

KIWI EXPERIENCE

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MEDIA & INFLUENCER GUIDE



#EMBRACE THE UNEXPECTED

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. Our local guides know the country and culture better than anyone else and have hosted over 500,000 passengers in our 30 years. Flexible, hassle-free, guided tours, tailored to your appetite for adventure and budget. We take care of it all, leaving you guys to focus on the memory making and unrivalled experiences.



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:** To inspire youth travellers to visit New Zealand and travel on our award-winning bus adventure network, stimulating word of mouth by demonstrating the incredible experiences you can have whilst travelling with Kiwi Experience.
- ▶ **Reach New Audiences/New Markets:** Sharing our story with the world and we want people to fall in love and be inspired to make New Zealand a number one destination.
- ▶ **Amplify Our Message:** By working with like-minded influencers and creators who deliver authentic storytelling and drive referral through their channels.



- ▶ 16-30 year olds
- ▶ Adventure seekers
- ▶ Global audiences but predominately comprised of European, British, American, Canadian and Australia



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



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



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



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

KEY MESSAGES WE AIM TO COMMUNICATE



- ▶ **Freedom** – Pre-plan your trip, or wing it as-you-go, we give passengers the flexibility to change your itinerary, unlike a fixed tour. Our unlimited national travel passes give passengers 12 months from the date of purchase to kick off their trip. Then, once aboard, they've another 12 months to complete their adventure.
- ▶ **Social vibes** – Welcoming passengers from all walks of life; lone-rangers, happy couples, the young and the young at heart, it's YOU GUYS that help us curate a unique atmosphere that attracts like-minded travellers from across the globe. Hop-on hop-off bus travel lets you choose who you travel with at all times. Pick your new best friends and set out to create shared memories you'll never forget.
- ▶ **See more, do more** – New Zealand is a playground that ensures no two days are the same. We're passionate about creating unforgettable trips that cater to all budgets and appetites whilst guaranteeing to quench your oh-so-thirsty wanderlust. Our hop-on hop-off travel network connects you with the best destinations and secret spots that can't be Googled.
- ▶ **Expertly guided** – All of our buses are hosted by a local driver guide. As your travel wingman/lady, they make your trip convenient and hassle-free by doing the hard yards and organizing the details, so you can focus on the unrivalled memory making. They'll take you right to the door of our preferred accommodation and activity providers along the way. So just sit back and take it all in.
- ▶ **The green way to travel New Zealand** – Bus travel is one of the lowest impact forms of travel, less road users = less carbon! With an award winning approach to sustainability, and passionate in our pursuit, we encourage a little dash of self-awareness, and a slightly softer tread when you travel with us. We're Green, not mean.
- ▶ **#EmbraceTheUnexpected** – From meeting your new best friend, screaming your way back to earth during a skydive, conquering that MASSIVE mountain (which the locals call a hill...) or being challenged by a new cultural perspective, no two days are the same when you travel with us. It's simply extraordinary, and unexpected, and it's on our passengers to embrace every moment New Zealand gives them.





WHAT'S IN IT FOR US?

- ▶ **A trusted and candid perspective:** Hearing about the experience that we offer from a fellow traveller builds trust with our target customers.
- ▶ **Reaching a new audience:** Collaborating with new partners allows us to tap into new audiences who are yet to understand what New Zealand and Kiwi Experience can offer them as a travel experience.
- ▶ **Authentic storytelling and content:** We couldn't create genuine and varied content without genuine and varied people. We want to work with partners to deliver always-on storytelling across our core social media channels.

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.

PRE TRIP

- ▶ First meet the Kiwi Experience team and receive a full briefing (Skype or face to face)
- ▶ We introduce you to our Kiwi Experience audience with a quick bio/ profile/ Q&A

IN TRIP

Depending on your creator style/ preferred channel we expect engagement through.

Kiwi Experience social media:

- ▶ Instagram Story takeovers; demonstrating our brand philosophy and product
- ▶ Facebook posts describing your experiences

Your own social media:

- ▶ Stories; relay a positive experience of your experiences with Kiwi
- ▶ In-feed posts which talk to your experiences; tagging relevant activity and accommodation partners

POST TRIP

- ▶ Blog describing your experiences for use on owned and earned channels in line with product strategy
- ▶ Hosting of referral code on social or owned blog
- ▶ Delivery of agreed video and imagery assets created whilst on your trip
- ▶ Competition/ giveaways inviting your audience to experience the product.



AWESOME... BUT WHAT NEXT?

If this sounds like an experience you'd like to be a part of then please get 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.



 **Email: media@kiwiexperience.com**

Follow **@KiwiExperience** on Instagram to be inspired by other travellers, who **#EmbraceTheUnexpected** with Kiwi Experience each year.



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