



# Kia Ora Tourism Whānau





# Karakia Timatatanga

opening karakia

**Tuia ki te mauri o te whenua**

Connect to the life essence of the land

**Tuia ki te mana o te tangata**

Connect and respect to all

**Tuia ki te pono, te aroha**

Be honest and compassionate

**Kia piki, kia eke**

(As we seek) to improve, to exceed expectations

**Ki te taumata**

To aim/reach for the summit

**Haumi e, hui e, taiki e**

(As we, tourism whānau) come together – refers to us as being united

# Domestic spend

AIC

Insights for the visitor economy

## TECT Domestic Visitor Spend - Taupo - Month Ending 31 Jan'23



Select RTO

Taupo

\$42.1M

Spend - Latest Month

3.8%

Latest month market share

9

Rank spend by RTO

▲9.5%

Spend - MoM Change

▼-15.4%

Spend - YoY Change

▼-8.2%

National Spend - MoM Change

▼-9.0%

National Spend - YoY Change



\$358.6M

Spend - Last 12 Month

▲6%

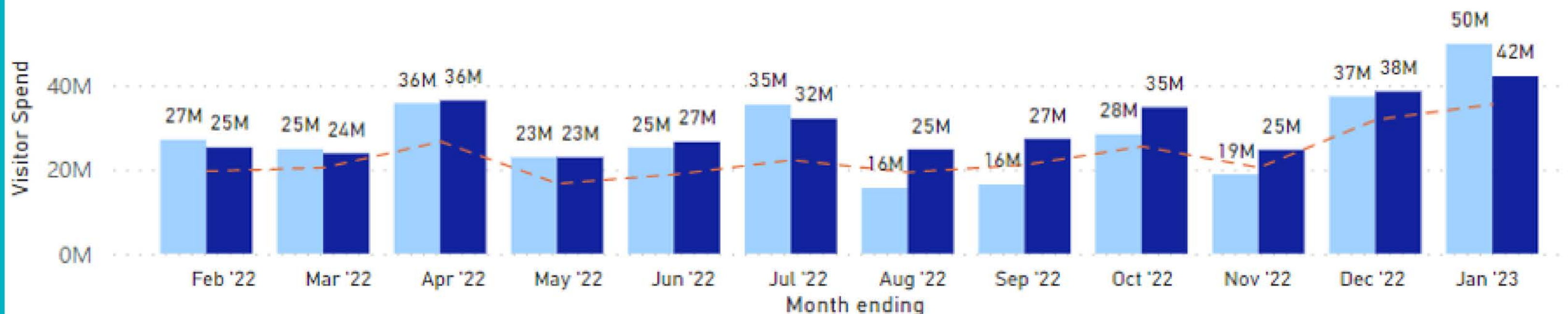
Spend - Last 12 Months YoY

▲7.0%

National 12 Month YoY Change

## Captured Monthly Visiting Cardholder Spend (NZ \$)

● Spend - Same Month 12 Months Prior ● Spend - Latest Period ● Spend - 2019



## Market Share - Latest Period (%)





# International spend

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Insights for the visitor economy

## TECT International Visitor Spend - Taupo - Month Ending 31 Jan'23



Select RTO

Taupo

\$10.1M

Spend - Latest Month

2.3%

Latest month market share

13

Rank spend by RTO

▲16.7%

Spend - MoM Change

▲641.5%

Spend - YoY Change

▲3.7%

National Spend - MoM Change

▲669.0%

National Spend - YoY Change



\$43.4M

Spend - Last 12 Month

▲255%

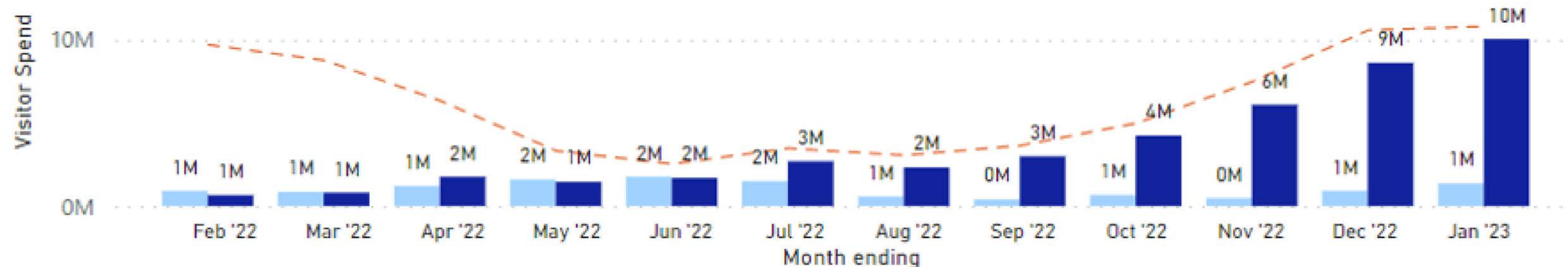
Spend - Last 12 Months YoY

▲221.0%

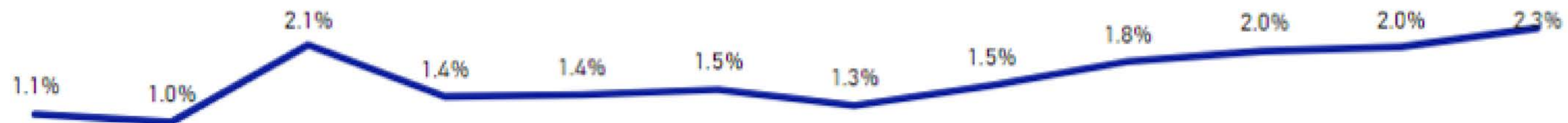
National 12 Month YoY Change

### Captured Monthly Visiting Cardholder Spend (NZ \$)

● Spend - Same Month 12 Months Prior ● Spend - Latest Period ● Spend - 2019



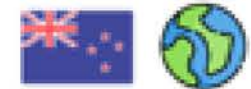
### Market Share - Latest Period (%)





