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## Media Release

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# Grants to help grow domestic tourism

Three tourism operators are aiming to grow their domestic market share after winning \$4000 marketing grants from Tourism Industry Aotearoa.

Shantytown Heritage Park in Greymouth, River Valley Ventures in Taihape and Dart River Adventures at Glenorchy were the successful applicants for TIA's 'DGiT Do It' grants.

The 'DGiT Do It' grant programme aimed to promote the online domestic marketing tool DGiT (Domestic Growth Insight Tool) which helps tourism operators identify domestic market segments and how best to target them.

The grants were provided by TIA in partnership with digital marketing agency Tomahawk and the Domestic Tourism Working Group. Each winner receives a \$4000 (+GST) marketing grant to undertake a social media marketing campaign aimed at the domestic visitor market.

TIA Advocacy Manager Steve Hanrahan says the grants were in hot demand, with almost 60 applications.

"The applications were of a very high standard, with many applicants demonstrating they were keen to have a far greater focus on attracting domestic visitors. DGiT provided them with the data to assist in focusing their campaign on a particular segment and region, and many had built strong business cases to show an investment in marketing would likely provide a good outcome," Mr Hanrahan says.

Shantytown Heritage Park will use the grant to launch its first ever digital advertising campaign to attract families to visit during the September-October school holidays. The West Coast attraction has previously used traditional mediums like radio and newspaper advertising, but DGiT showed its target market was most likely to be reached via Facebook.

Dart River Adventures will use the grant to undertake its first domestic marketing campaign. Traditionally, it has focused on the international market but DGiT has revealed that New Zealand women aged 18-39 are interested in the activities DRA offers like horse trekking, jet boating and walking.

River Valley Ventures also aims to grow its domestic market. Most of its international visitors are under 35, but DGiT showed that New Zealand visitors to the region were more likely to be over 35 and interested in food and wine. River Valley plans to market the gourmet food and wine experiences available at River Valley Lodge, with an emphasis on its permaculture practices.

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“The grant process has met its goal of encouraging operators to use DGiT and, just as importantly, given them the confidence and insight to invest in marketing to the domestic market,” Mr Hanrahan says.

[Click here](#) for more information about TIA’s Domestic Tourism Project.

Visit [www.dgit.nz](http://www.dgit.nz) to use DGiT.

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**KEY FACTS**

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand’s biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand’s foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit [www.tia.org.nz](http://www.tia.org.nz) for more information

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