

THE VISITOR SECTOR AN OVERVIEW AND UPDATE

venture
TARANAKI
Te Puna Umanga





Why Tourism?

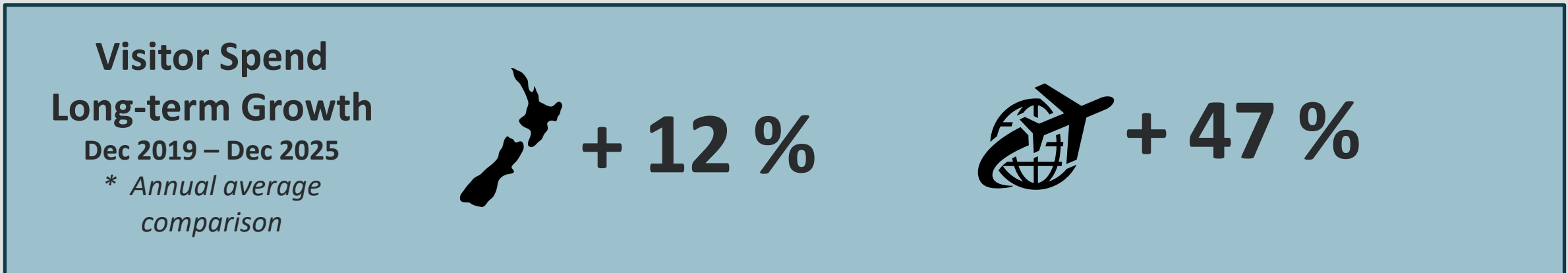
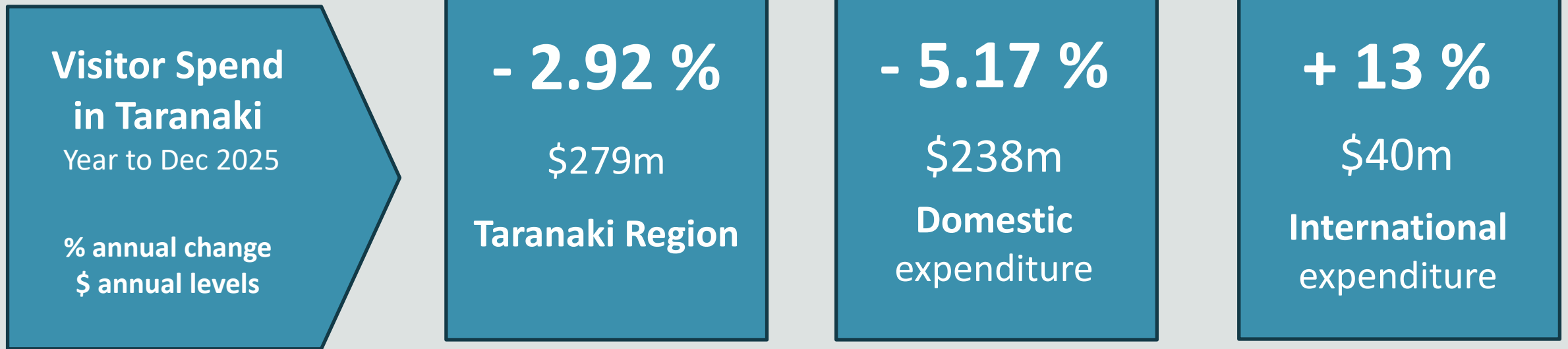
Visitors are more than short-term guests - they are future residents, workforce, and advocates.

Great places attract people, and people attract investment.

Put simply - If it's not a place to visit, it's not a place to live. If it can't attract talent, it won't attract investment.

The visitor economy is our region's shop window.