# Total spend & source markets

## TECT Visitor Spend - Taupo RTO - 12 Months Ending 31 Jan'23



Select RTO

Taupo

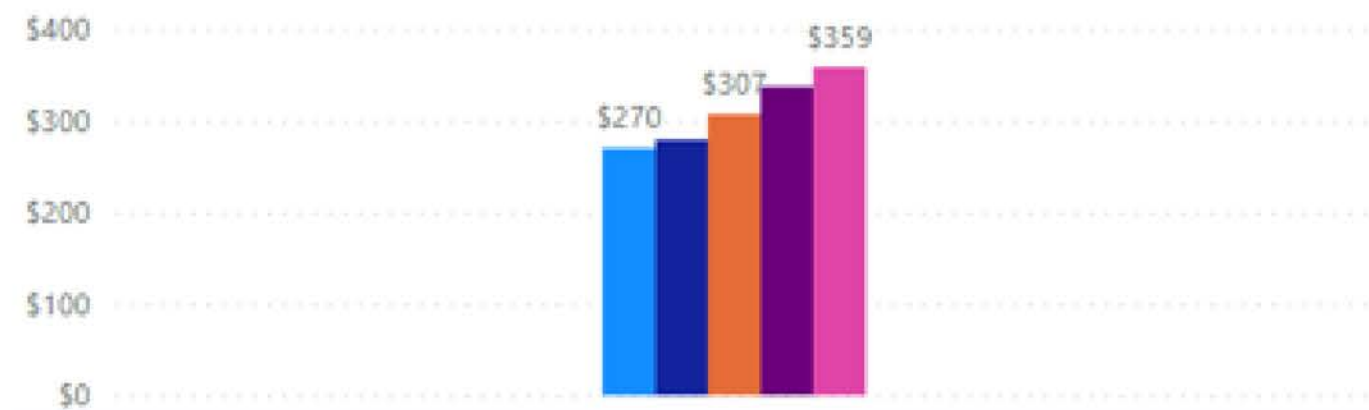
### Total Domestic Spend (\$M) - YE Jan '23

\$358.6

▲ 6.4%  
YoY Change

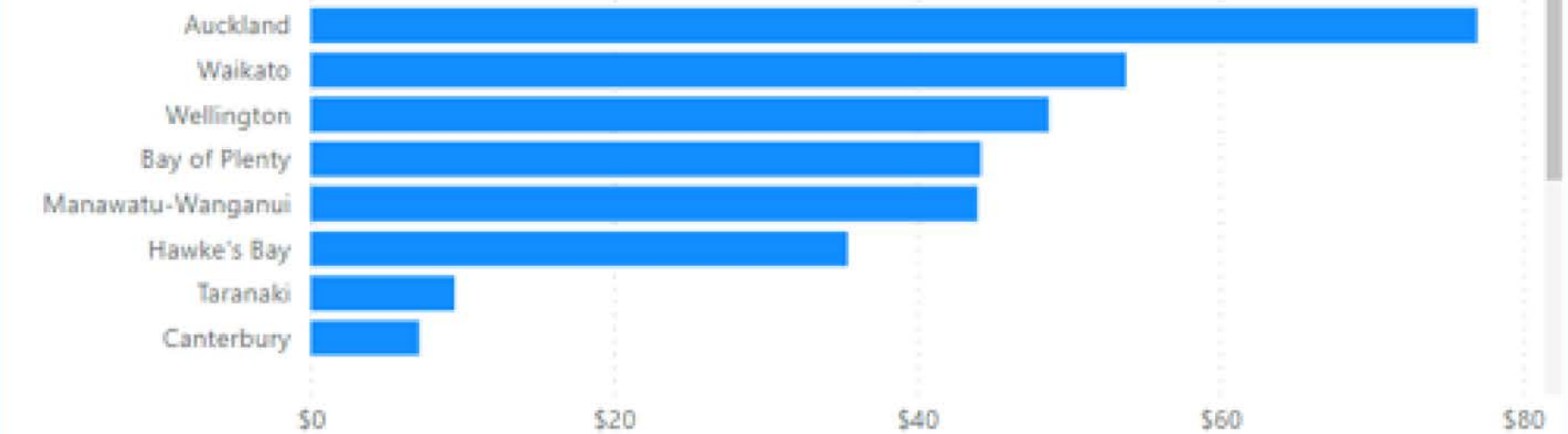
3.2%  
Market Share (12 Months)  
10  
RTO Rank

12 Months Ending Jan ● 2019 ● 2020 ● 2021 ● 2022 ● 2023



### Domestic Visitor Spend by Region of Origin (\$M) - YE Jan '23

(Scroll down to see all regions)



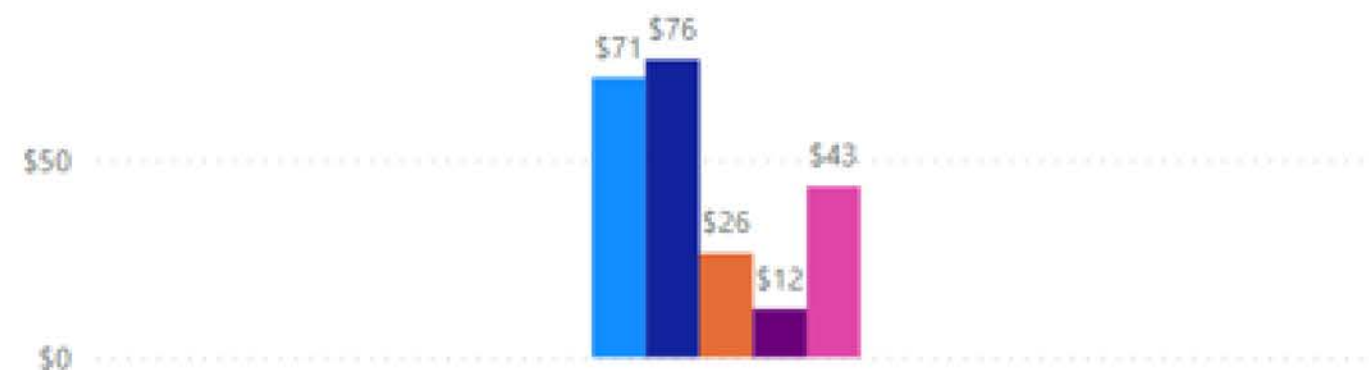
### Total International Spend (\$M) - YE Jan '23

