



# Top 6 markets - YoY Growth

**Germany -0.8%**

Softening economy, shift to savings

**China -8.5%**

2019 soft; long term outlook positive

**Total All Markets: 3.89M  
+0.0%**

**UK -1.5%**

Brexit

**USA +8.6%**

Strong value opportunity as demand and air connectivity continue to grow including QF/AA jv

**Japan -1.1%**

Rugby World Cup opportunity

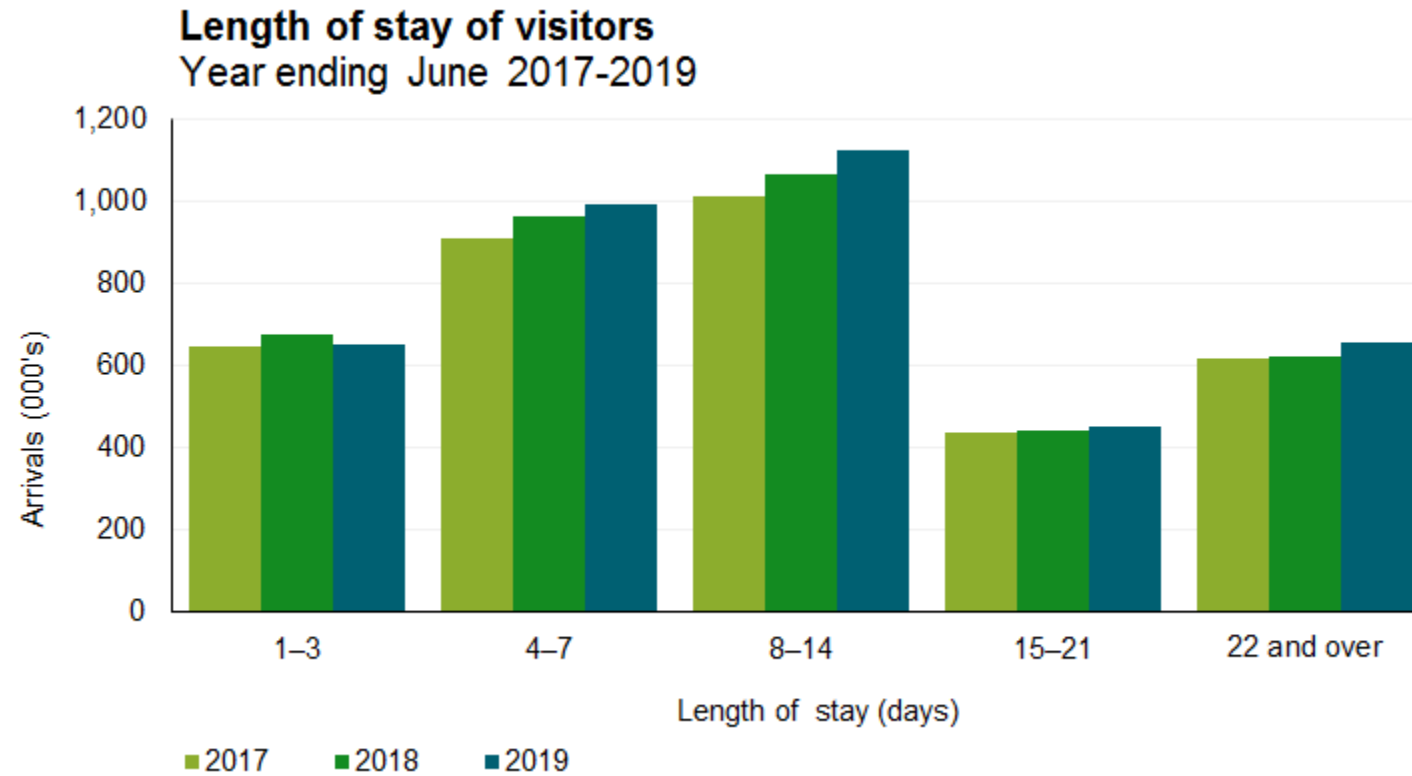
**Australia +3.0%**

Positive momentum

Source: IVA - Statistics NZ  
Holiday visitor arrivals  
YE July 2019



# International visitors are staying in New Zealand longer



Source: International Travel, Stats NZ

## Strong Growth in Older Visitor Arrivals

Visitor Arrivals by age

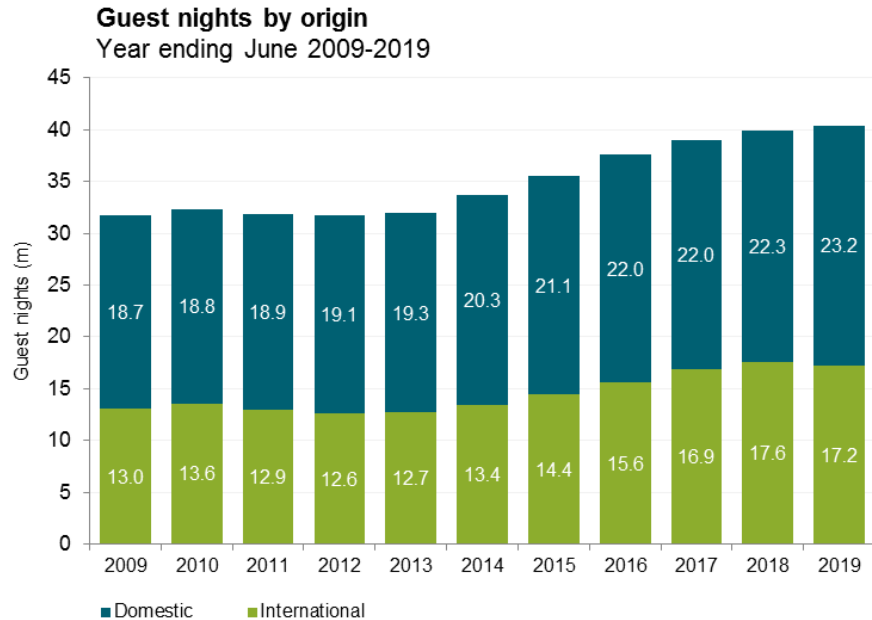
15-34yr  
**1.21m**  
↑3.9%  
Since 2017

35-54yr  
**1.19m**  
↑3%  
Since 2017

55-65+yr  
**1.05m**  
↑13%  
Since 2017

Source: International Travel, Stats NZ

# Domestic visitors deliver 60% of nights and spend



Domestic  
**18 Bn**  
↑2.2%

International  
**12 Bn**  
↑4.6%

Source: Accommodation Survey, Stats NZ. TSA YE Mar18

Love Taupō - Update October 2019



An aerial photograph of Taupō Lake in New Zealand. The lake is a deep blue color, with a small island in the center. In the background, there are dark, forested mountains, including a prominent volcano. The sky is clear and blue. The text "Regional Stats" is overlaid in the center of the image.

# Regional Stats

## Taupō Region outperforming the national figures

Visitor Spend  
**\$685m**

**↑7%**

(vs. ↑3.2% NZ)

Domestic  
**\$465m**

**↑6.8%**

(vs. ↑2.2% NZ)

