



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

# **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

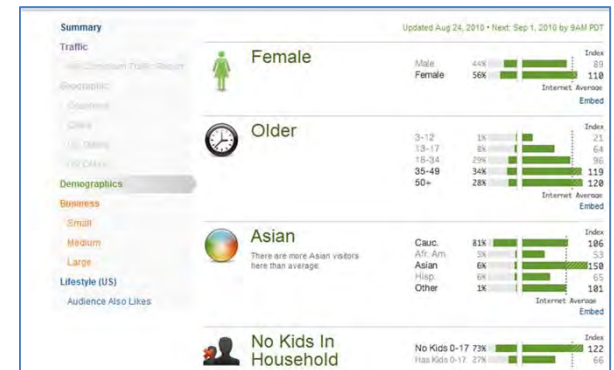
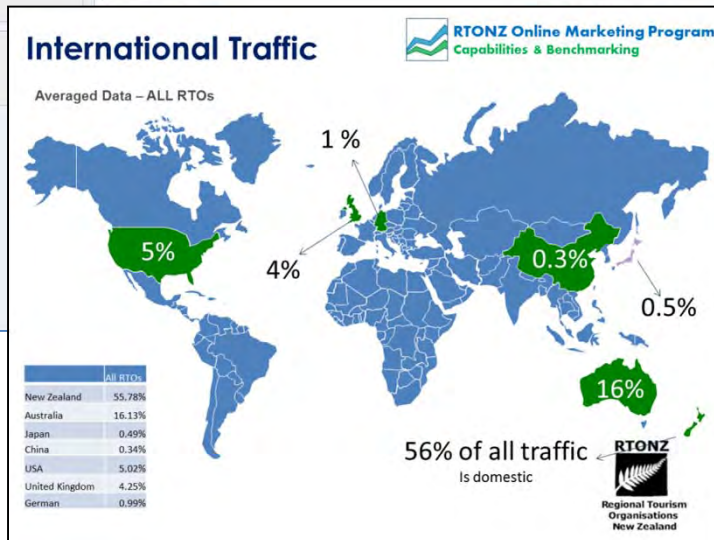
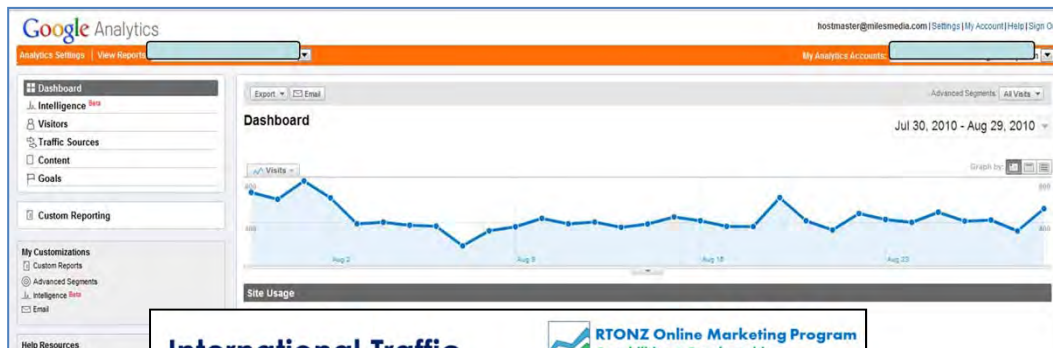
+ Sample of Benchmark Reporting



# 2011 Program

# Overview

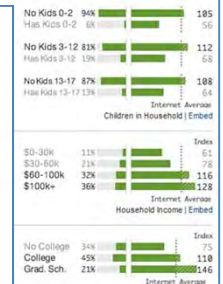
During 2011 the Regional Tourism Organizations of New Zealand have been running with Miles Media one of the world's most comprehensive online marketing support programs for Destinations. It has included workshops, webinars and online benchmarking.



**HOW SOCIAL IS YOUR DMO?**  
Social Media Tourism Rankings  
featuring  
RTO's of New Zealand & DMO's of North America  
April 2011