\$43.4

▲ 254.5%  
YoY Change

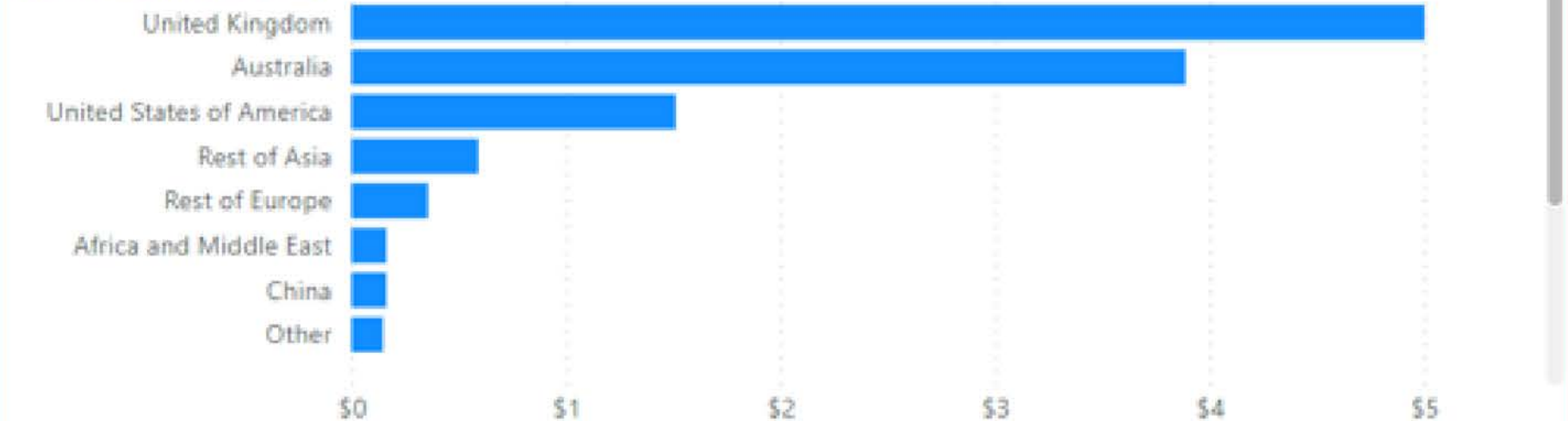
1.8%  
Market Share (12 Months)  
13  
RTO Rank

12 Months Ending Jan ● 2019 ● 2020 ● 2021 ● 2022 ● 2023



### International Visitor Spend by Region of Origin (\$M) - YE Jan '23

(Scroll down to see all regions)



