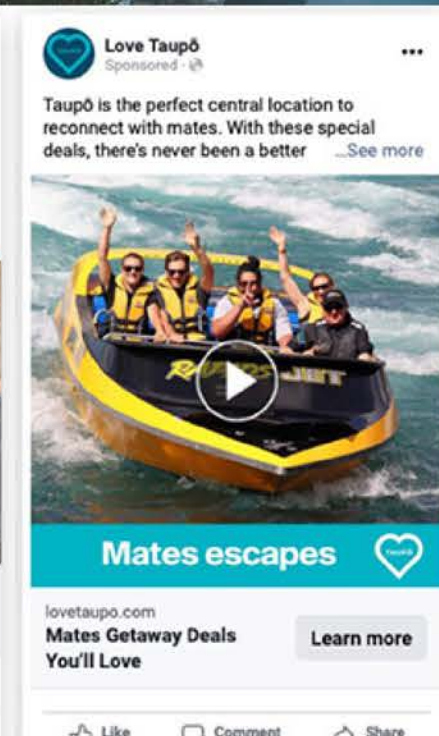
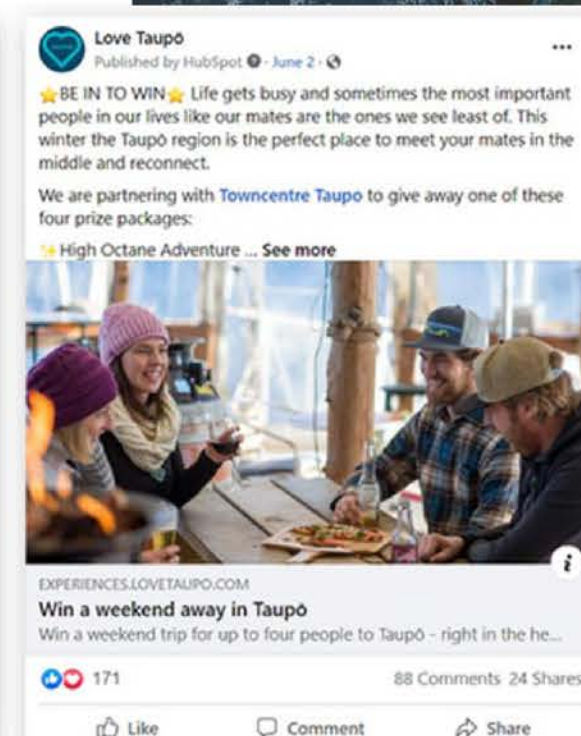
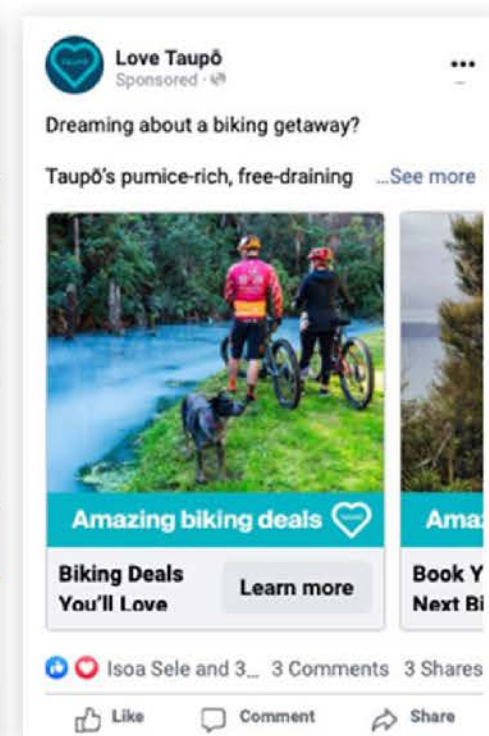
