

SATC Industry Forum Market Update Presentation

November 2011



NZ Market Overview

- Australia's largest inbound market (1M+ visitors last year)
- SA's 2nd largest inbound market, by country (38K+ visitors last year)
- Av. length of stay in SA: 9.2 nights; Av. spend in SA per person: A\$2000
- Top 3 holiday experiences: visiting a winery, self driving, nature/wildlife
- Top 3 holiday destinations outside Adelaide/Adelaide Hills: Barossa, Murray River, Fleurieu Peninsula
- High online researchers & bookers (39%); 28% still prefer a travel agent

Marketing Successes

1. NZ Brand Campaign:

- Returning Kiwi travellers as 'SA Ambassadors'
 - Reworked TV ads to include footage of SA
- 5,000+ responses
- Proven success at converting Kiwis to travel to SA
1 in 5 Kiwis are planning to travel to SA in the next 2 years
- SA now ranks 3rd behind QLD and MEL in terms of desire and preference to travel (ahead of SYD).
- SA 'owns' the *Murray River & Wine & Food* experiences in the mind of Kiwi travellers.

Marketing Successes

2. SA Roadshow:

- 16 Consumer & trade events across NZ
- 1000 consumers attended, twice the expected number
- 97 agents trained



Marketing Successes

3. My Kind of Place TV Series:

- 2x episodes in South Australia
 - Lisa Chappell – Barossa & Houseboating
 - Eric Thompson – Flinders Ranges & Outback & McLaren Vale
- 800,000+ viewers



Major Plans / Focus 2011/12

1. Consumer: NZ Brand Campaign

- Continue to use Kiwis as 'SA Ambassadors'
- Move Kiwis from *desire and awareness* to *actively planning and booking* a holiday to SA
- Strong Digital campaign to underpin TV
- Paid Search campaign

Major Plans / Focus 2011/12

2. Trade: 'SA Experts' Training Program

- Currently 15 qualified 'SA Experts' across NZ
- Annual sales targets & refresher training modules
- Sold over A\$130K in travel to SA in 2010/11
- Brilliant Blend weekend

Trade

Key messages:

- Noticeable 're-engagement' with Australia by wholesalers
- For bookings, Internet still #1, but retail chains regaining some ground
- 28% of Kiwis still prefer to book SA via an in-store travel agent
- All 4 major wholesalers produced hardcopy brochures that included SA
- 4 key wholesalers:
 - GO Holidays, House of Travel, Infinity Holidays, Air NZ Holidays

#1 Opportunity for You in NZ

Digital Marketing:

1. Southaustralia.com website:

Ensure you are bookable via www.southaustralia.com

2. SATC NZ e-newsletters & E-Blasts:

Quarterly, to trade & consumers
More regular specials/deals/updates

3. SATC NZ Facebook page:

www.facebook.com/ilovesouthaustralia

Dedicated to sharing stories & information about SA amongst Kiwis

4. Your Website:

Invest in improving your website & search engine ranking using Google Adwords

SATC NZ E-newsletter & E-Blasts



Hello Matt,

Thank you for requesting information about holidaying in Adelaide and South Australia recently!

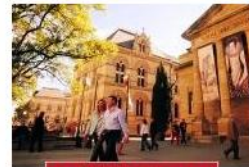
Spring is a fantastic time to visit South Australia - the sun is shining in **Adelaide**, the vines are developing their vintage green' in the **Barossa** and **Clare Valley**, and the wildlife is out and about on **Kangaroo Island!**

So, **South Australian Holidays** have brought you some brilliant deals to help you on your way - and they've even thrown in an extra night's accommodation for FREE!

ADELAIDE Spring Extra Night FREE Deal
A\$365 for 2 people twin share

Conveniently located in the heart of Adelaide's arts and cultural hub of the West End, **Hotel Grand Chancellor Adelaide on Hindley** is just a short walk from Rundle Mall and other great Adelaide attractions.

- 2 nights in a Standard Room
- Cooked breakfast on one day
- Kids eat & stay free*
- Stay 3 nights & receive a complimentary upgrade to a One Bedroom Suite (subject to availability)
- 2pm late checkout
- Plus an extra night's accommodation FREE



▶BOOK NOW

BAROSSA Spring Extra Night FREE Deal
A\$390 for 2 people twin share

Modern apartment-style living in the heart of the Barossa, **Angaston Mews Apartments** are a leisurely stroll from the famous Barossa



SATC NZ Facebook Page

I love South Australia - Windows Internet Explorer


http://www.facebook.com/ilovesouthaustralia

File Edit View Favorites Tool X Convert Select

Favorites Suggested Sites SATC AU Google NZ SATC NZ Google Maps NZ Kauri BrochureNet DB grabseat ASP Google Maps HoT SATC UK SA time TripStar

I love South Australia

facebook Search Stacey Cant Home



South Australia.
A brilliant blend.

