

Tēnā koe Chelsea,

I am responding to your Official Information Act request of September 1 asking for:

- Names and non-sensitive information compiled about the influencers paid to visit NZ for the Pure New Zealand campaign this year
- All information relating to the selection process, including internal emails & messages
- Any information that discusses the rationale and drivers behind the campaign
- Any discussion of the risks of sending influencers around New Zealand in the midst of a cost of living crisis / the current fiscal environment
- All information relating to the costs and budget of the campaign, including the breakdown of how much was set aside for procurement of influencers
- All information relating to the measures for success for the campaign and how the agency will evaluate it after completion
- Any discussion of Treaty implications of the campaign

Background

Tourism New Zealand is the government agency responsible for marketing New Zealand as an international visitor destination. The agency creates demand for New Zealand by building awareness of the '100% Pure New Zealand' brand in our key markets. We partner with the travel trade, airlines and international media to generate coverage and sell the activities and experiences New Zealand has to offer.

Tourism New Zealand's objective over the next four years is to build the export value of international tourism with a particular focus on the off-peak months from March to October. To do this, Tourism New Zealand uses multiple marketing channels to build desire for New Zealand as a year-round destination.

Tourism New Zealand's job is to grow preference and desire for New Zealand, capitalising on our brand equity that has built up over time. To do this, we use a range of campaigns and channels including social media platforms and partnering with influencers when this is relevant and valuable.

Campaign objectives

The Stargazing campaign is a major part of Tourism New Zealand's activity aimed at growing off-peak visitation.

The concept is based on Tourism New Zealand's consumer research that shows New Zealand's dark sky offering is increasingly important to 70% of potential visitors who would travel here in the off-peak seasons (March - November). The research also found that food is the number one topic of interest for 85% of potential travellers from our top markets. Tourism New Zealand worked with the Special PR

agency to develop the campaign concept and the pop-up restaurant Pou-o-Kai. We also worked in partnership with ChristchurchNZ and mana whenua Te Ngāi Tūāhuriri to bring the event to life.

While we understand the current cost of living conditions, Tourism New Zealand's core purpose is to market New Zealand internationally to promote what New Zealand has to offer and encourage people to book a holiday. This campaign has achieved wide-ranging global coverage worth an equivalent advertising value of \$32 million to date. This activation has put our starry skies and New Zealand cuisine high up on the radar of potential visitors and this is coverage we cannot buy.

TNZ was conscious of ensuring Stargazing delivered a demonstrable return on investment across the multiple phases of the campaign.

Who attended

50 media, tastemakers and social media advocates from TNZ's key markets were invited to New Zealand to experience our cuisine and winter experiences.

43 of the international attendees travelled throughout New Zealand to experience our local culture, winter tourism experiences and our world-class cuisine while they were here. A list of participants is included with this letter. In total across all the trips, 21 regions in New Zealand were visited and 240 food and beverage experiences, tourism operators, transport companies and accommodation providers were engaged.

How we selected participants

Tourism New Zealand works with key influencers who are carefully selected to form part of our marketing and advertising campaigns.

We work with an agency to determine which key influencers have the most potential to influence our target audience. This involves assessing the social profile, reach and engagement, and market suitability to represent the New Zealand brand. Key influencers must have a genuine desire to partner with Tourism New Zealand to deliver the best outcomes as genuine storytellers.

Key influencer partnership obligations vary but may include capturing still images and moving footage for use in public relations marketing campaigns, social media and tourism trade promotions, as well as media interviews and event attendance.

For this campaign, the public relations teams in our key international markets identified key media and influencers with a passion for food and wine and the ability to reach a wide audience and create relevant content for those core markets.

A copy of the 'Stargazing Media Opportunity Form' outlining the criteria Tourism New Zealand used to assess potential participants is attached.

Costs

As of 13 September 2024, the investment across the multiple phases of the campaign was \$1.495m, this was fully funded by Tourism New Zealand. It is not expected to materially increase as final costs are recorded.

This cost includes:

- \$865,000 for campaign and event production, campaign content production including trade training assets and digital and online content, agency fees, ambassador fees and travel.
- \$630,000 for guest travel to New Zealand for the Stargazing event, post-event hosted travel, and talent fees.

We are not providing a further cost breakdown under section 9(2)(b)(ii) as contracts with suppliers and third parties are commercially sensitive.

Evaluation

The Stargazing video content has earned over 4.9 million impressions, reached almost 2.7 million people, and generated over 4.4 million video views with 69k engagements.

Over 200 pieces of content have been published since the launch of the campaign from the attendees and international media outlets across all our key markets, including gTravel (Australia), Berlin Morning Post (Germany), Evening Standard (UK) and Commercial Times (Taiwan).

TNZ produced a comprehensive suite of trade training resources focused on growing off-peak visitation for travel agents, and campaign content on [TNZ's social media](#) and [newzealand.com](#) which potential travellers use to plan their trips.