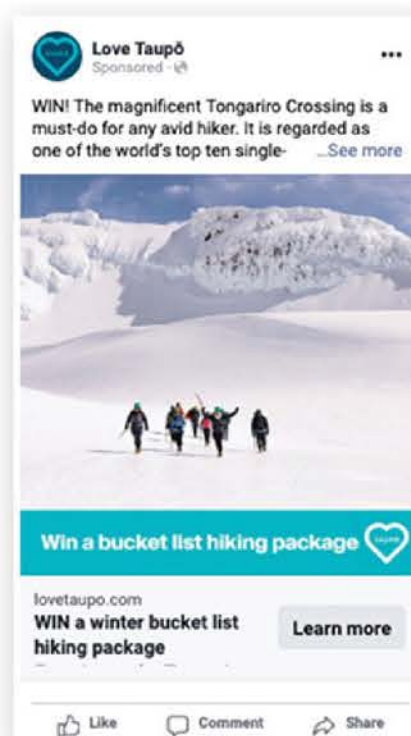
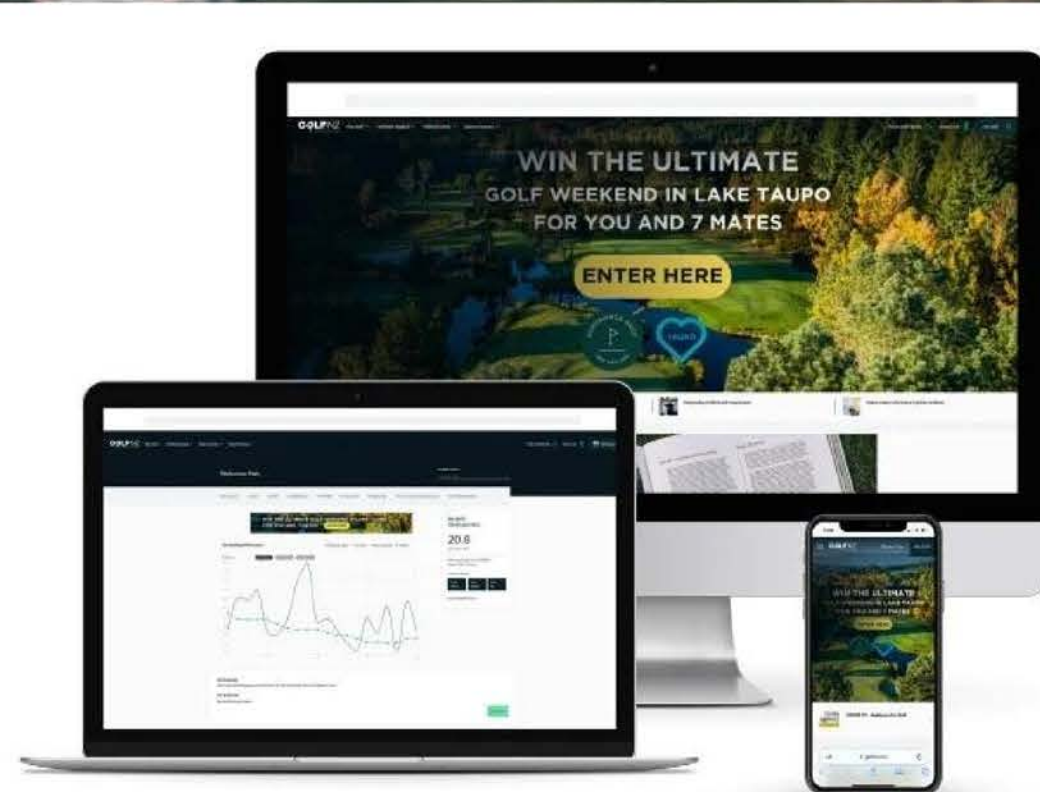
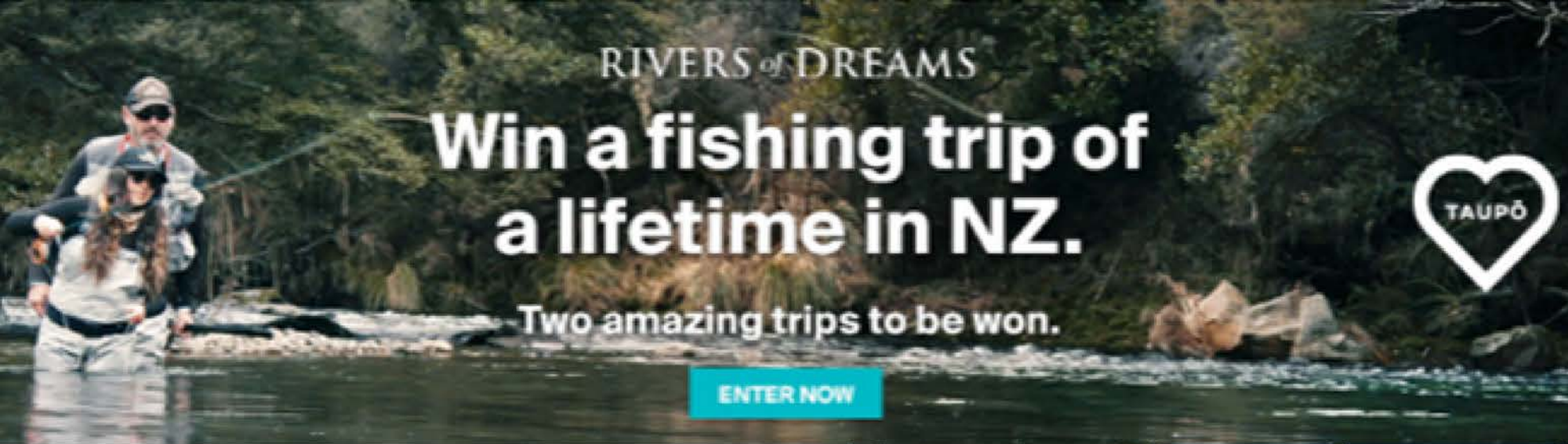




