

# Membership Prospectus

2020/2021



  
**HAWKE'S BAY**  
**TOURISM**

# PART 1

## WHO WE ARE & AN INDUSTRY OVERVIEW

# HAWKE'S BAY TOURISM

The purpose of this document is to outline the direction, activities, and undertakings of Hawke's Bay Tourism to current and aspiring members and stakeholders.

Hawke's Bay Tourism is the official regional tourism organisation (RTO) for the entire Hawke's Bay region, encompassing Central Hawke's Bay District, Hastings District, Napier City and Wairoa District. We are a membership-based organisation that aims to promote and co-ordinate opportunities for economic growth and prosperity for the visitor industry in Hawke's Bay.

Hawke's Bay Tourism wishes to acknowledge the Hawke's Bay Regional Council for their ongoing support and funding, and also make special mention of the support and investment from members of the Hawke's Bay Tourism Industry Association.

## HBTIA Members

ELECT

## HBTIA Board

APPOINT

## Hawke's Bay Tourism Board

GOVERN

## Hawke's Bay Tourism

## Board of Directors

*The Hawke's Bay Tourism Board consists of:*

- The Chair of the Hawke's Bay Tourism Industry Association (HBTIA)
- A second board member of the HBTIA
- A Hawke's Bay Regional Council-appointed representative
- A Māori tourism representative
- Two other representatives appointed by the HBTIA Board

*Currently filling those positions are the following:*



**George Hickton**  
(Chairman), HBTIA-  
appointed representative,  
and former Chief  
Executive of Tourism New  
Zealand



**Hinewai Ormsby**  
Māori tourism  
representative, HBRC  
Councillor, and co-owner  
Napier Māori Tours



**Hamish Prins**  
Chair of the HBTIA and  
co-owner of Prinsys  
Tours



**Craig Foss**  
HBRC-appointed  
representative and HBRC  
Councillor



**Michael Henley**  
HBTIA Board  
representative, and  
CEO Aotearoa Fine Wine  
Estates



**Dave Simmons**  
HBTIA-appointed  
representative,  
professional tourism  
advisor and director

## Staff



**Hamish Saxton,**  
Chief Executive Officer



**Megan Best**  
Consumer Marketing



**Felicity Carr**  
Central Hawke's Bay  
Tourism Coordinator



**Ben Hutton**  
Marketing Manager



**Heather Matthews**  
Trade Sales &  
Marketing Manager



**Hilary Nyberg**  
Events & Membership  
Coordinator



**Lisa Sampson**  
Finance & Administration



**Jessica Wiggins**  
Media & Public  
Relations Manager

## Income / Funding

*Hawke's Bay Tourism receives funding via two primary means – Hawke's Bay Regional Council, and membership fees from tourism businesses who belong to the Hawke's Bay Tourism Industry Association.*

- Hawke's Bay Regional Council (HBRC)

HBRC is the primary funder of Hawke's Bay Tourism, with the current funding agreement covering the period 1 July 2018 – 30 June 2021. The agreement sets out annual funding of \$1.52 million per year for three years, along with a series of Key Performance Indicators (KPIs) relating to visitor spend, industry contributions, sustainability objectives, industry advocacy and capability, and the development of a regional destination management strategy. Refer to Appendix for full details of KPIs.

## Membership

Hawke's Bay Tourism is a membership organisation via the Hawke's Bay Tourism Industry Association, whereby the industry is a partner in the promotion of tourism. Members pay a yearly membership fee to Hawke's Bay Tourism, which entitles them to a wide range of membership benefits.

