



12 April 2018

#KiaOraNZ brings New Zealand tourism story to life

Tourism New Zealand's social media campaign #KiaOraNZ is showcasing the power of manaakitanga and Kiwi hospitality among international visitors in real time.

Tourism New Zealand's Chief Executive, Stephen England-Hall says the campaign highlights the positive and powerful impact New Zealanders have on the visitor experience.

"The campaign has started real conversations between Kiwis and visitors, creating real connections and showing the importance of people and culture in creating positive visitor experiences."

"It's fantastic to see Kiwi hospitality at its best with New Zealanders offering up accommodation, travel tips and must do experiences. International visitors are then sharing fond memories about their New Zealand experiences – particularly the impact New Zealanders have had on them."

The campaign was launched on the 100% Pure New Zealand Facebook page in late October 2017 with three videos highlighting stories of New Zealand's people and culture, as told by international visitors and New Zealanders alike.

Over a six-week period the videos reached 10.1 million people and elicited more than 133,000 reactions and 5,300 comments from both international and New Zealand-based followers of the Facebook page.

"The campaign falls under the exciting work Tourism New Zealand will launch at TRENZ around supporting and guiding New Zealand to realise more of the benefits of a strong visitor economy."

Stephen will present on Tuesday 8 May at TRENZ Presentation HQ on the Mezzanine Floor of the Edgar Centre where he will talk about this work.

The campaign complements the existing landscape and experiences content generated under our hashtag #NZMustDo.

ENDS

Additional information:

- #KiaOraNZ hub on newzealand.com: <https://www.newzealand.com/kiaranz/>
- 100% Pure New Zealand Facebook page: <https://www.facebook.com/purenewzealand/>
- Tourism New Zealand TRENZ booth number: 3000

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