

## DESTINATION KAIKŌURA LAUNCHES AUTOMATED VOUCHER ASSISTANT

Kaikōura announces partnership with Book Me Bob, as first RTO to launch in Australasia

Destination Kaikōura in partnership with Book me Bob have launched **aiva** voucher system on [www.kaikoura.co.nz](http://www.kaikoura.co.nz)

**aiva**, by Book me Bob is an automated, smart voucher system that puts the power of direct sell back into our operators' hands without the high costs. Uncertainty of travel due to the global pandemic has increased vouchers' popularity, their flexibility allowing customers to lock in today's deals for travel tomorrow. aiva's new interactive feature allows our operators to offer fully branded discounts, incentives and value add vouchers directly to our digital customers through <http://www.kaikoura.co.nz>

Destination Manager Lisa Bond says, "Destination Kaikōura and Book me Bob have been working behind the scenes for over a year, and the system is now live on [www.kaikoura.co.nz](http://www.kaikoura.co.nz). It has an absolute honour to take this step with Book me Bob who have who have worked around the clock to bring this to life, with our first voucher already being purchased".

Kaikōura is the first regional tourism organisation in Australasia to work with Book me Bob on this particular **aiva** technology.

**aiva** Co-Founder and Chief Executive Officer David Thompson says, aiva was just an idea a couple of years ago, a concept that we could help tourism operators strengthen their offering without the cost of high commissions. We have been thrilled to work with Destination Kaikōura — an exceptional regional tourism organisation who have a passion for their region and a positive vision for their operators' future — to develop a product that really works!"

"Our partnership means by visiting Kaikōura's website their digital visitors can get tailored recommendations for their visit, purchase everything from accommodation to a dolphin experience in the one place and then their operators can capture the data they need to optimise their marketing", Mr Thompson says.

View the new **aiva** on <http://www.kaikoura.co.nz>

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### For more information, please contact:

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### Key Facts:

- Destination Kaikōura is the Regional Tourism Organisation for Kaikōura.
- Book me Bob is an AI chatbox, built by hoteliers that uses a combination of AI & human interaction to serve the hospitality industry.