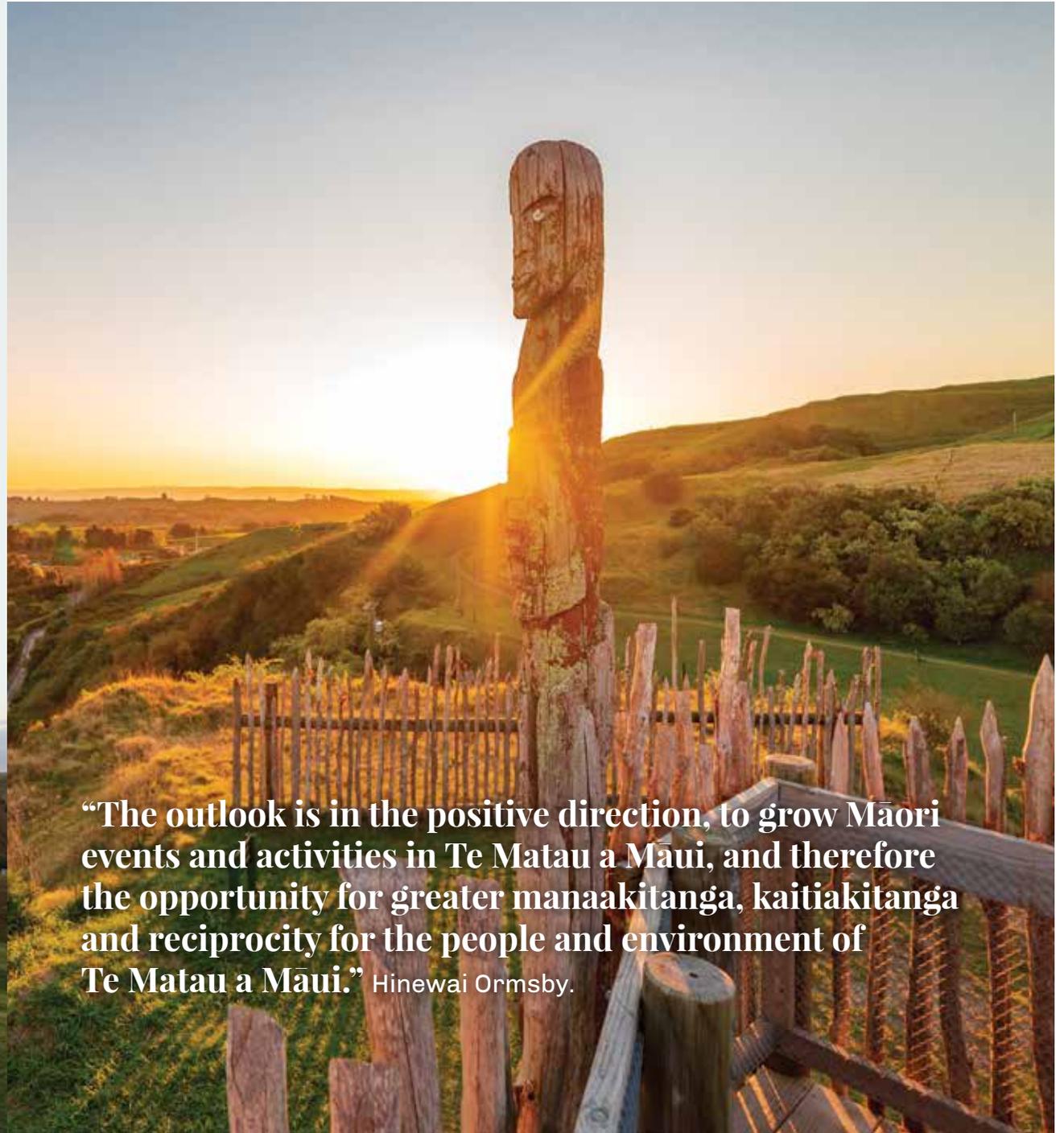
Further information on the benefits of membership can be found later in this document.

## Maori Tourism

Māori tourism and tourism operators are represented on the Board of Hawke's Bay Tourism (Māori Tourism representative – Hinewai Ormsby) and on the Board of Hawke's Bay Tourism Industry Association (Māori Tourism representative Charles Ropitini). Hawke's Bay Tourism is working with our members and wider community to incorporate and expand upon Māori values and experiences across our visitor economy.

Hawke's Bay / Te Matau a Māui has a rich history in Māori settlement, legends, stories, manaakitanga, and kaitiakitanga. Looking after, and hosting visitors – manaaki manuhiri – has always been a cornerstone of Māori in Hawke's Bay.

We are working to engage with iwi and tangata whenua to enrich programming of events and tourism promotions with Māori content. We are also working to enhance our relationship with New Zealand Māori Tourism and align our tourism marketing values.



**“The outlook is in the positive direction, to grow Māori events and activities in Te Matau a Māui, and therefore the opportunity for greater manaakitanga, kaitiakitanga and reciprocity for the people and environment of Te Matau a Māui.”** Hinewai Ormsby.

