



# **RTO Renewed**

## **Update & June Workshop**

**Charlie Ives**  
**Chris Adams**  
**Cathy Schetzina**

**RTONZ**  
**Miles Media**  
**PhoCusWright Research**

*Program Facilitated by:*



**Regional Tourism  
Organisations  
New Zealand**



# Agenda

1. RTO Renewed Status Check
2. Benchmark Reports – Social Media
3. Workshop II in Christchurch
  
4. PhoCusWright Research Presentation





# Status Check





# The Essentials

## Overview of the Capabilities Building Program

1. Have a Plan – a SMART Plan.
2. Resource the Plan.
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





# The Essentials

## Overview of the Capabilities Building Program

**1. Have a Plan – incl. Campaign Plans.**

**2. Resource the Plan.**

3. Balance of domestic vs. international

**4. Data Driven Organisations**

**5. Your Destination's best story teller.**

6. Facilitate a conversation, build a community

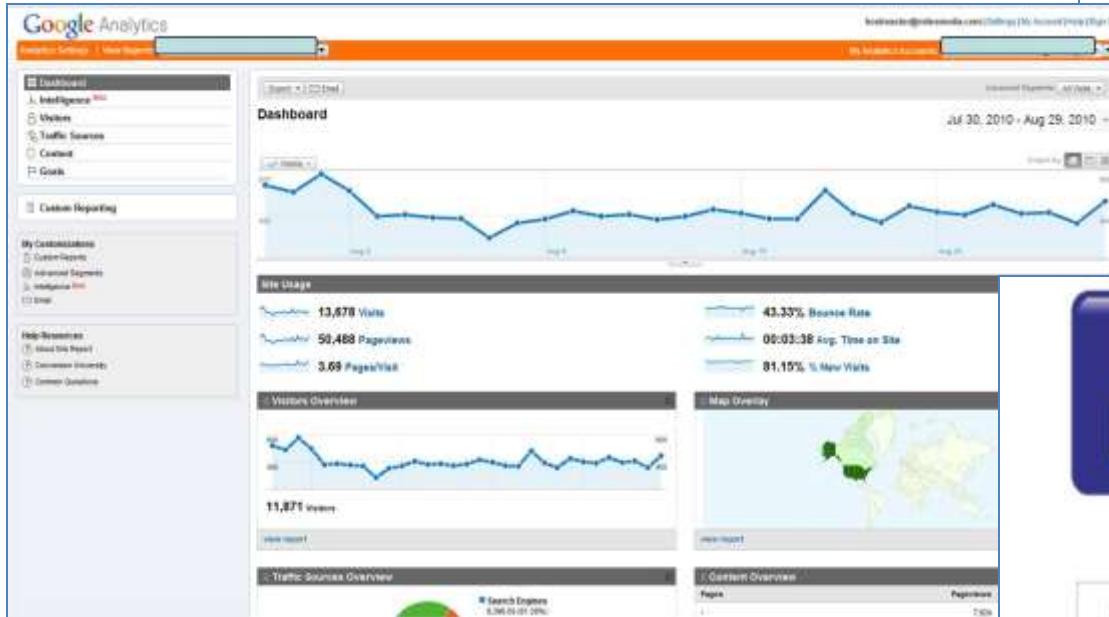
7. Speed & Flexibility



# Benchmarking



1. Google Analytics Benchmark Reports
2. How Social is Your DMO ? Report
3. Quantcast



## HOW SOCIAL IS YOUR DMO?

Social Media Tourism Rankings

featuring

RTO's of New Zealand &  
DMO's of North America

April 2011





# HOW **SOCIAL** IS YOUR **DMO?**

Social Media Tourism Rankings

featuring

RTO's of New Zealand &  
DMO's of North America

April 2011—Version 2





# April Social Media Rankings

Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Totals
1	Auckland	3	10	3	4	28	18	12	0	14	5	11	15	5	128
2	*Wellington	0	10	5	4	31	20	12	0	7	0	11	15	5	120
3	New Brunswick	0	10	3	1	38	12	10	0	16	5	0	15	0	110
4	Chicago	3	10	5	1	12	27	17	0	13	5	0	15	0	108
5	Rotorua	3	10	3	1	27	12	9	5	9	5	0	15	5	104
6	San Antonio	3	10	5	4	21	20	8	0	11	5	0	15	0	102
7	Prince Edward Island	3	10	5	6	26	13	1	0	13	5	0	8	5	95
8	Lake Taupo	0	10	1	1	17	9	8	0	6	5	20	15	0	92
9	Dunedin	0	10	3	1	22	11	9	0	3	5	11	15	0	90
10	*Christchurch/Canterbury	0	10	5	1	21	10	8	0	3	5	11	15	0	89
11	Naples/Marco Island	3	10	3	1	17	8	8	0	6	5	11	15	0	87
12	Grand Junction	3	10	5	1	25	6	8	0	3	5	0	15	0	81
13	Lake Wanaka	0	10	5	1	22	12	8	0	2	5	0	15	0	80
13	Taranaki	0	10	3	1	25	11	8	0	2	5	0	15	0	80
15	Bradenton	3	10	3	1	18	11	1	0	0	5	20	7	0	79
15	Northland	0	10	3	1	11	9	8	0	6	5	11	15	0	79
17	St. Augustine	3	10	1	1	29	6	9	0	6	5	0	8	0	78
18	West Coast	0	10	3	1	12	8	8	0	2	5	11	8	0	68
19	Nelson	0	10	3	1	13	8	8	0	2	5	0	15	0	65
20	St. Petersburg/Clearwater	3	10	5	1	22	13	7	0	0	0	0	0	0	61
21	Central Otago	0	10	1	1	9	6	8	0	2	5	0	15	0	57
21	Queenstown	0	10	3	1	9	4	8	0	2	0	0	15	5	57
23	Ruapehu	0	10	1	1	14	11	1	0	0	0	10	8	0	56
23	Wairarapa	0	10	1	1	17	4	8	0	2	5	0	8	0	56
25	Juneau	3	10	5	1	18	6	2	0	2	0	0	8	0	55
26	Southland	0	10	1	1	19	4	1	0	2	0	0	15	0	53
26	Fiordland	0	10	5	1	13	6	8	0	2	0	0	8	0	53
28	Marlborough	0	10	1	1	9	8	8	0	0	5	0	8	0	50
29	St. Tammany	3	10	5	1	15	6	1	0	2	5	0	0	0	48
29	Charlotte Harbor	3	10	5	1	17	9	1	0	2	0	0	0	0	48
31	Waitaki	0	10	1	1	10	6	1	0	9	0	0	8	0	46
31	Hamilton/Waikato	0	10	1	1	13	6	8	0	0	0	0	7	0	46
33	*Tourism Bay of Plenty	0	10	5	1	10	6	1	0	3	0	0	7	0	43
34	Mt. Cook	0	0	3	1	9	0	1	0	0	5	0	0	0	19
35	Mackenzie	0	0	1	1	0	0	1	0	0	0	0	8	0	11



