



**RTONZ Online Marketing Program**  
**Capabilities & Benchmarking**

# WELCOME

## ONLINE MARKETING WORKSHOP

November 29<sup>th</sup> to December 1<sup>st</sup> 2011

RTONZ Online Marketing Program Facilitated by: Miles Media

*Program Facilitated by:*



**Regional Tourism  
Organisations  
New Zealand**



# Welcome

1. Housekeeping
2. Program
3. Break Out Sessions: Essentials & Advanced
4. Connecting with Speakers
5. Follow up Resources





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# **RTO Renewed**

## **The Future Proofed Destination**

**Chris Adams**

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# **RTO Renewed**

## **Future Proofed Destinations**



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# Challenges & Opportunities

- 1. Media Revolution** (many channels – growth of digital)
- 2. Social Media** (sharing, seeding, facilitating)
- 3. Mobile** (growth of mobile as a critical channel)
- 4. Real Time Marketing** (data driven, constant evolution)
- 5. Demographic Changes** (more diverse audiences)
- 6. Budget Realities** (showing results, doing more with less)





# The Essentials

- 1. Have a Plan – a SMART Plan**
- 2. Resource the Plan (\$\$, Staff, Focus)**
- 3. Balance of domestic vs. international**
- 4. Data Driven Organisation**
- 5. Your Destination's best story teller.**
- 6. Facilitate a conversation, build a community**
- 7. Speed & flexibility**





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# 10 CRITICAL TO DO'S

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# 10 CRITICAL TO DO'S

- 1. Have a Plan & Resource the Plan (\$\$, Staff, Focus)**
- 2. Your Destination's best story teller.**
- 3. Build engagement**
- 4. Facilitate a conversation, build a community**
- 5. Go Mobile**
- 6. Partner Effectively**
- 7. Build domestic audiences**
- 8. Data Driven and Results Focused**
- 9. The Right Organisation**
- 10. Speed & flexibility**





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# Online Marketing Capabilities Program 2011

## Summary of Program

Charlie Ives, RTONZ and Chris Adams Miles Media.

Regional Tourism Organizations of New Zealand & Miles Media

*Program Facilitated by:*





- 2011 Program
- 2011 Results
- 2012 Program

+ Sample of Benchmark Reporting



# Highlights

New Zealand RTOs

2011 vs. 2010



**RTONZ Online Marketing Program**  
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**Audience**

Traffic Increases

**+43%**

**NZ & AU**

Traffic Increases

**>50%**

**Social Media**

Score on 'How Social' Report

**>20%**

**Plans & Budgets**

RTO Online Resources

2012 vs. 2011

**+163%**



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# Performance

New Zealand RTOs

2011 vs. 2010



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For full Report:  
"Online Marketing  
Capabilities"  
Program Report

**Separate Slide Deck**



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# **RTO Renewed**

## **Online Performance Review 2011**



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