

# **Hawke's Bay Tourism**

**The regional tourism organisation  
for all of Hawke's Bay**



The world's newest  
Great Wine Capital

# Purpose

Hawke's Bay Tourism is the official Regional Tourism Organisation (RTO) for the entire Hawke's Bay region. Its primary role as a marketing and promotion agency is to generate the demand that will support business investment into products and services.

Destination positioning:

**New Zealand's Food & Wine Country**



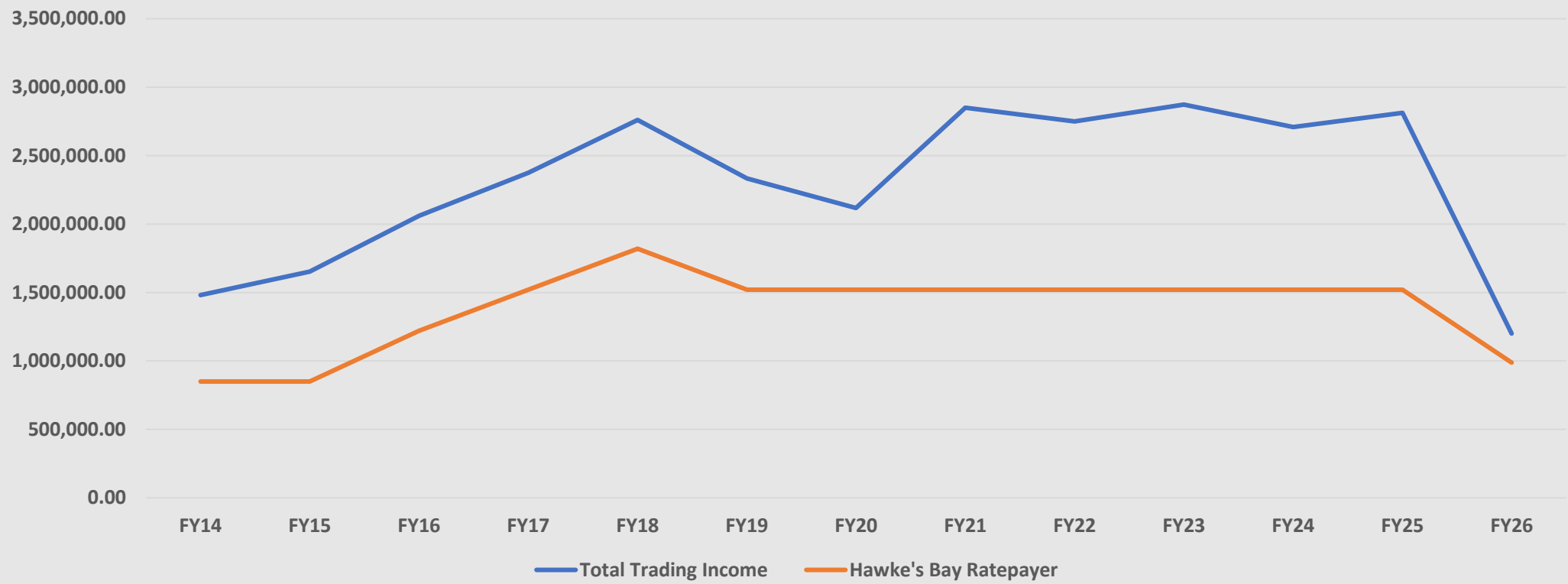
# Core income

\$1,200,500 for 25/26 FY

- \$987,500
  - \$462,500 HDC
  - \$450,000 NCC (12 months)
  - \$75,000 CHBDC
- \$213,000 (\$128k membership, \$85k Great Wine Capitals joint initiative)



# FY26 income



# Destination marketing

In destination marketing, we consider 3 areas of focus – exploiting assets we already **own** to amplify our messages, what we can **earn** through promotion and relationships, and **paid** advertising.