=

**2/3**

of all spend

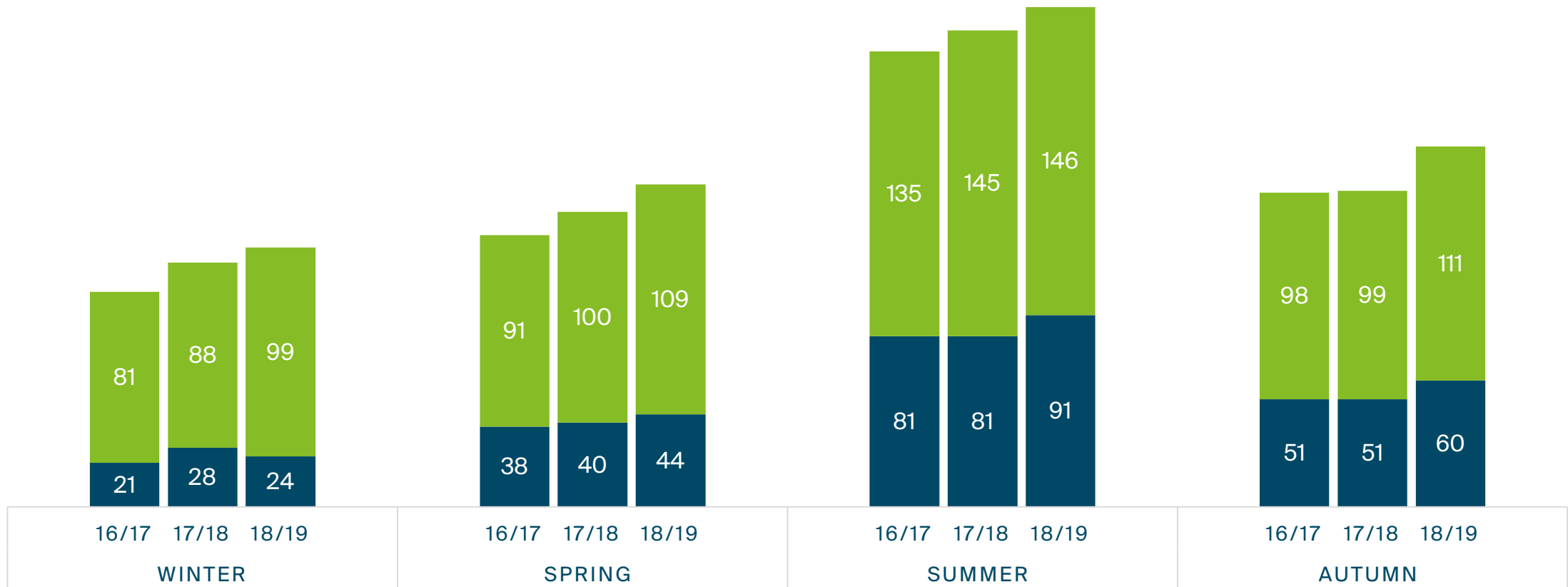
International  
**\$219m**

**↑11.1%**

(vs. ↑4.6% NZ)

# Seasonal Regional Tourism Estimates – Domestic vs International

■ International ■ Domestic





# USA leading the charge

## Germany

\$18m | +5.8%

Vs. +9.6% NZ

## ROE

\$31m | +14.8%

Vs. +9.6% NZ

## UK

\$30m | +15%

Vs. +3.6% NZ

## China

\$12m | No change

Vs. -1.1% NZ

## USA

\$40m | +33%

Vs. +14.3% NZ

## AUS

\$49m | +8.8%

Vs. +2.1% NZ

Source: IVA – Statistics NZ  
Holiday visitor arrivals  
YE July 2019

# Regional comparisons

## Taupō District

Taupo District	YE Jun 18	YE Jun 19
<b>CAM</b> Visitor Nights	+3.4%	-2.3%
<b>MRTEs</b> Visitor spend	+6.3%	+7.1%
<b>AirBnB</b> Guest arrivals	No data	+28%

## Neighbouring Regions: *AirBnB data not available*

Rotorua	2017/18	2018/19
<b>CAM</b> (YE Jun)	6.6%	-3.2%
<b>MRTEs</b> (YE Jun)	4.3%	1.7%

Hawkes Bay	2017/18	2018/19
<b>CAM</b> (YE Jun)	0.46%	1.66%
<b>MRTEs</b> (YE Jun)	4.5%	7.1%

Bay of Plenty	2017/18	2018/19
<b>CAM</b> (YE Jun)	-2%	5.8%
<b>MRTEs</b> (YE Jun)	6.1%	5.4%

Ruapehu	2017/18	2018/19
<b>CAM</b> (YE Jun)	3.9%	0.26%
<b>MRTEs</b> (YE Jun)	9.6%	7.1%



# Consumer Marketing Update

# Key wins over the last 6 months

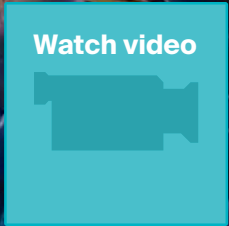
Extensive media coverage as a result of our in-house media famil programme:

