

KIWI EXPERIENCE

NEW ZEALAND BUS ADVENTURES

MEDIA & INFLUENCER GUIDE



#kiwiexperience

www.kiwiexperience.com



What is Kiwi Experience?

Kiwi Experience is New Zealand's leading backpacker bus tour company, providing the ultimate hop-on, hop-off adventure tours to youth travellers for over 28 years and counting. There's a reason we're known as the best in the business. Jump on board!

CORE VALUES



Our passengers choose us because they want to be a part of a travelling family while sharing experiences with like-minded young travellers in the adventure capital of the world - NEW ZEALAND!

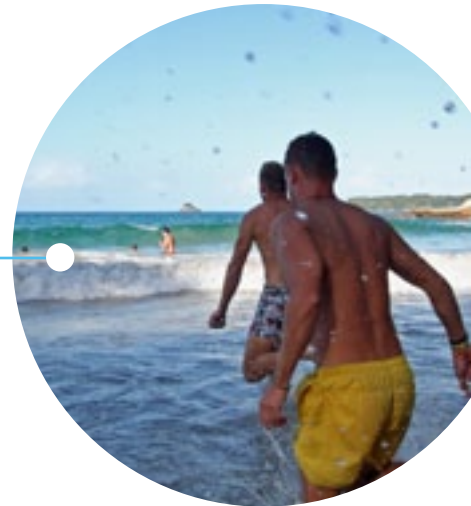
What do we want to achieve?

- **Building awareness:** Inspire youth travellers to visit New Zealand and travel with our award-winning adventure bus network by stimulating WOM and advocacy from passengers – our best ambassadors.
- **Reach new audiences/new markets:** We want to share our story with the world. We want people to fall in love and get inspired to make New Zealand a number one, must visit destination and Kiwi Experience as the best way to travel.
- **Amplify our message:** We want to work with like-minded influencers and content generators to help us achieve our goals and spread the love/good cheer.

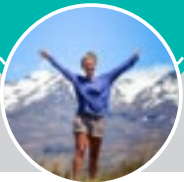
Who are we targeting



- 18-29 year olds
- Female and male
- Singles, couples, groups of friends

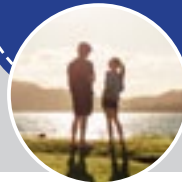


THE SOLO TRAVELLER



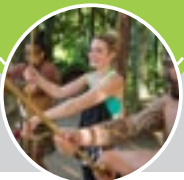
- Spontaneous
- Seeking flexibility
- Authentic encounters
- Story seekers
- Social

BEST MATES



- Memory making
- Connection seeking
- Nature lovers
- Adventurous spirits
- Fun-loving

SCENIC EXPLORERS



- Live to explore
- Nature loving
- Authentic experiences
- Outdoor activities
- Sustainable travel

ADVENTURE JUNKIES



- Spontaneous
- Thrill-seeking
- Memory making
- Up for anything
- Social

Key messages/content suggestions

- **Experiences of a lifetime** – Kiwi Experience is a who's who of locations/activities, some exclusive – let's tell the world about them and share tips and hints about making the most of them: local characters, best time of the day, best place for a beer.
 - **Friendships forever** – easy to meet like-minded people, relaxed.
 - **Flexible travel** – hop-on, hop-off, just cruise, best places to stay, easy to book, could be tips and hints about how to book, plan, it's convenient .
 - **Sustainability** – we protect our slice of paradise with responsible tourism. We leave footprints on the beach and nothing more.
 - **Our Legendary Driver Guides** – your own personal siri. These guides are fun, helpful, knowledgeable locals, there to make you feel safe, secure and informed.
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What's in it for us?

- **A new point of view/perspective:** WOM is so powerful for us. Let others tell the story better than we can.
- **Exposure to a new audience:** There are millions of people out there who would love an insight into your trip around New Zealand with Kiwi Experience to help them plan their own.
- **Authentic rich content:** We couldn't create genuine and varied content without genuine and varied people.
- **Amplification of our message:** We want people with loud exciting voices talking about Kiwi Experience.
- **Widening of our network:** We're always keen to make new mates!

We want our social media followers to connect with you, we want them to see how you experience New Zealand. We want them to be jumping off every bridge with you, cracking open that beer around the barbie and surfing the waves just like you did while on a Kiwi Experience. We also want your community to see our brand; we want them to not just imagine themselves on a Kiwi Experience but booking their own trip.

What's in it for you?

Besides meeting great people, falling in love with New Zealand and each other, here's what your Kiwi Experience could include:

- Travel around New Zealand on our modern, comfortable coaches driven by our Legendary Driver Guides.
- First night's accommodation guaranteed, even during peak season.
- A huge range of activities on offer – including bungy jumping, sky diving, Black Water Rafting in world-famous Waitomo, kayaking on a glacial lake, and journeying to Mt Doom from Lord of the Rings!