- **Owned**
  - Website ([hawkesbaynz.com](http://hawkesbaynz.com)), social media, database/newsletters, image/video library.
  - Great Wine Capitals membership, Best Of Wine Tourism awards
- **Earned**
  - Press releases, famils, media releases/contacts
  - Relationships with Tourism NZ, travel agents, travel wholesalers & inbound operators, professional conference organisers, cruise, trade-shows
  - Hosted familiarisations



# Key focus

- **PR/media/content**
  - Earning awareness in all forms of media through press releases and story development
  - Story content
  - Imagery/video
  - Hosting/famils
  - Collaboration with TNZ
- **Digital – web, socials, content**
  - Maintaining web presence, increasing awareness through social media
  - Imagery/video
- **Membership/trade – events/capability**
  - TRENZ, eXplore, MEETINGS attendance
  - TIA, RTNZ, BEIA, TEC, NZCA membership/events
  - Collaboration with TNZ
- **Famil coordination**
- **Great Wine Capitals membership**



# Key Performance Indicators for 2025/2026

KPI	Target	Performance
Market Share	<ul style="list-style-type: none"> <li>• Increase market share from Wellington</li> <li>• Maintain Hawke's Bay's share of domestic card transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Grow WLG market share from 5% to 6% over a 36-month period from 01JUL'25 (Measured by MBIE's TECT – tourism electronic card transactions)</li> <li>• Maintain domestic market share at current level of 3.31% in challenging economic environment.</li> </ul>
Food and Wine Country Brand Positioning	<ul style="list-style-type: none"> <li>• Achieve EAV (Equivalent Advertising Value**) of \$3m</li> <li>• Grow digital engagement and reach across web and social</li> <li>• Further imbed GWC into Hawke's Bay's Food and Wine Country positioning. Increase impact of GWC within region's wine and tourism businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• (**EAV measured at ratio of 1:1, not a multiplier)</li> <li>• Grow GWC investment &amp; engagement through uptake of GWC assets.</li> </ul>
Industry	<ul style="list-style-type: none"> <li>• Maintain paid membership of HBT</li> <li>• Grow industry support***</li> <li>• Deliver annual series of workshops to build industry capability.</li> <li>• Support existing tourism operators to develop new products and expand into new markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Current full membership 145</li> <li>• (***)industry support measured by contra, sponsorship, and investment in joint venture initiatives)</li> <li>• Industry cash contribution of \$150k pa</li> <li>• Industry contra contribution of \$50k</li> <li>• Annual series of capability workshops delivered.</li> </ul>

# Work Streams

## Digital promotion

Consumer-focused activity, digital channels, website and social media; management of regional brand.

## Travel Trade

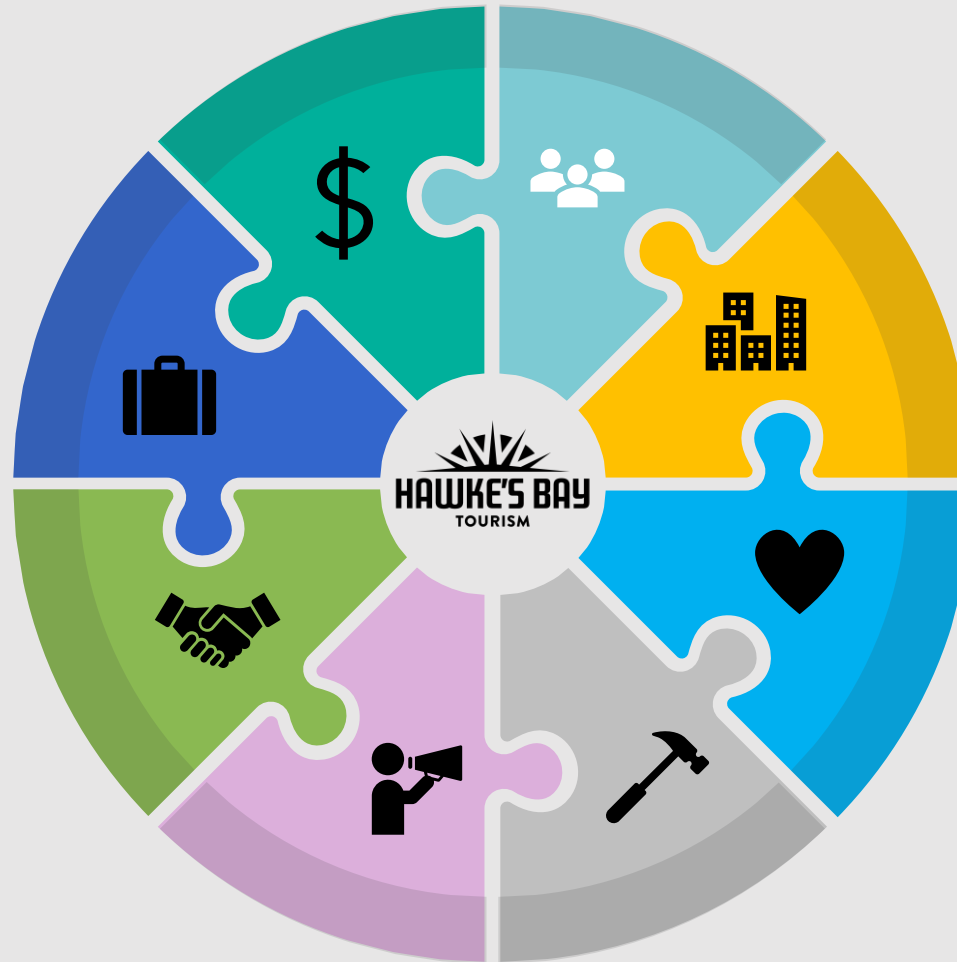
Educating offshore and onshore travel retailers and intermediaries to ensure export-ready operators, and the wider region, are readily featured.