Kia Ora Tourism Whānau





Recent campaign results

River of Dreams Australia: Jan 2022

9.8k sign ups | 10m impressions | 27k click-throughs
146k video views

Meet in the Middle (collab with Towncentre Taupō)

700 sign ups | 2,875 pageviews

NZ Golf Partnership Campaign: July - Nov 2022

583k impressions | 9.3k sign ups

Hiking Campaign: Jul 2022

5.3m impressions | 37k pageviews | 9.2k sign ups

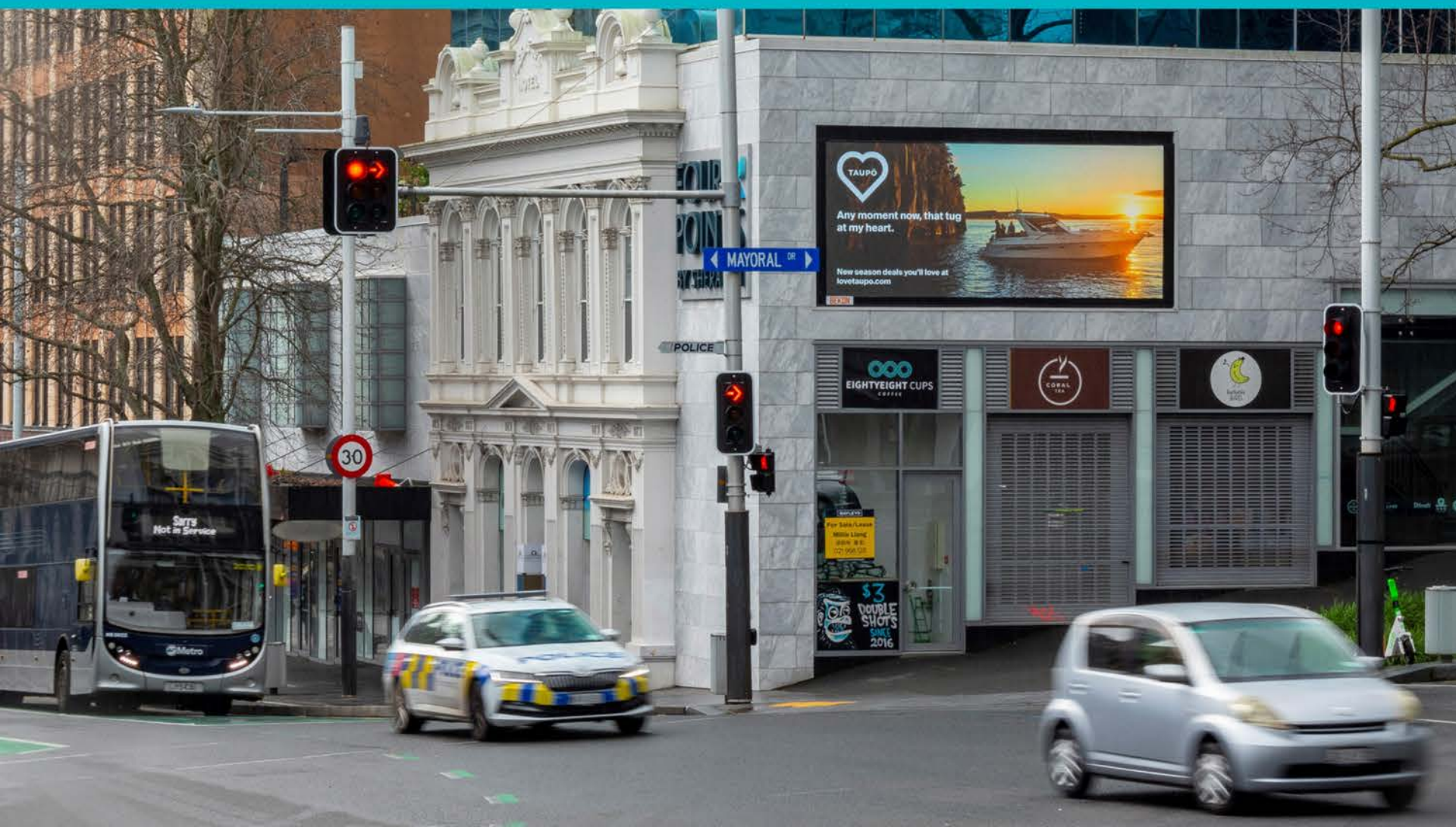