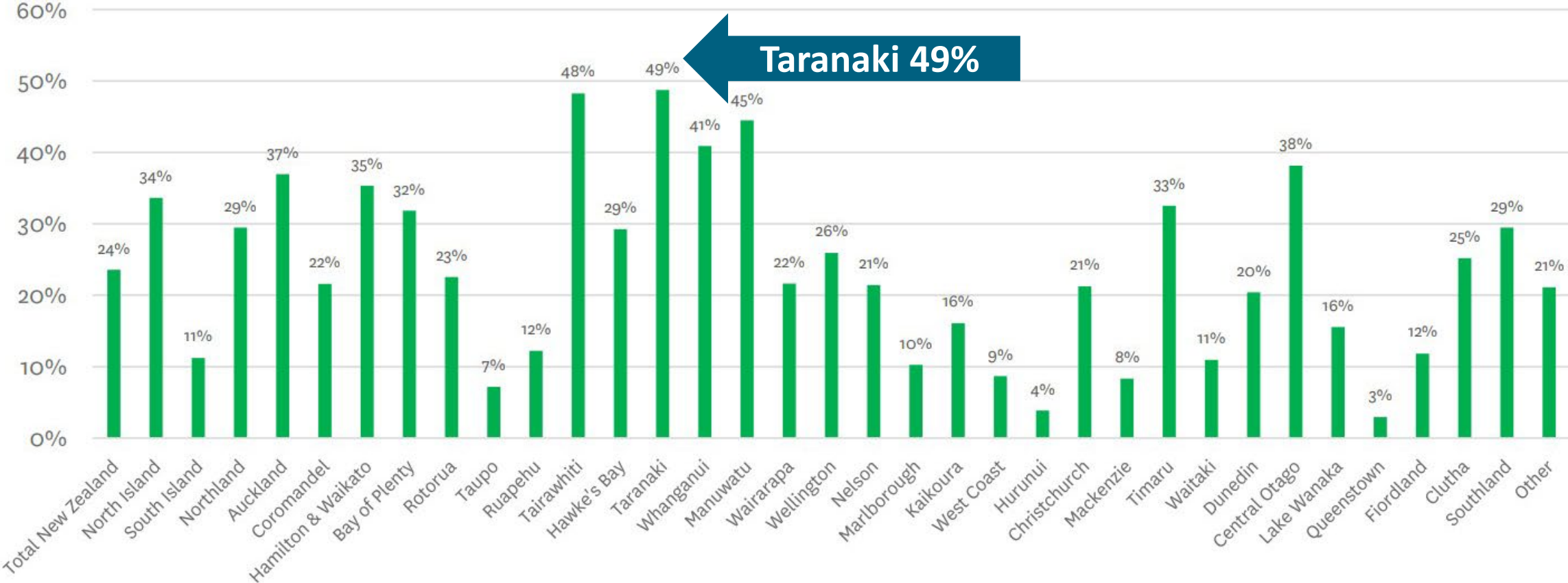
Data and Insights – Tourism expenditure



Source: MBIE - Tourism Electronic Card Transactions ([link](#))

International Spend Growth across NZ

International Spend Growth – Y/E Feb'26



Source: MRTE's Y/E February 2026

The Visitor Sector in Taranaki

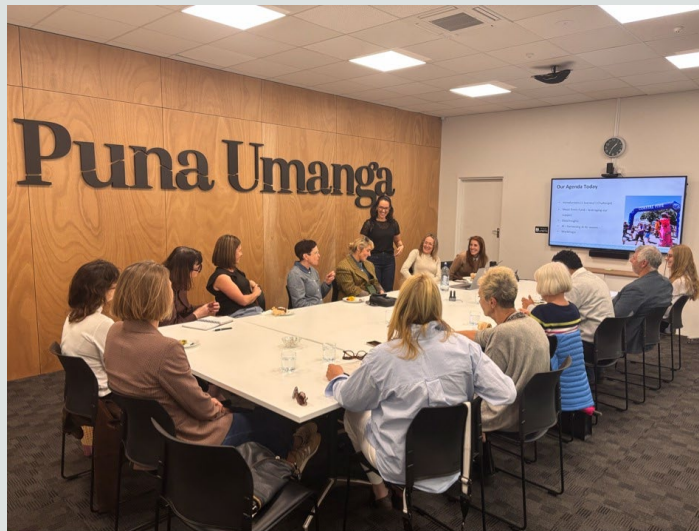
Ensuring Taranaki is front of mind for travellers and travel sellers

Leveraging multi-regional partnerships

Supporting events to increase visitation, spend and stay

Facilitating growth and opportunity

Connecting the sector and partnering with national travel stakeholders



Recent Marketing Activity

Our Visitor Promotions strategy focuses on driving arrivals through the off-peak season along with boosting major events, which are a key driver of visitation. Recent activity includes:

- Boost Fund Campaigns – Kiwi North and One Flight
- Partnerships to amplify major events
- New campaign partnership with THL Waitomo
- Gold Coast Magazine, Australia



Our Opportunities

- **Domestic, USA, Europe, UK, Australia, and emerging market**
- **Holiday arrivals from Australia into Aotearoa are the highest on record**
 - 109% up on 2019
 - North Island gets 61% of this.
 - Seasonal spread
- **Building on from the Taranaki Tourism Summit**
 - Partnerships and collaboration
 - Supporting iwi and mana whenua
 - Bringing the plans and ideas together to build a clear action plan
 - Investing in capability and development

The Next Steps

Capability & Development

- **Eco tourism** project
- **Cultural product** support
- **Enhance** and elevate existing through training
- **Incubate** and diversify
- **Grow regional partners** to support increased travel flow through western North Island

Events – Major, Business and Emerging

- **Major** events fund
- **Leverage** event attendees to increase spend and stay
- **Support** emerging events to expand seasonality
- **Business** events and conferences

Trade Pathways & Partnerships

- **Grow** momentum through trade events -
- **Nurture** travel trade partnerships to grow insights, and in-market bookings
- **Target** market focused, value over volume
- **Leverage** partnerships and neighboring regions

Demand Generation

- **Leverage Major Events** travel and attraction to support economy
- **Grow** partnerships across media and digital
- **Profile itinerary** options to key markets

Refine the regional action plan for tourism – increasing alignment and outcomes

PATAI?