## Business Events

Supporting key conference facilities with efforts to secure bookings, while also acting as the impartial Hawke's Bay Conventions Bureau for enquiries.

## Media & PR

Building relationships with regional, national and international media to secure favourable editorial coverage, including proactive and reactive stories.



## Regional Events

Coordinator of Regional Event Fund proposals and funding responses when and as MBIE offers.

## Membership

Management of HBTIA membership, including encouraging co-investment into promotional activities; lead activities which enhance industry capability.

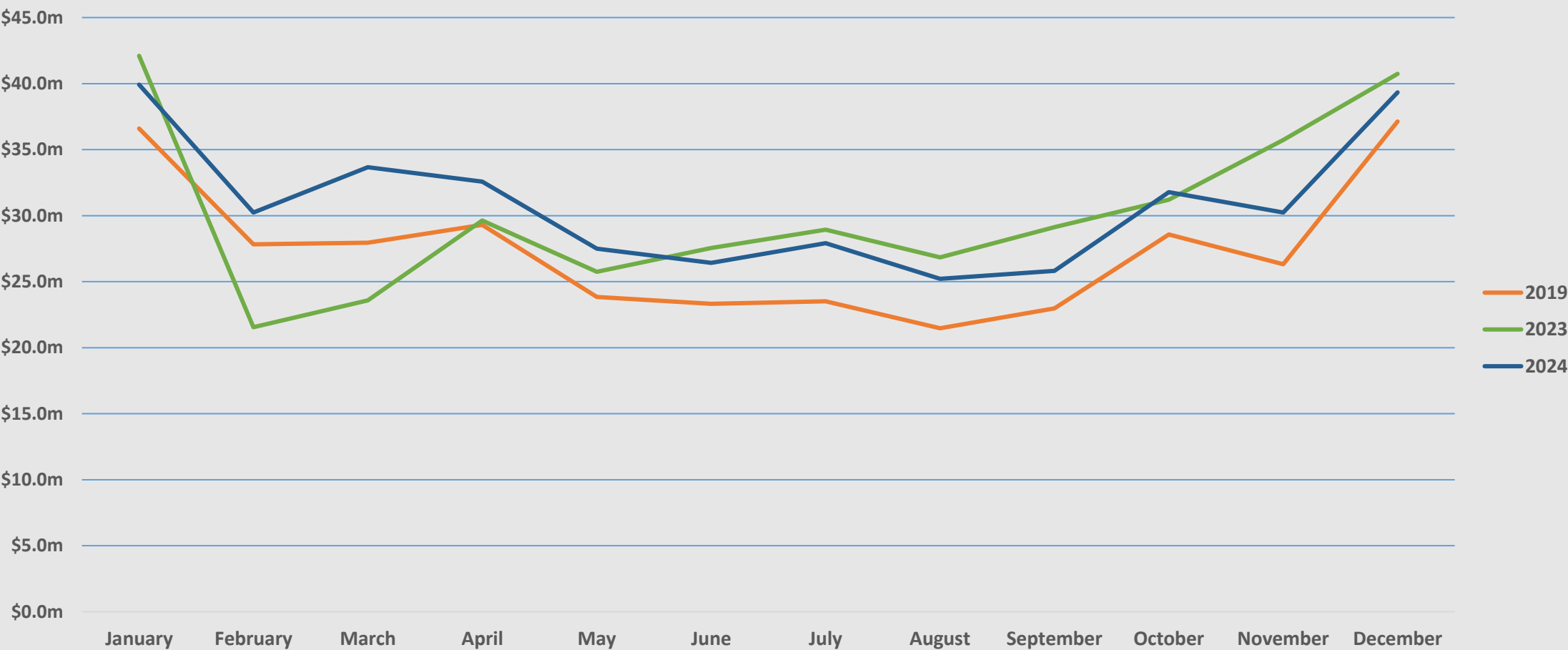
## Advocacy

Work with regional and national industry stakeholders to lobby for strategies and investment which positively impact the visitor economy's regional contribution.