RTONZ  
Regional Tourism Organisations New Zealand

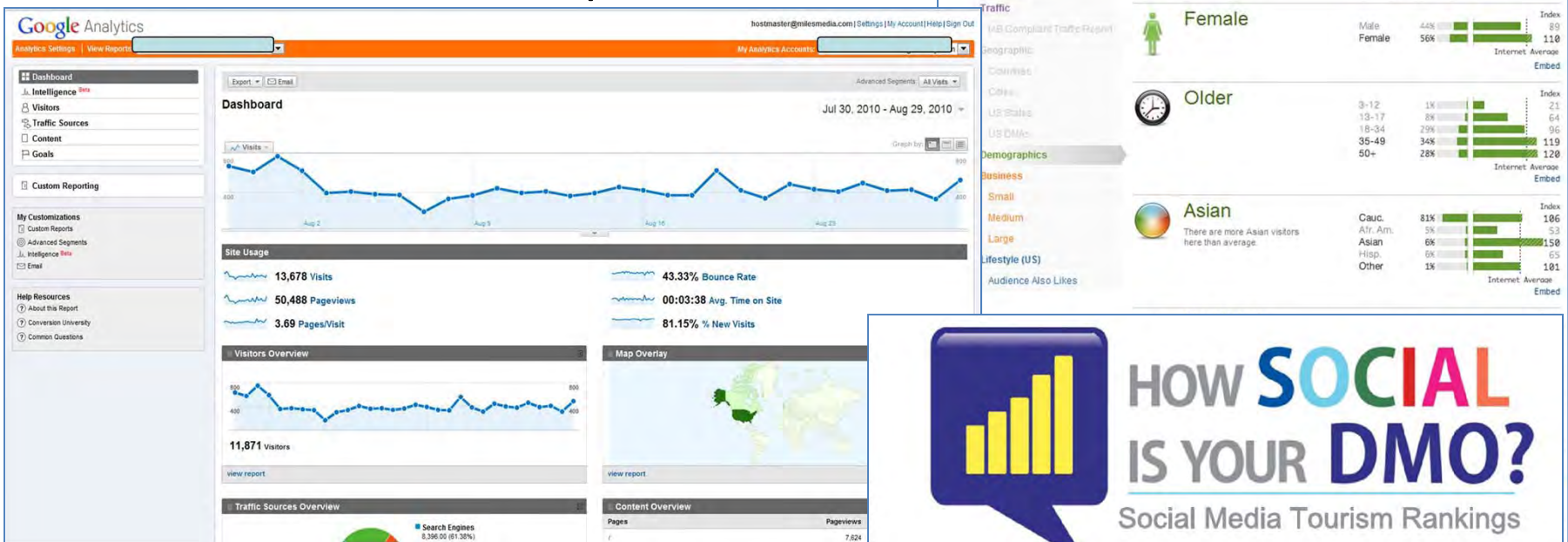
milesmedia  
gammet  
Interactive



- 1. Baseline performance measurement** (Google Analytics, Social Media Scoring & Survey). Feb – March 2011
- 2. RTO input** on training program February
- 3. RTO consultation** (one on one calls) March to Nov.
- 4. 2 X Workshops & 2 X Webinars** April to June
- 5. Mid Point Evaluation** (Analytics & Survey). July
- 6. 1 X Workshop, 1 X Webinar** November
- 7. Final Performance Measurement** (Analytics, Social Media Scoring & Survey) December

# Benchmarking Reporting

The Benchmarking program combined surveys of DMOs & reports from Google Analytics, Quantcast and Social Media Scoring – “How Social Is Your DMO?”. It compared New Zealand DMOs against both international & domestic peers.



*\*Confidentiality: individual Google Analytics results were kept confidential to each NZ DMO and only overall averages & results published.*

**HOW SOCIAL IS YOUR DMO?**  
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**RTONZ**  
Regional Tourism Organisations New Zealand

**milesmedia**  
Innovative partner deliver visitors

**gammet**  
Interactive



# 2011 Results

# Highlights

New Zealand RTOs  
2011 vs. 2010

The Online Marketing Program has seen significant improvements in the online performance of New Zealand RTOs – demonstrating the value of a combined benchmarking & education program

## Audience

Av. Increase in Web Visits

+30% up

## NZ & AU

Increase by Country

>40% up

## Social Media

Av. Score on 'How Social' Report  
for NZ DMOs March to Nov 2011

>20% up

## Plans & Budgets

Increase in Av. Online Mkt Budget  
Planned 2012 vs. 2011

+163%

An approximate score for all RTOs on average across the program for 10 selected measures.

- |                                     |           |
|-------------------------------------|-----------|
| 1. Overall Audience (Traffic)       | B         |
| 2. International Audience           | B         |
| 3. Domestic Audience                | B         |
| 4. Engagement                       | C-        |
| 5. Social Media Performance         | B+        |
| 6. Mobile                           | B-        |
| 7. Goal Measurement                 | C-        |
| 8. NewZealand.com Referral Traffic  | C         |
| 9. Planning for Online Marketing    | C         |
| 10. Resourcing for Online Marketing | B-        |
| <b>OVERALL SCORE:</b>               | <b>B-</b> |