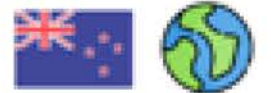


# Occupancy: guest nights commercial

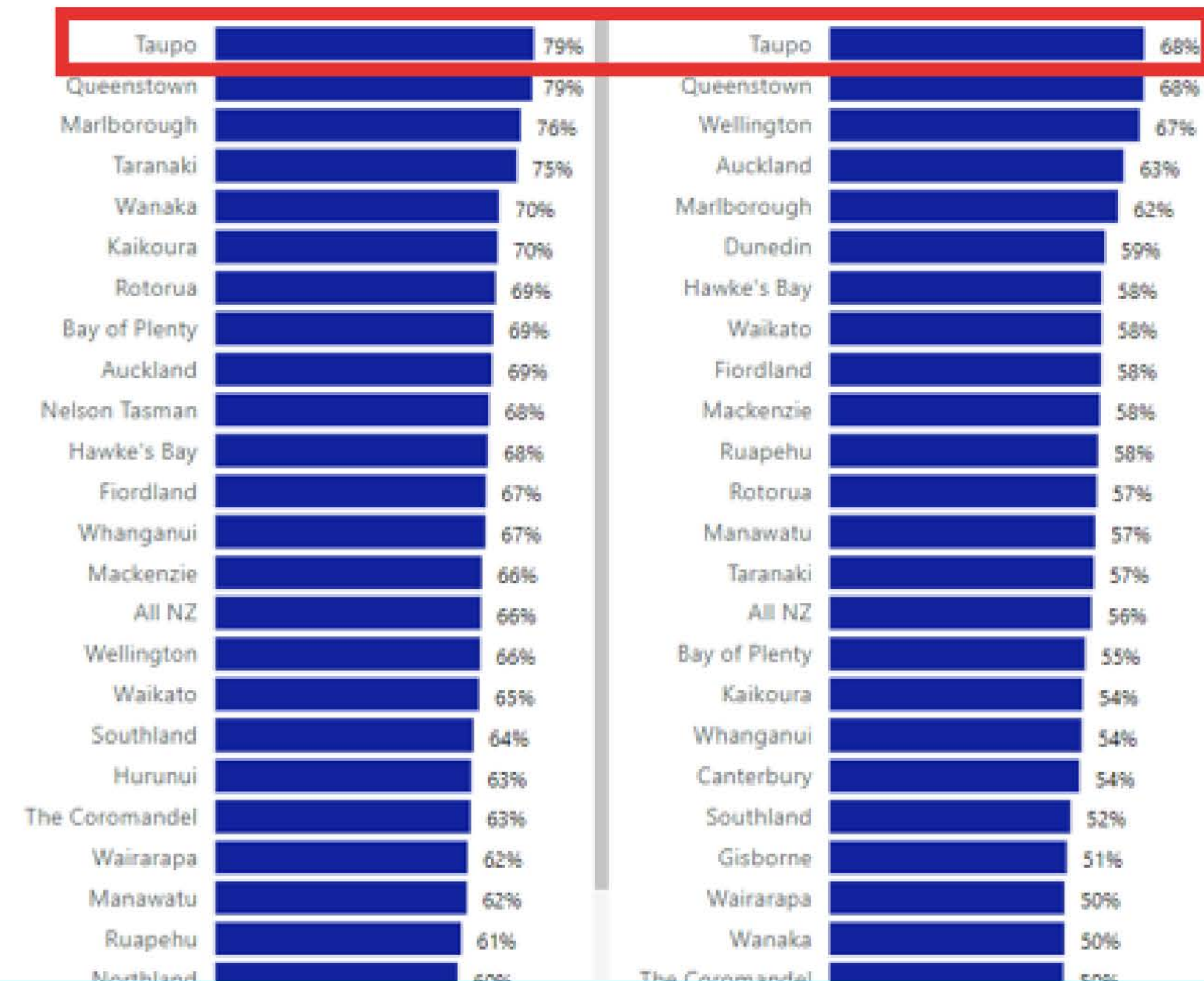
AIC

Insights for the visitor economy

## ADP Results - RTO Comparison - Month Ending 31 Jan'23



### ADP Total Occupancy by RTO for the Month Ending 31 Jan' 23

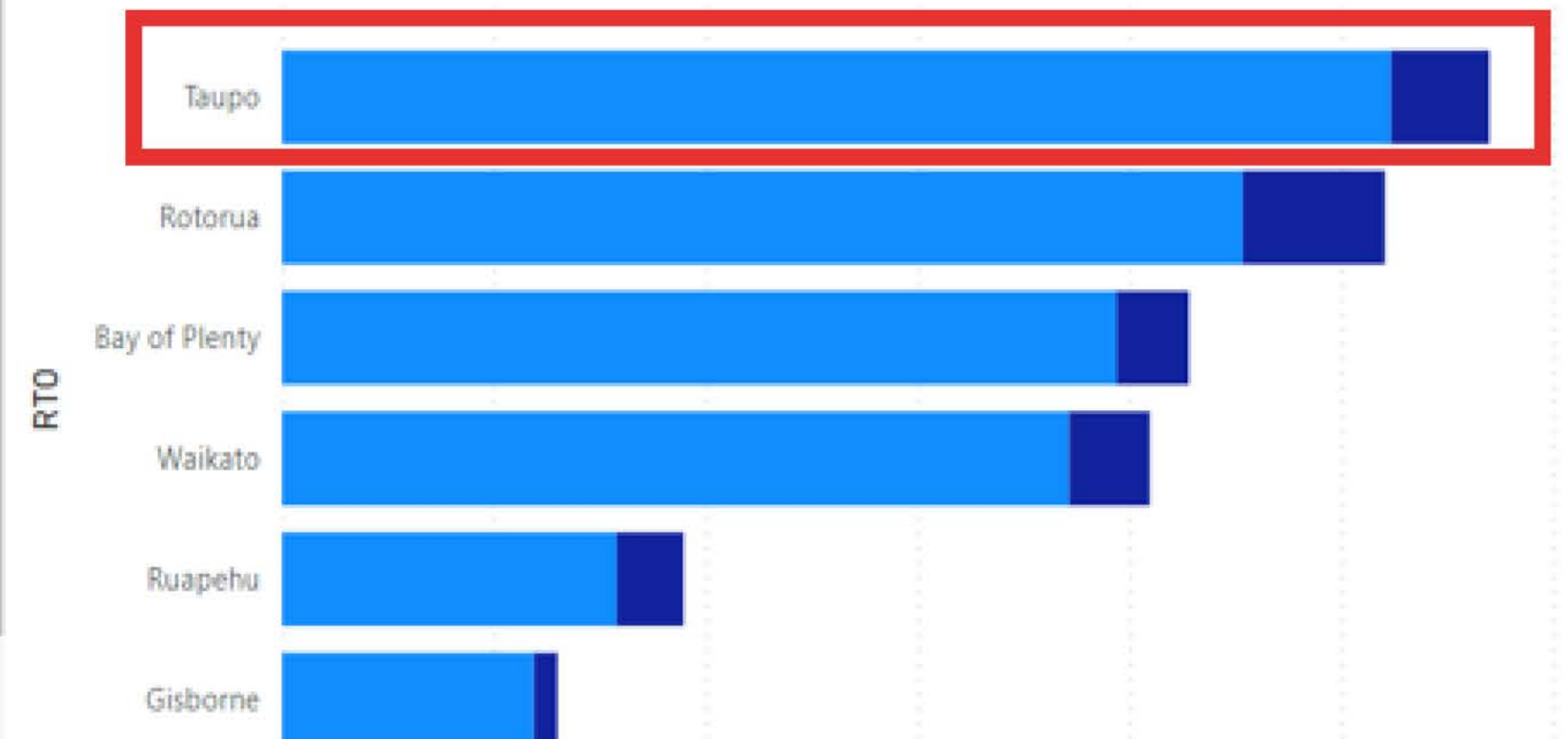


### ADP Key Stats by CNI RTO for the Month Ending 31 Jan '23

Measure	Bay of Plenty	Gisborne	Rotorua	Ruapehu	Taupo	Waikato
Average nights stayed per guest	2.40	2.10	2.10	2.10	1.90	1.80
Guest arrivals	35,800.00	12,500.00	48,600.00	17,800.00	59,900.00	44,400.00
Occupancy rate	0.35	0.25	0.42	0.42	0.59	0.51
Proportion of international guests	0.08	0.08	0.13	0.17	0.08	0.09
Total guest nights	85,600.00	26,000.00	104,100.00	38,000.00	113,900.00	81,800.00

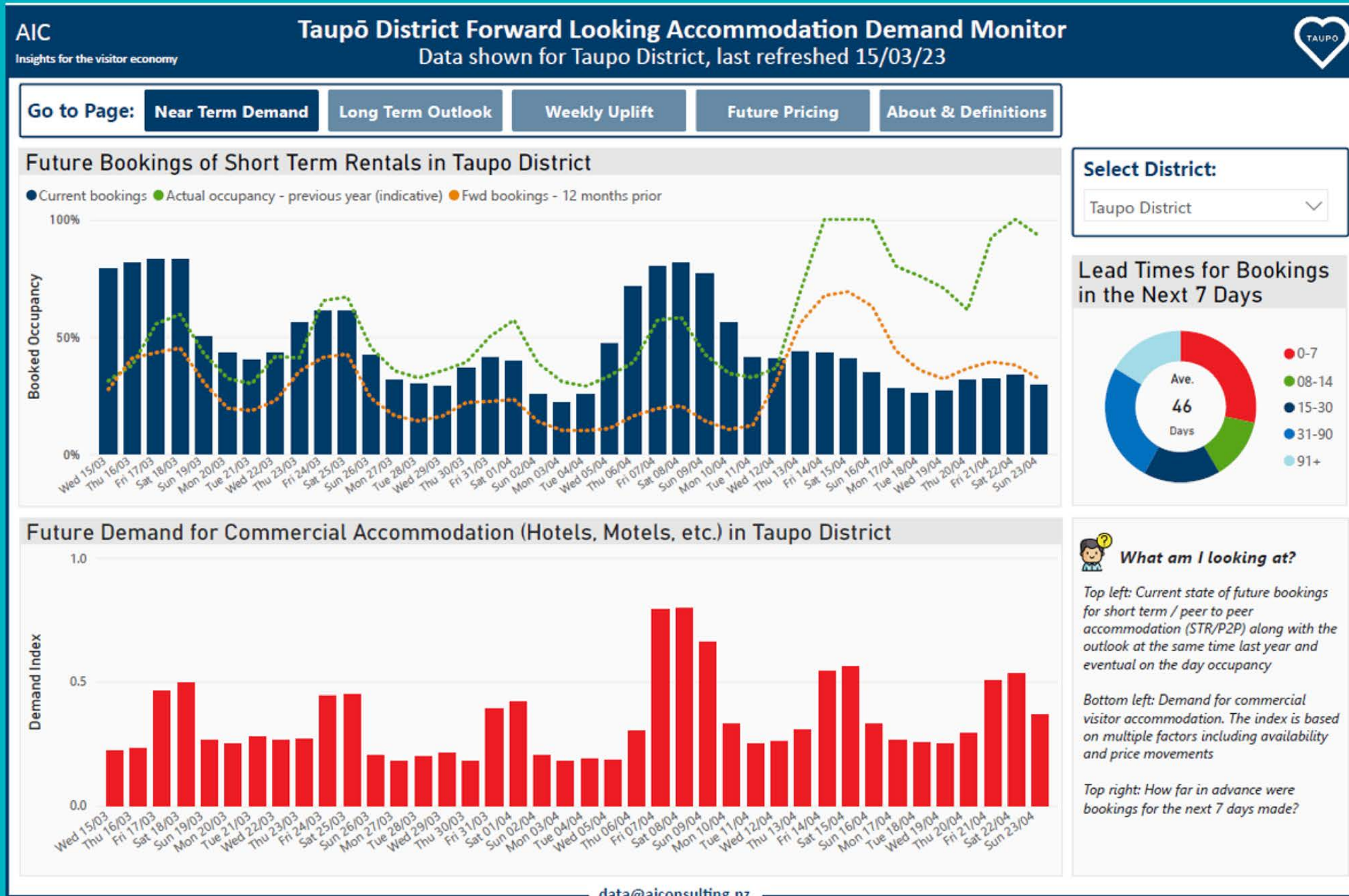
### ADP Guest Nights by CNI RTO for the Month Ending 31 Jan '23

