

TOURISM SEMINAR

ALL WELCOME

Tourism Management are pleased to present the following seminar in our 2010 series:

Kevin Bowler
CE Tourism New Zealand

***“Taking New Zealand to the world:
Tourism New Zealand’s marketing
strategy to 2013”***

DATE: Wednesday, 11 August 2010

TIME: 12:30 - 13:30

**VENUE: Lecture theatre GBLT4, Government Buildings,
15 Lambton Quay, Pipitea Campus**

Kevin Bowler has been Chief Executive of Tourism New Zealand since January 2010. Since joining the organisation, he has been charged with developing a marketing strategy to 2013. At this talk, Kevin will outline the framework of the new strategy including Tourism New Zealand’s focus on international market selection, development of the 100% Pure New Zealand brand, new methods for reaching travellers through digital marketing, partnerships and the Rugby World Cup 2011.

Kevin was brought up in Hamilton, where he completed a Bachelor of Management Studies. He has an extensive background in marketing including time at Unilever and working on accounts including Cadbury and Air New Zealand. After returning from the UK, Kevin joined NZ Dairy where he worked in marketing and GM roles. In 2003, Kevin joined Telecom where became General Manager Marketing for Telecom’s consumer business. When Telecom established a JV with Yahoo! Kevin was made inaugural Chief Executive.