



Media Release

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'Best of New Zealand' Tourism Expo

Alison Mason – Tourism Manager Marketing, Tourism Central Otago (TCO) has just returned from participating in a Best of New Zealand Tourism Expo / Road Show organised by well known and respected Australian travel wholesale company Kirra Tours.

The expo visited Perth, Adelaide, Melbourne, Canberra, Sydney and Brisbane over 6 consecutive days, running 2 workshop sessions per day. The afternoon session was dedicated to updating Travel Agents in individual appointments. The evening session was open to consumers who were already booked and/or definitely planning to visit New Zealand. Registrations for each city were between 100 and 150 people for the consumer sessions. This was a great opportunity to expand on the work TCO has been doing with travel wholesale companies in Australia, which is New Zealand's biggest international market by far. The Expo was a cost effective way of getting Central Otago destination and product information disseminated to consumers and frontline agency sales staff.

“There was significant interest in Central Otago as a place to visit, with particularly strong interest in our landscape, heritage, arts and culture, food and wine. The Otago Central Rail Trail also appealed to many people, although there was more interest in doing a short section rather than the complete journey due to time limitations of planned itineraries. As a result of the visit, there are clearly identified opportunities to further develop itinerary suggestions and/or touring routes that provide visitors with an idea of how (and why) to factor Central Otago into their South Island New Zealand holiday.”

“It was particularly pleasing to note that the consumers are well informed about New Zealand and they are allowing plenty of time for their visit. Generally they were planning to visit one island at a time for at least 10 to 14 days. Many people spoken to had already booked their flights and rental vehicle (car or campervan) and were busy collating ideas on what there was to see and do in different regions. Whilst we distributed brochure material, being able to refer people to www.centralotagonz.com for detailed information about Central Otago was gratefully received by the consumers as they were keen to source as much information as possible before leaving home.” said Mrs Mason.

Kirra Tours reservation staff have fielded positive feedback from clients as to the value of the Expo, and it appears their reservations phones were running hot right from the first day in Perth.

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