Biking Campaign 2: Jul - Aug 2022

5.9m impressions | 50k click-throughs

Mates Campaign: Jul - Aug 2022

5.3m impressions | 69k click-throughs

Key focus

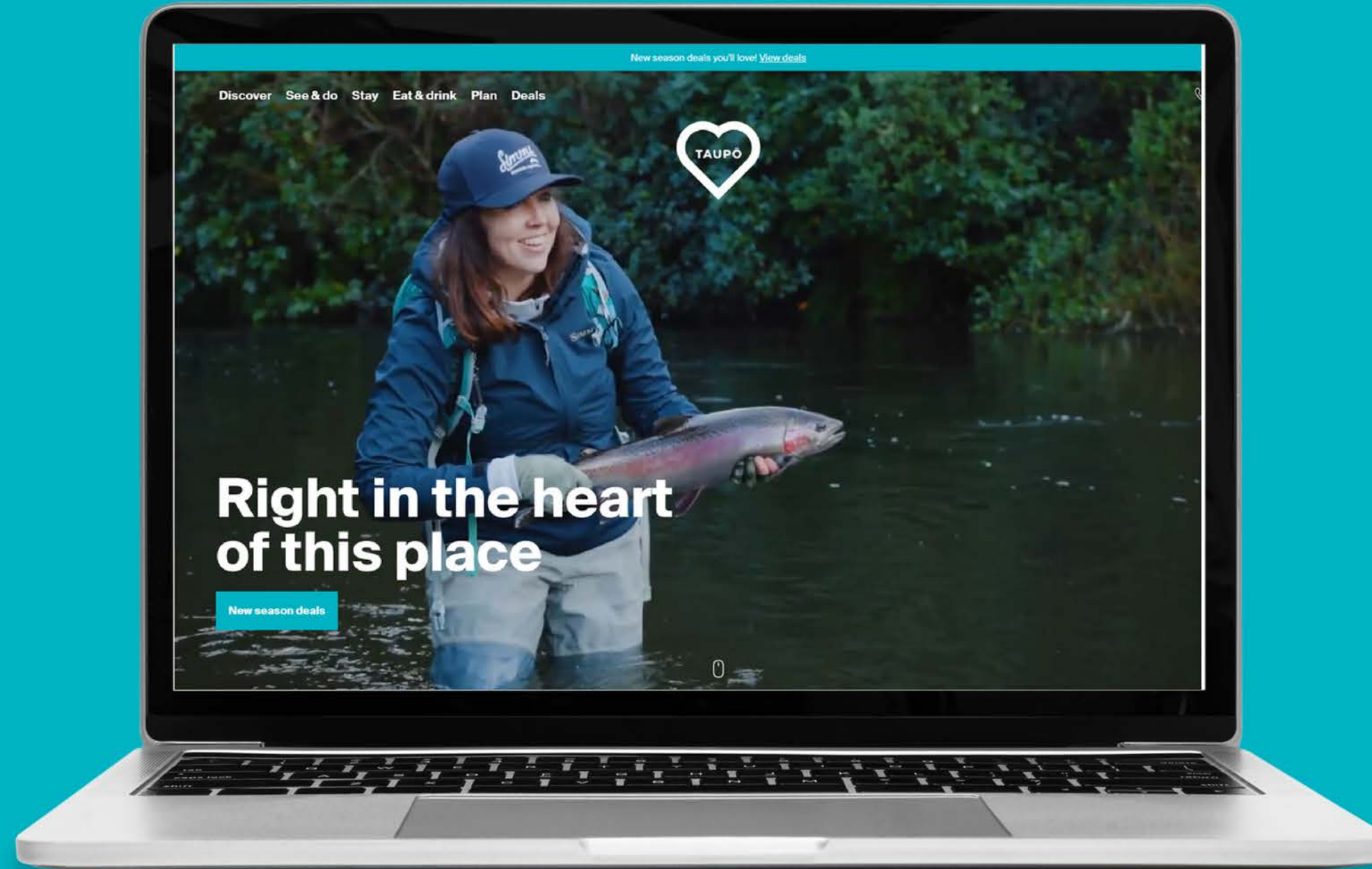


Database: from acquisition to nurturing
(Email marketing nurture campaign)

Continue to enhance LoveTaupo.com

Always On campaigns (Google, EDMs,
Social)

Repurpose content into new social
media assets (guides, reels, info-posts)