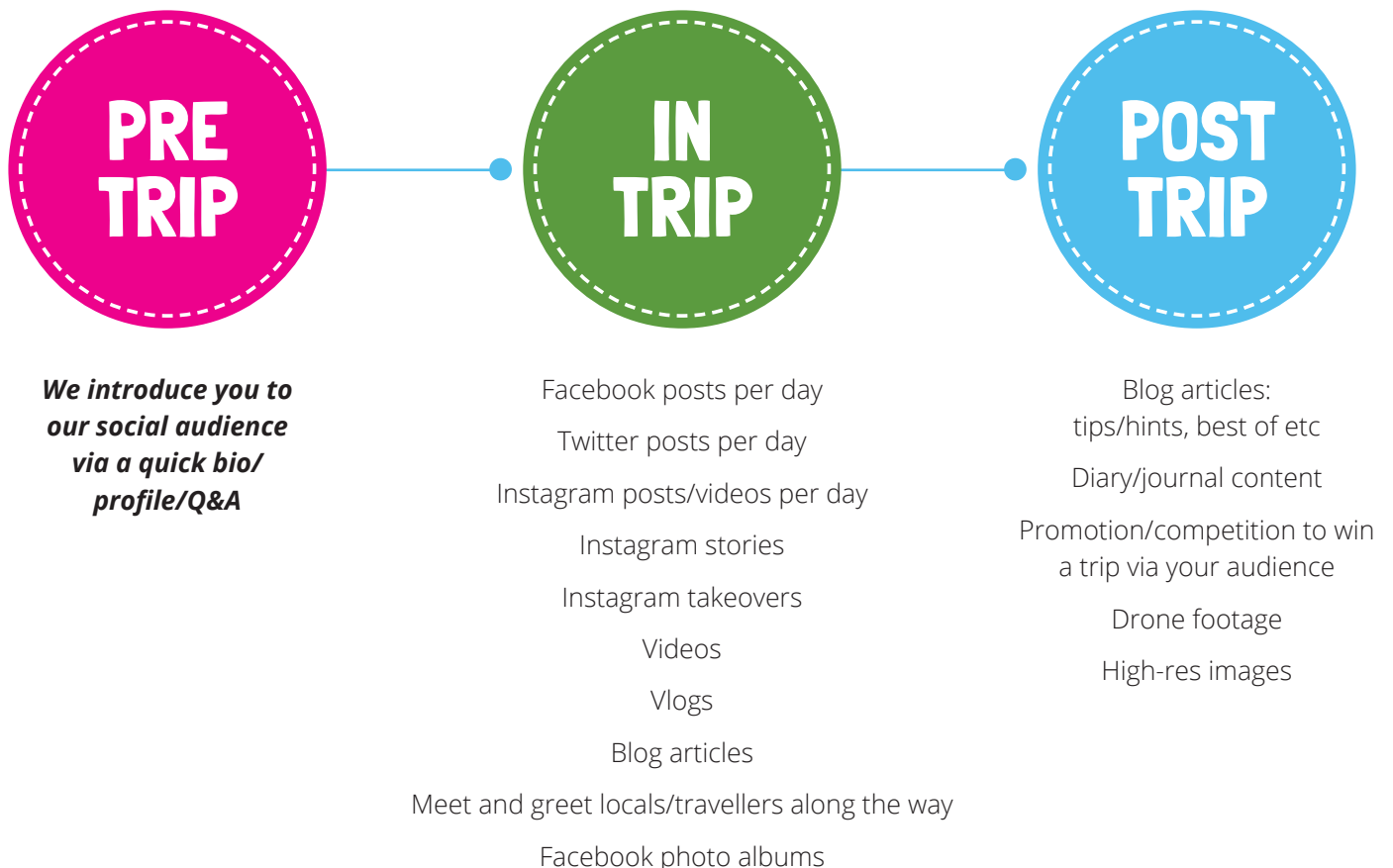
What do you look like?

You're fun, adventurous, outgoing, budget-conscious and resourceful. You embody the Kiwi Experience brand essence: youthful freedom. You already like the outdoors, you live for meeting new people and uncovering what makes new locations/people tick.

- You are digitally savvy and a whiz with a camera. Ideally, video will be a tool of your trade.
- You have an audience that loves following your adventures, and would love to follow in your footsteps.
- You have a sense of adventure, and an engaging personality.
- You want to visit some of the most awe-inspiring locations in the world – including Queenstown, Milford Sound and more than 12 National Parks.

How does it work?

In a nutshell we simply want you to have a great time. We want you to meet people, introduce your new friends, be social and share the real experience. We would love for you to blog, vlog, Instagram, snap, tweet and status update your heart out. We want to see and hear your thoughts before, during and after your experience. We want to work with you on where you will go, what you will do and generally ensure there is clarity of purpose! Below is a rundown of the type of content we are looking for and how it could be structured. We're also happy to discuss your ideas as part of the collaborative process.

