



## Introduction to Nyuujitanken

Nyuujitanken, meaning 'Explore New Zealand' in Japanese, is a website promoting New Zealand to people in Japan, as well as to Japanese people living/studying in New Zealand and other countries. This website provides a cost-effective way for New Zealand businesses to promote products and services to the Japanese market.

## Japanese Market Trends

The Japanese economy is showing signs of growth again, which is reflected in an increase in consumer confidence, wages, and share prices. Such key economic indicators will encourage corporates and consumers alike to spend the high levels of savings they have, and to invest in further growth opportunities inside and outside of Japan.

Despite the recent tragic events in Japan, overseas travel remains strong. Sales of tours to Europe during June- August 2011 are on par with last year's levels, and many Japanese tour operators, Tourism NZ, and Air NZ are anticipating the Japan market to rebound to NZ later in 2011. Many initiatives are now in place to drive such growth.

Around 94 million people out of the population of 127 million have daily access to the internet. In Japan, researching the destination prior to making travel plans is the norm. Hobbies and interests, dining, shopping, activities, transport, and accommodation options are all popular search criteria.

The average Japanese commuter spends 2-3 hours daily on trains, and searching the internet on mobile devices during this down time is common. 48% of Japanese have booked travel online, with 70% of those bookings being made by mobile phone.  
(source: Yahoo Japan Value Insight Corporation)



Japanese people do a huge amount of research before making key purchasing decisions. This is particularly the case for travel. By having your information in Japanese on the internet, the opportunity to attract Japanese clients is increased.

The fastest emerging market in Japan is the 'Baby Boomer' market, which is estimated at around 6.8 million people. Unlike the 65+ age group who are more frequently seen on packaged tours, Baby Boomers are typically seasoned travellers, and are confident English speakers because of this requirement during their working life. Baby boomers often choose destinations where they can enjoy their hobbies and interests. They stay longer, are reasonably confident, have considerable spending potential, and are much more likely to travel to parts of the country that do not often see Japanese travellers. Baby boomers use a variety of transport, including regular coach services and rental cars.

**The Japan market remains a vital market to the New Zealand tourism industry.  
Even a small investment in a Japanese web page can  
increase the opportunity for you to gain business from this market.**

## Advertising on Nyuujitanken

Promoting your business, service, or products on www.nyuujitanken.co.nz is easy, affordable, and measurable. We provide statistics on your 'page views' each year, giving you the chance to measure performance.

## Site Format

The following categories provide opportunities to promote each NZ region, and related tourism and education related businesses.

Regional Search (region/towns intro, accommodation & activity listings)

Flights

Accommodation

Transportation

Tours

Activities	Sightseeing	Adventure,
	Walking/hiking	Honeymoon
	Ski/snowboard	Golf
	Culture	Study & Experiences
	Ecotours	Wine

Events

Shopping

## Advertising Options

**Standard Page \$275.00 + GST p.a.**

Supply us with **250** words in English, **three** photos, your logo, and contact details, and leave the rest to us.

**Advanced Page \$375.00 + GST p.a.**

Supply us with **350** words in English, **five** photos, your logo, and contact details, and leave the rest to us.

**Enhanced Link \$175.00 + GST p.a.**

Link to your own Chinese language web content

**High Res PDF \$95.00 + GST p.a.**

We develop a PDF based on your Standard Page/Advanced Page using your high res photos. Ideal for handouts or emailing to clients.

## Banner Advertising prices upon application

For greater exposure, we can develop a banner advertisement for inclusion on our home page or other relevant page.

Banner width 125 pixels. Banner height up to 600 pixels.

## Additional Promotion on Chinese and Korean web directories

We create a Standard/Advanced page on both  
 www.tansuoxinxilan.co.nz (Chinese web directory) and  
 www.newzealandtamheom.co.nz (our Korean web directory)

Standard Page on two websites \$500.00 + GST p.a. (special price)  
 Standard Page on three websites \$700.00 + GST p.a. (special price)  
 Advanced Page on two websites \$700 + GST p.a. (special price)  
 Advanced Page on three websites \$900 + GST p.a. (special price)



Sample Category Page  
Study & Experiences

## Advertising Form

The following form will be used in the creation of your web page(s) on the Nyuujitanken (Explore NZ) website. Please complete it, and send to BTM via email, fax, or post, together with the required photos, logo, and payment as outlined in this form.

COMPANY NAME: \_\_\_\_\_

PRODUCT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

CONTACT PERSON PH: \_\_\_\_\_

CONTACT PERSON E-MAIL: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CHECKLIST:	1.	<i>(please tick applicable boxes)</i>	<b>STANDARD PAGE</b>	<b>ADVANCED PAGE</b>
		Japanese Page	<input type="checkbox"/> \$275+GST	<input type="checkbox"/> \$375+GST
		Japanese Page & Korean page <small>www.newzealandtamheom.co.nz</small>	<input type="checkbox"/> \$500+GST	<input type="checkbox"/> \$700+GST
		Japanese Page & Chinese page <small>www.tansuoxinxilan.co.nz</small>	<input type="checkbox"/> \$500+GST	<input type="checkbox"/> \$700+GST
		Japanese, Korean, and Chinese pages	<input type="checkbox"/> \$700+GST	<input type="checkbox"/> \$900+GST
	2.	English text emailed to <a href="mailto:info@btmz.co.nz">info@btmz.co.nz</a>	<input type="checkbox"/> 250 words	<input type="checkbox"/> 350 words
	3.	Photos & logo emailed to <a href="mailto:info@btmz.co.nz">info@btmz.co.nz</a>	<input type="checkbox"/> 3 photos	<input type="checkbox"/> 5 photos
	4.	Additional high res PDF handout (based on webpage)	<input type="checkbox"/> \$95 + GST	<input type="checkbox"/> \$95 + GST
	5.	Qualmark Category & Rating (if applicable) <input type="checkbox"/> _____		
	6.	Payment by cheque <input type="checkbox"/> Payment by online banking <input type="checkbox"/> BTM Marketing Ltd: 06-0294-0140649-00		

**Contract Terms:**

I/We the undersigned declare the images, logos, and other information provided herein is correct and represents a true and accurate description of the features, amenities, facilities and services provided by the product advertised. I/We hereby agree to fully indemnify BTM under the Consumers Guarantee Act, the Fair Trading Act or the Contractual Remedies Act for information considered to be misleading or inaccurate.

I/We the undersigned agree to pay BTM all fees as outlined in this Contract. Payment is required by the 20<sup>th</sup> of the month, following the date of invoice. Invoices will be sent upon receipt of the application form by BTM.

**SIGNED on behalf of the Applicant:**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_