

KPI	Description	TOTAL	Q1 1 July - 30 September			Q2 1 October - 31 December			Q3 1 January - 31 March			Q4 1 April - 30 June			TOTAL Year 25/26	GOAL Year 25/26	Year 25/26 Progress
			July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	GOAL	Progress
15 media results and EAV	Media Results	24	1	1	3	0	0	0	0	0	0	0	0	5	15	33.3%	
	Visit Southland		1	1	3												
	Visit Fiordland																
	Media Results Explained		1. Kia Ora: Distilleries			2. Your Travel: Southern Comfort (Julie Hankinson)			3. Wilderness Magazine: Great Walks Edition			4. Kia Ora: Stewart Island			5. Kia Ora: Southern Way		
	Visit Southland		1. Kia Ora: Distilleries			2. Your Travel: Southern Comfort (Julie Hankinson)			3. Wilderness Magazine: Great Walks Edition			4. Kia Ora: Stewart Island			5. Kia Ora: Southern Way		
	Visit Fiordland								3. Wilderness Magazine: Great Walks Edition								

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			July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	GOAL	Progress
3 media famils	Media Famils	23	1	1	0	0	1	1	0	0	0	0	0	4	3	133%	
	Visit Southland		1	1	0	0	1	1	0	0	0	0	0				
	Visit Fiordland			1													
	Famils Explained		Southern Way Famil - JetStar			Frommers Guide - Naomi Arnold			Shepherdess - Backroads			Off The Grid with Colin & Manu Series 2			Chloe & Ludvig - Wild Little New Zealand (Heritage Expeditions)		
	Visit Southland		Southern Way Famil - JetStar			Frommers Guide - Naomi Arnold			Shepherdess - Backroads			Off The Grid with Colin & Manu Series 2			Chloe & Ludvig - Wild Little New Zealand (Heritage Expeditions)		
	Visit Fiordland		Southern Way Famil - JetStar*			Frommers Guide - Naomi Arnold			Shepherdess - Backroads								
			TNZ - Wrexham														

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			July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	GOAL	Progress
Attend 2 partnered famils	Trade Famils	23	0	2	0	0	0	0	0	0	0	0	0	2	2	100%	
	Visit Southland			1													
	Visit Fiordland			1													
	Famils Explained		ANZCRO x Southern Way														
	Visit Southland		ANZCRO x Southern Way														
	Visit Fiordland		ANZCRO x Southern Way														

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2 digital campaigns	Campaigns	2	0	1	0	0	0	0	0	0	1	0	0	2	2	100%	
	Visit Southland			1							1						
	Visit Fiordland			1													
	Campaigns Explained		NZME - Always On			NZME - Always On			NZME - Always On			NZME - Always On			NZME - Always On		
	Visit Southland		NZME - Always On			NZME - Always On			NZME - Always On			NZME - Always On			NZME - Always On		
	Visit Fiordland					Sound of Fiordland			Sound of Fiordland			Sound of Fiordland			NZME - Australia Ski		

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			July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	GOAL	Progress
2 itineraries	Murihiku Itinerary	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0%
	Visit Southland																
	Visit Fiordland																
	Campaigns Explained		Ckeeky Kiwi - Promo														
	Visit Southland		Ckeeky Kiwi - Promo														
	Visit Fiordland																

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			July	August	September	October	November	December	January	February	March	April	May	June	TOTAL	GOAL	Progress
	Page views	1,119,024	64,490	69,496	64,951									198,937	1,230,926	16%	
	Users Target Countries	975,547	56,358	62,875	59,094	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	178,327	975,547		
85%		87%	87%	90%	91%									90%	85%	105%	
	Page views	321,307	11,034	12,836	11,758									35,628	353,438	10.1%	
	Users Target Countries	255,164	8,485	9,740	9,039	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	27,264	255,164		
85%		79%	77%	76%	77%									77%	85%	90%	
	Southern Social Media	168,977													164,154	177,426	93%
	Facebook	116,402													122,164	122,222	100%
	Instagram	40,918													41,990	42,964	98%
	Total Reach	4,660,945													544,114	4,893,992	11%
	Impressions	5,275,004													694,097	5,538,754	13%
	Fiordland Social Media	49,329													-	51,795	0%
	Facebook	23,248													-	24,410	0%
	Instagram	20,035													-	21,037	0%
	Total Reach	1,856,213													357,258	1,949,024	18%
	Impressions	2,390,272													493,959	2,509,786	20%