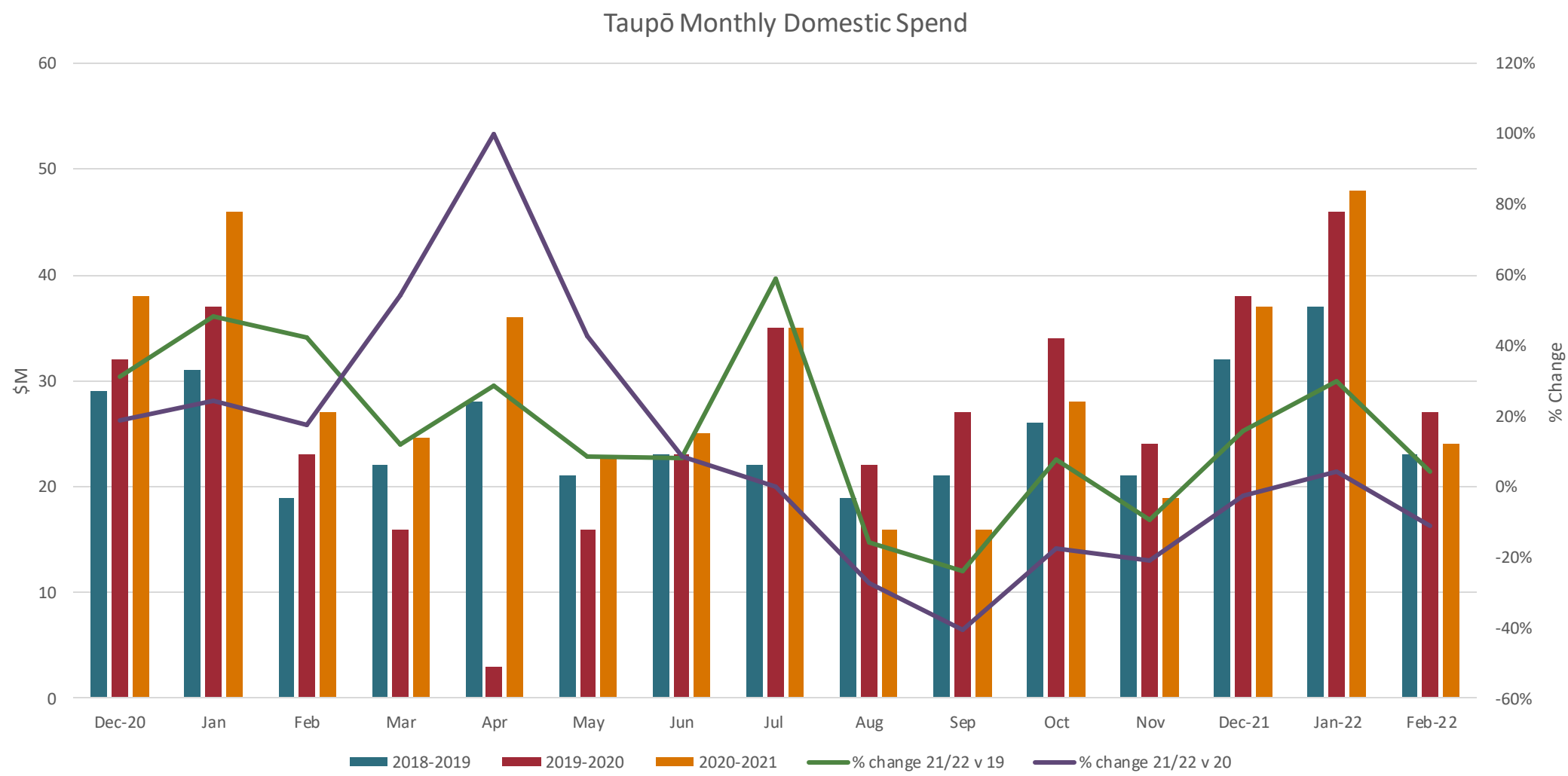


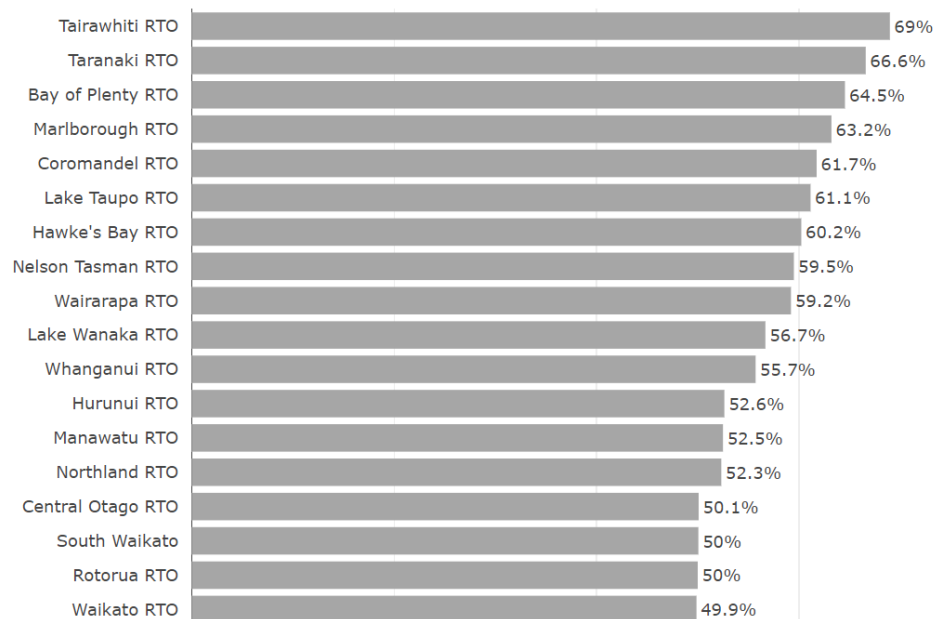


# Monthly Domestic Spend

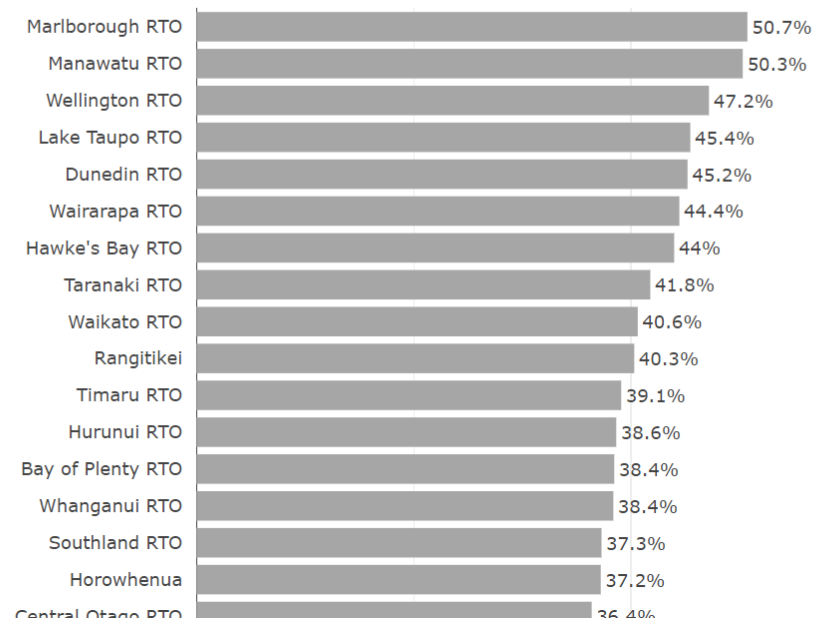


# January and February Occupancy – Commercial Accommodation

Occupancy rate across all accommodation types, Jan-2022



Occupancy rate across all accommodation types, Feb-2022



# Regional Comparisons – Accommodation Data Programme

YE Feb 2022

	NZ	Taupo	Rotorua	BOP	Hawkes Bay	Ruapehu
Occupancy %	36	40	33	38	46	30
Total Guest nights	24.1M	1M	827,000	1.2M	979,000	314,000
Guest Arrivals	10.8M	516,000	372,000	466,000	387,000	166,000
ALOS	2.2	1.9	2.2	1.9	1.9	1.9
Market Share Guest Arrivals		4.7%	3.4%	4.3%	3.5%	1.5%

# Consumer Marketing Activity

## Lovetaupo.com

- Tactical deal driven campaigns driving conversion
- Database acquisition and nurturing of passion groups
- Ongoing content focus based on search insights

