



**TOURISM NEW ZEALAND – MANAAKITANGA AOTEAROA**

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9 July 2015

Liam Stoneley

By email: [fyi-request-2854-15568a76@requests.fyi.org.nz](mailto:fyi-request-2854-15568a76@requests.fyi.org.nz)

Liam,

### **OFFICIAL INFORMATION REQUEST**

On 17 June 2015 you wrote to Tourism New Zealand (TNZ) requesting the following information under the Official Information Act:

1. A cost breakdown for the production of the TNZ video, promoting the Queen Charlotte Track, seen in the below article. <http://www.stuff.co.nz/travel/destinations/nz/69426629/queen-charlotte-track-gets-global-exposure>

#### **Response to request –**

The total cost for the shoot was \$46,000 (excluding GST). This includes talent fees, rights costs (in perpetuity for both domestic and international use), production costs, tourism operator costs including the use of a helicopter, flights, transport, accommodation and meals for five cast and crew members.

2. Any evidence or research to show that video will ensure more international income contributions to the New Zealand economy, and in particular, through fees and business along the track in question.

#### **Response to request –**

As Tourism New Zealand has no direct business involvement in the track in question, it holds no information regarding fees or business.

Visitors are motivated to choose New Zealand due to their exposure to a range of different activities and collateral. This video is just one piece of collateral produced by Tourism New Zealand to motivate potential visitors into choosing New Zealand. It is impossible to draw a direct correlation between a single video and visitor spend.

In 2013 Tourism New Zealand tested the appeal of cycling as a holiday type and the association of New Zealand as a destination for cycling in our key target markets. That research is publicly available here: [http://www.tourismnewzealand.com/media/1764/cycling-tourism\\_profile.pdf](http://www.tourismnewzealand.com/media/1764/cycling-tourism_profile.pdf)

Interest in cycling was found to be significant across Western markets, with Australia, UK and USA providing the largest volumes of cycle tourists to New Zealand each year.

The combination of strong international interest in New Zealand as a cycling destination and the continued development of the country's trail networks has provided an opportunity for Tourism New Zealand to promote New Zealand as a unique and viable cycling destination in those markets.

To do so, we are creating marketing assets and collateral to encourage international visitors to come to New Zealand for a cycling holiday – the Queen Charlotte track video mentioned above is part of an asset development project on the New Zealand Cycle Trail network's (NZCT) 'Great Rides'.



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NZCT work with Tourism New Zealand to attract international visitors by developing awareness of New Zealand as a cycling destination through marketing and advertising channels. This is especially valuable because the new NZCT cycle trails have given New Zealand a compelling and competitive offering in order to compete on a global scale.

3. Whether a helicopter was used in the making of the video, or a drone, or other? If so for any, what was the cost?

**Response to request –**

A helicopter was used in production, at a cost of \$3,000.

4. Where are funds coming from, and in what estimated amount, and for what particular use when it is stated that “One noted drawback of the track was its difficult grade, but Freshwater said he was working towards making funds available to address the issue.

**Response to request –**

This question refers to a quote by New Zealand Cycle Trails manager Evan Freshwater and who is not an employee of Tourism New Zealand. As such, we hold no information regarding this statement.

5. The study or documents that give weight to the claim that “the average age of the New Zealand cycle tourist was 55”.

**Response to request –**

As with question 4, this refers to a statement made by Evan Freshwater not by Tourism New Zealand. However, Tourism New Zealand research details characteristics of cycling tourists, including age. You can find the most recent profile here: [http://www.tourismnewzealand.com/media/1764/cycling-tourism\\_profile.pdf](http://www.tourismnewzealand.com/media/1764/cycling-tourism_profile.pdf)

Under the Official Information Act 1982, you have the right to complain to the Ombudsmen regarding Tourism New Zealand’s decision not to release certain information which has been requested.

Kind regards,

Deborah Gray  
General Manager Corporate Affairs  
Tourism New Zealand