# AUDIENCE (TRAFFIC)

Visits to RTO Sites from All Sources

B

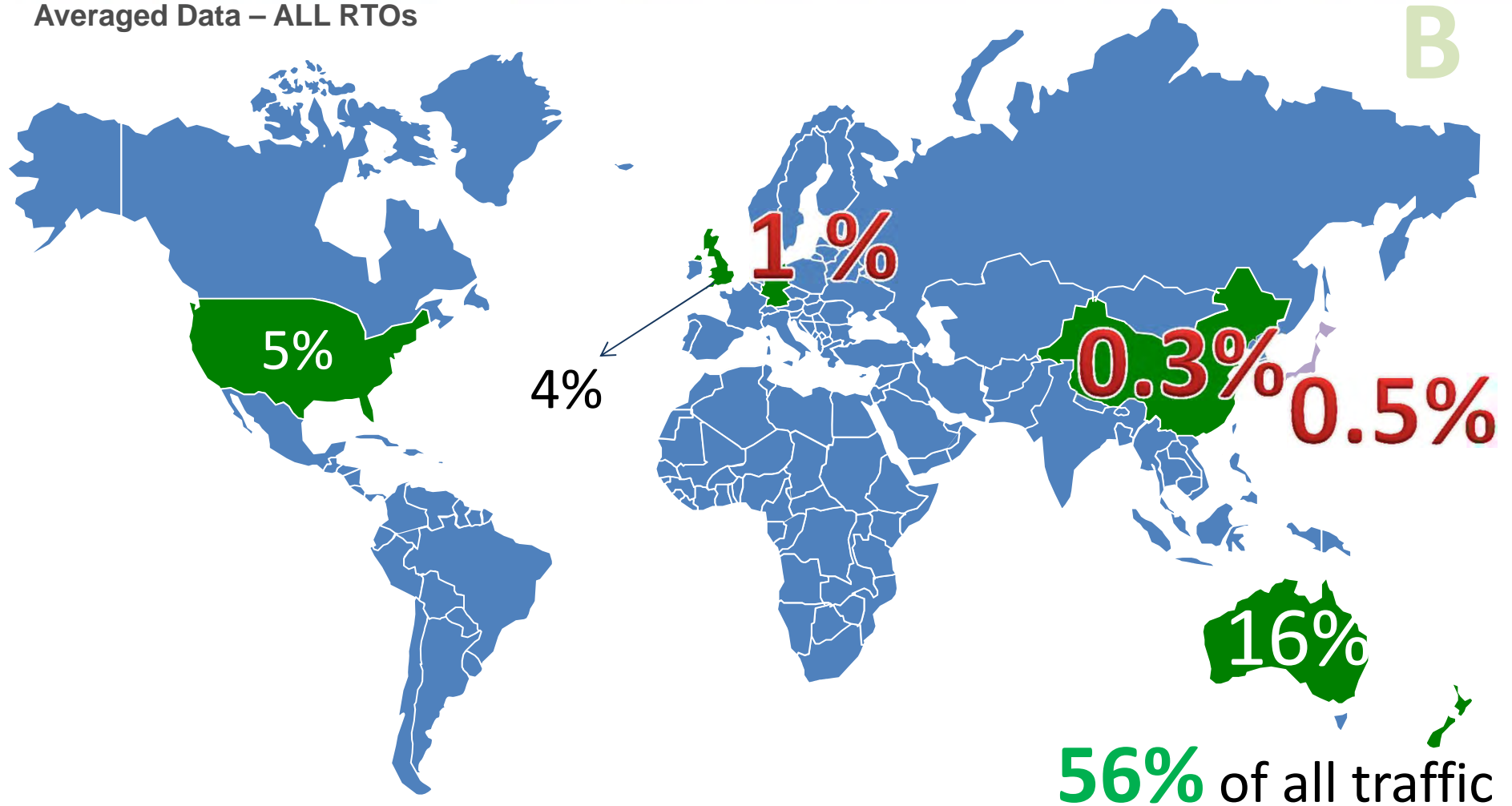


**SUMMARY:** Strong growth in web activity for most RTOs. All but RTOs were up year on year – with particularly strong growth amongst some medium sized RTOs (Tier 3 & 4).

## Explanation of Metrics

The percentage represents the overall gain or loss of traffic on average to RTO web sites in the 2011 year (Jan 1 to October 31 data extrapolated to full year estimate) over 2010.

Averaged Data – ALL RTOs



**SUMMARY:** Strong growth in New Zealand and Australian visitors for most RTOs. Weakness in audience from key foreign language markets; Japan, China & Germany (relative to size, importance of Internet).

# Bounce Rate

C-

2010: 42%

INT DMOS: 44%

47%

OVERALL BOUNCE RATE

**SUMMARY:** Growth has not been well managed. The overall site bounce rate rose to 47% for all entry pages across all RTO sites on average – far higher than 2010 and worse than Nth American peers. Better content, testing & campaign management is urgently needed.

## Explanation of Metrics

The bounce rate is a measurement of the percent of visitors who view only one page on a website and leave without viewing any other pages

# Social Media

'How Social is Your DMO?'  
Average Score for 23 RTOs

B+



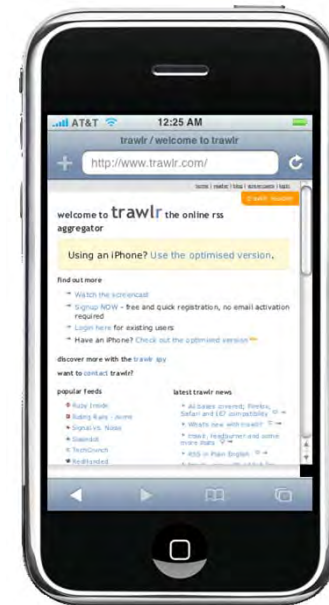
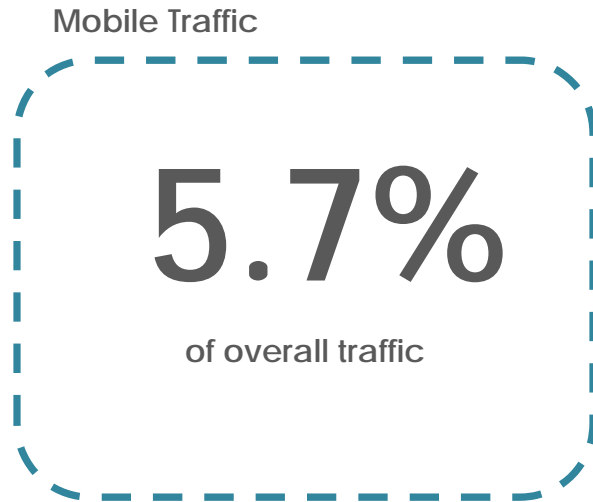
**SUMMARY:** Generally strong improvement across most areas of social media by RTOs. 22 of the 23 RTOs improved their scoring between March and November and improved their position relative to their North American peers.