Summer

Operator pageviews

156k up 35%

Operator referrals

72k up 48%

Autumn

144k up 25%

66k down 6%*

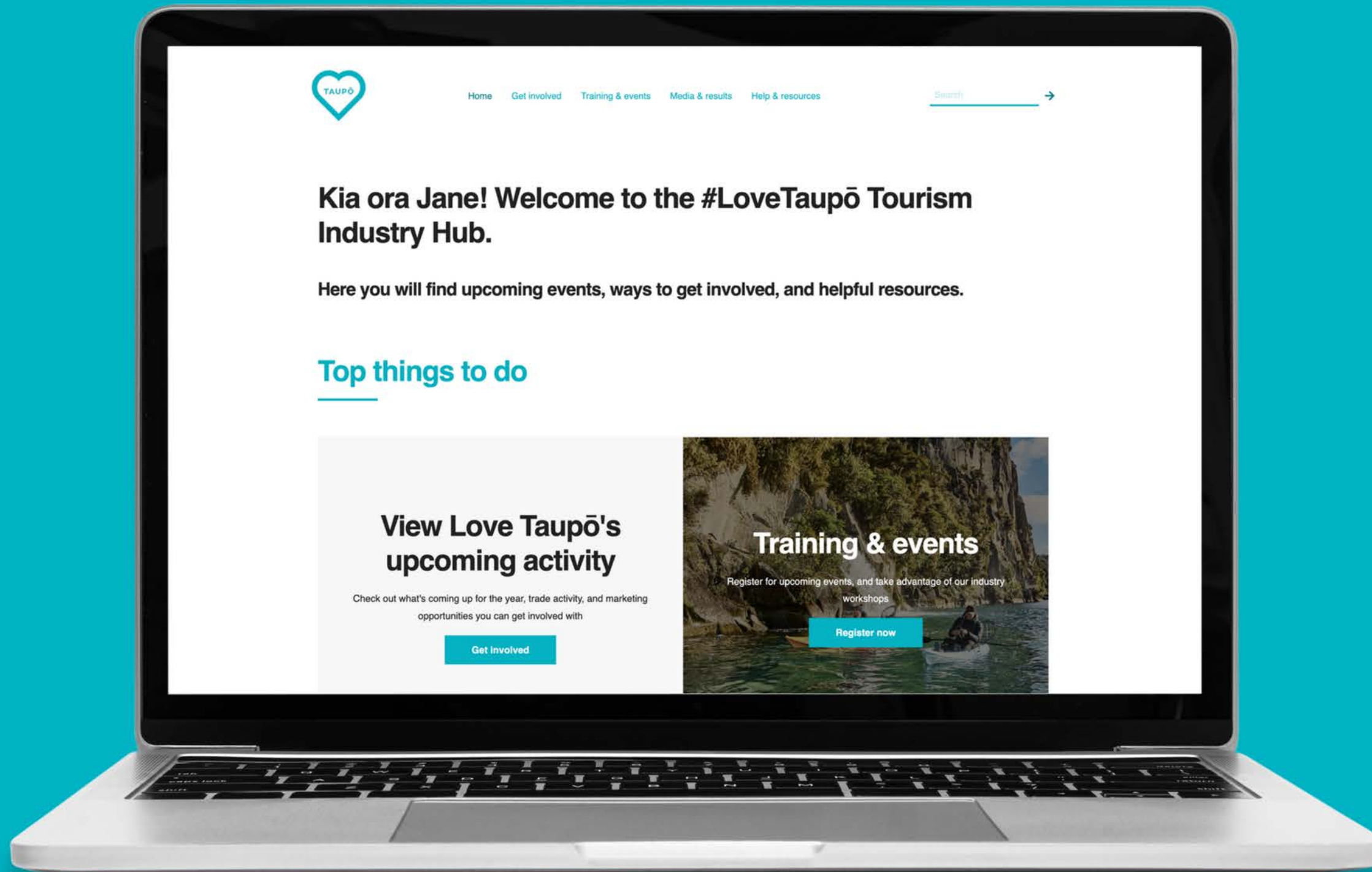
*Right in the heart of this place 2

Winter

153k up 25%

71k up 28%

NEW! #LoveTaupō Tourism Industry Hub



Scan me to visit industry.lovetaupo.com

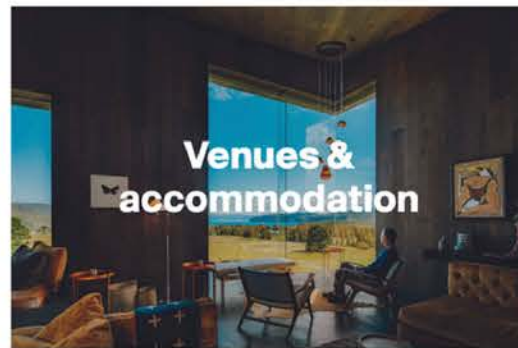
Business Events

BEIA Meetings Conference 2022

Print collateral for new business prospects

New "Meet" portal on lovetaupo.com

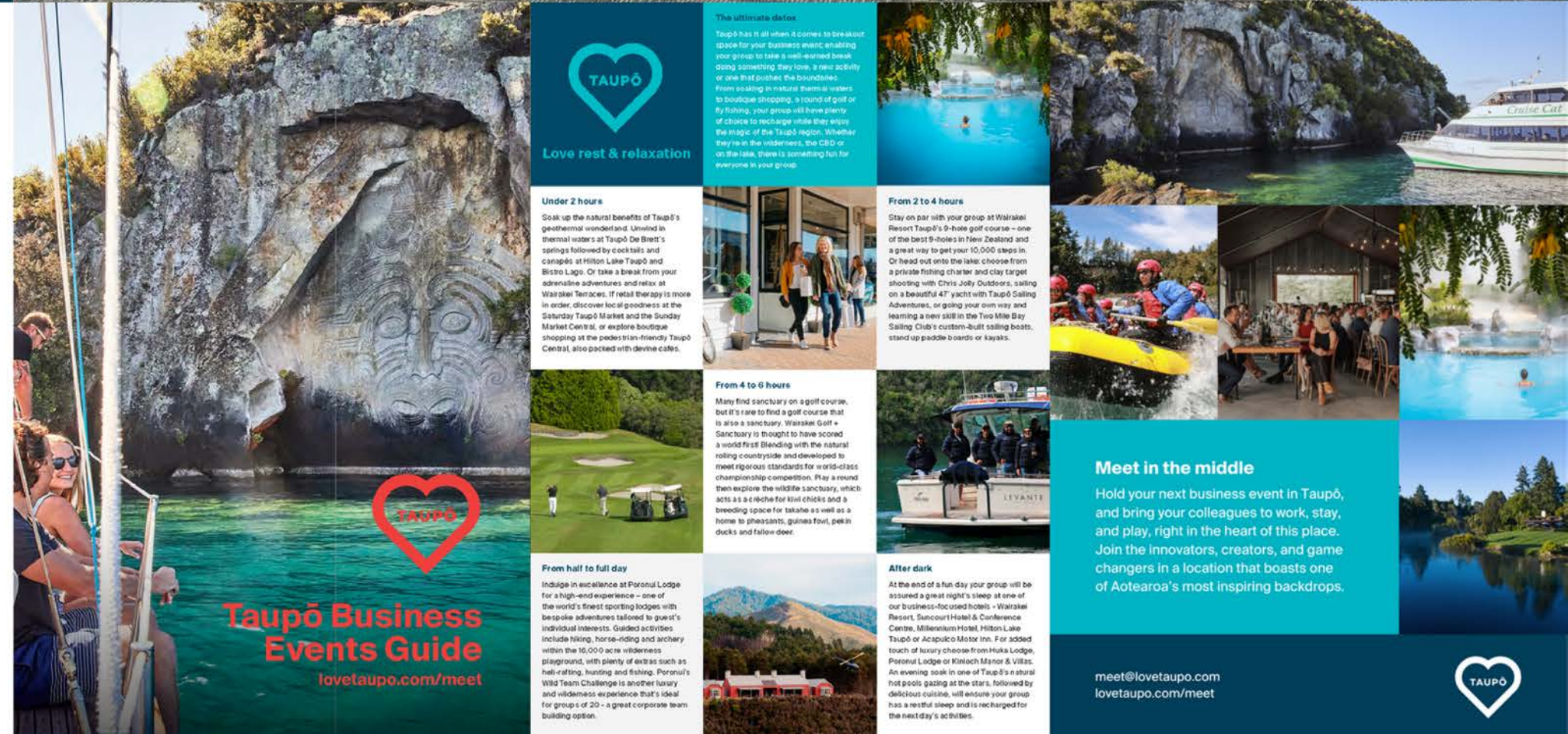
New BE video



Download Taupo's Business Events Guide

With the most up-to-date information about venues, accommodation, activities and more, our business events guide has everything you need to host a successful event! Get your copy now.

[More info >](#)





International Travel Trade



TNZ Australian Showcase

TNZ New Zealand IBO Event

UK Kiwilink + Sales Calls

Trade manual

Trade platform on lovetaupo.com

BYATA & Go with Tourism



Scan me to visit gowithtourism.co.nz





Training & workshops



Sustainability Pilot Programme

Business Goals and Marketing Workshop

Introduction to Trade Workshop

Sustainable Pricing Workshop

Making Trax - Inclusive Tourism

Digital 1-on-1s with Karen

Taupō Regional Destination Management Plan



DMP Development Process

01



TOR and Situation Analysis

Develop a clear Terms of Reference and project governance structure.
Crunch the data, talk to the community and develop a situation analysis that tells the story of the Taupō destination.
A lot of good and relevant data has already been collected!