## Investing in insights

- Tourism Sentiment Index Dashboard
- User experience review of LoveTaupo.com to increase conversions

*"We're getting great take up of our deals on loveTaupō.com.  
Lots of GLT bike packages especially! So, thanks guys."  
— Angie London, Whakaipo Lodge.*

## From LoveTaupo.com to you (Jan – March 2022)

Operator  
page views:

**89k**

37% increase SPLY

Operator  
deals clicked:

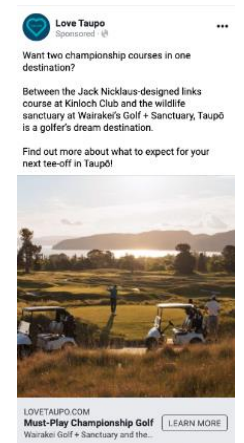
**8300**

36% increase SPLY

Operator  
referrals:

**31k**

35% increase SPLY





# Consumer Marketing Examples

Media Value:

\$120M

TRAVEL

### Relax to the max: Taupō's most laid-back itinerary

20 Mar, 2022 12:10 PM 5 minutes to read



Taupō: The perfect place for a laid-back long weekend. Photo / Anna Sarjeant

Mt Ruapehu Sponsored

Winter better with deals for the Mt Ruapehu Ski Fields, Taupō and the Ruapehu region!