# Top Performers

- 1) Michigan [www.puremichigan.org](http://www.puremichigan.org)
- 2) Tennessee [www.tnvacation.com](http://www.tnvacation.com)
- 3) Colorado [www.colorado.com](http://www.colorado.com)
- 4) Virginia [www.virgina.org](http://www.virgina.org)
- 5) Oregon [www.traveloregon.com](http://www.traveloregon.com)
- 6) Pennsylvania [www.visitpa.com](http://www.visitpa.com)
- 7) Florida [www.visitflorida.com](http://www.visitflorida.com)
- 8) Hawaii [www.gohawaii.com](http://www.gohawaii.com)
- 9) New York [www.iloveny.com](http://www.iloveny.com)
- 10) San Francisco [www.onlyinsanfrancisco.com](http://www.onlyinsanfrancisco.com)





# Workshop II



# WORKSHOP II



**RTONZ Online Marketing Program**  
Capabilities & Benchmarking

**Wednesday, June 15<sup>th</sup> 10:00 am – 6:00 pm**

**Thursday, June 16<sup>th</sup> 8:30 am – 3 pm**

**Venue: Chateau on the Park Hotel, Christchurch.**

A few rooms still available at Hotel:

Nicki Brown | Reservations | Chateau on the Park

Tel 0800 808 999 | Email: [res@chateau-park.co.nz](mailto:res@chateau-park.co.nz)

**Accommodation also available in nearby properties.**

Email: [graham.palmer@christchurchnz.com](mailto:graham.palmer@christchurchnz.com)

Cell: (021) 280 4716

# Leading Speakers



**RTONZ Online Marketing Program**  
Capabilities & Benchmarking

## **Arianna Petkevicius. Portland, USA**

*Arianna is VP at one of the world's leading travel and tourism social media agency – SparkLoft.*

## **CA Clark. Florida & Iowa, USA**

*CA has 12+ years experience on technology projects with North America's largest destinations @ Miles Media.*

## **Darren Kempie. Sydney, Australia**

*Darren is in charge of Google Australia's travel & tourism industry support.*

# 3 Sets of Break Out Sessions



## Break Out Sessions 2. Almost all sessions are provided twice.



	STREAM 1 SOCIAL MEDIA	STREAM 2 WEB SITE DESIGN	STREAM 3 ONLINE MARKETING	STREAM 4 ANALYTICS
<i>Topic</i>	<b>Social Media Diagnostics - Advanced</b>	<b>Usability Testing</b>	<b>The Google Lab</b>	<b>Google Analytics - Essentials.</b>
<i>Speaker(s)</i>	Arianna Petkevicius, SparkLoft	Claire Horrobin, & Lawrence Smith Cabbage Tree.	Darren Keepie, Google	Tracy Anderson and Lisa Ikariyama, Cabbage Tree
<b>Outline</b>	A class aimed at marketers who are fairly confident on social media platforms and are looking to build their advanced skills. Arianna will review your social media activities and offer her insight and perspective. We will ask for participants to share examples of	This session will look at the essentials of driving your online design process based on user feedback. Claire and Lawrence will review how to develop a web site with the user at the center of the process and then options for testing and refining your web site on a continual basis.	Darren will follow up on his workshop session in a smaller group session and look at the specifics of online video, online advertising and online tools for destination marketing organizations. He will share additional case study examples from around the world and simple steps every	Tracy and Lisa will lead a workshop visiting again the essential set up and reporting issues in getting the right information from Google Analytics. Post your questions or comments on the discussion board prior to the workshop and Tracy and Lisa will come along ready to

# FIELD VISIT



**RTONZ Online Marketing Program**  
Capabilities & Benchmarking





# FIELD VISIT

## CREATE & POST CONTENT

## USE SOCIAL MEDIA & MOBILE PLATFORMS

*BLOGS – MICRO BLOGS – OTHER SOCIAL MEDIA  
POSTS – GEO LOCATION APPS - PHOTO TOURS  
– ITINERARIES - VIDEO*

## TELL THE STORY OF CHRISTCHURCH



# Contact Details

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