Wall

- Hidden Posts
- Info
- Friend Activity (1+)
- Photos
- Discussions
- Events
- Links
- Videos

EDIT

About [Edit](#)


Adelaide and South Australia, a 'something different' Australian holiday ex...
More

2,949
like this

26
talking about this


2
were here

Likes



I love South Australia


Travel/Leisure · Auckland, New Zealand · [Edit Info](#)





Wall I love South Australia · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)


Write something...


 **Denise McCamish**
competition entry 75 minutes
Like · Comment · 18 hours ago

 **I love South Australia**
Wow we got some fantastic answers to our prize question! Well done everyone, from Adelaide to the Unforgettable Houseboats base on South Australia's Murray River is just a 75 minute drive! Can you believe how close it is to Adelaide! Imagine it...you can fly into Adelaide on the Air NZ direct flight from Auckland and be out on the river enjoying a wine by lunch! Heaven! We'll be in touch shortly to notify the prizewinner!! In the meantime, feel free to pass us on to friends and family so everyone can have a chance to enter some pretty exciting up and coming competitions! WATCH THIS SPACE!
550 Impressions · 0.18% Feedback
Like · Comment · Share · 21 hours ago

 Lachlan Swan likes this.


Write a comment...

 **Sara Corkery**
Hey :-)) its takes about 75 minute/85km's drive from Adelaide to Unforgettable Houseboats
Like · Comment · 22 hours ago

 **Robyn Wright**
Good morning, the drive time is about one hour from Adelaide to the Unforgettable House Boats. Cheers, Robyn Wright
Like · Comment · Yesterday at 8:36am

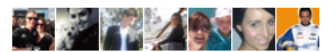
[Edit Page](#)

Admins (4) [See All](#)




- [Use Facebook as I love South Australia](#)
- [Notifications 9](#)
- [Promote with an Ad](#)
- [View Insights](#)
- [Invite Friends](#)


You and I love South Australia



17 friends like this.


Recommendations (2) [See All](#)


 **Lynda Hart** More than just a good blend.....but the blends were very good! THANKS SATC....I am a covert to Shiraz and SA!!

 **Jae Oliver-Heperi** Spent the most fantastics years of my life in South Australia truely an incredi...[See More](#)

Write a recommendation...

Sponsored Stories [See All](#)

 **Naomi Ferry**, Megan Howell and Chris Wall like Jetstar NZ.

 **Jetstar NZ**
[Like](#)

Paid Search/Google Adwords– What are they?

1. Text ads that display on Google results pages, when a user is actively searching for your product or a related term.

The screenshot shows a Google search for "Barossa accommodation" with approximately 1,940,000 results. The page features several paid advertisements (ads) interspersed with organic search results. The ads are highlighted in yellow and include links to Expedia, Wotif, Booking.com, Lastminute.com.au, Stayz, Agoda, and Check-in.com.au. The ads promote various accommodation options such as "Accommodations Available | Expedia.co.nz", "Accommodation Barossa | Wotif.com", "5 Hotels in Tanunda - Lowest price guaranteed | booking.com", "Up to 70% off Barossa Valley Accommodation and Hotels at Wotif.com", "Barossa Valley Spa Pavilions Luxury Private B&B Accommodation ...", "Welcome To South Australia - South Australia. A brilliant blend.", "Accommodation - South Australia. A brilliant blend.", "Barossa Accommodation", "Barossa valley accommodation", "Hotels in Barossa Valley", "16 Barossa Hotel Deals", "Luxury Lodges - Barossa", "52 Adelaide Hotels", and "Luxury Barossa Pavilions". The page also shows navigation links for "Everything", "Images", "Maps", "Videos", "News", "More", "Auckland", "The web", and "Pages from New Zealand". The browser's address bar shows "barossa accommodation - Google Search" and the user's email address "southaustraliasatc@gmail.com" is visible in the top right corner. The Windows taskbar at the bottom shows the Start button and several open applications.

Google Adwords – How does it work?

1. We choose search terms that we'd like our ads to be displayed against
e.g. 'south australia', 'adelaide', 'australian holidays' etc

2. We specify the ad copy that we'd like to display

e.g.

[Murray River Houseboating | SouthAustralia.co.nz](http://www.southaustralia.co.nz/Houseboating)

www.southaustralia.co.nz/Houseboating

Skipper Your Own Luxury Houseboat Only 1.5 Hours From Adelaide!