WINTERBETTER.CO.NZ  
Sign Up For Kiwi Winter Deals  
Discover all the Central North Island h...

SIGN UP

AIR NEW ZEALAND INFIGHT MAGAZINE

## Kia Ora

### Destination winter

Cool Kiwi adventures



Port of Call  
The best of  
Lyttelton

Mangawhai Magic  
Beach, bush  
& brews

Making Good  
Business time  
in Taranaki




TAUPŌ

Make the most of your summer in Taupō  
New season deals available now  
lovetaupo.com




Love Taupō Sponsored

Time for a family getaway? Here's a place that's close to your heart. Create lifelong memories in Taupō. Fun-filled family deals on now.



SAVE On Your Next Family Holiday

Learn More



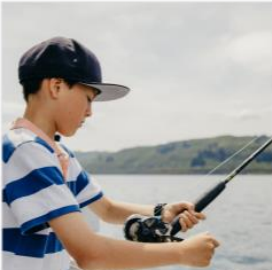
Right In The Heart Of This Place

Like Comment Share

Family deals you'll love



Right in the heart of this place



# Trade Engagement

## Trade: International Markets

- TNZ Sydney, GC, Melbourne
- TNZ Kiwilink UK / US ECNI
- Online sessions AUS, UK, US, SEA

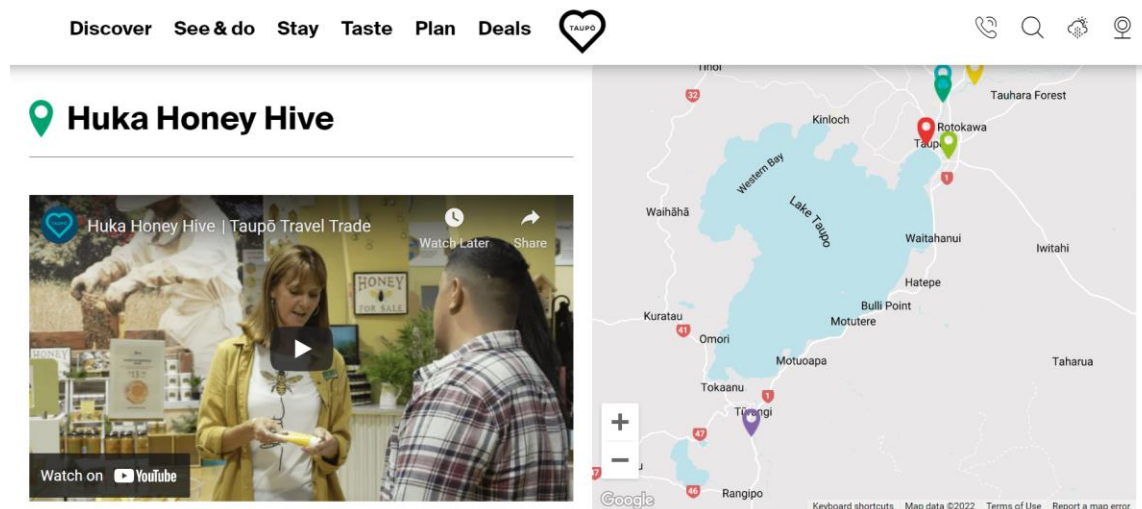
## Trade 101 workshop

When: 9am on April 26

Where: Dixie Browns

**Register now!**

## New look trade site & training videos





# Business Events and Industry Capability

## Business Events

- BE Meetings in Christchurch
- Steady enquiries



## Industry Capability

- Karen 1:1's
- Sustainable pricing pilot program
- Carbon Zero pilot opportunity





# Upcoming Activity

## Maintaining our share of visitors in a highly competitive marketplace

- Right in the Heart of this Place phase 4 in market March- April
- Ongoing 'always- on' activity continues for all passion groups
- Trailtowns – Australian TV Series – Taupo full episode
- Prepare for reopening of international borders – trade training, operator videos, TRENZ Connect, Sydney Showcase
- Australian campaign activity May – July (Winter Better and Fishing acquisition)

## Destination Management

- Finalising consultation on Regional DNA scripts
- Commence broader stakeholder consultation for DMP Phase 2
- Finalise written DMP and prioritised action plan by October 022



## Getting involved

- Maximising Tourism NZ and Love Taupō spend and opportunities  
Mothers Day vouchers, Autumn deals, Winter campaigns.

**Update deals and listings on [newzealand.com](https://www.newzealand.com)**

- Carbon zero pilot programme – let Amanda know if you are interested to learn more
- Do you have a Matariki event planned? Let Valerie know.

[Amanda@lovetaupo.com](mailto:Amanda@lovetaupo.com) | [Valerie@lovetaupo.com](mailto:Valerie@lovetaupo.com)



# Our story

