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Tour iNZ  , NEW ZEALAND

Customer Brief

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# About Tour iNZ

Tour iNZ founded in 2012 is a company that has been successfully promoting New Zealand’s tourism sector through all types of media. They have now been tasked by Tourism New Zealand to create a website that will be as successful as their other ventures and are looking for a passionate team of developers to help them achieve this.

# Target Audience

**Tourists:** The main audience are people travelling here for a holiday/vacation, we know that 39% of visitors in the year ending February 2018 were from Australia, 12% China, 9% USA, 7% UK, 3% Germany and 3% Japan which is 71.8% of international visits to New Zealand. While we know that these countries are our main audience we would like to make a push to more countries as a destination for travel through this website.

**Reference:** <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/key-tourism-statistics>

# Website activities and goals

The website will be focused on desktop users and the goals for our site will include

* Creating a sense of excitement to travel to New Zealand
* Pushing for people to subscribe to a monthly/annual brochure
* Letting people easily mention the site in social media
* Providing relevant and useful information to people interested in exploring New Zealand

We hope that through the use of these we can broaden New Zealand’s reach in the tourism sector to countries that aren’t very familiar with our beautiful country.

# Website features and functions

Our website will contain the following features:

* Sticky Navigation Menu
* Interactive Map of New Zealand
* Accommodation and transportation Companies
* Date and Time of New Zealand

Possible features and functions, to add in the future:

* Scrolling Navigation bar
* Mobile App download options
* Community forum
* Trip planner

# Navigation Structure

* **Home**
* **Destinations**
  + Northland & Bay of Islands
  + Auckland
  + Waikato
  + Bay of Plenty
  + East Coast
  + Rotorua & Taupo
  + Wellington
  + Queenstown
  + Canterbury
  + Stewart Island
* **Activities**
* Family
* Outdoors
* Indoors
* Weddings
* Photography
* Wine Tours
* **Seasons**- Summer **-** Autumn  
  - Winter  
  - Spring
* **About New Zealand**
* **About Tour iNZ**

# Competitor websites

Here are a few of the main competitors worth referencing in our area:

**Finland -** [https](https://www.eventcinemas.co.nz/)://www.visitfinland.comWe like the page layout as it feels modern and easy to read and feels like you are exploring the page rather than just scrolling through it.  
We dislike the header and navigation bar at the top of the page as it doesn’t really make an impression, we also feel it breaks from the design of the rest of the page.

**Lonely Planet -** <https://www.lonelyplanet.com>We like how this site is very detailed but also easy to navigate. The design and way they have used the pictures make the destinations seem very exciting to visit, by being full of culture and beauty.

**Artic World-** <https://arcticwild.com/>

We like the simplicity and sleekness of this webpage, also the textured background gives the webpage an outdoor theme and makes you want to go out and explore.

# Overview

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| **About** **the** **Organisation** | A company that has been promoting New Zealand since 2012 |
| **Objective** | To broaden the current reach of New Zealand’s tourism sector |
| **Design** | Focused on pictures while using colours that are minimalistic  And don’t draw attention away from the stunning photography |
| **Target** **Audience** | Tourists |
| **Website** **Features** | * Sticky Navigation Menu * Interactive Map of New Zealand * Accommodation and transportation Companies * Scrolling Navigation bar * Mobile App download options * Community forum * Trip planner * Date and time of New Zealand |
| **Project** **Budget** | $5000 |
| **Navigation** **Structure** | * **Home** * **Destinations**   + Northland & Bay of Islands   + Auckland   + Waikato   + Bay of Plenty   + East Coast   + Rotorua & Taupo   + Wellington   + Queenstown   + Canterbury   + Milford Sound   + Stewart Island * **Activities** * Family * Outdoors * Indoors * Weddings * Photography * Wine Tours * **Seasons** - Summer **-** Autumn - Winter - Spring * **About New Zealand** * **About Tour iNZ** |