

Canterbury & West Coast Winter Australian campaign invitation

2025



Concept

Winter consumer campaign

- As part of our funding application to MBIE, We are proposing a targeted consumer campaign focused on converting visitors from the Eastern Seaboard of Australia, with a strong emphasis on Queensland, Cairns and the Gold Coast, while also marketing into Sydney and Melbourne. This region has demonstrated a strong interest in travelling to Canterbury and West Coast for winter activities and has the direct air capacity.
- The campaign will highlight the diverse winter activities to be enjoyed at the heart of the South Island - going well beyond traditional ski experiences. We will have a subsite that will showcase the various regions which will have a strong conversion focus highlighting a wide range of product deals with referral links to operators.





Campaign overview

Target market

Our target markets for this campaign are the Family-Orientated Traveller, Sophisticated Explorer and Active Adventurer travelling from East Coast Australia.

Campaign dates

15 April – 15 July 2025

Key objectives

Increasing visitation to Ōtautahi Christchurch via our international airport and drive dispersal to the regions that deliver an increase in accommodation and activity bookings for our regions over the quieter winter period.

Operator Deals Wanted

HOW CAN YOU BE INVOLVED?

We want your amazing deals and packages! For this campaign to be successful, we are looking for sharp and engaging deals and packages from tourism operators which are going to make visitors eyes light up and book to come here on their winter holiday.

Priority will be given on the website, and where possible in advertising to the best value deals, and packages that include multiple operators. Please keep in mind our target audiences.

Please note these do not need to be exclusive deals. We are happy to promote any winter deals that you have planned.

EXAMPLES OF GREAT DEALS:

- Kids go free on this family adventure:
½ day activity including morning tea and return transfers from Christchurch CBD. T&C's: 1 x child under 14yrs old free with one paying adult for travel 1APR-31AUG25
- Winter upgrade:
Pay for a standard room and we'll upgrade you to an Executive Suite including gourmet breakfast daily. T&C's: 2night minimum stay, for travel 1APR-31AUG25; subject to availability.
- Winter date night:
xx tour including complimentary hot beverage, warm snuggly blankets and grazing platter. T&C's: Afternoon departures only, 2 adults, for travel 1APR-31AUG25; your choice of hot beverage including Tea, Coffee, Hot Chocolate, mulled wine or hot toddy.

Collaborate with your industry colleagues

- Family xxx: Stay 2 nights in a family room; buffet breakfast daily; xx activity; swim at xx; xx tour. T&C's: 2night minimum stay; for travel 1APR-31AUG25; 2 adults and 2 children aged 2-14years.

Details we require:

Deal name: Example - 30% off Hotel Name (Please keep to 8 words max)

Deal description: Receive 30% the best available rate (Please keep to 18 words max)

Deal dates: Example - 1 June – 31 August 2024

T's an C's: Black out dates apply, subject to availability (Please keep to 20 words max)

Promocode: Confirmation if we can use a generic promocode so we can track valid bookings for a competition we plan to run to drive bookings (more details available soon): **WELCOMEOZ**

Booking link: URL only. We want to ensure a smooth customer journey as this is a digital campaign. Customers should land on the relevant page to book the deal, with the promocode already applied or call to action clearly identified so they can book.

Image: 2400px wide, landscape (no text or logo on images)



FAQ

Timeframe for deals

The campaign will be in market from April until the end of June, but you can make the timeframe of your deals flexible with what suits your business. Please note that there are two long weekends (King's birthday and Matariki), and the Term 2 school holidays during winter this year (starting at the end of June).

How will visitors book my deal?

Through Meta advertising and a comprehensive media buying plan, visitors will be directed to a subsite where all deals from around the region will be featured. Visitors can click on deals and will be directly referred to your website to book.

What if I have already submitted a deal for the ChristchurchNZ domestic campaign?

If you have already submitted a deal, unless otherwise notified, we will automatically include your deal in the Australian campaign. We will be in touch with partners involved in this campaign to discuss an alternative promo code where needed.

How do I submit a deal?

Fill in this [easy-to-use form](#). If you have any difficulties, please email james.brickland@christchurchnz.com.

Does it cost me to put forward a deal?

No, there is no cost to submit a deal. We are running this campaign to drive bookings for our tourism operators with funding to be confirmed via MBIE.

Will you use all the deals you receive?

Priority opportunities on the website and in advertising will be given to the most compelling deals and packages that will drive visitors to book a holiday in our regions.

When do you need my deal by?

Final dates to get your deals to us is **Friday 28 March 2025**.

Can I make changes to my deal once it is live?

No, once the campaign is live, we will not be making changes to any deals. Please ensure you provide us with the correct details when submitting a deal via the form linked above. All providers will be able to check their deal on our website before we launch the campaign.