

# Canterbury Tourism Partnership

**Canterbury Tourism Partnership will use its resources to help Christchurch and Canterbury Tourism focus on delivering a strong recovery of the Australian holiday market in the wake of the devastating earthquakes in 2010 and 2011. The partnership will also lift the Canterbury tourism sectors capability to attract more leisure visitors from China and will broaden new commercial opportunities for tourism operators across the region.**

## The Challenge

- Improve the slow rate of recovery
- Prevent further unnecessary business failures
- Create confidence for new private investment in accommodation and attractions.

## The Project

### The Australian market

- Use marketing communication campaigns for specific Australian audiences. The Canterbury Tourism Partnership will promote short breaks and special interest reasons for visiting Canterbury. Making sure that the new trans-Tasman air capacity is used.
- Attract high value visitors with online and blog content for use in Tourism NZ's special interest campaigns focused around biking, walking, fishing and golf.
- Deliver at least one high profile broadcast project for the region and maintain. Find and highlight interesting stories for media outlets and also host broadcast, print and digital media.

### The China Market

- Help educate individual tourism operators and service providers to improve their capability to give quality service to Chinese independent travellers.
- Increase travel trade training initiatives with Chinese travel sellers and inbound operators so that the sales capability of these channels can fully support new Chinese origin air services into the South Island.
- Improve the holiday planning resources available to Chinese independent travellers especially in the online environment.
- Develop new direct air connectivity into Christchurch from China.

## Key facts

**Programme start:** July 2014

**Length of TGP Funding:** 1 year

**TGP funding:** \$600,000

**Industry funding:** \$1,000,000

**Estimated potential economic benefits to NZ:**

- To the Industry funding partners: \$1.005 million in 2014/15
- To the broader tourism sector: \$5.0 million in 2014/15

