts from across South Australia at our [SA Roadshow](#), and we also hope you enjoy our new [TV ads](#) and [SA Stories](#) website, which feature amazing Kiwi travel stories in our State.

South Australia is known as a 'something different' holiday destination, so we've selected the state's top 5 'hands on' experiences, plus we introduce our newest residents – Giant Pandas Wang Wang and Funi.

Don't forget to check out our ['Isn't it about time...'](#) section for the latest *Brilliant Blend* reader deals, to help you to escape to SA sooner!



SATC NZ Facebook Page

facebook

12

Search



Home



Edit Page

Promote with an Ad

Suggest to Friends

Adelaide and South Australia, a 'something different' Australian holiday experience.

Isn't it about time you visited....?

Information

Founded:
2009

I love South Australia

Wall

Info

Photos

Discussions

Boxes

Events



What's on your mind?

Attach:



Share

Options



I love South Australia Missed out on tickets to the Wellington Rugby Sevens? Come and support the boys in Adelaide on 2 -3 April 2011!

Tickets and packages available soon...watch this space or visit <http://www.southaustralia.co.nz/south-australia/events/irb-rugby-sevens-adelaide>



Adelaide Rugby Sevens

www.southaustralia.co.nz

Held over three days at world renowned Adelaide Oval, the Adelaide Rugby Sevens kick off on April 2 and promises to be a festival of rugby that will have you on your feet cheering New Zealand towards the finals in an electric atmosphere that only Adelaide can provide!

October 14 at 9:01am · Comment · Like · Share · Promote · Flag

Karen Robertson likes this.

Write a comment...

Social Media in NZ

‘Word of Mouth’ referrals / consumer opinion is more important than ever:

- 79% of Kiwis agree comments from other consumers can change their opinion of products/brands (vs. comments from the company itself, 32%)
- 33% of Kiwis who travelled to SA recently gathered info from family / friends when researching their trip



I love South Australia Thanks for your question, Patricia - Southern Right Whale's annual migration occurs between May and October. During this time whales can be seen with their calves close to the shore, with large groups gathering near Victor Harbor, Goolwa, Port Lincoln, Kangaroo Island and Head of the Bight. The 1st confirmed Whale sigh...

[See More](#)

August 17 at 2:01pm · [Comment](#) · [Like](#) · [Promote](#)

Eileen Williams likes this.



I love South Australia <http://www.southaustralia.co.nz/regions/fleurieu-peninsula/whale-watching>
August 17 at 2:03pm · [Like](#)

Write a comment...



Patricia Hammond Only 4 1/2 hours direct flight - I didnt realize that. When is the best time to see the whales?

August 16 at 6:04pm · [Comment](#) · [Like](#) · [Flag](#)



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Why Facebook?

- #1 social networking site in NZ
- 2nd most consistently visited site in NZ (behind Google)
- 1.5 million registered Kiwi users, 33% aged 35+ years (SA's target market)
- 2nd most visited site by Kiwis looking for holiday info on Australia



I love South Australia Fancy a great 2 Night Barossa Escape? details are on our website: <http://www.southaustralia.co.nz/info/2-night-escape-to-the-barossa>

What would be on your 'must see and do' list for the Barossa?

August 19 at 11:31am · Comment · Like · Promote

2 people like this.



Deeanah Winders ROCKFORDS!!! Alicante is my FAVOURITE!!! Angas Park - Yum!

August 19 at 1:02pm · Like · Flag



Graham Simpson I visited the Barossa in 2006 and enjoyed my visit would love to come back and spend more time there

August 19 at 1:08pm · Like · Flag

The Facebook logo, consisting of the word 'facebook' in a white, lowercase, sans-serif font on a dark blue rectangular background.

Social Media in NZ – How?

1. Not on Facebook...?

- Send us updates/news on your product & region for inclusion on our page

www.facebook.com/ilovesouthaustralia



I love South Australia If you're after an authentic slice of country Australia during your next holiday, look no further than the Clare Valley.



Clare Valley

11 new photos

July 20 at 9:52am · Comment · Like · Share

Karen Bolton likes this.



Karen Bolton Love the Clare Valley. Can't wait to get back up there:)

July 21 at 1:22am · Like · Flag



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Social Media in NZ – How?

2. Already on Facebook....?

- Know your audience
- Frequently use the keywords used to find you via search engines
- Link to Facebook from your email signature, website, newsletters etc.
- Publish relevant content regularly, 2-way is key!
- Don't just write about your company
- Upload videos and photos..... Lots!
- Don't assume people care about you
- Keep them coming back
- Then, grow your fans...
 - Join relevant user groups
 - Post comments



The screenshot shows a Facebook page for 'I love South Australia'. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, Photos, Discussions, Boxes, Events, and a plus sign for more options. The main content area features a post from 'I love South Australia' dated October 14 at 9:01am. The post text reads: 'I love South Australia Missed out on tickets to the Wellington Rugby Sevens? Come and support the boys in Adelaide on 2 -3 April 2011! Tickets and packages available soon...watch this space or visit <http://www.southaustralia.co.nz/south-australia/events/irb-rugby-sevens-adelaide>'. Below the text is a photo of a rugby match and the title 'Adelaide Rugby Sevens' with the website 'www.southaustralia.co.nz'. The post has one comment from 'Karen Robertson' who says 'likes this.' and there is a 'Write a comment...' input field at the bottom.

Top 10 Search Engine Keywords

(in order)

1. South Australia
2. Adelaide
3. Adelaide Weather
4. Strathalbyn Markets
5. Adelaide Attractions
6. Murray River Houseboats
7. Southaustralia
8. Murray River
9. Indian Pacific Train
10. South Australia Tourism

Kiwis on holiday in SA...



Top 10 Most Visited Regions

(in order)

1. Adelaide
2. Adelaide Hills
3. Barossa
4. Murray River
5. Fleurieu Peninsula
6. Clare Valley
7. Flinders Ranges & Outback
8. Limestone Coast
9. = KI / Yorke Peninsula
11. Eyre Peninsula

Kiwis on holiday in SA...



Top 10 Most Popular Activities

(in order)

1. Shopping
2. Visiting wineries
3. Self driving
4. Nature/wildlife
5. Day tours
6. River cruise
7. Outback
8. Shows/Festivals
9. Rail travel
10. Houseboating

Kiwis on holiday in SA...



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