



1999

- The first global campaign for New Zealand — 100% Pure New Zealand — is launched on July 31. 'Don't Dream It's Over' by Neil Finn is the soundtrack.
- www.purenz.com launched

2000

- 100% Pure New Zealand TVC and print ads seen by approx. 69.5 million people to date.
- TNZ international media team established in Auckland.



2001

- Media coverage of *The Lord of the Rings: Fellowship of the Ring* and New Zealand reaches an estimated 100 million people.
- Launch of TNZ media website.
- TNZ accompanies Team New Zealand to Cowes to display America's Cup at its 150th birthday celebrations.



2002

- New suite of 100% Pure New Zealand images.
- New Zealand welcomes 2 million visitors a year for the first time.
- 'Best Long-haul Destination' in *Observer & Guardian*
- Travel Awards (UK) (3rd year running).



2003

- New 100% Pure New Zealand images launched.
- www.purenz.com becomes www.newzealand.com.
- Trade website launched.
- *Wanderlust* magazine (UK) votes New Zealand 'Top Destination' (3rd time).
- 'Interactive Traveller' is 'born'.

2004

- Launch of 'You've Been Waiting Too Long' 100% Pure New Zealand television commercial.
- 100% Pure garden at Chelsea Flower Show wins Gold.
- 100% Pure New Zealand Sydney event shows off NZ to Australia's 'movers and shakers'.



2005

- Assignment Group picks up 100% Pure account.
- Anholt GMI Nations Brand Index: 100% Pure New Zealand is 10th best tourism brand in the world.
- 'Make Yourself 100% At Home' campaign around Lions rugby tour.



2006

- 'What's On' campaign launched (Australia).
- 100% Pure garden at Chelsea Flower Show wins Silver Gilt.
- newzealand.com wins international Webby for best tourism website (2nd year in a row).

2007

- 100% Pure New Zealand giant rugby ball venue in Paris
- Launch of 'The Youngest Country' campaign.
- 100% Pure New Zealand layer added to Google Earth.
- 100% Pure New Zealand YouTube channel launched.



2008

- 'What do you say UK?' campaign launched.
- 100% Pure advertising launched in China.
- Nearly a billion people see coverage of NZ generated by TNZ's International Media Programme.

2009

- 100% Pure New Zealand is 10 years old.
- 'New Zealand LifeBack Promise' campaign launched in US.
- *The Bachelor* Season Finale (US) filmed in NZ. Viewed by 15 million people.
- 125,000 people view 'Have Your Say' videos uploaded to YouTube.
- Qualmark 100% Pure Assurance campaign launched