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TOURISM: PART TWO
SELLING NEW ZEALAND

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DOLLARS AND CENTS

GLAD THEY CAME

Glad They Came

National Film Unit 1950. Duration 7:03

A film concentrating on the nuts and bolts of government tourist initiatives. "Tourism spending aids the economy and employment. If developed fully, tourism could be one of our best forms of income." Great detail is given to the wonderful benefits of the tourist dollar to us all.

TOURISM OVERTAKES FARMING

One News 24/06/2004

TVNZ 2004. Duration 1.58

Tourism has for the first time overtaken farming as New Zealand's largest export earner, bringing in \$7.5 billion last year. Don Cameron (tourism operator, Puhī Peaks Track); Walter Hirsh (tramping author); Robyn Cameron (tourism operator, Puhī Peaks Track); George Hickton (Tourism NZ).

QUEENSTOWN MONORAIL

TV3 News 07/09/2004 (extract)

TV3 Network 2004. Duration 1:48

A new tourism development proposed for the Milford Sound region and based in Queenstown has been unveiled. It involves the construction of a 40 km monorail. Bob Robertson (Riverstone Holdings CEO); Barry Thomas (Skyline Enterprises).

SPECIFIC MARKETS

JAPAN

Japanese New Zealanders (extracts)

Gibson Group 1982. Duration 3:33

A Japanese language production: Maori songs and haka, traditional New Zealand roast dinner, Japanese tourist at the bottom of a rugby maul, and jiving to "10 Guitars". Perfect.

USA

US CABLE TELEVISION

U.S. Cable Televison

Tourist & Publicity Department 1984. Duration 0:38

Share our beautiful country, come and see our Summer. Stills of Queenstown, Trout fishing and other tourist attractions.

NEW ZEALAND ON MY MIND

New Zealand on My Mind (extracts)

NZ Tourism & Publicity Dept / Warren Miller Enterprises 1987. Duration 5:45

GERMANY

Vox Tours Neuseeland (extracts)

Vox 2000. Duration 5:09

A swept up production – minus the English commentary, you can catch the drift of the marketing.

AUSTRALIA

AIR NEW ZEALAND (1960s)

TV Commercial: Air New Zealand

[196-] . Duration 2:09

Australian country and western singer Reg Lindsay promotes New Zealand on board an Air New Zealand flight. “If you want to see a real beaut country...” Holiday snaps of all the tourist sites. “Don’t forget your fishing rod or your missus..”

2004 MARKETING CAMPAIGN (1)

One News 08/07/2004 (extract)

TVNZ 2004. Duration 2:09

The Government and New Zealand tourism industry leaders have launched a new marketing campaign in Australia. Voxpop (Australian family on holiday in New Zealand); George Hickton (Tourism NZ); Michael Curnow (Australian tourist); Bruce Lahood (Tourism NZ); Helen Clark (Prime Minister).

2004 MARKETING CAMPAIGN (2)

TV3 News 09/07/2004

TV3 Network 2004. Duration 2:04

Tourism NZ has launched a new marketing campaign in Australia. Helen Clark (PM); Richard Wilkins (broadcaster); David Kirk (former All Black captain); Sam Neill (actor).

INTERNAL TOURISM MARKET

NEW ZEALAND IS YOURS

TV Commercial: Tourist & Publicity Department

[197-] . Duration 1:09

Craig Scott walks along beach with a large number of young people in glorious 70s style. "... We're in God's own country, we gotta take the tiiiime..."

NZ RAILWAYS

TV Commercial: NZ Railways

[1978] . Duration 1:07

The full repertoire of transport and the New Zealand tourist experience care of New Zealand Rail.

TV Commercial: Tourist & Publicity Department

[1981] . Duration 0:38

The internal tourism market has always rated highly with Government Tourist initiatives! "Don't leave home till you've seen the country." A classic

TOURISM & SOCIETY

ROTORUA SLUM

Top Half 13/07/1985 (extract)

TVNZ 1985. Duration 3:26

Rotorua 'slum' affects tourism.

QUEENSTOWN GROWTH

Close Up 18/07/1985 (extract)

TVNZ 1985. Duration 6:17

A Nice Place to Visit – the growth of tourism causes problems for Queenstown.

KAIKOURA HERITAGE VS TOURISM

One News 04/03/2004 (extract)

TVNZ 2004. Duration 2:03

Kaikoura is torn between its status as conservation town and the development necessary to sustain the number of tourists that visit. Report from the Green Globe Conference. Kirsty Quickfall (Tourism Consultant); Jim Abernethy (Kaikoura Mayor); Mark Solomon (Ngai Tahu Kaiwhakahaere).

