**Application Form for Auckland Airport Tourism Development Grant 2018**

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| --- | --- |
| Organisation name |  |
| Contact name at organisation |  |
| Contact title |  |
| Contact email address |  |
| Contact phone number |  |
| Location of organisation |  |
| Number of employees |  |
| How long you have been operating? |  |

Please fill in all sections of this official application form to apply for the Auckland Airport Tourism Development Grant 2018 of $100,000.

Please limit total word count below (excluding headings and sub-headings) to 1,000 words and familiarise yourself with the Terms and Conditions available at https://corporate.aucklandairport.co.nz/travel-summit/grant.

Entries are to be submitted to [michelle.noordermeer@aucklandairport.co.nz](mailto:michelle.noordermeer@aucklandairport.co.nz) by 5pm Friday 30 June 2018.

**Brief description of what your organisation does**

**Vision for your organisation**

(A short statement that describes the aspiration you have for your organisation)

**Outline how you would use the $100,000 grant and how this is different to business as usual?**

(We are seeking incremental activity as part of an existing programme, or a new initiative, to stimulate year-round demand so please tailor your answer appropriately)

**What is the key objective(s) for your proposal?**

(A paragraph or bullet points outlining what you want to achieve and why – think of this as your ‘strategy in a nutshell’)

**Explain how your proposal demonstrates ‘out of the ordinary’ thinking or activity?**

(One of the key insights from the Big Picture research into “Unlocking year-round demand for New Zealand” commissioned by Auckland Airport for the recent International Travel Summit was the need for the industry to think ‘out of the ordinary’ to address this challenge)

**What offshore markets will you target with this initiative?**

(Please outline the market(s) and whether these are the same as, or different to, the offshore markets you currently target)

**How do you propose to target potential visitors in each market?**

(For example, through online advertising, eDM, joint venture partnerships, other advertising etc and provide any commentary on why you believe this approach will be successful)

**How would you resource this?**

(Is it feasible to utilise existing staff to develop this initiative without impacting on business as usual or would you use some/all of the grant to cover the cost of additional resource? Please explain)

**What are the targeted results / outcomes you are seeking?**

(Essentially we are looking for the return on investment from the $100,000 grant, showing how it could be transformational for your business and your expectations around short, medium and long-term results)

**Why should we select you as the winner?**

(A short statement on why you believe your idea would be a worthy winner)

Please ensure you are familiar with the Terms and Conditions of entry. There is a significant amount of useful industry information and research available for you to reference. The following may be helpful:

* Tourism 2025 - which provides a useful framework for your application [www.tourism2025.org.nz](http://www.tourism2025.org.nz)
* [www.tourismnewzealand.com](http://www.tourismnewzealand.com)
* [www.mbie.govt.nz](http://www.mbie.govt.nz)
* [www.stats.govt.nz](http://www.stats.govt.nz)
* [www.travelsummit.co.nz](http://www.travelsummit.co.nz)