

KEY MESSAGES FOLLOWING INDUSTRY FORUM

April/May 2011

Background information

Following the Christchurch Earthquake Tourism Industry Leadership Forum on March 21, it was agreed that a short, concise statement would be provided to industry participants, along with some background key messages and frequently asked questions that could be used to clearly demonstrate New Zealand was open for tourism business.

These communications are closely aligned with the NZ Inc government collective international communications strategy and are for use by the tourism industry in communications with stakeholders, travel trade, existing and potential customers.

Objective

To maintain international and domestic confidence in New Zealand by letting people know that the earthquake has affected only a small part of the country, that ports and airports are all operating, and that New Zealand is open for business for tourist operators.

Show people New Zealand is as amazing as it ever was

The messages below can be used as a guide in communications by tourism organisations and operators. They are designed as an aid to help ensure consistent communication related to the February Christchurch earthquake but importantly to remind people the reasons they would choose New Zealand for a holiday have not changed.

The key messages and accompanying one minute 'speech' focus not on addressing the detail of the Christchurch earthquake but on a positive and honest message that reinforces reasons why people should visit New Zealand. It is imperative that the balance of our communications is geared to reasons why people should visit NOW and not focus on addressing misconceptions about safety and damage.

The key messages have been developed for both international and domestic tourism purposes.

The messages will be reviewed and updated as the situation changes.

For the latest information about accommodation, attractions and infrastructure in Christchurch visit <http://www.christchurchnz.com> .

ENCOURAGING INTERNATIONAL TOURISTS TO VISIT NEW ZEALAND KEY MESSAGES

1. New Zealand is ready and waiting to welcome you

- There's no other place in the world quite like New Zealand

2. The time is right to see New Zealand – 2011 will be a great year

- We have fantastic snow, a Rugby World Cup – and a national festival to look forward to
- See for yourself why New Zealand is considered one of the best places to be in the world this year
- There's never been a better time to visit New Zealand
- There are many reasons why visitors from overseas were highly satisfied with their holiday experiences in New Zealand last year, rating them 9.0 out of 10 on average

3. It's easy to enjoy New Zealand

- New Zealand provides something for everyone, whether it is rest and relaxation or adventure and fun
- New Zealand is a long narrow country – just slightly smaller than the US state of Colorado - with so much to see and do
- Christchurch experienced a major earthquake in February which has resulted in a small part of the CBD being cordoned off. Most of the rest of Christchurch is ready to welcome visitors.

4. Christchurch and the surrounding region continues to provide so much for visitors to enjoy

- Visitors can easily travel from Christchurch International Airport, or by main link roads to all parts of Canterbury and the rest of the South Island
- Many hotels, motels, holiday parks, backpacker lodges, bed & breakfast are open and welcoming guests
- In many parts of Christchurch there are excellent restaurants, cafes and bars open and serving up fantastic food and drink, and bustling with people
- Attractions, activities and accommodation in Christchurch are re-opening every week. Most of the major visitor attractions are operating as usual
- There is plenty of accommodation for people flying into or out of Christchurch and wishing to stay overnight, and a range of things to do and see while you are there
- Outside the City and within 90 minutes of Christchurch airport you can experience everything from fabulous food and wine in some of New Zealand's best wineries, walking and hiking in Canterbury's magnificent parks and mountains, experiencing amazing marine life in coastal towns and enjoy family-fun throughout the region
- Check it out for yourself!

KEY MESSAGES FOR DOMESTIC TOURISM

Forum attendees also requested messages relating to domestic tourism. The following sets of key messages are also for your reference.

ENCOURAGING NEW ZEALANDERS TO ENJOY NEW ZEALAND

1. New Zealanders – take some time to experience your amazing country

- It's a great time to explore your country right now
- Take a break...or a longer holiday...or just get out and about
- Enjoy yourself anywhere in New Zealand and support the recovery
- See for yourself why it's considered one of the best places to be in the world this year

2. The time is right to get out and about in New Zealand

- 2011 is a great time to enjoy your country with fantastic snow, a Rugby World Cup – and a national festival to look forward to
- You'll be helping protect jobs
- Check out the amazing country we have

3. Christchurch city can welcome some visitors

- Attractions and activities and accommodation are re-opening every week.
- Most popular visitor attractions are operating as usual
- Many accommodation providers are open and ready to welcome in Christchurch, and all are open in the wider Canterbury area
- The autumn seasonal colours are amazing right now. You can still enjoy a punt or a walk through the beautiful Botanic Gardens
- Canterbury has 18 ski areas, and the region is gearing up for a busy season, starting at Mt Hutt on 11 June

ENCOURAGING NEW ZEALANDERS TO VISIT THE SOUTH ISLAND

1. The South Island is ready and waiting to welcome you

- Outside of a small cordoned off area of the Christchurch CBD; Canterbury and the South Island are ready and open to provide New Zealanders a great time
- Take time out to relax and unwind
- See for yourself why New Zealand is considered one of the best places in the world to be this year
- Take a break...or a longer holiday..or just get out and about
- Just do it!

