

Auckland Airport has developed and is driving the tourism marketing initiative “Four Seasons Five Senses”. Based on research the initiative provides a framework to promote travel to New Zealand year round to enjoy outstanding seasonal travel experiences.

Regional clustering of tourism product enables collective marketing to New Zealand’s tourism markets. Packaging products seasonally enables tailored propositions to be offered to market to create demand across the year.

Please outline your strategy and plan for developing clustering and seasonality within a New Zealand region/s. Tourism 2025 provides a useful framework for your application.

Please ensure your plan (of no longer than three pages) includes:

- The key themes, outcomes to be achieved and in timeline to market
- The region/s of focus, tourism providers and other interested parties included
- Demonstration of support of those in the region to achieving the outcomes outlined
- The tourism market/s of focus and demonstration market understanding
- The season/s of focus
- Experience, expertise and capability that support success in bringing the plan to market
- Details of how \$50,000 grant will be allocated and leveraged.

The plan and any supporting documentation should be provided by email to anmaree.desmond@aucklandairport.co.nz by **30 June 2016**.

There is much industry information and research for your reference including:

www.tourismnewzealand.com	Market, Sectors and Research
www.mbie.govt.nz	Tourism data sources, international travel, visitor survey, regional tourism, etc
www.stats.govt.nz	International visitor arrivals, travel stats, Statistics New Zealand, accommodation etc
www.tourism2025.org.nz	Strategic tourism plan

The judging panel will not enter into any correspondence regarding the judging criteria.