



## 旅橙 Orange Productions Ltd - The Orange Exchange

Orange Productions Ltd, trading as Orange Exchange is a leading New Zealand destination management company, is creating innovative visitor experiences for independent and business Chinese visitors to New Zealand. By developing relevant marketing channels, working with other New Zealand service providers and creating bespoke experiences this project will increase the value and productivity of New Zealand's tourism industry.



### The Challenge

Marketing New Zealand experiences to potential independent and business Chinese visitors to New Zealand is challenging at several levels. The overall challenge is to leverage our unique brand, product and relationship with China to successfully increase the value of Chinese tourism to New Zealand on terms that will appeal to Chinese and benefit New Zealand.

Challenges at a practical level are varied, from obvious language requirements to technical web-marketing limitations and established package travel products. Orange Exchange will approach this major opportunity with a practical, collaborative mindset and a proactive desire to learn.

### The Solution

Orange Exchange aligns well with the Tourism Industry Association's Tourism 2025 framework, by targeting a high value sector of the Chinese market.

Orange Exchange and other experience providers will create and refine uniquely New Zealand experiences that suit Chinese Meetings, Incentives, Conference and Events market. These bespoke, higher-value, target markets offer greater value to New Zealand in two ways: they spend more by staying longer and travelling further within New Zealand and consume a broader range of experiences during their visit.

Marketing these experiences to potential business Chinese visitors to New Zealand will also require an increase in sophistication in the destination management sector. Orange Exchange will work with other experience providers to increase the effectiveness of digital marketing and on-the-ground relationships in China.

### Key Facts

**Programme Start:** July 2014

**Length of TGP Funding:** 2 years

**TGP Funding:** \$129,500

**Industry funding:** \$129,500

**Estimated potential economic benefits to NZ:** \$1.2m in 2 years.