

# AUCKLAND INTERNATIONAL AIRPORT ASIA SUMMIT 2015





“When I let go of what I am, I become what I might be”

- Lao Tzu -





**Why China?**



- 
- 1.3 billion people (300,000 visit NZ p.a)
  - 171,000 Chinese residents in NZ (Census 2013)
  - Asia Pacific neighbour
  - Supply v Demand – ever tried jumping out a plane in China?
  - Airline connection developments
  - Ticks the box of ‘Experiential Travel’ – a global travel trend

## Why China?

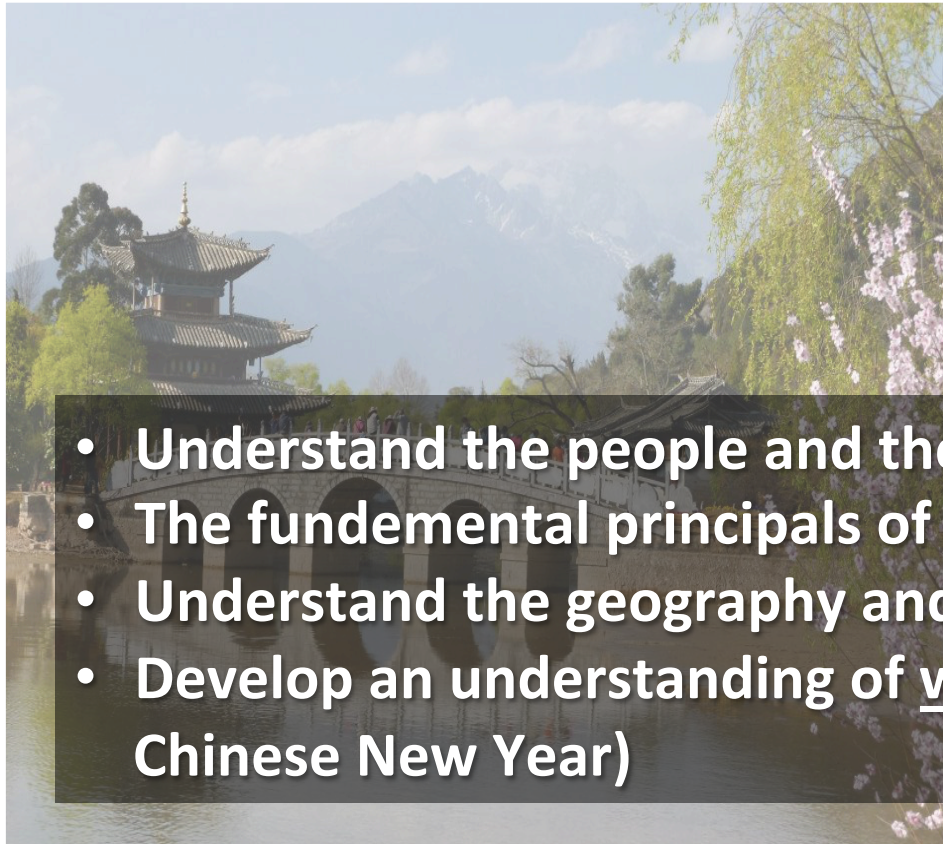
# 5 STEPS WE'VE TAKEN AS A FORMULA TO SUCCEED IN CHINA





# 1. Go to China





- Understand the people and their culture
- The fundamental principals of ‘Gangxi’ and ‘Mianzi’
- Understand the geography and where visitors come from
- Develop an understanding of when they travel (aside from Chinese New Year)



## 1. Go to China



## 2. Develop Digital & Print Elements





- Generate Mandarin collateral (web, print & physical)
  - They may speak English BUT why not remove obstacles
  - It says something about your brand – ‘we invite you’
  - Interweave the elements as part of your communication
- 
- Offer payment solutions that are relevant
- 
- Develop social media channels supported by someone who can run them



