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## **New Zealand A Key Market For Tourism Australia's New Destination Campaign**

New Zealand is amongst the 22 key markets where Tourism Australia will roll out its new destination campaign made by Baz Lurhmann.

"We are confident that this campaign, with its beautiful cinematography and powerful depiction of Australia's personality as a romantic, transformational and adventurous destination, will resonate well with New Zealanders and help us achieve our forecast growth rate of 1.3% arrivals in 2009 from New Zealand\*," says Jenny Aitken, Regional Manager – New Zealand, Tourism Australia. International visitor arrivals from New Zealand to Australia stood at 1.121 million at year ended 30 June 2008.

The new destination campaign is part of an integrated marketing programme in New Zealand, including a range of key consumer activities in partnership with Twentieth Century Fox that are designed to leverage the buzz generated by the Baz Lurhmann's film *Australia*. The epic film, which releases in cinemas across New Zealand on 26 December 2008, stars some of Hollywood's biggest stars (Nicole Kidman & Hugh Jackman) and presents one of the greatest promotional opportunities for Australian tourism.

The campaign targets the New Zealand Experience Seekers (experienced international travelers who are somewhat adventurous and enjoy a variety of experiences - Affluent Young Couples, Affluent Families and Affluent Older Couples) and will be executed across cinemas, broadcast, digital and print media from December 2008 in New Zealand.

### **For further details, please contact;**

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