02



VISION AND VALUES

Work with the destination partners, stakeholders and the community to develop a vision and set of values that will guide the future of the Taupō destination.

03



DESTINATION PLANNING

The development of a draft Destination Management Plan that is relevant, realistic and reflective of the Taupō destination.

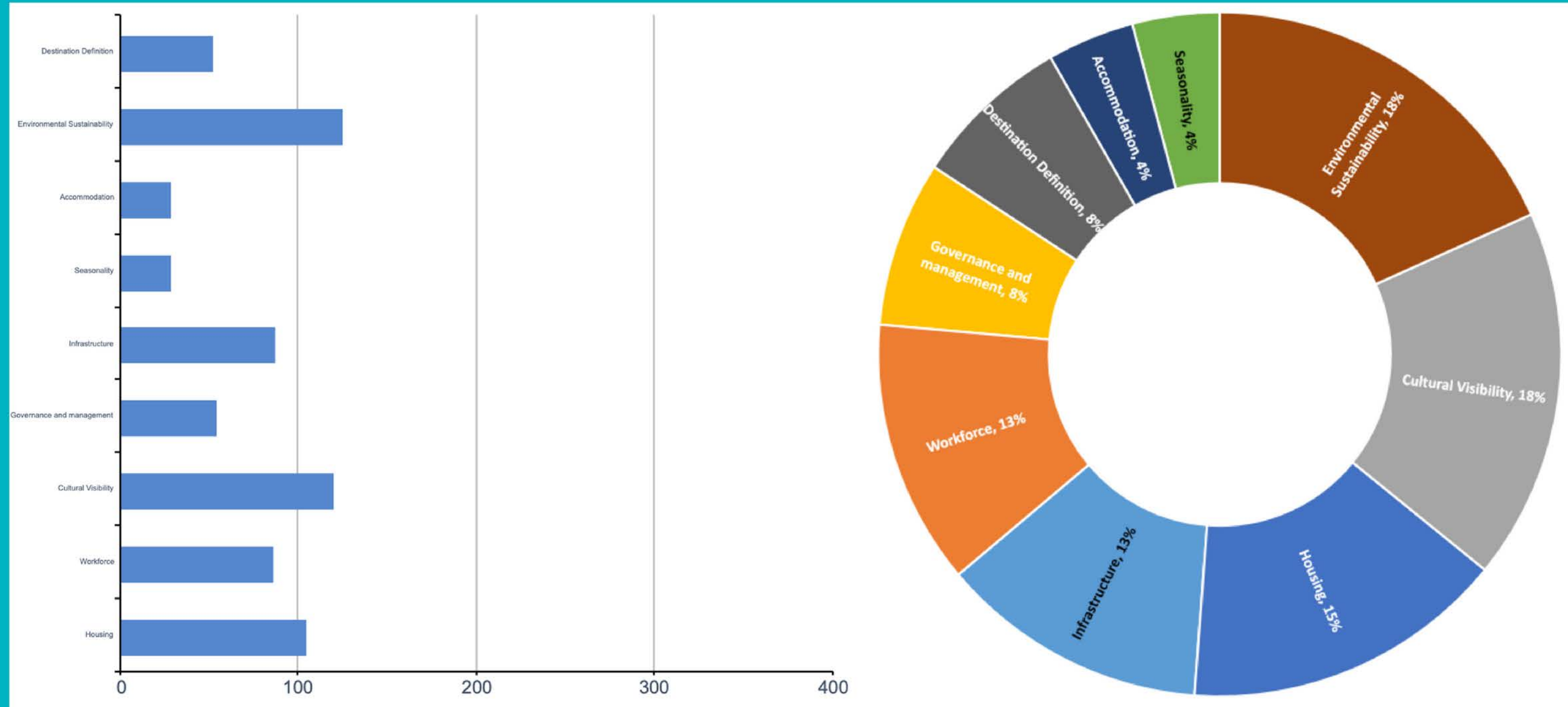
04



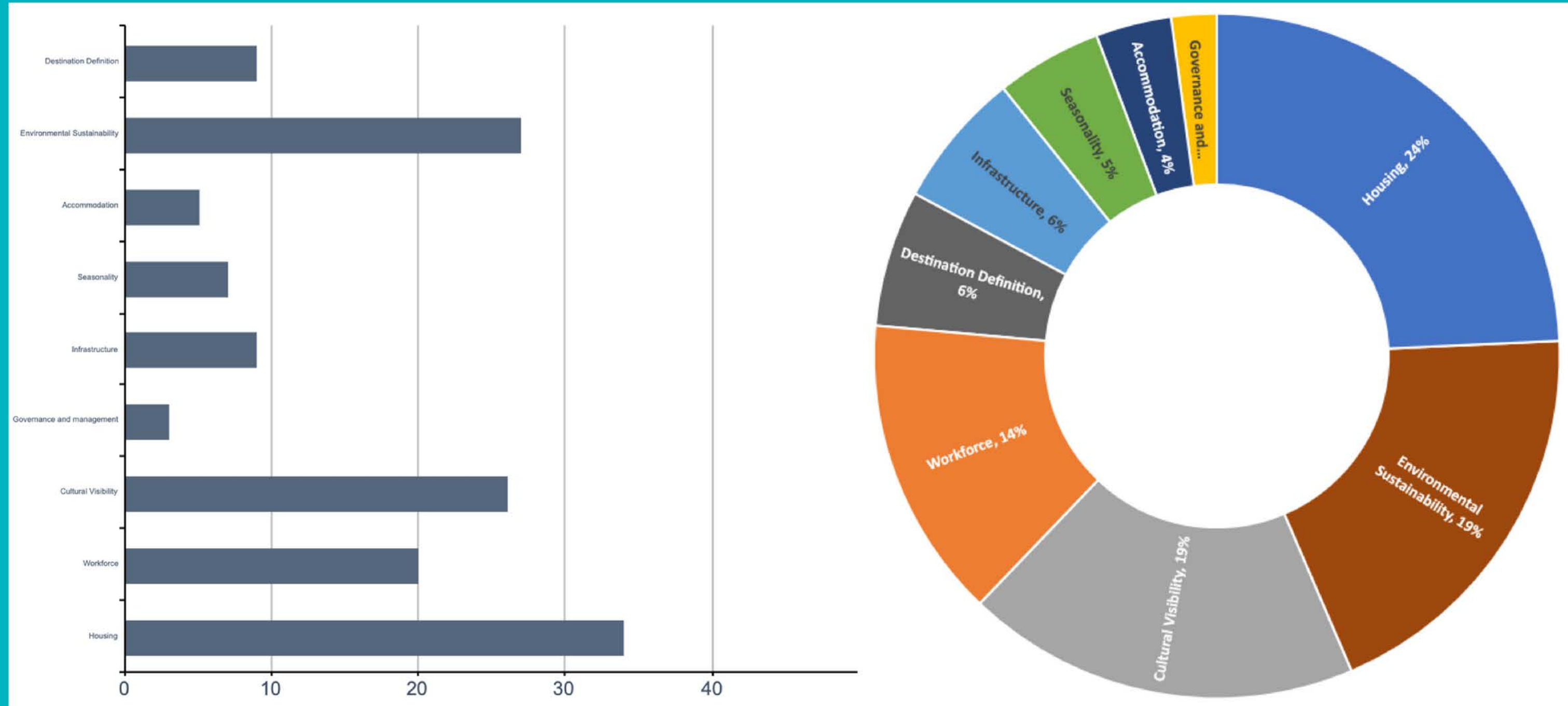
ACTION PLANNING

Work with the destination partners, stakeholders and the community to identify key actions that will facilitate the destination to meet its vision..

Destination Issues



Destination Issues - Rangatahi



hospitality holistic balance consideration
volunteers leadership quality connected
fairness taiao honesty identity protect enrichment
cheaper friendly welcoming experience liveable happiness native education
communicators support pride respect outdoors clean share sustainable generational
capacity collective outcome kaitiakitanga integrity safe relationships stories focused spirituality
aspirational housing kotahitanga whanau fun healthy
togetherness cleanliness people or environment profitable
infrastructure experiences employment home caring whanaungatanga meaningful
clarity community awareness awhi shared
exemplars relaxing exciting manaakitanga authentic trust affordable
investment restorative tikanga sustainability adventure positive diversity connection
passionate innovation free bilingual access unique agile responsible
interesting kindness authenticity vibrant



The Taupō DMP Values - Draft

Tukutaonga | We are proud of our place

Taurangatiratanga | We are leaders

Manaakitanga | We value our visitors and our communities

Kotahitanga | We work collectively and collaboratively

Kaitiakitanga | We value our natural taonga

Awhi | We embrace, support, and care for our communities and each other

Pono | We are true to our place and our people



The Taupō DMP Vision - Draft

"We will enrich our people, our communities, and manuhiri who value the place as we do, strengthening the mauri of our lands and waters for generations to come"



Action Planning

- Work with key stakeholders and partners to develop a set of actions which will make a tangible difference
- We want a discreet set of actions that are achievable, measurable, and owned
- Guided by destination values
- Respond to the issues where possible
- Develop a draft set of actions for discussion and review



GeoNet Update

For more information please contact:

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027 437 6890 or s.horne@gns.cri.nz





TAUPŌ