Treaty implications

There were no discussions on 'Treaty implications'. TNZ consulted with Ngāi Tūāhuriri (hapū of Ngāi Tahu and mana whenua in the area where the Stargazing event was held) in relation to the event and how they would like to be involved and contribute. This included regular online hui and in-person hui and follow-up calls and communications as required.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Ngā mihi,



René de Monchy
Chief Executive

Uāw Ç yĒā

Attendee list
Media Opportunity form

Stargazing media / content creator attendees

STATUS	NAME	MARKET	TYPE	
Confirmed	1 Ashley Day	USA	Food & Wine Magazine	Media
Confirmed	2 Zoya Biglary	USA	@zoyaroya	Content Creator
Confirmed	3 Alix Traeger	USA	Alix Traeger	Content Creator
Confirmed	4 Clement Leung	Canada	Ramen Guy Media	Content Creator
Confirmed	5 Yue Chen (Tabitha) Tao	Canada	Ramen Guy Media	Content Creator
Confirmed	6 Takeshi Hosaka	Japan	Takeda BBQ	Content Creator
Confirmed	7 Masashi Takeda	Japan	Takeda BBQ	Content Creator
Confirmed	8 Ting Yu Kuo	Taiwan	Chien-Chien	Content Creator
Confirmed	9 Chien Shu Hung	Taiwan	Chien-Chien	Content Creator
Confirmed	10 Ing Jen Wu	Taiwan	Chien-Chien	Content Creator
Confirmed	11 Yi-Fan (Alex) Liao	Taiwan	Chien-Chien	Content Creator
Confirmed	12 Menhao Li	China	Wayne QQ	Content Creator
Confirmed	13 Xue Yi Wei	China	Wayne QQ	Content Creator
Confirmed	14 Aakash Malhotra	India	Wander With Sky	Content Creator
Confirmed	15 Aparajitra Misra	India	Deeza Labs Pvt Ltd	Content Creator
Confirmed	16 Aneesh Bhasin	India	Foxtrot Beverages Pvt Ltd	Content Creator
Confirmed	17 Saransh Goila	India	Saransh Goila	Content Creator
Confirmed	18 Gyunseong Park	Korea	GYUN_S	Content Creator
Confirmed	19 Juyeon Park	Korea	Julip	Content Creator
Confirmed	20 Phillipa (Pippa) Perriam	UK	Eatinburgh	Content Creator
Confirmed	21 Camilla (Millie) Stephenson	UK	Wholesome Mils	Content Creator
Confirmed	22 Sharon Lindores	Canada	National Post	Media
Confirmed	23 Patrick Aron	Germany	Voyagefox	Content Creator
Confirmed	24 Nathalie Aron	Germany	Voyagefox	Content Creator
Confirmed	25 Jeryl Tan	Singapore	Cobalt Studio & Co. Pte Ltd.	Content Creator
Confirmed	26 Darshen Kunaseheran	Singapore	AGNT Pte Ltd	Content Creator
Confirmed	27 Julie Shaoyin Tan	Singapore	1 Wolf Entertainment Pte Ltd	Content Creator
Confirmed	28 Zhen Yi Sheena Tan	Singapore	AGNT Pte Ltd	Content Creator
Confirmed	29 Wei Siew Peh	Singapore	AGNT PTE LTD	Content Creator

Confirmed	30 Qi Yuwu	Singapore	AGNT PTE LTD	Content Creator
Confirmed	31 Dan Quy Le	Singapore	Travel and Leisure Asia	Media
Confirmed	32 Hu Zhang	China	CCTV	Media
Confirmed	33 Tianming Liu	China	CCTV	Media
Confirmed	34 Shuo Wang	China	CCTV	Media
Confirmed	35 Stephanie Hua	Australia	delicious.com.au	Media
Confirmed	36 Jonathan Yap	Australia	Secondz	Content Creator
Confirmed	37 William Diasnes	Australia	Secondz	Content Creator
Confirmed	38 Jemima Lester	Australia	Secondz	Content Creator
Confirmed	39 Taf Chiwanza	Australia	Secondz	Content Creator
Confirmed	40 Sean Donnelly	Australia	Secondz	Content Creator
Confirmed	41 Sofia Levin	Australia	Sofia levin	Content Creator
Confirmed	42 Jessica Nguyen	Australia	Jessica Nguyen	Content Creator

Stargazing - Media Opportunity Form

MEDIA OPPORTUNITY DETAILS

Market *	
Name of publication/TVprogram/Media*	
Description of publication/programme*	
Circulation/ or* UVP/ Viewership/ Relevant social platforms	
Social influencer score	
Coverage Expected (e.g. number of pages, episodes/length, social posts*)	
Estimate of Equivalent Advertising Value (EAV) in NZD*	
Any additional success measures?	
Estimated time of publication*	

FAMIL DETAILS

Type of famil	
Participants (Name and job title)*	
Kete link of participant's information forms* * Online participant's information form (URL link)	

Arrival & Departure info *	
Key interests*	
Areas not of interest	
Do you wish to request any interviews?	
Type of ENZ support required*	
If you selected "others", what support do you require? *	

BUDGETS

BUDGET ASSIGNED (NZD)

Note: Excluding international flights

BUDGET CODE:

RETURN ON INVESTMENT (ROI*)