Measure ● Domestic guest nights ● International guest nights





# New forecasting tool





# Weekly uplift

AIC

Insights for the visitor economy

## Taupō District Forward Looking Accommodation Demand Monitor

Data shown for Taupo District, last refreshed 15/03/23



Go to Page:

Near Term Demand

Long Term Outlook

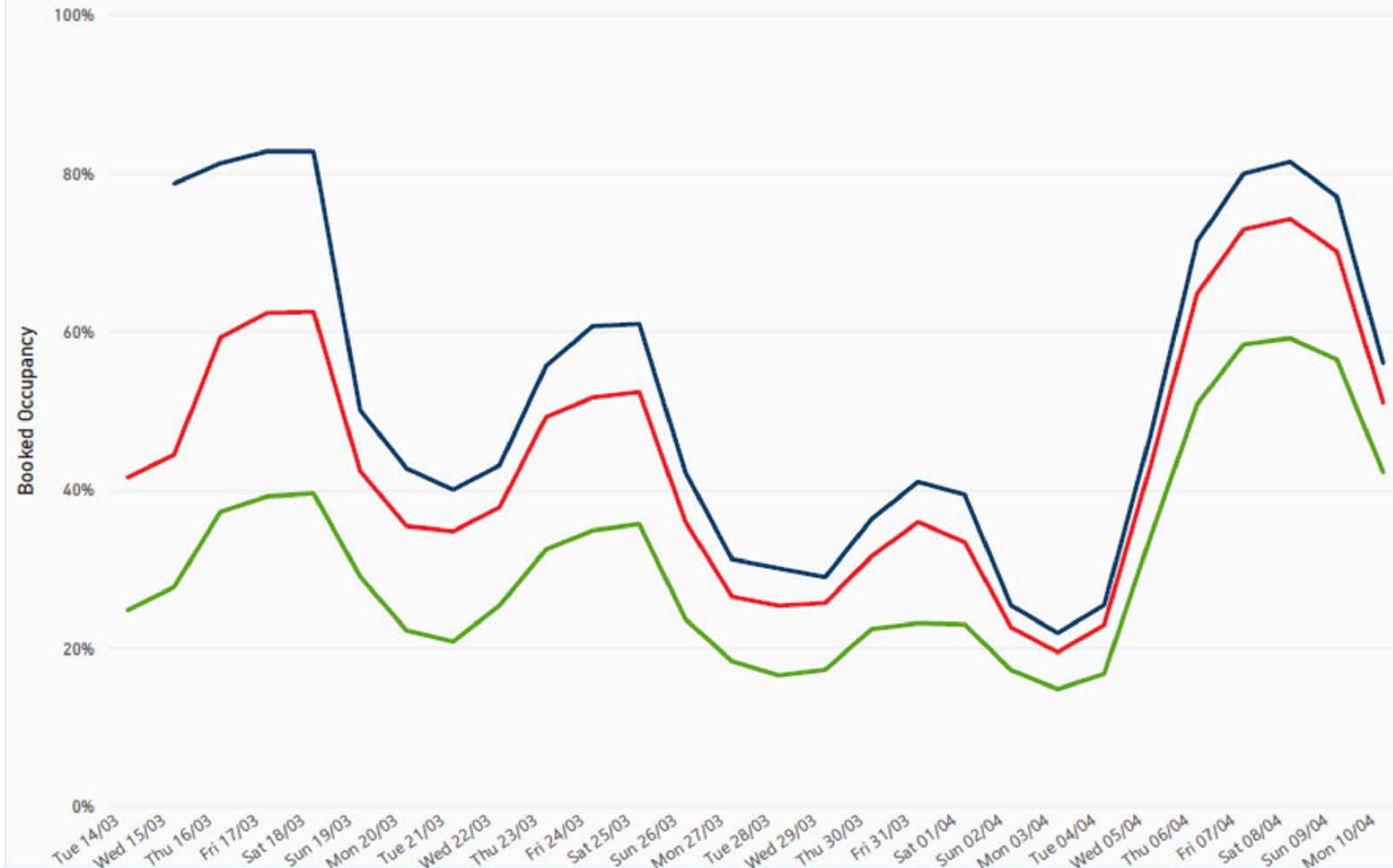
Weekly Uplift

Future Pricing

About & Definitions

### Week on week / month on month uplift in Short Term Rental Bookings for Taupo District

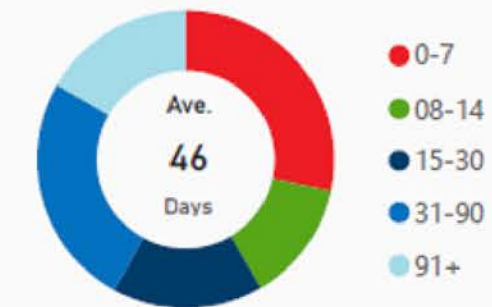
Period ● Current Occupancy ● Occupancy one month prior ● Occupancy one week prior



Select District:

Taupo District

### Lead Times for Bookings in the Next 7 Days



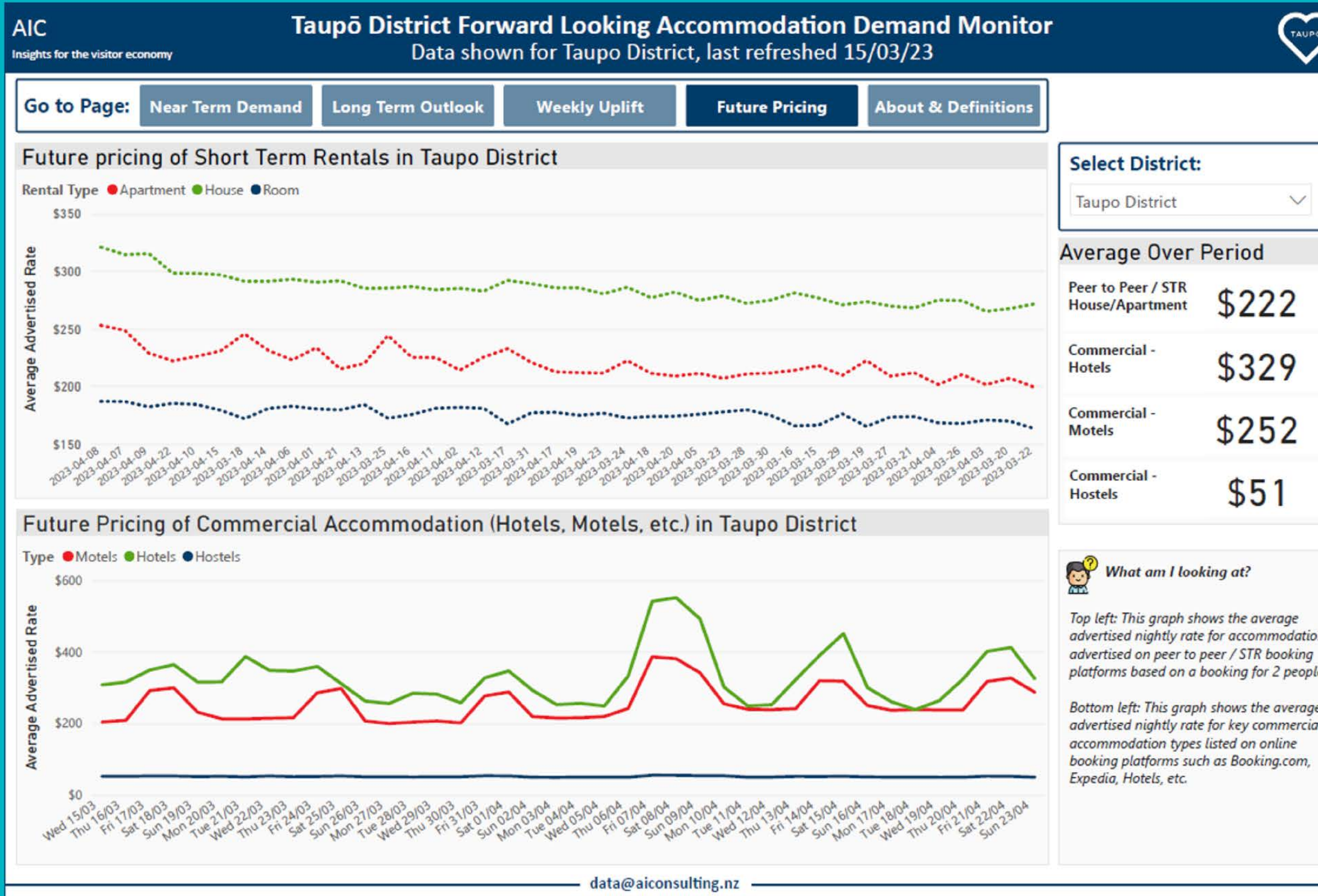
### What am I looking at?

Left: This graph is based on future bookings for short term / peer to peer accommodation (STR/P2P) and shows how bookings have changed over the past month i.e. "what was the booked occupancy for the same dates one week and one month ago?"

Top right: How far in advance were bookings for the next 7 days made?



# Future pricing





# Marketing





# Social media win

Atea post reached

**151.4k**

engagements

**14.1k**

Tag @lovetauponz





# EDM win

## Golf newsletter achieved

**36%** open rate  
(25% avg.)

**32%** click through rate  
(17% avg.)

**Load golf deals to  
newzealand.com**



[View online version](#)

### A golfer's first love, Taupō



Hi, remember your first birdie, first kiss, and first roadie to Taupō?

Like a well-struck long iron, the feeling of a golf trip to Taupō stays with you long after you leave the course.

We challenge you to find a better place with three contrasting, championship courses all within a short drive, year-round playability, and that relaxed, easy access which Taupō boasts.

There's something about Taupō - the air is fresher, the turf is firmer, and the grass is greener up on the Central Plateau.

Couple the memorable shot-making with the variety, affordability and (traffic-free) charm found when you take your golf shoes off.

It's the perfect meeting ground for friends craving lost tee times over the New Zealand summer to forget. Taupō is a no-brainer for your next golf trip.

[The Love Taupō team](#)