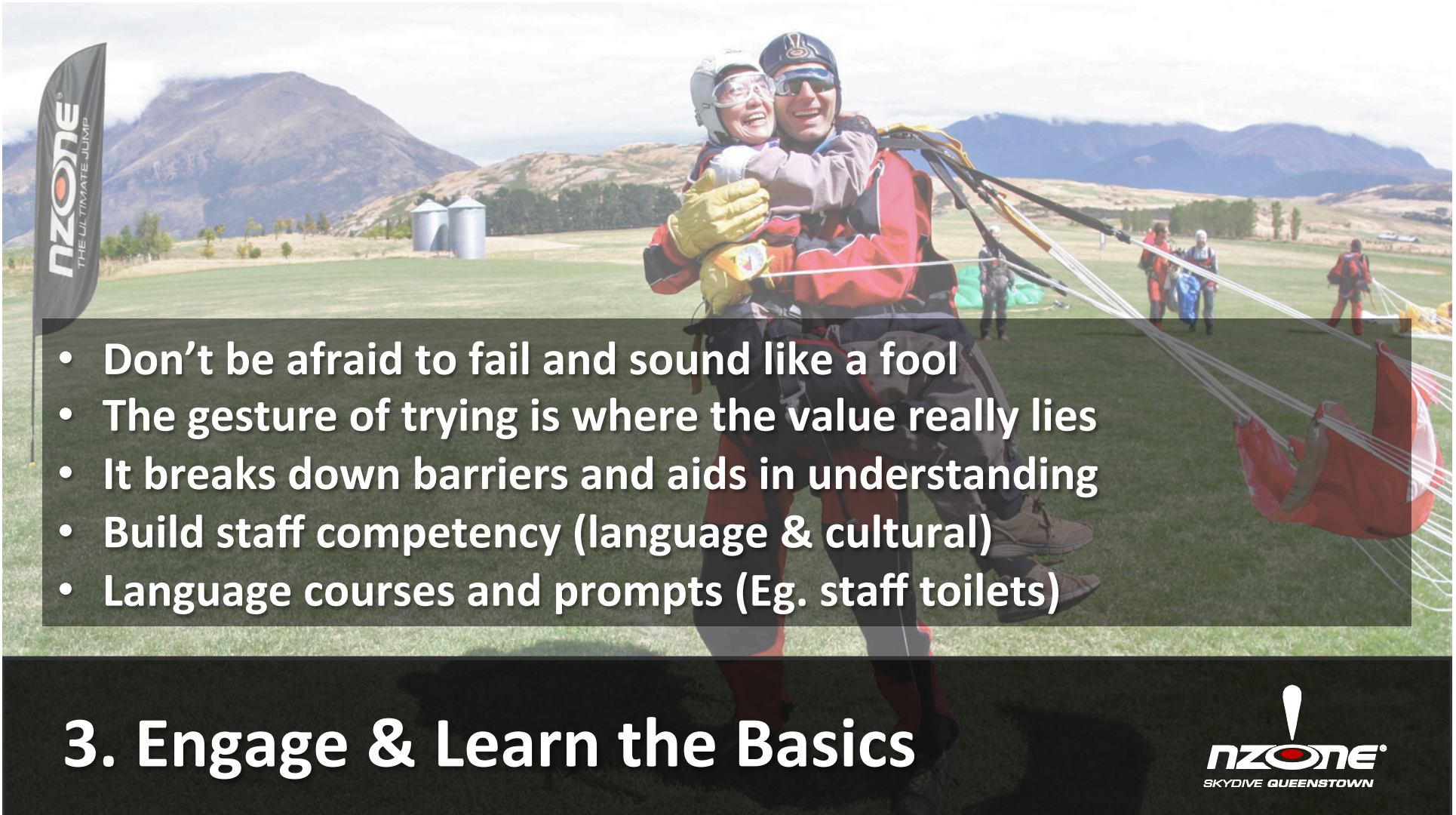
## 2. Develop Digital & Print Elements





### 3. Engage & Learn the Basics






- Don't be afraid to fail and sound like a fool
- The gesture of trying is where the value really lies
- It breaks down barriers and aids in understanding
- Build staff competency (language & cultural)
- Language courses and prompts (Eg. staff toilets)

### 3. Engage & Learn the Basics



## 4. Develop Trade & Media Networks





皇后镇欢迎你

- [Chinatoolkit.co.nz](http://Chinatoolkit.co.nz)
- Don't develop the best kept Chinese secret
- Premier Kiwi Partner Programme (PKP)
- RTO's, TNZ and AIAL have dedicated teams with a wealth of knowledge and contacts that are a good beginning when you don't know where to start

## 4. Develop Trade & Media Networks





5. Add Chinese Staff to your team





**Skydive**  
THE ULTIMATE ADVENTURE

- Only able to take brand part way to serving the Chinese market
- The transfer of knowledge has huge benefits
- Customers value it
- i-SITE Queenstown example of queue's