Explanation of Metrics

Scoring from the 'How Social is Your DMO – RTO ?' Reports prepared by Dave Serino and Gammet Interactive - Think Social in March and November 2011

# MOBILE TRAFFIC

B-



**SUMMARY:** Around 6% of RTOs online traffic is from mobile devices – less than half the North American DMOs. However, this is rapidly growing and urgent investment in mobile strategy, content, web sites and apps is urgently needed.

## Explanation of Metrics

The traffic sources metrics show the percent of visitors to the site who are on a mobile device. Tablets and smartphones are part of this segment, but not “feature phones”.

**Summary:** Only a minority of RTOs still have a robust list of goals set up against which to measure their online marketing. We need a consistent set of “core” goals against which to measure performance

C-

Google Analytics

http://www.thecoromandel.com - http://...  
www.thecoromandel.com [D...

Home

Standard Reporting

Custom Reporting

**This report requires goals to be enabled for the profile.**

#### What are goals?

Goal conversions are the primary metric for measuring how well your site fulfills business objectives. A goal conversion is registered once a visitor completes a desired action on your site, such as a registration or download.

#### Why set up goals?

You'll be able to see the conversion rates and number of completions for each goal you have set up. If you set a monetary value for each goal, you'll also see the value of your conversions.

#### Examples of goals include:

- "Thank you for registering" pages
- flight itinerary confirmations
- "Download completed" page

Contact your profile's administrator to enable goals.

[Learn more](#)

#### AUDIENCE

Overview

Demographics

Behavior

Technology

Social

Mobile

Visitors Flow

#### ADVERTISING

# Referral Traffic

To RTOs from NewZealand.com

For 22 RTOs July 1<sup>st</sup> to October 31<sup>st</sup> 2011 vs. 2010

C



**SUMMARY:** Overall Referral traffic is down from NewZealand.com since the launch of the new site. However, some RTOs are up significantly with >300% growth (those taking advantage of new Wiki Platform).

## Explanation of Metrics

The percentage represents the overall gain or loss of referral traffic from NewZealand.com year over year in the July 1 – Oct 31 timeframe.

# Online Marketing

## Budgeted Resources for 2012

B-



**SUMMARY:** Strong growth in planned online marketing budgets in 2012 for most RTOs. But still room for improvement to catch North American peers.

	2011 Budget	2012 Budget
% of Marketing Budget committed in \$\$ to Online :	5.4%	20%
% of Marketing Budget committed to Web/IT etc:	5.5%	9%

n = 13 RTOs answered the November 2011 Survey and there were 14 responses in the March 2011 Survey.

# RTOs with Online Marketing Plans **C**

Survey of RTOs, March vs. November 2011

- |                                   |                  |
|-----------------------------------|------------------|
| 1. Complete Marketing Plan        | <b>62%</b> (53%) |
| 2. Complete Online Marketing Plan | <b>31%</b> (16%) |
| 1. Complete Online Campaign Plan  | <b>15%</b> (0%)  |

**SUMMARY:** There has been some improvement in the numbers of RTOs developing online marketing and campaign plans – however, most RTOs are still not well prepared.

# 2012 Program

## Online Marketing Program Importance to RTOs

November 2011 Survey of RTOs n = 13

**46% Essential**

**46% Important**

**8% Don't Know – More Info.**

### Explanation of Metrics

Nexus Research Study that asked about the relevance and importance of a possible 2012 Online Marketing Program to their RTO.

**Key-** RTO:T: RTOs in Tier Group; RTOs – All Participating RTOs; IPG: International Peer Group; IO: International Overall Average;



# 2012 Plans

Proposed Elements in Possible 2012 Program:

- 1. Workshops: 2 x Workshops. April & October**
- 2. 3-4 x Webinars. March - November.**
- 3. Benchmark Reporting: Google Analytics 3 x in Year**
- 4. Benchmark Reporting: Social Media: 2 x in Year**
- 5. Surveys: input on program, survey of budgets etc**
- 6. One on One Consultation: one on one support to RTOs**
- 7. Add Benchmarking Against Australia.**
- 8. Add Quantcast Audience Measurement.**
- 9. Add Goal Set Up & Reporting.**
- 10. Add Enhanced Online Resource Center**

# RTOs Priorities FOR 2012

Marketing Focused Webinar & Workshop Topics	N=
Social Media essentials. Creating and building an online community	6
Social Media Advanced - focused on more sophisticated solutions	12
Facebook in Depth - specialist resources on using Facebook	10
Social Media Measurement - sentiment analysis, monitoring & reporting	11
Mobile Web Sites, Apps and SMS text solutions	12
Online Analytics, Measurement and KPIs	13
Campaign Planning, Management & Reporting: best practice	12
Search Engine Optimization - key skills in building organic search traffic	11
"Content is King" - creating, facilitating & sharing great content	11
Email Marketing best practices and case studies	7
Customer Relationship Management & Content Management Solutions	6
Booking engines - integrating booking engine solutions into DMO sites	8
Online Video-best practices in creating, facilitating & distributing rich media	11
Revenue & Partnerships: building advertising revenue and partnerships	11
Online Research - usability testing of web sites, intercept & email surveys	10
Technology Planning, Evaluation and RFP processes	7
Meetings & Conventions - essentials of online marketing to the groups market	7

# **SAMPLE OF BENCHMARK REPORTING**

## Explanation of Project and Process: Update to October 31 2011 - Year on Year.

This 2011 report updates the 2010 online performance reports for Regional Tourism Offices (RTOs) presented in April. This report presents a year on year comparison (2011 vs. 2010). 22 RTOs are currently part of the benchmarking program and are compared to each other - both overall and amongst their tier group of RTOs plus with a group of 12 North American destinations of broadly similar size (in terms of population and/or budget). See list on the last page.

