



Richard Ussher - Owner/Managing Director Cable Bay Adventure Park, Nelson

Summary

The 'DGIT Do It' Marketing Grant Programme gives tourism operators the chance to win one of two \$3000 grants for a customised digital marketing campaign aimed at expanding their domestic market. The grant is provided by Tourism Industry Aotearoa, in partnership with digital marketing agency Tomahawk and the Domestic Tourism Working Group.

Cable Bay Adventure Park was one of the winners in 2018. Read their case study to find out how their social media campaign went, how they're using DGIT now and their recommendation to others.

The business

Cable Bay Adventure Park is Nelson's adventure playground. It's home to a wide range of adventure activities with something to cater for everyone, set in magnificent native forest with views over the stunning Delaware Bay.

The business is under new ownership, meaning a major shift in the direction of the business. The new ownership has included a rebrand and a major facelift of the business.

Cable Bay's main aim is to showcase the new vision, the quality of the products, and also the processes and systems that will help the business deliver the best customer experience possible.

The ratio of visitors is 60% domestic, 40% international.

The social media campaign

The team at Tomahawk first worked with Richard at Cable Bay Adventure Park to deep dive into their priorities and target audiences. Two audiences that rated very strongly on the DGIT data were couples and families, so a decision was made to create different combo packages to raise awareness of the new brand. The park's original combo deal was repackaged as 'Adults at Play' for the promotion, and a second package, the classic 'Family Combo', was created. Both packages created great visibility for the brand through social media.

The golden ticket to any great campaign is a clear and easy to use landing page on your website. This means potential customers can find out more information and book, all from the one page, while also pleasing Google by making the ads more relevant. Richard created the two new package landing pages for the campaign.



Tomahawk designed and launched a social media campaign, creating the dream of visiting Cable Bay Adventure Park. Tapping into deep Facebook targeting, they used a combination of still images, carousels and slide shows to showcase the two packages. This campaign ran across both Facebook and Instagram, targeting those living in Christchurch, Wellington and everywhere in between, interested in the outdoors and of course for the family package – those with children.

The campaign ran for six weeks.

Although the number of packages sold wasn't as high as expected, the real result was the awareness of the new brand with an impressive 417,000 people seeing the campaign and just over 4500 people clicking through to the website to find out more. And Richard learnt that combo packages work!

Ongoing use of DGiT

Since winning the DGiT marketing grant and implementing the social media campaign, Cable Bay Adventure Park continue to use the tool approx every quarter. They find it good to work out the best domestic markets to target for advertising and marketing.

“It's really easy to use and has lots of different options to compare the different market demographics,” Richard says.

One of his key learnings has been how large the domestic tourism market is and how many activities are pre-planned by domestic travellers.

What would you say to others who have never used DGiT?

“It's very quick and easy to use, and provides relevant and useful information.

I think it definitely adds value – comparing our actual demographics to the DGiT results shows it's on the money and gives valuable insight to consider how we reach those customers. I can't see any tourism operator that wouldn't find the tool useful.”