## Special Projects

Great Wine Capitals, Classic New Zealand Wine Trail joint ventures and ad-hoc opportunities that arise with MBIE funding initiatives,

# Domestic Tourism Electronic Card Transactions



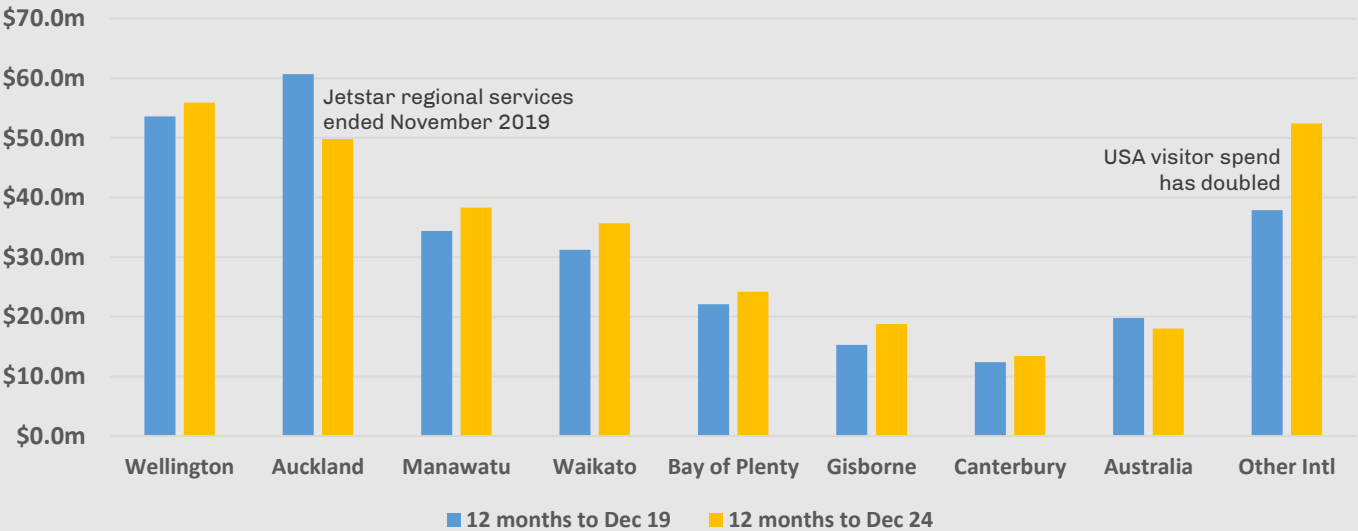
# Market Share & Key Markets

3.31%

Hawke’s Bay’s share of domestic tourism spend via card transactions in year to **December 2024**

Share of TECT from 5 biggest (by \$) markets	
1. Wellington	5.00%
2. Auckland	2.08%
3. Manawatu	5.26%
4. Waikato	2.20%
5. Bay of Plenty	2.78%

Tourism Electronic Card Transactions in 12 month period



# Domestic tourism card transactions by district

\$371m

Hawke's Bay  
total region



\$22m

Central Hawke's  
Bay District

6.0% of HB Domestic TECT  
vs 9.0% of HB population



\$162m

Hastings District

43.7% of HB Domestic TECT  
vs 49.6% of HB population

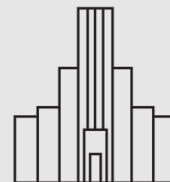


- For 12 months to December 2024
- Domestic visitors only
- Point of sale card transactions  
– no cash or digital payments

\$170m

Napier City

45.8% of HB Domestic TECT  
vs 36.4% of HB population



\$17m

Wairoa District

4.5% of HB Domestic TECT  
vs 4.9% of HB population



# Hawke's Bay's domestic market share – focus to be on WLG

$$5.0\% = \$55.9\text{m}$$

Hawke's Bay's share  
of 2024 domestic TECT  
by Wellingtonians

TECT value of Wellingtonian  
spend in Hawke's Bay

*6% market share is the stretch goal for FY26*

$$6.0\% = \$67.1\text{m}$$

Based on current annual domestic  
TECT spend levels of \$1.12b by  
Wellingtonians