This report compares the traffic and engagement metrics of your site with the averages of Destination Marketing Organizations in these categories:

- New Zealand RTOs in the same tier group\* – (RTO:T)
  - All New Zealand RTOs – (RTOs)
  - International DMOs of similar size\* – International Peer Group (IPG)
  - International DMOs overall - International Overall Average (IO)
- A commentary highlights major themes and trends in the analysis.  
- Goal related information was not available for a sufficient number of New Zealand RTOs to be included in this analysis.

-Use this benchmarking for broad trends or comparisons only.

**-All 2011 data is taken from 01/01/2011 to 10/31/2011 and then extrapolated to 12/31/2011**

*\*Averages for these groups were compiled based on the RTO Tiers used in the RTONZ benchmarking reports and international's DMO budget and destination size.*

Reporting Organized by:



# Audience Metrics

## Visits

**280,776**

2010: 64,468  
+335.5%

RTO:T: 168,989 +

RTOs: 352,528 +

IPG: 539,753 \*\*

IO: 961,297 +

## Page views

**914,678**

2010: 244,181  
+274.6%

RTO:T: 598,441 +

RTOs: 1,447,909 +

IPG: 2,406,638 -

IO: 4,227,780 +

## Percent Traffic from New Visitors

**69.1%**

2010: 73.8%

RTO:T: 70.4% -

RTOs: 66.1% -

IPG: 75.6% -

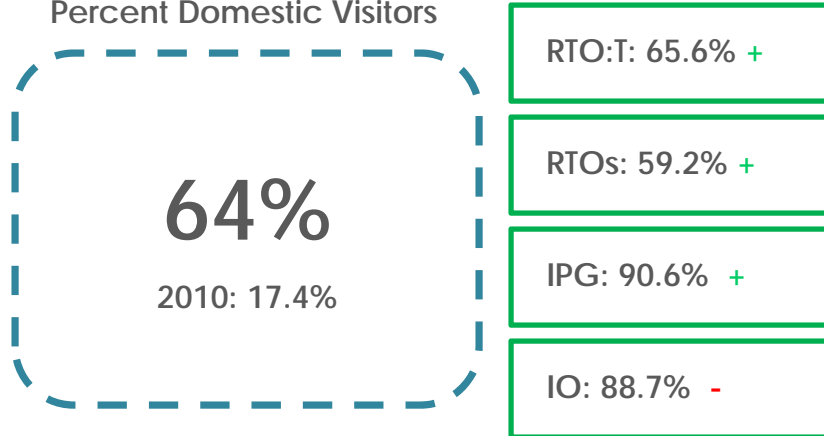
IO: 74.7% -

## Explanation of Metrics

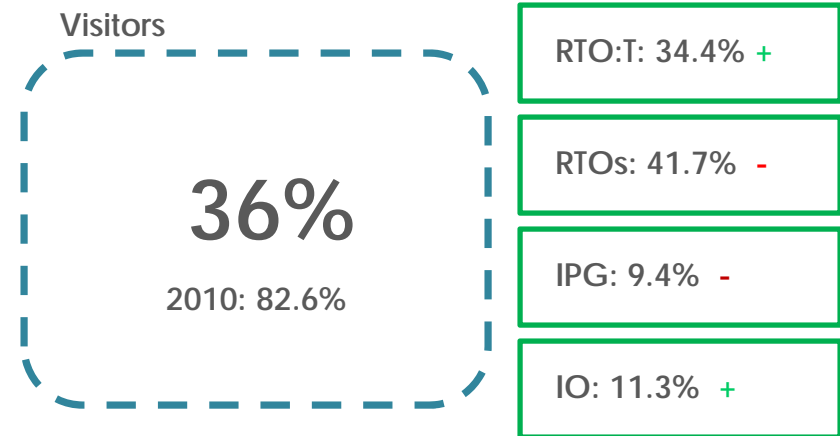
Visits to the Sample Destination site are higher than the average for the domestic peer group. Visits are under the international peer group and slightly less than the domestic overall average. Sample Destination has falls in the middle of all averages for new visitors. Page views rank lower than the average numbers for all groups except the average for the domestic peers, for which it is higher.

