

Dear Darci

I am responding to your Official Information Act request asking for information on costs to produce the “Everyone Must Go!” Australia-focused campaign, and the costs of any focus groups and input from consultants.

Tourism is a significant contributor to New Zealand’s economic growth and is our second largest export earner with international visitors contributing \$16.9 billion to the economy in the year ending March 2024.

The government is committed to growing the tourism sector and the Minister for Tourism and Hospitality asked Tourism New Zealand for advice on marketing and sales initiatives that would have an immediate impact on short-term visitor arrivals.

As our largest visitor source market with over 1.4m arrivals per year, New Zealand’s closest neighbour with a short-haul flights of 3 hours, and an established team and business strategy, Australia was the logical market to target an increase of arrivals.

Tourism New Zealand research highlights that when considering a holiday Australians are especially drawn to New Zealand’s spectacular landscapes, wildlife encounters, outdoor adventures, iconic destinations, and rich food and cultural experiences.

Research insights also show that the biggest barrier for Australians looking to book a New Zealand holiday is cost with 57% waiting for a deal on flights (up 22.4% compared to last year) and 16% waiting for a good package on flights and accommodation.

In partnership with airlines, hotels and New Zealand tourism operators, Tourism New Zealand developed the ‘Everyone Must Go!’ tactical sales campaign offering deals and packages to encourage Australians to book now, for an autumn holiday (March, April and May).

The campaign cost is \$500,000 - \$217,299 for advertising and media and \$282,701 in joint venture costs. No focus groups or consultants were used in the development of this campaign.



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In the first seven days following the launch, we saw a marked increase in traffic to the Australian version of newzealand.com, more than 700 deals from travel sellers uploaded, and a referral rate tracking above benchmark to support direct sales for industry. In addition, there have also been incremental bookings through joint ventures with airlines offering discounted fares, and the campaign is on target against its success measures.

You have the right to seek an investigation and review by the Ombudsman of our handling of your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely

Natalie Haines

General Manager, People and Corporate Affairs