Free Info Pack - River Cruising - Activities - Accommodation

3. We specify the landing page a user will be taken to if they click on our ad

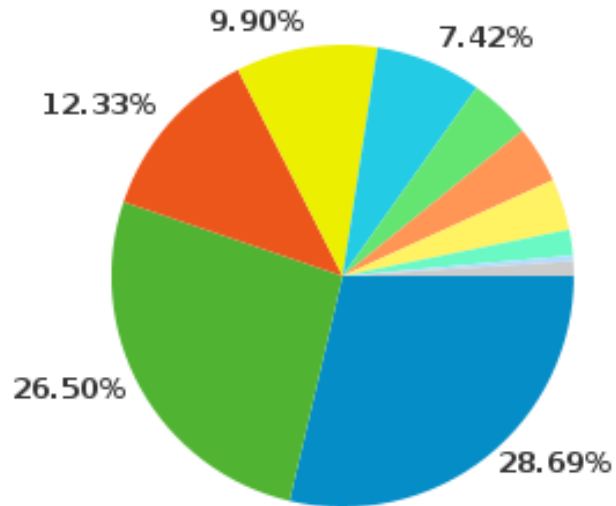
e.g. <http://www.southaustralia.co.nz/adelaide>

4. We choose the maximum amount we're willing to pay per click (our 'bid')

5. We set a maximum amount that we'd like to spend, over a certain time period (our 'budget')

Google Adwords – How SATC NZ uses it?

Traffic Sources from Google Analytics (01/01/2011 - 31/08/2011)



■ cpc	15,843
■ organic	14,631
■ (none)	6,808
■ banner-yahoo-takeover	5,464
■ referral	4,095
■ Email Marketing	2,399
■ Solus	2,216
■ CPC	1,990
■ Takeover	990
■ banners	221



EXAMPLE: Search: *Houseboating Murray River*

u **Web** Images Maps News Translate Gmail More ▾



Houseboating Murray River



Search

About 123,000 results (0.07 seconds)

Everything

Images

Maps

Videos

News

More

Auckland

Change location

The web

Pages from New Zealand

More search tools

Ads - Why these ads?

[Murray River Houseboats | WhiteHouseboats.com.au](http://www.whitehouseboats.com.au)

www.whitehouseboats.com.au

Dont Wait Call Us Today & Get A Luxury Holiday - At A Great Price

[Murray River Houseboating | SouthAustralia.co.nz](http://www.southaustralia.co.nz/Houseboating)

www.southaustralia.co.nz/Houseboating

Skipper Your Own Luxury **Houseboat** Only 1.5 Hours From Adelaide!
Free Info Pack - River Cruising - Activities - Accommodation

[Rich River Houseboats | richriverhouseboats.com.au](http://www.richriverhouseboats.com.au)

www.richriverhouseboats.com.au

Murray River Echuca. Only 2.5hrs from Melbourne. Luxury with Spa.

[Murray River's Largest Houseboat Hire, Rental Fleets & Range](http://www.murrayriver.com.au/houseboats/)

www.murrayriver.com.au/houseboats/

Are you planning a **houseboat** holiday? Find and book the perfect **houseboat** - Australia's largest range of **houseboats** for hire, **houseboating** FAQ, specials an.

Echuca / Moama - Mannum - Murray Bridge - Houseboating Landscapes Guide

[Discover Murray River™ - Official Murray River Travel Website](http://www.murrayriver.com.au/)

www.murrayriver.com.au/

Everything you need to know about the **Murray River**. **Houseboats** ...

[Houseboats & Houseboating Frequently ... - Discover Murray River](http://www.murrayriver.com.au/houseboats/houseboating-faq/)

www.murrayriver.com.au/houseboats/houseboating-faq/

Frequently asked questions and answers for anyone interested in going on a ...

[+](#) Show more results from murrayriver.com.au

[Unforgettable Houseboats | Luxury houseboat hire. Murray River ...](http://www.houseboats.com.au/)

www.houseboats.com.au/

Australia's most awarded **house boat** fleet hirer. Luxury **houseboats** on the **River Murray** in Mannum South Australia, ideal for your next **houseboat** holiday.

Ads - Why these ads?

[Murray River Houseboats](http://www.murrayriverhouseboats.com.au)

www.murrayriverhouseboats.com.au

6 Luxury Boats 2-12 Berth Echuca
Indulgence is the Ultimate Luxury

[House Boat](http://www.expedia.co.nz/Alappuzha)

www.expedia.co.nz/Alappuzha

Great Rates & Availability on All
Alappuzha Hotels at Expedia.co.nz

[Houseboat Murray Products](http://www.houseboatmurray.com.au/shopping.com)

[au.shopping.com](http://www.houseboatmurray.com.au/shopping.com)

Buy **Houseboating Murray River**
Compare Products, & Stores

[Murray River Maps](http://www.river-maps.inbox.com)

[river-maps.inbox.com](http://www.river-maps.inbox.com)

Get Access to **River** Maps
With Free **River** Map Toolbar!

[Houseboats - NZ](http://www.finda.co.nz)

www.finda.co.nz

Find boats & marine gear
with the finda Business Directory.