- **Jetstar inflight magazine**
- **NZ Herald – He Tangata features (Jonny Clapcott & Peter Hitchman)**
- **NZ Women’s Weekly**
- **AA Directions (coming soon)**
- **Motorhomes, Caravans & Destinations Magazine (coming soon)**
- **NZ Herald (coming soon)**
- **stuff.co.nz, Sunday Star Times (Brook Sabin)**
  - NZ’s first swim-up hot pool bar >1.7m views
  - Husky sledding tours hit New Zealand >205k views
  - Rafting the Tongariro River: A journey through New Zealand’s forgotten valley >37k views
  - Treasures of Taupō > 69k views





Watch video



# Ten epic adventures in Taupō

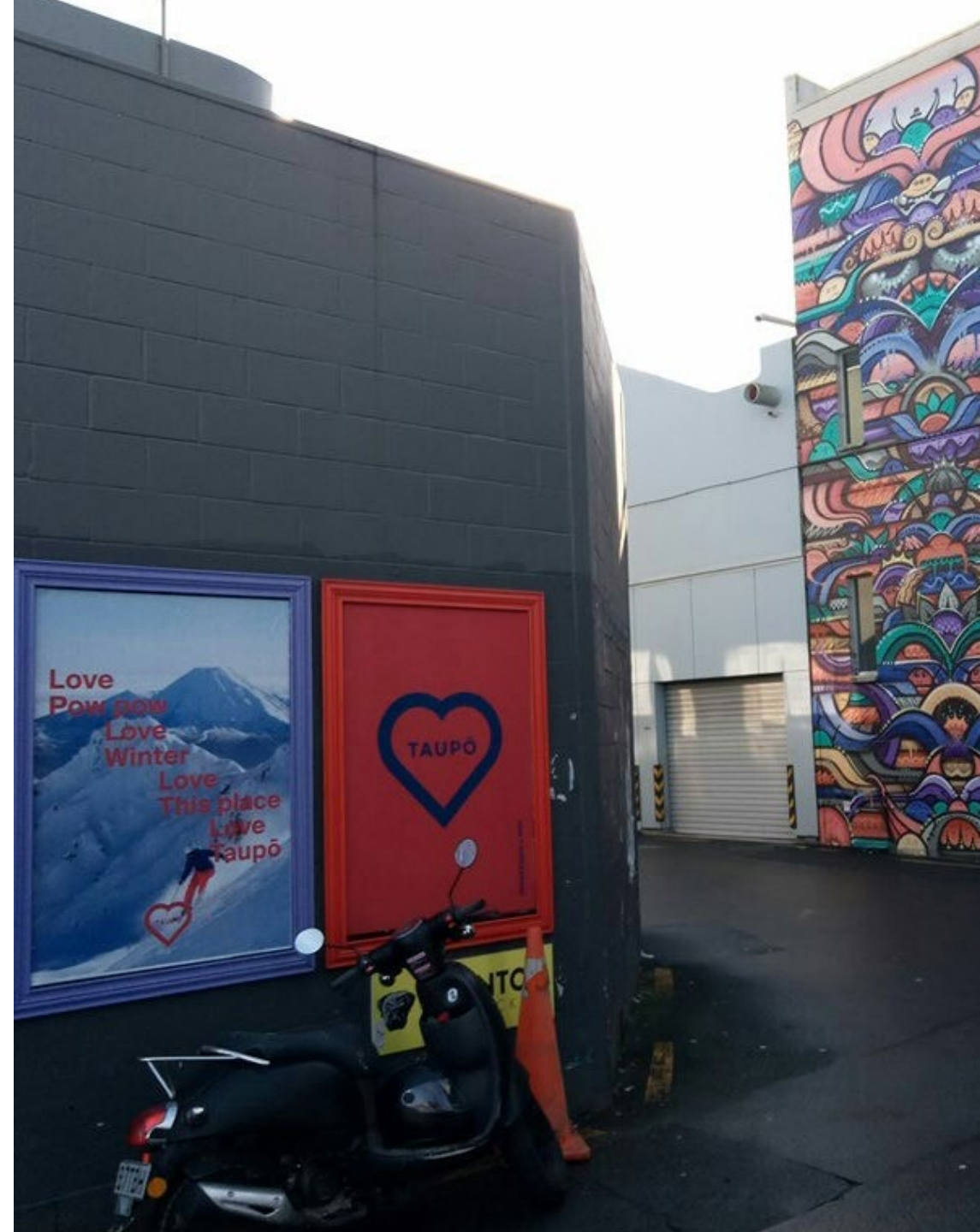
# Key wins over the last 6 months

## Domestic winter campaign: key highlights

- Total visitors to lovetaupo.com over the duration of the campaign were 58,326 (up 75% on the previous period). 72% of those visitors were new visitors
- Average session duration was 2:25mins
- There were 772 conversions from the remarketing campaign (i.e. click throughs to operator pages). 22% of those people then performed an interaction (i.e. book now, visit website, phone, email)

## Barekiwi digital development workshop

**'Love Spring, Love Taupo' video >11k views to date**





## What's coming up?

- Spring remarketing campaign behind 'Love Spring, Love Taupo' video
- Spring prospecting campaign
- Finalising 2019/20 Taupō Visitor Guide – due out October
- Destination map redesign
- 2020 wall planner, summer events pad due out mid-October
- New destination signage at airport
- Media famils and broadcast opportunities
- Travmedia International Media Meet, Sydney (Feb)

## How you can get involved

- [lovetaupo.com](http://lovetaupo.com) featured listings
- Social media advertising across @lovetaupoNZ channels: slots still available!
- Love Taupō Tourism Facebook group – join now!
- Media famils – FOC hugely appreciated!
- Collaborative advertising opportunities
- Campaigns
- Love Taupō merchandise





# Trade Marketing Update

## Key wins from the last 6 months

- Famil Activity – Pre/Post TRENZ Famils, TNZ Famils, Taupo Trade Mega Famil. Phenomenal feedback!