# Priority areas

## CEO Report to HBT Board

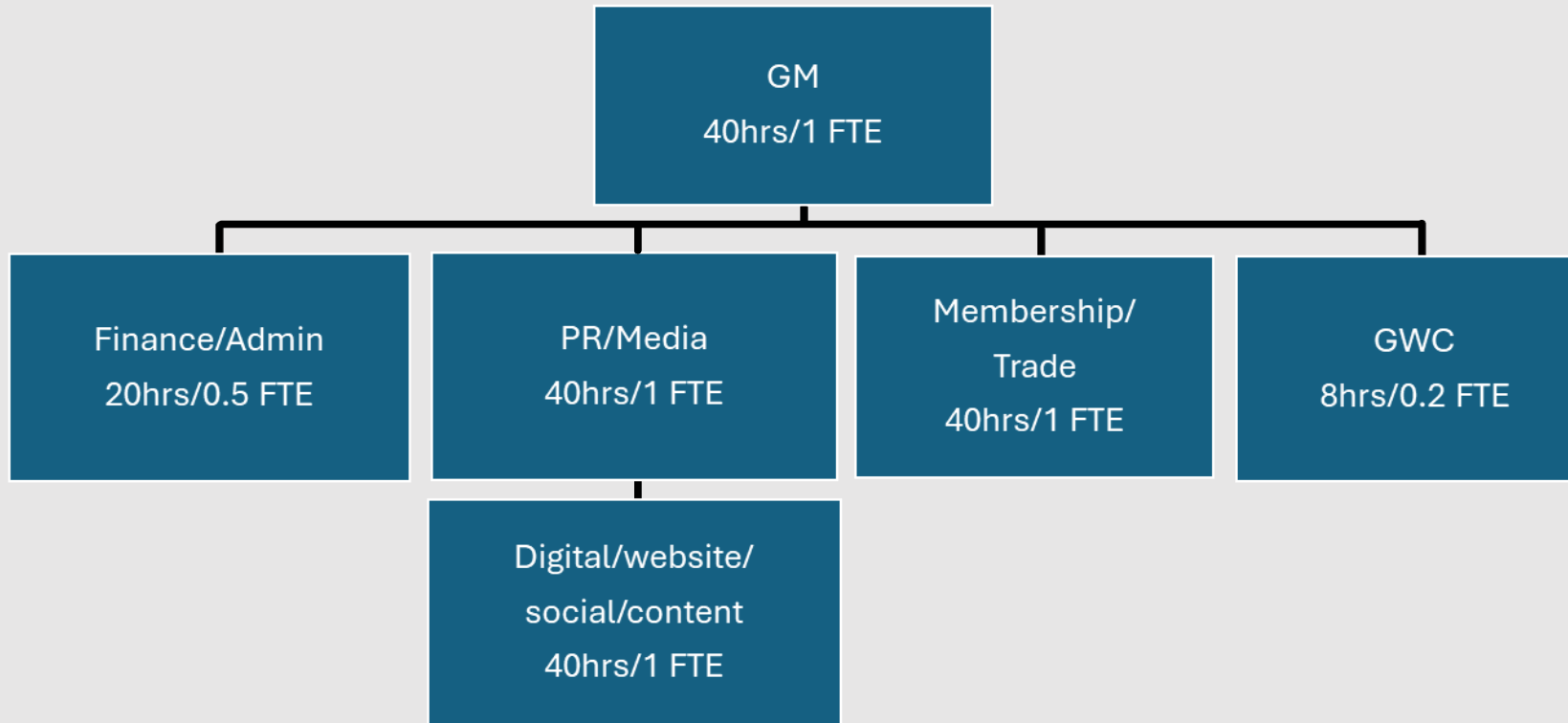
- Funding for FY 25/26
  - Lead-in to LTP from FY 26/27
- Domestic
  - WLG focus
- GWC AGM OCT26
- Shoulder seasons
- Collaborations
  - CNZWT
  - North
  - RTO boost with partners (MAR-JUN)
- Trade & Business Events
  - RTNZ/ITO days
  - eXplore
  - TRENZ
  - Meetings

### (What we're not doing)

- F.A.W.C!
- Visitor Guide (brochure)
- Food & Wine map
- Cycle Trails map
- Kiwilinks
- TNZ Regional Showcase Australia



# Organisational chart





**Thank you**

[WWW.HAWKESBAYNZ.COM](http://WWW.HAWKESBAYNZ.COM)

  
**HAWKE'S BAY**  
FOOD & WINE COUNTRY