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## Adventure park and sailing school win their share of domestic tourism

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A Nelson adventure park and a yacht charter and sailing school in the Bay of Islands have been announced as the winners of TIA's DGiT Do It marketing grants, giving them the tools to reach out to more New Zealand holiday makers.

**Cable Bay Adventure Park** in Nelson and **Great Escape** Yacht Charter and Sailing School in Opuia, Bay of Islands, have both been granted a \$3000 marketing campaign courtesy of TIA and marketing agency Tomahawk, in partnership with the Domestic Tourism Working Group.

The DGiT Do It grant programme aims to promote the online domestic marketing tool **DGiT** (Domestic Growth Insight Tool), which helps tourism operators identify domestic market segments and how best to target them.

Each grant winner receives one of two \$3000 (+GST) grants for a customised digital marketing campaign aimed at expanding their domestic market.

The marketing package consists of \$2000 campaign advice and support from Tomahawk and \$1000 for Google Adwords and Facebook marketing.

Applicants were asked to use the DGiT online tool to identify their domestic market and create a strategy to target that market, using the data that DGiT provided.

Great Escape's application outlined a strategy for introducing a new activity called 'Fun Flotillas' to attract groups of families and friends with limited sailing experience who want the freedom and security of a flotilla sailing weekend. The DGiT tool revealed that friends and family groups in the region for the weekend was their target audience, as their two day flotilla trips are in a similar price range to the cost of a weekend's accommodation.

Cable Bay Adventure Park aims to use their marketing campaign to create awareness of the business, and find out the best time to reach their audience. Using the DGiT tool, they found out that 69% of activities are planned prior to people commencing their trip.

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“This highlighted the importance for us to reach potential customers in the planning phase of their trips, so we used that information to plan for a good Google Adwords campaign, SEO-optimisation on our site, and a strong social media presence,” says Cable Bay owner and director Richard Ussher.

Applications were judged on their marketing campaign and goals, use of relevant data from DGiT, and whether the proposed campaign showed a tangible benefit to the operator’s business.

TIA Advocacy Manager Steve Hanrahan says this was the second year of the grants and all 37 applications were of a very high calibre.

“Judges made special mention of this and were impressed by the lift in understanding and application of the DGiT data from the previous year.

“It’s really positive that the applicants can see the benefit of the using the DGiT tool for their businesses. It’s a tremendous opportunity to take advantage of the \$55 million Kiwis spend daily on domestic travel.

“It’s great to encourage New Zealanders to visit more regions and travel year round.”

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#### KEY FACTS

- Tourism in New Zealand is a \$99 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$59 million in economic activity every day.
- Tourism is New Zealand’s biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand’s foreign exchange earnings (year ended March 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

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