[See your ad here »](#)

EXAMPLE: Search: Adelaide



adelaide



About 143,000,000 results (0.09 seconds)

Advanced search

Everything

Images

Videos

News

More

Search near...

Enter location

Set

The web

Pages from New Zealand

Any time

Past hour

Past 24 hours

Past 2 days

Past week

Past month

Adelaide South Australia | SouthAustralia.co.nz

Ad

www.southaustralia.co.nz/Adelaide

Immerse Yourself In Culture, Arts & Shopping! Get Our Free Info Pack

[Free Info Pack](#) [Accommodation](#)
[Weather](#) [Attractions](#)

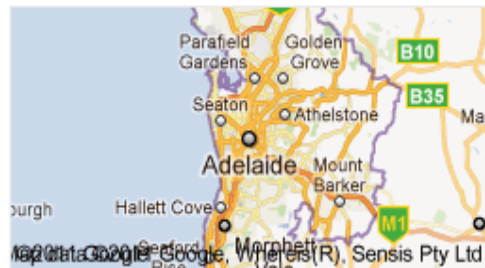
Adelaide - [Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Adelaide - Cached

Adelaide is the capital and most populous city of the Australian state of South Australia, and is the fifth-largest city in Australia. **Adelaide** has an estimated ...

[Climate of Adelaide](#) - [Adelaide Street Circuit](#) - [List of Adelaide suburbs](#)

Adelaide SA Australia maps.google.co.nz



[Hotels](#) - [Restaurants](#) - [Adelaide Hills](#) - [Adelaide Zoo](#) - [Barossa Valley](#) - [Glenelg Beach](#) - [South Australian Museum](#) - [Victor Harbor](#)

Benefits of Paid Search to YOU!

- Reach people when they are actively searching for relevant terms
- Gain exposure on search terms where your website has no natural ranking (would not normally appear)
- Control the message and landing page we send people to
- Cost-efficient and accountable marketing (You can see results quickly)
- You can quickly rotate ads to reflect seasonal and/or campaign messaging

Google Adwords – How can you use it?

1. Create a Google Analytics Acct – It's FREE!
2. Look at what your most searched keywords are – these will become your search terms that you want your ads placed against
3. Contact PHD Australia and trial Ad words for a week or so, that's how long it will take to see results and ROI.

Visit: www.phdaustralia.com.au

4. Build your Paid Search campaign as required, adding in and changing keywords. You need to ensure your business appears when users are searching for relevant terms.

Who's doing it?

- Start searching your competitors to find out!

Top 20 Most searched keywords (in order)

1320270434096



Search sent 40,399 total visits via 8,717 keywords

Show: non-paid | total | paid

Site Usage

Goal Set 1

Visits		Pages/Visit		Avg. Time on Site		% New Visits	
40,398		3.61		00:02:41		77.34%	
% of Site Total: 60.74%		Site Avg: 3.12 (15.60%)		Site Avg: 00:02:16 (18.48%)		Site Avg: 79.04% (-2.15%)	
Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site			
1. adelaide		3,578	5.15	00:03:49			
2. (content targeting)		2,196	2.13	00:01:17			
3. south australia		2,172	5.21	00:04:17			
4. adelaide weather		1,569	2.95	00:02:05			
5. murray river houseboats		894	3.30	00:02:45			
6. southaustralia.co.nz		622	5.54	00:04:38			
7. southaustralia		595	5.57	00:04:43			
8. murray river cruises		569	4.36	00:03:38			
9. south australia tourism		531	5.69	00:04:33			
10. murray river		529	3.68	00:03:08			
11. what to do in adelaide		446	5.63	00:04:35			
12. holidays australia		415	2.48	00:01:02			
13. kangaroo island		383	3.95	00:02:16			
14. adelaide events		366	3.94	00:02:16			
15. adelaide australia		352	5.40	00:04:10			
16. australia holiday		350	2.34	00:01:17			
17. adelaide temperatures		342	2.57	00:01:34			
18. adelaide temperature		330	2.17	00:01:11			
19. things to do in adelaide		328	5.69	00:03:45			
20. barossa valley		314	3.69	00:02:53			

Most Visited Regions

(in order)

1. Adelaide
2. Adelaide Hills
3. Barossa
4. Murray River
5. Fleurieu Peninsula
6. Clare Valley
7. Flinders Ranges & Outback
8. Limestone Coast
9. Kangaroo Island
10. Yorke Peninsula
11. Eyre Peninsula

Top 10 Most Popular Activities

(in order)

1. Shopping
2. Visiting wineries
3. Self driving
4. Nature/wildlife
5. Day tours
6. River cruise
7. Outback
8. Shows/Festivals
9. Rail travel
10. Houseboating



South Australia.
A brilliant blend.

Thank You & Questions



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