# TOURISM IN HAWKE'S BAY



## Regional story

Hawke's Bay is naturally abundant in sunshine and warmth, fresh produce and open spaces set amongst stunning landscapes. There is an ease to connecting the natural environment with a wealth of activities and experiences highlighting the region's strengths and sophistication.

## Brand essence

Hawke's Bay is New Zealand's food and wine country



## Destination experience pillars

### Food & Wine

Hawke's Bay's regional climate and prized terrôir create superb conditions for producing perhaps New Zealand's most diverse range of produce. Our region champions paddock-to-plate and grape-to-glass philosophies, which celebrate the provenance of our produce at every opportunity. Visitors can 'taste Hawke's Bay' at our famous famers' markets and roadside stalls, in our award-winning wineries, urban and luxury retreat restaurants, and at our 70+ wineries, set in stunning locations and home to some of the nation's finest examples of Bordeaux blends and Chardonnay. Hawke's Bay is New Zealand's food and wine country.

### Cycle

One of New Zealand's official Great Rides, the Hawke's Bay Trails offer year-round cycling across 200km+ of easy-riding terrain. Our network of connecting trails are perfect for leisure riders to connect the dots between urban and rural, wineries and cafes, oceans and rivers, vineyards and valleys. Easy-riding scenic trails in the Wairoa and Central Hawke's Bay districts, along with an impressive collection of mountain bike parks and family-friendly cycle skills tracks, make Hawke's Bay a first-rate cycling region.

### Art Deco

Hawke's Bay is celebrated for its iconic architecture. Napier city, in particular, is considered the most complete collection of Art Deco-style buildings anywhere in the world, while Hastings is also recognised for its large collection of Art Deco architecture. With year-round appeal, many tour and experience options showcase the 'gift' of Art Deco architecture, punctuated by the annual Napier Art Deco Festival in February.

### Events

Hawke's Bay has a burgeoning reputation as a year-round events destination, with a focus on the outdoor environs that the region is known for. When combined with the overall destination experience, the regional events programme offers compelling opportunities for weekend escapes or short breaks.

### Premium

Hawke's Bay is home to some of New Zealand's most celebrated retreat accommodation and luxury experiences. The region's landscapes and lifestyle are ideally suited to a range of sophisticated visitor offerings, which are blended perfectly by welcoming hosts to create timeless premium experiences.

## Regional foundations

### Māori culture

Hawke's Bay is known to Māori as Te Matau-a-Māui / The Hook of Māui, in reference to the early navigator Māui, who bestowed the first placenames to the region over 1,000 years ago. Today, the region specialises in small group, immersive experiences where passionate and knowledgeable guides offer insights into region's proud Māori heritage, while creating connections to the present day.

### Weather/climate

The weather in Hawke's Bay is exceptional. The sun loves our little corner of the world, with our unique geography consistently delivering some of New Zealand's best weather – perfect for a short break.

### Outdoor experiences

Hawke's Bay's 360km of coastline and beaches hug the Pacific Ocean, offering a wealth of seaside experiences; while the network of walking tracks, golf courses, wildlife encounters and recreational activities offer endless opportunities to experience the region's beauty.

# Situational Analysis

## Seasonality

Hawke's Bay is unquestionably a destination that puts its best foot forward during the warmer months. In a normal trading year (pre COVID-19), the summer season accounted for one third (33%) of domestic spend followed by autumn 24%, spring 23%, and winter 20%. This split is more pronounced for international spend, where summer accounts for 42% of visitor spend, followed by autumn 24%, spring 21% and winter 13%. Overall, summer accounts for 35% of visitor spend, autumn 24%, spring 22% and winter 19%.

It should be noted, however, visitor spend growth is generally occurring at a faster rate outside of summer, highlighting the region's growing year-round appeal. In the period to summer 2020, the three-year % growth rate for spring and winter seasons exceeds that of summer.

## Accommodation

Hawke's Bay's commercial accommodation premises number approximately 115, split across hotels, motels, backpackers and holiday parks. This number does not include B&B-type properties. Combined daily capacity across the 115 premises is calculated as approximately 3,800-4,000 stay-units.

In addition, data indicates there are at least 1,400 residential properties across the region that are made available at different times of the year for peer-to-peer rental.

