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# Four Seasons Five Senses

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# 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



## Ngāti Whātua Orakei

Ra Karakia  
(The Dawn of Prayer)



## YHA New Zealand

Seasonal social media  
Competition & itinerary



## Zeayou Travel

Food tours  
Auckland & Marlborough



# 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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