- Aussie Operator Sales Roadshow in June - Visited Gold Coast, Brisbane, Melbourne and Sydney alongside 8 operators, 13 training sessions.
- UK/Germany Tourism NZ Roadshow in March – Trained 300+ agents over 14 appointments and 4 evening events in both the UK and Germany.
- NZ Sales Calls – Alongside operators, began with Auckland Chinese IBOs in July with 5 operators.





## What's coming up?

- Our core market focus for trade is still Australia, United States, United Kingdom and Europe.
- Annual Love Taupo Showcase – Trade and C&I Networking function in Auckland this October.
- More Famils – TNZ Famils, Conference & Incentive Mega Famil in November, planning for a Summer Trade Mega Famil.
- In Market Tourism New Zealand US Campaign – Explore Central North Island take over of TNZ's trade social media in the US for November, targeting NZ Specialist agents.
- NZ Sales Calls – Christchurch, Auckland, Wellington. Planning to take operators and target each trip by market.
- C&I Focus – Updating database, attending Meetings 2020.

## How you can get involved

- NZ Sales Calls - Complete survey if you are interested
- Trade Shows – TRENZ and Meetings applications open now
- Famils – Great rates please. FOCs **hugely** appreciated!
- Questions/New Product/Trade 101 – Come and chat to us
- TNZ Good Morning World Campaign – Upload your video to be featured, TNZ need more great content for trade and consumer. **Here's how...**



# MAKE YOUR OWN GOOD MORNING WORLD

Watch video



**And here's the trade version...**





# Discover Waitomo

Waitomo, Waikato

Logan

Watch video



Good morning world!



# i-SITE Update



## Key Dates for your Diary:

Love Taupo Showcase Auckland: Wed 16 October

TRENZ Registration Deadline: Fri 01 November

DGLT Strategic Planning Workshop: Wed 06 November

TEC Christmas Symposium Auckland: Wed 04 December

DGLT Christmas Party: Thurs 05 December

**And don't forget to join the Love Taupo tourism Facebook group!**

**[facebook.com/groups/lovetaupo](https://facebook.com/groups/lovetaupo)**