2. The time is right to see the South Island of New Zealand

- You'll be supporting South Island businesses
- You'll be helping protect jobs
- 2011 is a great time to enjoy New Zealand with snow, RWC 2011 and a festival and so much more...
- Take time to enjoy sensational snow; Canterbury has 18 ski areas, and the region is gearing up for a busy season, starting at Mt Hutt on 11 June

3. Much of Christchurch is open and you will be warmly welcomed

- Attractions and activities and accommodation are re-opening every week
- Christchurch continues to be the Gateway to the sensational South Island, including all of Canterbury
- The autumn seasonal colours are amazing right now. You can still enjoy a punt or a walk through the beautiful Botanic Gardens

VISITORS INTENDING TO SPEND SOME TIME IN CHRISTCHURCH, NEW ZEALAND

1. A small part of Christchurch's central business district will take some time to recover fully but there's still much on offer

- Most businesses are open and operating
- Many events and activities will go ahead this year including the Arts Festival, the RWC 2011 fanzone, New Zealand Cup and Show week, and the BMW New Zealand Golf Open
- Several blocks of Christchurch city centre will remain off limits to visitors for some time

2. Christchurch and the wider region continues to provide so much for visitors to enjoy

- Visitors can easily travel from Christchurch International Airport, or by main link roads to all parts of Canterbury and the rest of the South Island
- Many hotels, motels, holiday parks, backpacker lodges, bed & breakfast are open and welcoming guests
- In many parts of Christchurch there's awesome restaurants, cafes and bars open and serving up fantastic food and drink, and bustling with people
- There is plenty of accommodation for people flying into or out of Christchurch and wishing to stay overnight, and a range of things to do and see while you are there
- Outside the City and within 90 minutes of Christchurch airport you can experience everything from fabulous food and wine in some of New Zealand's best wineries, walking and hiking in Canterbury's magnificent parks and mountains, experience amazing marine life in coastal towns and enjoy family-fun throughout the region.

FREQUENTLY ASKED QUESTIONS FOR OPERATORS

Is now a good time to visit New Zealand?

Yes, absolutely. It's an awesome time to visit New Zealand and we will be ready and waiting to welcome you. All over the country there are amazing experiences that simply will not be found anywhere else in the world. Visitors to New Zealand have consistently rated their satisfaction of a visit to New Zealand as 9 out of 10...and you can still expect to have a great time on holiday, whatever your pleasure.

Is it safe for me to visit in New Zealand?

New Zealand is the amazing place it always has been. Visitors can easily explore all parts of New Zealand just like before. We recommend you take the same safety precautions that you would at home when visiting New Zealand, the South Island, the Canterbury region or Christchurch.

Where can I go/can't I go in Christchurch?

In Christchurch, part of the Christchurch CBD which was damaged in February is cordoned off to the general public. This slows central city travel a little, however beyond this area there are a range of attractions and activities on offer.

Can I visit Christchurch?

Outside the city centre, visitors will be able to find plenty of accommodation, particularly for people flying into or out of Christchurch and wishing to stay overnight. New attractions, activities and accommodation are re-opening every week.

Also, for those wishing to stay longer, within 90 minutes of Christchurch airport you can experience everything from fabulous food and wine in some of New Zealand's best wineries, walking and hiking in Canterbury's magnificent parks and mountains, amazing marine life in coastal towns and family-fun throughout the region. There's something for everyone within 90 minutes of the city.

Where can I go/not go in Christchurch?

There remains much to do in Christchurch despite part of the central city area being closed to visitors.

Outside of this there are a range of attractions and activities on offer. In many parts of Christchurch there are awesome restaurants, cafes and bars open and serving up fantastic food and drink, and bustling with people.

Attractions and activities and accommodation in Christchurch are re-opening every week. Most popular visitor attractions are operating as usual.

Travelling about 90 minutes from the city centre to destinations like Akaroa or Hanmer Springs, visitors will be able to enjoy a range of great experiences that have continued to operate normally.

Where can I get the most up-to-date information about what is open or closed?

Relevant information for all visitors can be found at www.christchurchnz.com