## Air travel

Hawke's Bay is a well-connected aviation destination for a region of our size and geographical positioning. Air New Zealand operates daily direct services to Auckland, Wellington and Christchurch – providing direct, easy connections to our region and many of New Zealand's largely populated regions. On a smaller scale, Air Napier offers scheduled services to/from Gisborne as well as charter services to/from a range of other destinations.

## Cruise

Hawke's Bay has a strong reputation as a cruise destination, with Napier voted the best New Zealand stopover at the highly regarded 2019 Cruise Critic Awards. The 2019/2020 season had 87 scheduled visits, up from 70 the year prior. This was estimated to bring up to 135,000 visitors, along with thousands of crew, to Hawke's Bay, injecting approximately \$32million into the local economy.





## Data and Research

### Visitor Spend

The Ministry of Business Innovation and Employment prepares monthly visitor spend reports, called the Tourism Electronic Card Transactions (TECTs). The TECTs are an interim measure, replacing the previous Monthly Regional Tourism Estimates which used methodology that was impacted by COVID-19. The TECTs aim to measure electronic card transactions attributable to tourism but without any attempt to represent the total spend. TECT data does not include other forms of spending such as cash, pre-purchases or online spend. While this limits our ability to assess the total value of the visitor economy to Hawke's Bay, the TECT data nonetheless allows us to identify trends in movement. The data has also been backdated to 2018 so that we can continue to make meaningful year-on-year comparisons, particularly with regards to domestic spend activity.

### Commercial Accommodation

The monthly Commercial Accommodation Monitor prepared by Statistics New Zealand was discontinued following the publication of the September 2019 report. Following a period with no data available, a replacement survey called the Accommodation Data Programme is now underway. Participation in this new survey is voluntary, however Hawke's Bay Tourism strongly encourages all commercial accommodation providers to participate in an effort to develop a comprehensive picture of the sector's performance. It also allows individual businesses to benchmark their performance against local benchmarks.

### Tourism Sentiment Index

Hawke's Bay Tourism subscribes to a tourism sentiment service provided by Destination Think which measures overall perceptions of our destination visitor offering. This is calculated by evaluating online discussion across travel, social and news platforms. Sentiment is scored across a range of destination themes and activities on a scale of -100 to +100. This research enables us to review movements in sentiment across a period of time, as well as identify those activities/themes where Hawke's Bay may be above or below comparable regions – helping to inform marketing decisions.

### TripTech

This new service maps the movements of travellers around New Zealand via their use of travel apps such as CamperMate, GeoZone and RoadTrippers. Hawke's Bay Tourism will be looking to use the service during 2020/21 to better understand factors such as traffic flows throughout the region, regional hotspots, and prior/next regions of visitors.

## Key visitor markets

### Domestic

Auckland, Wellington and Manawatu/Whanganui are Hawke's Bay's three highest value visitor markets, accounting for approximately 45% of Hawke's Bay's total domestic visitor spend. When adding in visitor spend by Hawke's Bay locals\*, those four markets account for approximately 63% of all domestic visitor spend.

\*Spend recorded by New Zealanders in areas more than 40km from their usual area of residence is counted as visitor spend. For example, a Napier resident spending in Central Hawke's Bay or Wairoa would be considered visitor spend.

### International

Hawke's Bay is a destination attractive to New Zealand's traditional international markets, with spend typically strongest among visitors from Australia, followed by North America, the United Kingdom, Germany, and Rest of Europe. To note, international markets are almost exclusively activated via Hawke's Bay Tourism's trade and partner activity.

## Visitor Profiles

*The Hawke's Bay destination experience is best matched to subsets of prospective visitors, based on a variety of factors including interests and lifestyle. Within this framework, Hawke's Bay Tourism will still develop and promote content and experiences that speak to a wide range of visitor offerings, recognising that other types of visitors are still looking for inspiration to visit Hawke's Bay.*

### Adults-first

Hawke's Bay's best experiences – those with a point of difference to other regions – naturally position the region as an adults-first destination. This includes food and wine country, luxury, events and art deco. That does not mean we discourage travel by family groups; in fact, we regularly develop content that speaks to school holiday opportunities. However, most of our marketing activity will focus on developing appeal for prospective visitors who are travelling without children.

### Foodies

Travellers who value the provenance of food are ideally aligned to a region that can lay claim to being among New Zealand's most prolific growers and producers of primary produce.

