

Advertising and promotional campaign	Social media platform	2023/24	2024/25 (year to date)
New Zealand Traveller Declaration	Facebook	\$89,079.95	\$29,099.01
	Google	\$141,876.73	\$30,729.36
	Google Search	\$218,564.51	\$39,926.74
	YouTube	\$41,866.17	Nil
	Other (digital, outdoor, radio)	\$846,720.42	\$78,583
New Zealand Traveller Declaration total:		\$1,338,107.78	\$178,338.11
Other (Crimestoppers, Border Protect)		\$91,321.00	\$24,216
Total:		\$1,429,428.00	\$202,554.11