**5. Add Chinese Staff to your team**

**nZONE**  
SKYDIVE QUEENSTOWN

# SOME RECENT SUCCESSES



全世界跳伞小心降落伞过大，欢迎来到跳伞的世界！

**悦游** Condé Nast **Traveler**

2014年最佳酒店

1.像鸟儿一样在空中飞翔。  
2.落地后能以享受的喜悦心情。  
3.在跳伞过程中，空气阻力会让你不会快速下降。

©2014 CONDÉ NAST TRAVELER

## 飞行

### 新

新西兰皇后镇多数酒店都择址在紧靠小镇的湖边，但Azur luxury Lodge是个例外。从湖前店铺的皇后镇主街开车到这里，要走上至少十分钟的山路。它的位置非常隐蔽——在茂密的山间，要靠钉在临近两个岔路口树上的不起眼标志指引才能找到。

远离湖边并不妨碍欣赏风景，相反，与湖边酒店相比，这里因为居高临下，反而拥有更佳的景观。错过那些长在山间的植被树木，湖面一览无余地出现在眼前。酒店有若干欣赏湖景的地点：大堂中摆着国际象棋的茶几前，院子里临近精致的座椅处，一栋栋互相有些距离的独栋别墅露台上。为了让客人享受到与在镇中心一样的便利，酒店提供各种服务，譬如送餐或者当地口碑极好的意大利餐厅的座位预订。不过我们这儿可不是享受美味的，主要还是为了向往已久的直升机跳伞——这可是皇后镇户外运动中最刺激的项目。

### 高空有大美



跳伞公司的车辆第二天一早把我接到一片地势平坦的开阔地带，这里繁华牧场，下车时还赶上了大批牛羊从眼前经过。经过一番培训后，飞机在简易的跑道上顺利起飞，不多时就到达了5000米的海拔高度。虽然已经被专业装备武装全身，但舱门打开后，随高度上升而不断增加的紧张感瞬间便被刺激感所取代。此刻，我和有15年跳伞经验的教练盖瑞“瑞”在一起。飞机的轰鸣盖过其他声音，我们靠手势交流，等待教练发出跳伞的指令。“出发！”十秒倒数后，我鼓足勇气，与教练一起纵身跃出机舱。还好，高空的气流并没有让人快速下落，几乎同时跳出的摄影师还可以流利的要求我摆姿势配合拍照。慢慢地，最初的紧张感开始减轻，当然，依然很冷。定位伞打开后，快速

信譽非常顯赫的Azur Luxury Lodge位於皇后鎮，非常美觀且視野開闊。

下降造成的失重感令我心率加快，最美妙的時刻是在主傘打開後，此時人已經适应了在空中飛的感覺，能够在緩慢下降的過程中悠閒地欣賞景色。远处的高山、湖泊、牧场从小变大，我感觉自己像鸟一样自由。 **STN**

### 特别策划 Special Feature

**Azur luxury Lodge**  
 23 Mackenzie Terrace Queenstown  
 04-3-4000588  
 azur.co.nz  
 双人房\$17,846(直升机跳伞\$1,450另起)

**Tania Labes**  
 新西兰皇后镇Azur Luxury Lodge户外旅行项目主管，高空跳伞爱好者，在跳伞前，这一活动“尤其适合初学者”。

### 对话户外

**Q:皇后镇户外运动项目很多，您最推荐的是哪个？**  
**A:**户外极限运动一点都不可怕，相反它们十分有趣！拿我个人最爱的跳伞来说，它尤其适合初学者。除了胆量，你不需要做任何准备，你可以选择不同的跳伞高度，比如2,500米、3,500米、4,500米等，会有一位受过专业培训的安全教练和你“绑”在一起，他可以帮你完成所有技术工作。我会以自己第一次玩跳伞时，印象最深的是教练让我门看着飞机一直上升，实在是太刺激了！  
**Q:皇后镇有很多非常棒的跳伞俱乐部，你如何挑选适合自己的跳伞俱乐部？**  
**A:**我们叫NZONE Skydiving (nzone.bz) 合作提供跳伞运动。很高兴能，我们有两个不错的合作伙伴Canyon Swing (canyonswing.co.nz) 和Skytek (skytek.co.nz)。前者提供单人运动跳伞Skyline Gondola (gforce.co.nz)，后者提供Skytek公司 (skytek.co.nz) 提供的。这些俱乐部对所有游客开放。酒店到俱乐部不远，为每一种运动提供最适合的跳伞俱乐部。