### Mid-high income

A sophisticated Hawke's Bay experience will be of most appeal to visitors who are willing and able, to spend comfortably while in region; people who enjoy participating in experiences that are often premium, but also offer good value for money. This type of destination experience typically suits those with higher-than-average income.

### Active relaxers / indulgers

Hawke's Bay best suits travelers looking for a short escape to enjoy life's pleasures at a slower pace than their everyday lives. This type of visitor will be drawn to each of our destination experience pillars; all of which encourage travellers to spend and remain active in a way that values a depth of interaction at a pace that suits them.

An aerial photograph of a golf course. The left side of the image shows a large, grey sand trap. The rest of the image shows a green golf course with several holes and sand traps, set against a backdrop of a blue ocean under a clear sky. The image is split vertically, with the left half being a darker, more muted version of the same scene.

**A sophisticated Hawke's Bay experience will be of most appeal to visitors who are willing, and able, to spend comfortably while in region; people who enjoy participating in experiences that are often premium, but also offer good value for money.**

# Partners and memberships



## Hawke's Bay Regional Council (HBRC)

In addition to the funding partnership, Hawke's Bay Tourism maintains a strong relationship with HBRC as the agency responsible for the Hawke's Bay Trails, which form a key component of the Hawke's Bay destination story.



## Hastings District Council (HDC) and Napier City Council (NCC)

Our relationships with HDC and NCC are managed on a number of levels. The Hawke's Bay Tourism CEO typically presents to councillors on a six-monthly basis to provide an update on the visitor economy and HBT activity. Hawke's Bay Tourism also connects with both HDC and NCC at an economic development level, with our CEO involved in a number of regional groups, discussions and initiatives that are led by, or involve, HDC and NCC.

HDC and NCC are valued supporters of Hawke's Bay Tourism-led events, investing in both F.A.W.C! and the Big Easy. In addition, HDC and NCC lead and support a year-round programme of local, regional and national events, which contribute to the visitor economy. All parties meet regularly to review opportunities for regional event partnerships, with successful examples including joint funding and/or marketing support for the Hawke's Bay Marathon, New Zealand Athletics Championships 2021 & 2022, and New Zealand Cider Festival 2021.



## Central Hawke's Bay District Council (CHBDC)

CHBDC directly supports the work of Hawke's Bay Tourism to grow the district's visitor economy through the funding of a dedicated staff member and associated marketing budget. This staff member is primarily based in Central Hawke's Bay ensuring strong connections to local tourism businesses.

Hawke's Bay Tourism supports CHBDC in its efforts to secure events that make use of the district's natural assets to draw participants from around the country, including the Spirited Women Adventure Race (postponed until 2022). The Spring Fling, every September and October, is an annual celebration of Central Hawke's Bay that involves Hawke's Bay Tourism coordination and marketing of events across a range of venues and locations. Held on Good Friday, The Little Easy is a satellite version of the larger Big Easy cycle event.

As with NCC and HDC, Hawke's Bay Tourism is involved with CHBDC in a broader economic development perspective through participation in regional initiatives and discussion.



### **Wairoa District Council (WDC)**

The Wairoa District offers considerable potential as a visitor destination, and Hawke's Bay Tourism is committed to identifying opportunities that ensure the Wairoa District shares in the continued success of the wider region's visitor economy. This includes further integration within existing activities and channels e.g. F.A.W.C!, on [hawkesbaynz.com](http://hawkesbaynz.com), and integration within the regional i-SITE network, as well as creating bespoke opportunities which showcase the district's destination strengths e.g. Māori culture and experiences, outdoor recreation, Mahia Peninsula, and the long-term potential offered by the Rocket Lab presence.



### **Tourism New Zealand (TNZ)**

TNZ are the organisation responsible for marketing New Zealand to the world as a visitor destination. In response to COVID-19, TNZ has also taken on a commitment to help encourage domestic tourism. Hawke's Bay Tourism connects to the work of TNZ through activity and campaigns in trade, marketing, PR and media channels.

All tourism operators can also be represented on [newzealand.com](http://newzealand.com) via a free listing in the Tourism Business Database. Those with a Qualmark rating are positioned at the start of each section.