# Visitors by Geography

## Percent Domestic Visitors



## Percents International Visitors



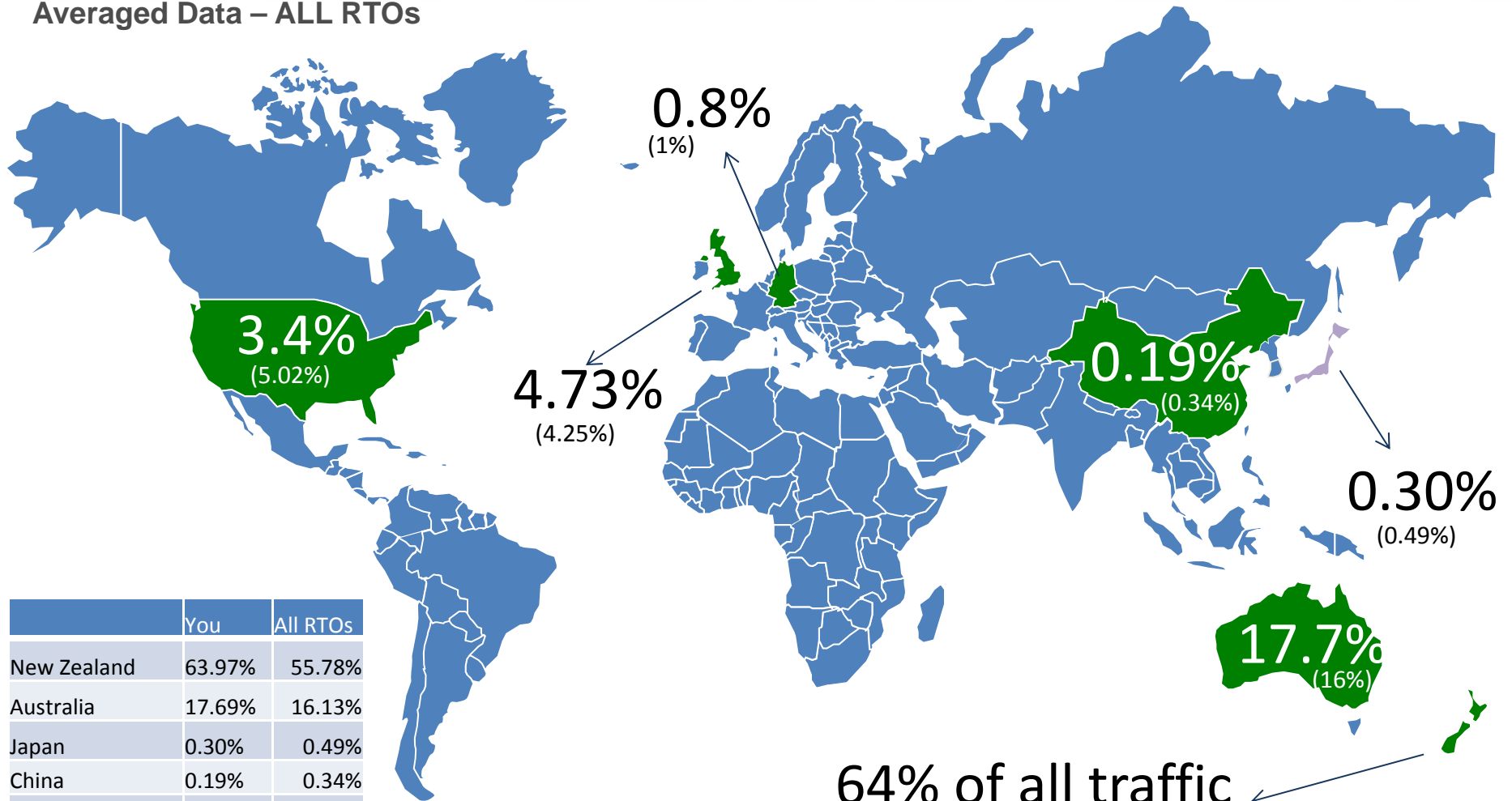
### Explanation of Metrics

These metrics show the site visitors based on the geographic area in which they live. Domestic being residing in New Zealand and International living outside the country. The majority of visitors to the Sample Destination site come from domestic visitors. New Zealand RTOs typically have a far higher % of international visitors than comparable North American destinations (41% vs. 9.4% on average across all New Zealand RTOs vs. the peer group of North American DMOs).

**Key-** RTO:T: RTOs in Tier Group; RTOs – All Participating RTOs; IPG: International Peer Group; IO: International Overall Average;  
 +/- Year over year trend indicators; Example: + indicates this year is higher than last year.

