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# The Art of Travel 旅行的艺术

## Newsletter March 2014

SPECIALIST AUSTRALIA & NEW ZEALAND

### NEW ZEALAND

#### TNZ LAUNCHES NEW TRADE WEBSITE

Tourism New Zealand's new look trade website, now aligned with the organisation's online brand to provide a consistent 'look and feel', has gone live 10th of March.

As the primary source of information to help travel sellers learn more about New Zealand and how to sell it, the site provides training tools and resources such as TNZ's online modules and the 100% Pure New Zealand Specialist programme.

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New content providing regional selling points were added, with existing 'top-tips' drawn from our Essential New Zealand mobile app. As a result of the user research – new suggested itineraries were also developed and added for each region.

#### MILLION VISITORS TAKE A HIKE, STAY LONGER AND SPEND MORE - TNZ

MORE than a million international visitors have taken walking and hiking holidays in New Zealand since 2009, says TNZ. This is an average of 254,000 a year. They stay longer and spend more than a typical visitor during their time here: \$3,600 compared to \$2,800. But 20 percent say they spend more than \$5,000 during their visit.

Most walkers/hikers are from Australia, the US, UK, Germany, Japan and the Netherlands.

The most popular region is Mackenzie, which features a variety of tracks around Lakes Tekapo,

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Pukaki, Ohau, Benmore, Omarama, Twizel, Kurow, Aoraki Mount Cook National Park and Lindis Pass.

The top parks for walking or hiking are Fiordland, Mount Cook/Aoraki, Lake Wanaka/Mount Aspiring, Westland Tai Poutini and Tongariro.

#### ROAD SAFETY VIDEO LAUNCHED TO HELP VISITORS GET THE PICTURE

A seven-minute video about how to drive safely in New Zealand has been developed by CamperMate in response to a high number of crashes this summer involving visitors.

It aims to prevent accidents through education of New Zealand road rules and road signs, says CamperMate founder Adam Hutchinson.

The video has been produced by the team behind the CamperMate travel app and filmed throughout New Zealand using a video camera mounted to the windscreen, putting the viewer "in the driver's seat".

It covers driving on the left hand side of the road, one lane bridges, how to navigate a roundabout, road signs, how to pass a tractor as well as freedom camping regulations.

The video is available in Chinese to help the increasing number of Chinese holidaymakers arriving here.

\* CamperMate is a free iPhone/Android New Zealand travel app for the independent traveller that shows nearby locations of facilities such as designated free campsites, public toilets, dump stations, free wifi, real-time road alerts and more. It has had more than 25,000 downloads and a growing database of 13,000 GPS coordinates.

#### CHRISTCHURCH/PERTH SERVICE TO RESUME THIS SUMMER

AIRNZ is to continue its Christchurch/Perth service from this December to April 2015, CEO Christopher

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Luxon confirms. The service which has been operating since December has been so well supported that it has gone on sale for next summer.

### **ROTOROA LODGE JOINS HERITAGE BOUTIQUE COLLECTION**

LAKE Rotoroa Lodge, Nelson Lakes National Park, is the fourth South Island hotel to join the Heritage Boutique Collection. "The lodge is the most expansive property in our inventory, covering more than 1500ha," says group development manager Ronnie Ronalde. "We are excited to offer this unique location to our guests, for either a leisure visit or a corporate retreat." The two-storey lodge was built in the early 1920s in an Edwardian style and with details of the Victorian era.

### **AIR NEW ZEALAND AIRPOINTS™ MEMBERSHIP REACHES 1.5 MILLION**

Air New Zealand's Airpoints™ programme continues to go from strength to strength with the number of members now surpassing 1.5 million globally. The changes include the ability for members to earn Airpoints Dollars™ on every regularly available fare and earn rates that fairly reward the price of the airfare paid.

### **ESCAPE TO NEW ZEALAND**

Our 2014/15 summer brochure presents a selection of the best small ship cruising New Zealand has to offer. Here's your opportunity to cruise in style to New Zealand's three top visitor attractions – Fiordland National Park, Bay of Islands and Abel Tasman National Park. Our Early-Bird savings are valued at \$NZ 1,000 per couple on each of these destinations

### **SPECIAL TEAM AT TNZ FOCUSES ON SPECIAL INTERESTS**

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TNZ now has a dedicated team focusing on special interests including cycling, golf, skiing, fly-fishing, food and wine, and walking and hiking. "These sectors were chosen due to New Zealand's compelling, world-class product offering and validated through research with our target audience, active considerers, which confirmed that sufficient demand exists to travel and take part in these activities," says TNZ marketing director Andrew Fraser.

### **IFLY DOWNUNDER: SYDNEY'S HOTTEST NEW ATTRACTION**

Ever wanted to jump out of a plane, but just hate the thought of actually JUMPING OUT OF A PLANE?! Then iFLY Downunder is the answer...and it is addictive!

With the doors opening to the general public on the 26th April, Australia's first indoor skydiving facility is already proving to be a huge success with over 500 hours of tunnel time sold in the last few months!

"Our facility will allow people to get a real experience of skydiving in a fully-controlled and safe environment", comments Brett Sheridan.

"This is the biggest and most powerful vertical wind tunnel in the southern hemisphere and we can't wait to open our doors so everyone who has ever dreamt of flying, can now fly!"

The facility, located in the adventure capital of Penrith, has a 5 metre wide glass flight chamber which is one of the largest and most technically advanced in the world.

### **MARLBOROUGH MOST POPULAR REGION FOR WINE TOURISM**

MARLBOROUGH has the most wine tourists (43,018) followed by Auckland (30,0007), Hawke's Bay (24,857) and Queenstown (20,100) average annual visits. Central Otago has 4,300 and Wanaka 1,700,

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according to TNZ.

Research shows winery tourists spend more than a typical visitor, stay longer and are more interested in art and culture than others during their stay.

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### AUSTRALIA

#### RECORD NUMBERS OF TOURISTS SAY G'DAY TO AUSTRALIA

Foreign tourists are visiting Australia in greater numbers than ever before, with South-East Asia providing strong growth.

According to recently released Australian Bureau of Statistics (ABS) figures, there were 560,000 short term visitors who arrived in Australia during January 2014, despite a seasonally adjusted drop of 2.7 per cent.

"The largest growth in short-term visitor arrivals over the past year was from Asia," ABS spokesperson Denise Carlton said.

#### ETIHAD, TOURISM AUSTRALIA TEAM UP FOR TOURISM EXCHANGE

The ATE is Australia's largest yearly travel tourism business to business event taking place in Cairns. ATE 2014 will host 600 'buyer' delegates looking to buy travel goods from 1200 'seller' delegates from the 11 to 15 March 2014. Etihad Airways will provide return flights for international buyer delegates from UK, Europe, Middle East and Singapore. "The Australian route is one of the most important in our global network and its performance is bolstered by the strong appeal of Australia as a destination for travellers."

#### COUNTRY PROFILE SOURCE

[www.indexmundi.com](http://www.indexmundi.com) Check out Index Mundi, home of the Internet's most complete country profiles. This site contains detailed country statistics,

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charts, and maps compiled from multiple sources.

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### SOUTH PACIFIC

#### FIJI'S NEW THEME PARK TO BOOST TOURISM

Nadi's new theme park which displays a full feature of a rural setting in the colonial years is expected to boost tourism in the tourist town. Heritage Hamlet-[[www.heritagehamletfiji.com/](http://www.heritagehamletfiji.com/)] is the first of its kind and presents both communities of Fiji.

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