



Bachcare Limited - Bachcare Experiences

Bachcare Ltd is offering a full service holiday home rental company representing over 800 properties nationwide. By leveraging Bachcare's customer base, guests under the Bachcare Experiences project will be able to book custom experiences and accommodation online via Bachcare. This will make a valuable distribution channel for New Zealand tourism operators.



The Challenge

Holiday home or self-catering accommodation is becoming increasingly popular amongst travellers across all key international markets. These travellers are seeking unique 'kiwi' experiences for an authentic New Zealand holiday.

Visitors typically need to search multiple unfamiliar sites in order to book a unique New Zealand holiday experience.

The Solution

Enhancing the visitor experience is core to the Tourism Industry Association's Tourism 2025 framework, a tool for improving competitiveness in the New Zealand tourism. The new platform allows independent travellers to get their accommodation and experience needs met by one trusted provider and as a result delivering a comprehensive travel solution.

Bachcare has a large and growing domestic and international customer base which can be used as a distribution channel for tourism operators.

Bachcare aims to:

- Enable guests to book customised experiences nationwide to suit a range of budgets, delivering an authentic New Zealand experience with their holiday home accommodation.
- Encourage guests to visit unique, often over-looked corners of New Zealand in addition to the more traditional international tourist destinations.

It is anticipated that this new distribution channel will prove valuable to New Zealand tourism operators, enabling them to access the rapidly growing international market that prefer self-catering accommodation.

Key facts

Programme start: Development programme of 12 months

Length of TGP Funding requirement: 12 months

TGP funding: \$123,500

Industry funding: \$123,500