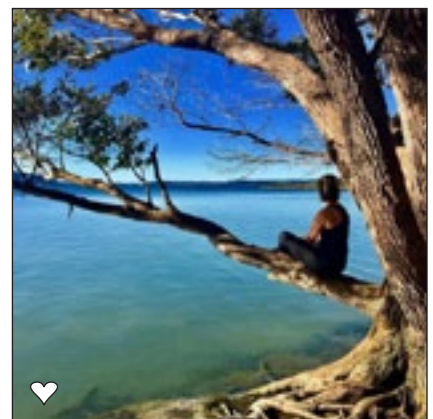
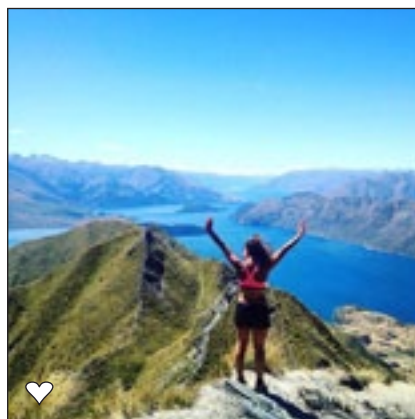
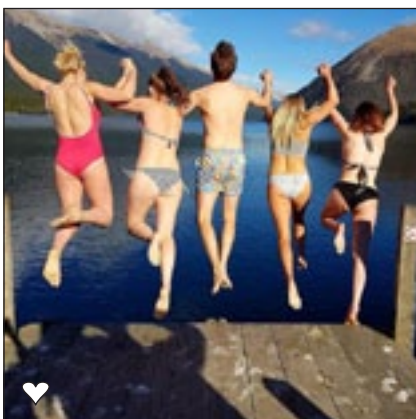
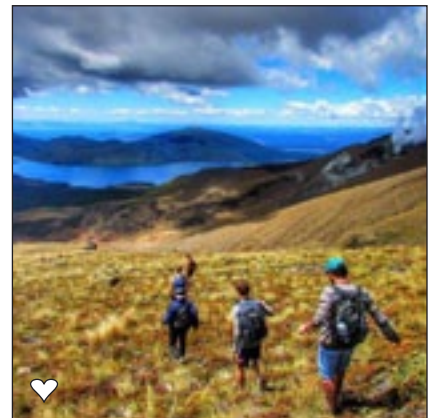
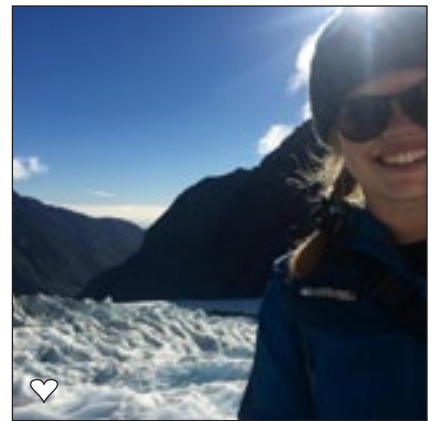
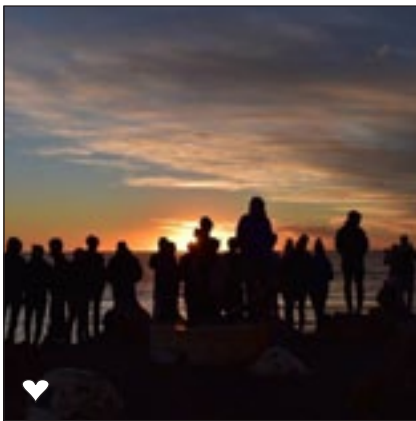


What does a Kiwi Experience post look like?

At Kiwi Experience, we are welcoming, uplifting, passionate, inclusive, energised, legendary, fun, professional, friendly, cool, confident, reliable, forward looking, honest, relaxed – ultimately we're excited about being able to share this country with our passengers and confident we're the best way to experience it.

What we are not: sloppy, mean-spirited, backward looking, arrogant, macho, lazy, boozy, competitive, technical, matter of fact, rigid, cold, sleepy, tired, trashy.

We're not going to tell you which 'filter' to use or how to edit video; we know that authentic content that reflects you will be the winner on the day. We have provided some examples of shots we love; you'll notice that they celebrate the experience, the views, the people and the fun. We want you to create the most amazing story of what Kiwi Experience is all about and why someone should hop on a bus asap.



Awesome. What next?

If this sounds like a bus ride you'd like to take then get back in touch.

Tell us more about yourself and your audience/community profile, the channels you have access to, engagement rates, average reach, your website traffic, and examples of your previous influencer work.

Most importantly, we're excited to hear your ideas as to how we can collaborate and get the Kiwi Experience story heard loud and proud.

GET IN TOUCH

