



**Auckland
Airport**

**International Travel
Summit 2016**

Connectivity | Growth

Four Seasons Five Senses

Mark Frood

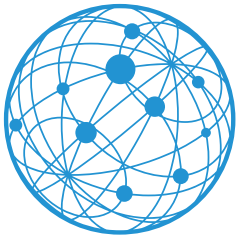
International Market Development Manager



Four Seasons Five Senses

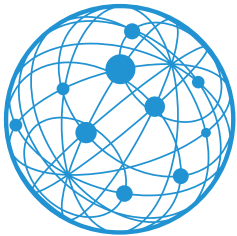
Discover New Zealand ...Discover your Senses

- Auckland Airport market initiative.
- Provides a framework to promote travel year round to enjoy outstanding NZ travel experiences.
- 'Skinning' products seasonally to attract demand across the year.
- Being utilised by Auckland Airport in China and by partner tourism operators, travel agents and airlines.



Auckland Airport 2015 Tourism Development Grants

- 4S5S 2014 China market research identified gaps in:
 - Tourism product.
 - NZ story telling and imagery.
- FOUR \$25,000 grants were announced at Asia Summit 2015 to:
 - Support product development.
 - Tell unique NZ stories.
 - Source appropriate imagery to support product marketing.



Auckland Airport 2015 Tourism Development Grants



Explore Group

Seasonal itineraries
Auckland & Northland



Ngati Whatua Orakei

Ra Karakia
(The Dawn of Prayer)



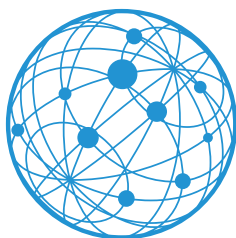
YHA New Zealand

Seasonal social media
Competition & itinerary



Zeayou Travel

Food tours
Auckland & Marlborough



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Auckland Airport 2016 Tourism Development Grants

Two grants of NZ\$50,000 will recognise and support propositions that bring the 4 Seasons 5 Senses proposition to life regionally.

The focus of each grants is to:

- ✓ Cluster and develop regional tourism product
- ✓ Develop seasonal themes for these clustered offerings
- ✓ Considering key New Zealand markets: China, Australia, Americas, India



THANK YOU



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