

# Domestic Marketing Plan

Consumer FY22/23



Destination  
Marlborough



## OUR GOALS

- Drive domestic visitation to Marlborough between June 2022 – June 2023
- Grow visitor spend from Canterbury, Wellington and Auckland regions to minimise any decline in visitor spend from the effects of covid-19.
- Build the reputation of Marlborough as a Brilliant domestic holiday destination.
- Build on partnership opportunities.

## CAMPAIGN CONSIDERATIONS

- Campaign activity to align with Tourism New Zealand's domestic campaign schedule, and integrate messaging where applicable
- Major regional events to be actively considered and integrated into campaign activity

## KPIs

- To increase visitor spend YOY in the Marlborough region (measured by market view data)
- To increase length of stay YOY in the Marlborough region (measured by Accommodation Data Program)
- To increase awareness of Marlborough's visitor offerings (measured by digital engagements)

## OUR AUDIENCE

Marlborough's 5 top domestic visitor

locations are -

1. Auckland
2. Canterbury
3. Wellington
4. Nelson
5. Waikato

## TARGET MARKET SEGMENTS

- All of New Zealand
- Auckland, Wellington and rest of North Island (Hawkes Bay, Manawatu, Waikato, Bay of Plenty)  
*\*higher spend markets*
- Canterbury – drive market



"ALL THE THINGS WE LOVE in one place"

RAINBOW SKI AREA



Marlborough  
MarlboroughNZ.com

Brilliant  
EVERY DAY

"COME TO THE MARLBOROUGH SOUNDS, come sailing with us!"

MARLBOROUGH SOUNDS

# OUR ALWAYS ON ACTIVITY

## DREAM

Marlborough is a brilliant holiday destination



## PLAN

Painting the picture of the journey and its highlights becomes our overarching creative objective and theme

“There’s so many things for me to do with my partner, friends and family in X amount of time”



## BOOK

Helping eliminate cost as a barrier. This focuses on communicating specific deals and messages.

“Now that we’ve helped our potential travellers imagine what their trip looks like, we need to get them across the line”



		June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	
Season		Winter			Spring			Summer			Autumn			
Holidays		Queens Bday 6 Matariki 24	9-25 S.H			Labour 24, Marl ann 31, 1-16 S.H	Cant ann 11	Boxing, Xmas, NYE. 20 S.H	Wgtn ann 23 Akl ann 30	Waitangi 6		Good Fri 7, Easter 10 Anzac 25, 7-23 S.H		
Events			Book fest			Marina2marina, Cheese fest, Feast	Garden Marl, summer vines		Maritime Fest	MW&FF	Mussel fest.	Classic Fighters, Grape ride	Vineyard half	
ABOVE THE LINE <i>Burst activity</i>	DREAM	Winter creative <b>ChCh/Wgtn upweight</b> • Youtube • Media partnership	S.H upweight • Media partnership		Spring creative	<b>ChCh/Wgtn upweight</b> • Youtube • RTO partnership	Summer creative <b>ChCh upweight</b> • Media partnership • Youtube • RTO partnership	<b>Akl upweight</b> • Media partnerships • Youtube	<b>Akl/ChCh Upweight</b>	Autumn creative				
		Winter campaign • ChCh, Wellington, Akl & Waikato • Media partnership			Nationwide Summer campaign • OOH • Youtube • Media partnership • Bigger piece TBC			Nationwide Easter/S.H campaign • Youtube • Media partnership						
Always on Digital Advertising	BOOK/ PLAN CREATIVE THEMES	Plan your long weekend theme and book Winter creative			Plan your long weekend theme and book with these long weekend deals – couples, families Spring creative			Plan your summer holidays in Marlborough and book – summer focused creative – families, couples, friends			Plan your long weekend theme & Family focused creative – Marlborough is a great place for your family Autumn creative			
	PLAN EXECUTION	<p align="center"><b>Video – 30”, 15”</b></p> <p align="center">Spark interest in a holiday in Marlborough. Utilise suite of videos across platforms</p> <p align="center"><b>Social/Digital Executions – Banner Ads, Facebook Carousels and Image Posts</b></p> <p align="center">Using these channels to always have a range of activities that could make up the whole holiday, highlighting different itineraries. Themes will change throughout the year to support the ABL and firework moments</p> <p align="center"><b>Media upweight – Influencers/Content Partnerships</b></p> <p align="center">A range of content and media partners to highlight specific activities, within Marlborough. Finding different aspects to highlight that may not be covered in the owned channel always on advertising</p>												
	BOOK EXECUTION	<p align="center"><b>Shorter 6” videos to prompt action</b></p> <p align="center"><b>Social/Digital Executions</b> - highlighting specific packages, price points and tours to prompt bookings and action from our audiences. This will also include any remarketing advertising.</p> <p align="center"><b>Partnerships</b> – leveraging partners to drive bookings eg. Transport</p>												
Media	Famils/ coverage	Influencer, magazine, mainstream			Influencer, magazine, mainstream			TBC		TBC		TBC		