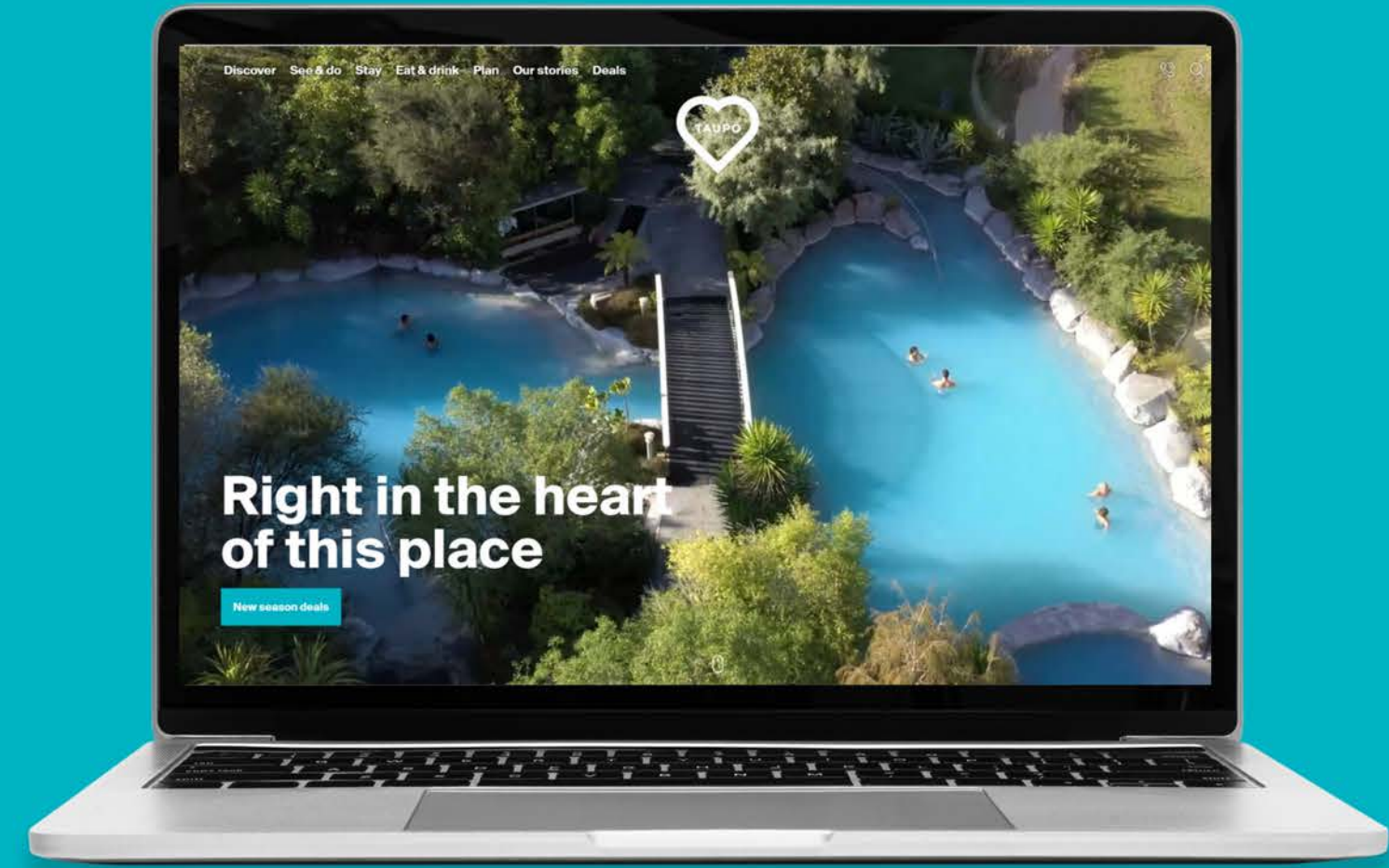
# Website wins

lovetaupo.com

Page views 652k **↑5%**

Operator page views 161k **↑3%**

Operator referrals 76k **↑5%**



**Add a deal to  
newzealand.com**



# Media wins

- TNZ USA Crankworks
- Kia Ora magazine
- TNZ Canadian TV show
- ARE Media (Australia)
- Australian Women's Weekly
- 9Honey (Australia)

Stuff



travel

taupo

## Must-taste treats and show-stopping dishes from Taupō's newest eateries

Sue Hoffart • 12:00, Jan 15 2023



This little town of just 30,000 punches well above its weight with hidden gems

### Monkey gland with waffles

Apparently no primates were harmed in the making of the monkey gland sauce that features in an unusual-to-New Zealand beef burger.

The chutney-like barbecue sauce is a South African staple and an essential part of the Bokke burger at Roots Waffle Café. However, two other components make the dish truly notable; the fabulously crispy waffles used in place of a burger bun and the fat, juicy boerewors at its heart.

The latter has a coarsely minced beef base, spiced with coriander seeds, nutmeg and cloves and it's a perfect foil to the unsweetened Belgian-



# What's coming

## Cheeky mid-weekly campaign Connected TV

### GOAL:

To reduce midweek troughs  
throughout Autumn and Winter by  
building awareness of the region.

### LIVE:

Last week of April

Load a mid-weekly  
deal by 7 April 2023





# What's coming

## Passion group: Fly fishing

### GOAL:

Taupō Region to be recognised by US fishing market as the worlds #1 fly fishing experience.

### LIVE:

TBC





# What's coming

## Connecting with our database



**Families: Summer**



Live: Nov to Jan 2023



**Biking: Autumn & Winter**



Live: Mar to Aug 2023



**Golf: Autumn & Winter**



Live: Mar to May 2023

**Load evergreen packages or deals  
to [newzealand.com](https://newzealand.com)**

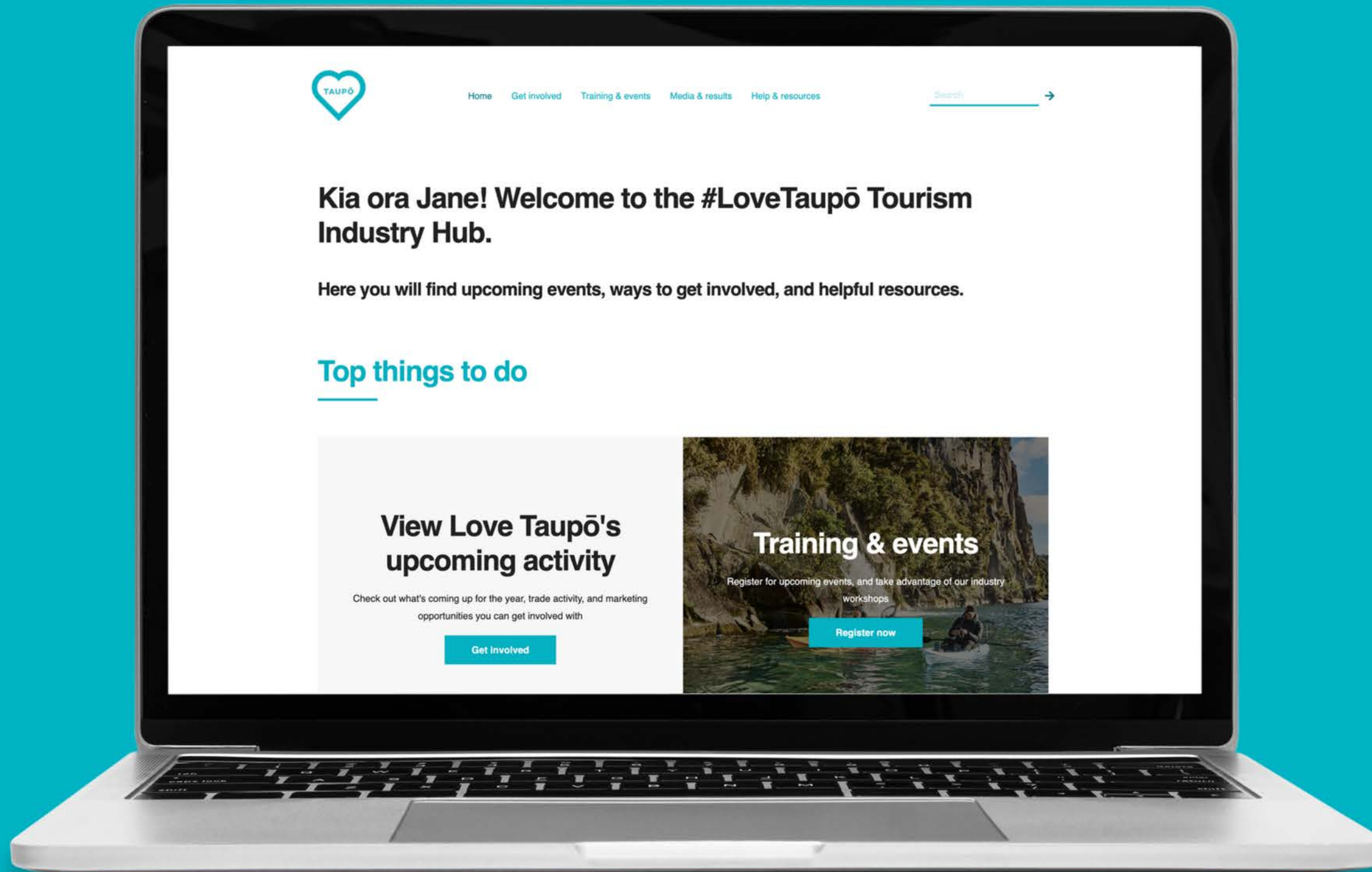


# Partnerships





# Taupō Tourism Industry Hub



Scan me to visit [industry.lovetaupo.com](https://industry.lovetaupo.com)



# International Travel Trade



**Kia ora  
e hoa!**  
Hello my friend!



Welcome to the team Alice!