# International Traffic

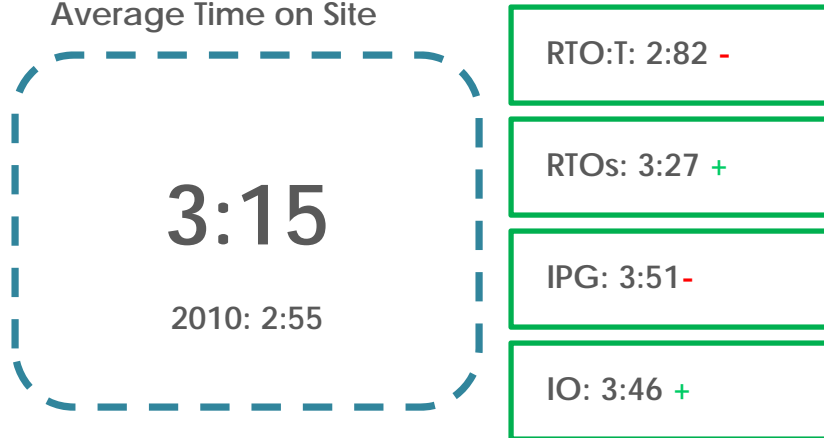
Averaged Data – ALL RTOs



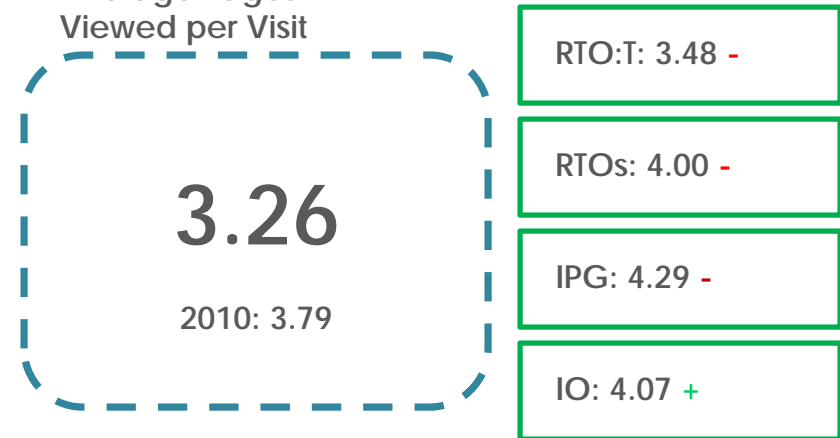
	You	All RTOs
New Zealand	63.97%	55.78%
Australia	17.69%	16.13%
Japan	0.30%	0.49%
China	0.19%	0.34%
USA	3.41%	5.02%
United Kingdom	4.73%	4.25%
German	0.83%	0.99%

64% of all traffic  
 Is domestic (55.7%)

## Average Time on Site



## Average Pages Viewed per Visit

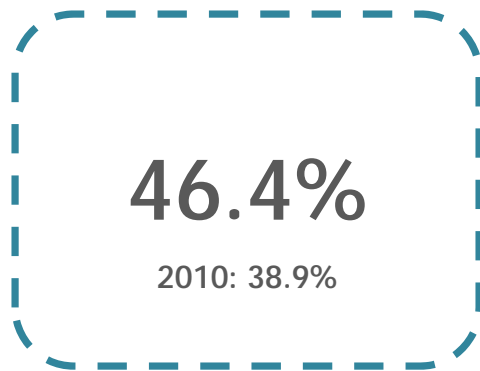


### Explanation of Metrics

Engagement metrics give an indication of how interested visitors are in the content of a website. The two most basic metrics are average time spent on site and average pages viewed per visit. Visitors spend an average of 3 minutes 15 seconds viewing the Sample Destination website. This is below average for nearly every group measured except the Tier group, which is lower. Visitors to the Sample Destination site view a below average number of pages per visit than as compared to all the other DMO site averages. These metrics indicate a moderate level of engagement with the site's content.

**Key-** RTO:T: RTOs in Tier Group; RTOs – All Participating RTOs; IPG: International Peer Group; IO: International Overall Average;  
 +/- Year over year trend indicators; Example: + indicates this year is higher than last year.