TOURIST TOILETS

One News 14/05/2004 (extract)

TVNZ 2004. Duration 2:01

\$11 million will be allocated to small communities to spruce up toilet and water facilities to help them cope with growing tourist numbers. Bob Parker (Banks Peninsular Mayor); Mark Burton (Tourism Minister); Frana Cardno (Southland District Mayor).

DOC CRACKDOWN

One News 17/11/2005 (extract)

TVNZ 2005. Duration 0:43

The Department of Conservation is cracking down on tourism operators who use protected land without permission. Martin Kessick (lawyer for the Department of Conservation).

CHANGING IMAGE / CHANGING REALITIES

IMAGES OF NEW ZEALAND

Images of New Zealand

National Film Unit 1986. Duration 9:09

“Images of New Zealand lives up to its title, as a wonderfully fast moving, vibrant and many faceted glimpse of New Zealand – the land, the people, the pursuits, the pastimes. (from the film's own publicity).”

BEHAVIORS OF THE BACKPACKER

Behaviors of the Backpacker (extracts)

Sandor Lau 2004. Duration 10:27

A witty piece on a huge tourist type – the backpacker. All the more useful because the filmmaker gives us a non-New Zealand perspective.

TV COMMERCIAL 1984

TV Commercial: Tourist & Publicity Department

[1984] . Duration 0:36

Danny Watson walking along a wharf, by sailing boats and boys fishing etc. promotes the 1985 edition of New Zealand outdoor action holidays book. Changing activity possibilities but still reliant on the original themes.

NZ RAILWAYS COMMERCIAL 1988

TV Commercial: NZ Railways

[1988] . Duration 0:37

The traditional transport modes have had to push their product in the face of cheaper more efficient options.

HOMESTAYS

The Real New Zealand (extract)

Point of View 2002. Duration 7:40

"An entertaining look at a booming area of New Zealand tourism – homestays and farmstays. Interviews with the people who help their visitors carry away an image of 'the real New Zealand'." – (The New Zealand Listener)

LUXURY LODGES

TV3 News 02/09/2003 (extract)

TV3 Network 2003. Duration 1:46

Four of New Zealand's luxury lodges have made it into an exclusive world guide for wealthy travellers. Janet Tobias (World Traveller); Philip Jenkins (Blanket Bay); George Hickton (Tourism NZ).

LORD OF THE RINGS TOURISM

TV3 News 24/11/2003 (extract)

TV3 Network 2003. Duration 3:16

How New Zealand tourism companies are cashing in on the success of The Lord of the Rings Trilogy. Russell Alexander (Landowner); Katherine McGuiness (Rings Tourist); Jason Bragg (Wellington Rovers).

NEW ZEALAND: #3 DREAM DESTINATION

One News 24/08/2004 (extract)

TVNZ 2004. Duration 2:01

Report on the New Zealand Tourism Conference and the tourism industry in the wake of a Conde Nast Traveller readers poll that rated New Zealand as their number 3 'Dream Destination'. Thomas Wallace (Conde Nast Editor); John Moriarty (Tourism Industry Assoc); Kathy Guy (Grand Chateau General Manager).

THE URBAN SHIFT

C mon to New Zealand

NZ Tourist & Publicity Department 1968. Duration 1:13

A bit more groovy this one – and slightly more inclined towards the urban possibilities amidst the standard scenery and tourist activity.

Port Nicholson Apartments (extract)

Marmalade Video 1988. Duration 0:51

An interesting extract from a real estate promotion for new Wellington apartments. This sequence concentrates on the 1988 Wellington scene and then in terms of travel and tourism it sells Wellington as a central location from where other New Zealand tourist destinations can be reached. Compare with the following track made three years later.

Absolutely Positively Wellington Commercial

Saatchi & Saatchi 1991. Duration 1:19

Modern Wellington images are just a tad more up-market than the 50s / 60s versions! Apparently the capital's just the swiftest place nowadays. Urban centres will increase their percentage of the tourist dollar over time. When compared to the previous track, the psychological shift is significant for such a short period of time.

TV3 News 21/10/1998 (extract)

TV3 Network 1998. Duration 3:23

John Campbell relates the Wellington of his youth to the 'groovy' place it has become.

One News 28/09/2005

TVNZ 2005. Duration 2:16

Auckland is pushing to get back on the 'events map' with a fun friendly strategy it hopes will compete with Wellington's 'Absolutely, Positively' campaign. Dick Hubbard (Auckland City Mayor); Pieter Stewart (Fashion Week Director); Graeme Osborne (Tourism Auckland CEO); Jacobina Plummer (Reporting from Auckland).