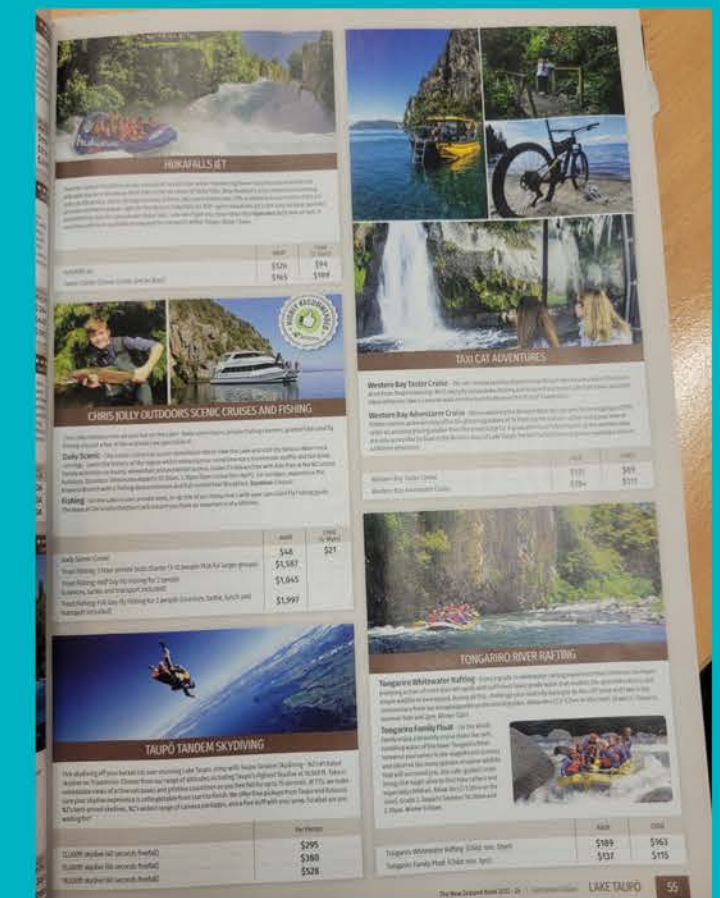
Travel trade is busy, demand for Taupō is high.

Key markets:

- Australia
- USA
- UK/Europe
- South East Asia - explore



# International Travel Trade Sales calls



## Australian sales calls - Feb 2023

- Bay of Plenty, Hamilton/Waikato, Ruapehu, Tairāwhiti Gisborne
- Flight Centre, ANZCRO, AU & NZ Holidays, Scenic, Get your Guide, Bob Wood Group, South Pacific Tours, Tourism New Zealand Australian team
- Additional product contracted, bed nights secured, agents reminded about Taupo region, appearing in more itineraries



# International Travel Trade Upcoming events



RTNZ - Inbound Tour Operators Event  
• Auckland 21-22 March

ECNI eXplore Show - 12 operators  
• Auckland 27 April

TRENT Trade Show - 6 operators  
• Christchurch 9-11 May

## Famils

- 5 proposed famils for TRENT
- Air NZ & Hello World proposals submitted for Taupō

Proposed activity in North America &  
UK/Europe with ECNI & TNZ for  
September - October



# Business Events



DESTINATION GREAT LAKE TAUPŌ  
BUSINESS EVENTS STRATEGY AND PROGRAMME OF WORK



## Business Events Strategy - Daylight

- First draft is currently been revised
- Immediate focus
- Target markets & core focus
- Long term plans 2+



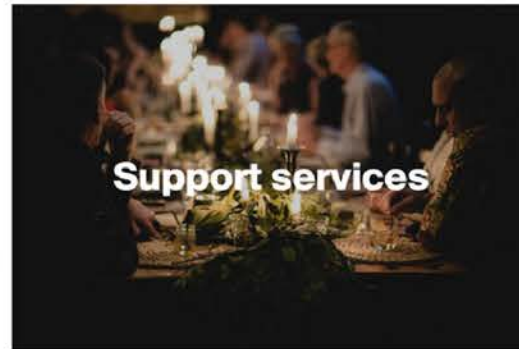
# Business Events



Activities & teambuilding



Venues & accommodation



Support services



## 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 >](#)

## AuSAE Association Trade Show

- Wellington 5 April

## MEETINGS Trade Show

- Wellington 20-22 June





## Training & workshops



### Sustainability Programme register NOW!

- Next program starting soon

### Introduction to Trade Workshop

- Get in touch if you're interested

### Making Trax - Inclusive Tourism

- Region wide, leading the way for NZ

### Digital 1-on-1s with Karen



# Destination Management Plan





# Te Ihirangi

Completed December 2022

- 52 Actions
- Governance Review
- Destinations Brand Review
- Sustainability
- Product and cultural development
- Building capability

# Te Ihirangi

THE TAUPŌ REGIONAL DESTINATION  
MANAGEMENT PLAN

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KO TE MAHERE WHAKAHAERE MŌ TE  
TAUNGA O TE ROHE O TAUPŌ

2022



# **Top things to do**

**NewZealand.com Winter campaign deals**

17 March for Qualmark 30 March everyone else

**Cheeky midweey deals for Connected TV Campaign - 7 April**

**Tag us on Facebook and Instagram @lovetauponz**

**Share your hero images and video  
marketing@lovetaupo.com**

**Regularly visit Taupō Industry hub  
industry.lovetaupo.com**



# Karakia whakamutunga

closing karakia

**Unuhia te rito o tēnei hui**

Remove any angst/stress that may have arisen during this meeting

**Kia wātea i runga**

To be free of anything that impacts your wellbeing (All things above)

**Kia wātea i raro**

To be free of anything that impacts your wellbeing (All things below)

**Aro ki te tika**

That we will we act with integrity

**Aro ki te pae**

As we pursue our goals

**Haumi e, hui e, taiki e**

(As we, tourism whānau) come together – refers to us as being united





TAUPŌ