

Tourism New Zealand

HOME

1901

(Tourism NZ, 2011)

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100% Pure History

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New Zealand is a country of innovators, and no other industry reflects this better than tourism. We invented the jetboat and ski-plane, and made bungy into a world phenomenon.

But it was the creation of the first national tourism organisation in the world, back in 1901, that was the most innovative move of all.

The Beginning

Innovative, creative, practical - these are all words that we regularly hear about New Zealand and New Zealanders.

It's no surprise then, that New Zealand can boast both the world's oldest national tourism organisation - and one that has pushed the boundaries of tourism marketing with its use of new technology.

In 1999, the New Zealand Tourism Board adopted the trading name Tourism New Zealand and became the organisation it is today. However, the organisations that were its forerunners have a much longer - and record-breaking - history.

Small country, big ideas

By 1901, New Zealand had already gained an attractive reputation as a 'thermal and scenic wonderland', primarily through the attractions of Rotorua, with its combination of natural hot springs and unique Māori culture.

Attractions such as Mt Cook, the Milford Track, Queenstown, the Whanganui River, and the Waitomo Caves, along with sporting activities such as hunting and fishing, were the main drawcards for early tourists.

During the early 1860s through to the 1880s, many distinguished literary visitors from abroad arrived in New Zealand. Early celebrity visitors included George Bernard Shaw and Mark Twain, along with Zane Grey, renowned novelist and keen angler from the US, who dubbed the Bay of Islands, the 'Angler's Eldorado'.

Tourism potential

The Government recognised, with remarkable foresight, that tourism held much potential, and that an organisation was necessary to grow the fledgling industry. So, in 1901, New Zealand became the first country in the world to establish a national tourism organisation - the Department of Tourist and Health Resorts.

The Department was charged with promoting New Zealand overseas, as well as developing the infrastructure and resources required to attract visitors to our shores. It had a big job ahead of it.

By 1903, New Zealand was receiving around 5,200 visitors a year, a substantial number, given the distance and time it took to get here. However, the lack of infrastructure to accommodate these visitors was hindering growth. There was not enough accommodation and standards were basic.

Transport infrastructure was also sorely lacking. The first road trip from Wellington to Auckland did not occur until 1912 and took many days, while even getting from Christchurch to Mt Cook involved a train trip as well as 22 hours of travel by road. Development, access and maintenance were critical and sorely needed in many areas.

Promotion of New Zealand overseas began immediately through the establishment of agencies overseas and at home; the distribution of promotional and advertising materials; and the setting up of international exhibitions. By 1911, these agencies - the Government Tourist Bureaux - were providing a full travel booking, itinerary planning and information service to tourists and travel agents both in New Zealand and offshore.

As the 1900s progressed, the Department took on many different roles and responsibilities, and names. Roles as diverse as building and managing accommodation, booking and planning activities for visitors (the Government Tourist Bureaux), operating coach tours (Tiki Tours) and overseas promotion were all, at one stage or another, roles of the national tourism organisation.

Kiwi innovations

New Zealanders embraced tourism in their usual unconventional way. Some of the best known contributions to our tourism industry have been Kiwi inventions such as the ski-plane (a controlled crash on snow-covered precipices), the jetboat (taking a flat bottomed boat up river against the river's flow) and popularising bungy jumping, (throwing yourself off great heights with a rubber band attached to your ankles!).

Back to basics

In the late 1980s, with the move towards privatisation, the Government Tourist Bureaux, National Film Unit, New Zealand Rail and Tourist Hotel Corporation, all organisations run by the Department, were sold by the Government to private enterprise.

The organisation was then renamed the New Zealand Tourism Department.

In 1991, the organisation evolved further with the creation of the forerunner of the current organisation - the New Zealand Tourism Board - a Crown Entity with a private sector-led board.

100% Pure New Zealand

In 1999, Tourism New Zealand became the trading name of the organisation and in the same year the 100% Pure New Zealand campaign was launched.

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It was the first time New Zealand had one message in all of its tourism markets around the world. The campaign was developed to be clear and concise: to communicate a single message about New Zealand that captured the imagination of our target market.

The New Zealand 100% Pure campaign is now one of the world's most well-respected tourism campaigns. The campaign was used in all of our international marketing work - including advertising, events, international PR activity and online marketing.

The Youngest Country

Tourism New Zealand launched a new era of the 100% Pure New Zealand advertising campaign in 2007, with a focus on New Zealand as the youngest country on Earth.

According to historians, New Zealand was the last habitable landmass on Earth to be settled by humankind. This youthfulness is unique to New Zealand and conveys everything that is fresh and un-spoilt about the country and its people.

In 2007, the idea of 'the youngest country on Earth' became the central idea behind a re-launch of the 100% Pure New Zealand campaign.

With the assistance of Wellington-based Weta Digital, Tourism New Zealand created a new television commercial featuring the Māori creation story and the North Island being hauled from the sea like a giant fish.