**Google眼镜** 如果你想拍摄自己高空跳伞的壮举，又不必依赖于他人帮助，可以买一副Google Glass。

### 更多推荐

- 奥塔哥 Aureum Palace**  
气候条件对热气球飞行非常友好，而且酒店能为你提供一切所需。送客人抵达，而非在机场等待。乘坐热气球升空，在空中俯瞰壮观的奥塔哥地区，酒店还提供贴心的直升机接送服务。  
 14 North Village, Nangiu U  
 05-41-82046  
 aureumpalacehotel.com  
 双人房\$1,800(45分钟飞行\$12,000)
- 墨西哥 Hotel Quinta Real**  
作为世界最古老的酒廊基地之一，墨西哥酒店有着悠久的历史。酒店位于花城墨西哥，酒店提供贴心的直升机接送服务。  
 Paseo de la Quinta 6, Mexico  
 52-55-11051000  
 quintareal.com  
 双人房\$1,054(早上退房的价格只需\$120)
- 美国 Kenwood Inn and Spa**  
北加州的索诺马(Sonoma)没有传统山舍的奢华，但这里的葡萄酒酒庄丝毫不输给后者。来到这里，并切葡萄酒是重要活动项目。除了温泉，酒店还提供贴心的直升机接送服务。  
 10401 Sonoma Highway, Kenwood  
 1-707-8331283  
 kenwoodinn.com  
 双人房\$1,977(热气球项目\$12,000)
- 尼泊尔 Waterfront Resort**  
尼泊尔的博卡拉(Pokhara)户外爱好者络绎不绝，入住这里宛如度假胜地。酒店提供贴心的直升机接送服务。  
 Lakeside Road, Soti Highway, Pokhara  
 077-01-466303  
 khathum.com  
 双人房\$1,450(直升机项目\$12,000)

©NTRAVELER.COM/CN 101



# SOME RECENT SUCCESSES

The screenshot displays a travel website interface. At the top, there is a navigation bar with the logo '穷游' (Qiyou), menu items 'Destination', 'Tips', 'Travel assistant', and 'Community', a search bar with the text '搜索目的地用户攻略', and links for 'Login' and 'Register'. Below the navigation bar, there are links for 'Back Event Home' and 'Event Details'. The main content area features a large banner for an event titled 'The peak experience' with a 'Q-list' logo and a thumbs-up icon. The banner includes the text 'Selection criteria: • Irritating • safe • participation and high • professional low' and 'Has 79,124 votes'. Below the banner, there is a paragraph of text: 'Have you ever thought at the edge of a high tower more than 500 meters of walking? From the 200 meters high dam jump? Or indiscriminately on rapid roller coaster screaming? Bungee jumping, skydiving, high-altitude strop, hang gliding, extreme skiing, whitewater rafting, rapid roller coaster, tower walk ..... your heart to experience the best of the limit where and what?'. Below the banner, there is a featured item for 'Queenstown, New Zealand skydiving' with a 'No.1' ranking and '22242 votes'. The item includes a small image of skydivers and a location pin for 'New Zealand, Queenstown'. The text for the featured item reads: 'list of reasons: the birthplace of New Zealand Queenstown double skydiving, you can experience from 2700 m to 4500 m height double parachuting activities. Aircraft will approach the beautiful Lake Wakatipu Basin.'

# SOME RECENT SUCCESSSES

youku 优酷 首页 频道

搜索

上传 通知 登录/注册

优酷精选  
发现探索  
我的订阅  
观看记录  
会员专享

微信扫码好友

NZONE SKYDIVE NZONE高空跳伞

698,803 视频播放量 126 粉丝数 订阅

主页 视频 专辑 讨论区

视频 (21) 最新发布 最多播放

单车飞跃皇后镇——NZONE自行车高空跳伞 01:09 354,130 03-18 12:09

(极致浪漫)情人节跳伞接吻爱在皇后镇飞翔 01:13 243 02-12 16:55

皇后镇NZONE高空滑板 01:46 255,153 2014-08-03

NZONE高空跳伞 发站内信

频道介绍：  
NZONE双人高空跳伞是新西兰第一家经营双人高空跳伞活动的旅游公司，也是唯一获得新西兰至尊旅游大奖（Supreme Tourism Award）的双人跳伞公司。

更多详情，请浏览：  
<http://www.nzoneskydive.co.nz/language>

跳伞的旅游公司

+ 更多频道



# FINAL NOTE

- **New Zealand is a low volume/niche visitor destination**
- **Capacity at the high end during peak Chinese season**
- **Let's collectively hold value and avoid a growing trend of discounting in market (Eg. Taobao)**

**Xie Xie Nimen!**