## Overall Bounce Rate



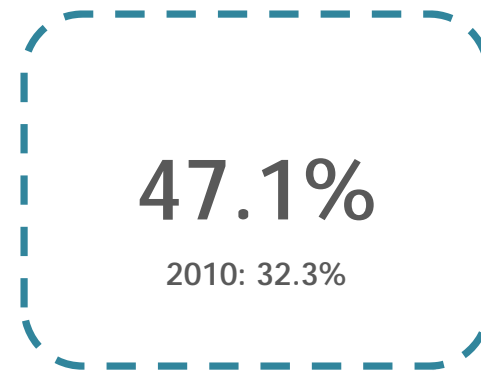
RTO:T: 45.4% +

RTOs: 47% +

IPG: 44.2% +

IO: 44.5% +

## Home Page Bounce Rate



RTO:T: 43.0% +

RTOs: 37.7% +

IPG: 32.4% \*\*\*

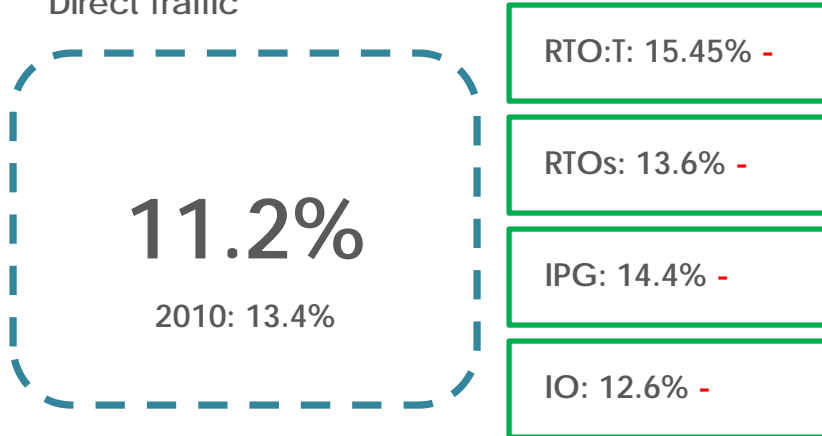
IO: 35.8% +

## Explanation of Metrics

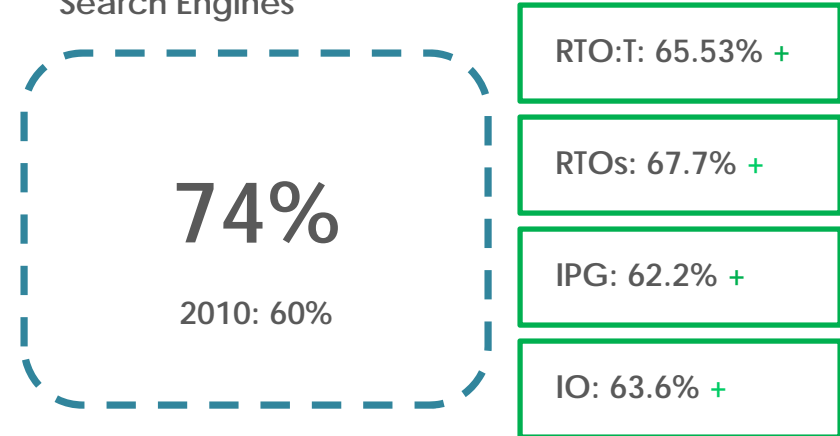
The bounce rate is a measurement of the percent of visitors who view only one page on a website and leave without viewing any other pages. A good bounce rate is considered anywhere in the 30% range or lower. Sample Destination's overall bounce rate, which includes entries to any page on the site, is slightly higher than most of the average overall bounce rates and slightly lower than the average for all RTOs. Sample Destination's home page bounce rate is higher than all domestic and international averages. The home page bounce rate averages for all listed are very similar and Sample Destination has an above average number.

# Traffic Sources

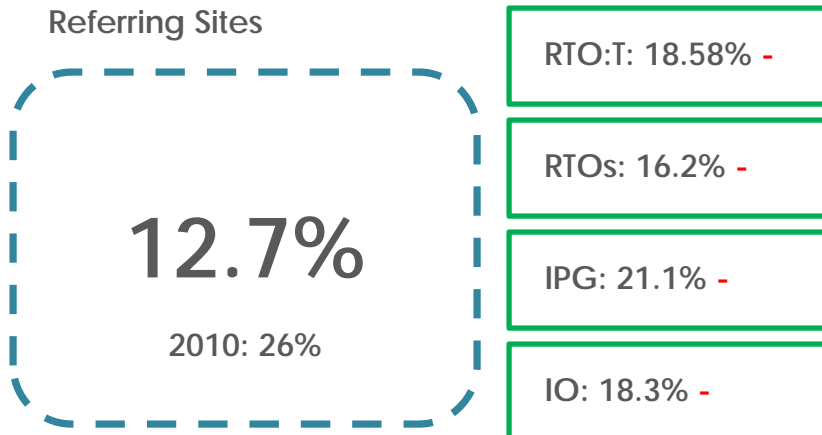
## Direct Traffic



## Search Engines



## Referring Sites



## Explanation of Metrics

The traffic sources metrics show the percent of traffic that is referred to the site through search engines, other websites and by directly typing or bookmarking the site's URL. The majority of Sample Destination's traffic comes from search engine referrals. The least amount of traffic to the site comes from direct traffic which makes up only 11.2% of total site traffic. This is lower than all averages.

**Key-** RTO:T: RTOs in Tier Group; RTOs – All Participating RTOs; IPG: International Peer Group; IO: International Overall Average;  
 +/- Year over year trend indicators; Example: + indicates this year is higher than last year.

## Mobile Traffic

**6.13%**  
of overall traffic

RTO:T: 4.91%

RTOs: 5.7%

IPG: 20.0%

IO: 13.2%

## Explanation of Metrics

The traffic sources metrics show the percent of visitors to the site who are on a mobile device. Tablets and smartphones are part of this segment, but not “feature phones”. The major device manufacturers are: Google Android, Apple iOS, Microsoft Windows Phone 7 and Blackberry. The majority of Sample Destination’s traffic clearly comes from traditional computing. Sample Destination’s percentage of mobile traffic is substantially lower than the International Averages but above average of all RTOs in this study, including its domestic peer group.

### Explanation of International Metrics

The international traffic numbers metrics show the percent of visitors to the site who from a specific country. Sample Destination finds more of their traffic on average from the domestic market. Traffic from Australia is high than the average. Traffic from the rest of the countries are relatively average for the study.

*Reporting Organized by:*



**Visits** – tracks the number of times a website is visited, both unique and repeat.

**Page views** – a request to load a single page of a website.

**Percent New Visitors** – the percent of traffic from visitors who have never viewed the site before.

**Average Time on Site** – the average time each visitor spends on the site overall.

**Average Page views per Visit** – the average number of pages each visitor view on the site during a visit.

**Bounce Rate** – Percentage of visitors who view only one page on the site and exit immediately. Sometimes called a single access rate.

**Direct Traffic** – visitors who arrive at the site by bookmark or typing in the URL directly.

**Search Engine Traffic** – visitors who arrive at the site by being referred by a search engine.

**Referring Sites Traffic** – visitors who arrived at the site through a link on a non-search engine website.

### International (North American) Peer Group:

**PEER GROUP A: Larger Sized CVB & Smaller States/Provinces (compared against RTO Tier 5):** St Petersburg Clearwater - Florida CVB, San Antonio -Texas CVB, Prince Edward Island - Canada Provincial Tourism Organization, Chicago - Illinois CVB.

**PEER GROUP B: Medium Sized CVBs & Small Provinces/States (compared against RTO Tiers 3 & 4):** Naples Marco Island - Florida CVB, St Augustine - Florida CVB, Grand Junction - Colorado CVB, New Brunswick - Canada Provincial Tourism Organization.

**PEER GROUP C: Smaller CVBs (compared against RTOs Tier 2):** Bradenton - Florida CVB, St Tammany - Louisiana CVB, Juneau - Alaska CVB, Charlotte Harbor - Florida CVB.

*Reporting Organized by:*