The 'Youngest Country' commercial draws viewers into the action, showing visitors interacting with New Zealanders, experiencing the thrills of the activities we offer and interacting with our landscapes and culture. It conveys the openness of our people and the youth and vibrancy of our culture.

Going Global

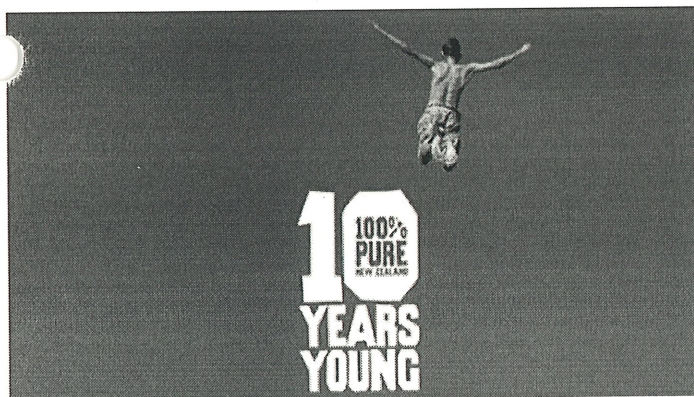
The Youngest Country campaign launched in November 2007 with a 24-hour takeover of YouTube's global homepage. An estimated 600,000 people from around the world saw the new television commercial on YouTube in the first 24-hours.

Launching in the UK, US, Australia and Japan, the new commercial has since appeared in Canada, India, China, Germany and South Korea.

It has shown on television, online and in cinemas, as well as on digital billboards in crowded subway stations, alongside busy motorways or in office buildings and shopping centres - providing a stark contrast to the daily lives of many in our key markets.

All advertising directed consumers to Tourism New Zealand's award-winning consumer travel website, www.newzealand.com.

10 Years of 100% Pure New Zealand



In 2009, New Zealand's global tourism marketing campaign - '100% Pure New Zealand' - celebrated its 10th anniversary.

Ten years, 50 awards, a Chelsea Flower Show gold-medal winning garden, a Giant Rugby Ball in Paris, London and Tokyo, thousands of advertising spots and billions of viewers later, the campaign has proved its worth, and is upheld as one of the best examples of nation branding in the world.

In late 2009, the success of the campaign was recognised by tourism organisations from around the world when New Zealand came out on top of a survey by the United Nations World Tourism Organisation asking what countries were best at destination branding.

"New Zealand has managed to capture the world's imagination with its consistent branding."

United Nations World Tourism Organisation

The 10 years following the launch threw up a number of challenges, but 100% Pure survived September 11, SARs, increasing environmental concerns and global recessions. The consistency of 100% Pure in the face of these challenges has helped build its reputation and make it a powerful brand for New Zealand tourism.

- Visit the award-winning [10 Years Young](#) website to read more about the first 10 Years of 100% Pure New Zealand.
- Download '[Pure As - 10 Years of 100% Pure New Zealand](#)' celebrating a decade of 100% Pure New Zealand.

New Zealand 100% Pure You



Today, Tourism New Zealand continues to market New Zealand internationally as a tourism destination, fuelling the desire of the world's travellers to visit these shores, now using New Zealand 100% Pure You.

The current campaign has evolved from the iconic 'New Zealand 100% Pure' advertising message, first launched in 1999. New Zealand 100% Pure You is used in the majority of our international marketing work - including advertising, international PR activity and online marketing, while New Zealand 100% Pure is used in event and sponsorship activity.

Major Tourism New Zealand research undertaken in 2010 suggested New Zealand could improve its appeal as a holiday destination by personalising its marketing message and focusing on more than stunning landscapes and awesome scenery. The addition of 'You' to the successful 100% Pure New Zealand advertising message as a logical next step and is the natural evolution of our successful decade-old message.

The new message, 'New Zealand 100% Pure You', aims to personalise the New Zealand holiday experience and bring to life the diverse tourism experiences available in New Zealand. Authentic and memorable experiences become the major draw card, while New Zealand's beautiful scenery and environment will continue to be a vital part of the ongoing story as the backdrop.

New Zealand 100% Pure You aims to capture the imagination of our target market whether they are in Melbourne, London, Guangzhou, Los Angeles, Berlin or Tokyo. Through the communication of a special combination of activities, landscape, people and culture that create a uniquely New Zealand experience, people actively considering New Zealand as their next holiday destination understand New Zealand as 100% Pure You.

Tourism New Zealand continues to innovate with its marketing activity, being the first to place tourism information on Google Earth, the first to take over YouTube with destination marketing, and with its increasing use of other social media tools to tell the world about New Zealand's tourism attractions.

Our marketing methods continue to evolve and change, but the core objective has not - to make New Zealand the most desirable destination in the world for our target market.

For more information on [100% Pure You](#)

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Celebrating 100 years of New Zealand's tourism marketing board - 1901 to 2001.

Pure As - 10 Years of 100% Pure New Zealand

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The 100% Pure New Zealand tourism marketing campaign turned 10 years old in 2009. See where the brand began and how it has evolved over the past decade.

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