### **Regional Tourism New Zealand (RTNZ)**

RTNZ is a membership based and funded organisation representing the interests of all Regional Tourism Organisations (RTOs) throughout the country. Hawke's Bay Tourism is one of 31 RTOs in New Zealand. Hawke's Bay Tourism's primary connection to RTNZ is via the Chief Executive.



### **Tourism Industry Aotearoa (TIA)**

TIA is an independent association that represents all sectors of New Zealand's tourism industry. Members range from SMEs to large, publicly listed corporates and, collectively, represent around 85% of total tourism industry turnover. Hawke's Bay Tourism is a member of TIA, along with 30+ individual Hawke's Bay businesses.



### **Tourism Export Council of New Zealand (TECNZ)**

TECNZ is a trade association that represents the interests of the New Zealand inbound tourism industry. TECNZ supports and represents members to achieve sustainable growth in export earnings, through advocacy, networking, and quality standards. Hawke's Bay Tourism is an Allied member of TECNZ, along with seven Hawke's Bay-based tourism operators, and 70 trade operators who send clients to Hawke's Bay.

# Partners and memberships



## Conferences and Incentives New Zealand (CINZ)

CINZ is a membership association that takes a lead role in increasing New Zealand convention and meeting activity from international and domestic sources, for the benefit of its membership, principal stakeholders and the New Zealand economy. Hawke's Bay Tourism is regarded as the region's official 'convention bureau'. Hawke's Bay Tourism is a member of CINZ, along with six individual Hawke's Bay tourism businesses.



## Hospitality New Zealand

Hospitality NZ is a trade association representing around 3,000 hospitality and commercial accommodation businesses. They add value to their members through their individual membership service and via local and national advocacy. Hawke's Bay Tourism connects with the local representatives.



## New Zealand Cruise Association (NZCA)

NZCA is the industry body for New Zealand's cruise sector. Their mission is to establish New Zealand as the cruise destination of choice in the South Pacific. They provide leadership and facilitation to the New Zealand tourism industry and wider community to ensure a sustainable and prosperous growth of New Zealand's cruise sector. Hawke's Bay Tourism is a member of NZCA, along with Napier Port, Napier i-SITE, and 4 other individual Hawke's Bay tourism businesses.



## Qualmark

Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences. Owned by Tourism New Zealand and backed by leading industry organisations, it provides a star grading system for accommodation providers and a quality endorsement programme for other tourism businesses. More than 70 Hawke's Bay operators and accommodation sites have a Qualmark rating. To discuss whether Qualmark is right for your business, please contact Heather Matthews, Hawke's Bay Tourism's Trade Sales & Marketing Manager.



## i-SITE Visitor Information Centre network

Hawke's Bay Tourism has strong links with each of the region's visitor centres, all of which are owned and operated by the respective councils. These include the Wairoa i-SITE, Napier i-SITE, and the Hastings and Havelock North i-SITES. Central Hawke's Bay has a visitor centre located at the Waipukurau Library.



### **Hawke's Bay Winegrowers Inc (Hawke's Bay Wine)**

Hawke's Bay Wine is the official regional wine industry organisation, representing more than 70 wineries and 145 growers. Their aim is to build the Hawke's Bay fine wine category and achieve international recognition as a sustainable and profitable world-class wine-producing region. Hawke's Bay Tourism regularly engages with Hawke's Bay Wine including for F.A.W.C! Food and Wine Classic, the Hawke's Bay Wine Auction, and various other initiatives.



### **Hawke's Bay Chamber of Commerce**

The Chamber of Commerce is a membership organisation to connect, represent and support business in the wider Hawke's Bay region, to drive business growth, success, vitality and prosperity. Members have access to business support, networking opportunities, member discounts, and advocacy.



### **Great Things Grow Here (GTGH)**

GTGH is an economic development promotion platform, launched by HDC and adopted by the wider region, to support the business community and create brand champions under a unified Hawke's Bay platform – irrespective of territorial authority. Hawke's Bay Tourism periodically engages in the programme, and supports its objectives through the provision of brand assets such as regional photography.



### **Hawke's Bay Airport**

The airport is the region's aviation gateway, and the first Hawke's Bay experience for tens of thousands of visitors each year. The airport company are committed to being a key contributor to growth in the region's visitor economy, and regularly engage with Hawke's Bay Tourism to discuss current and future opportunities to advance shared objectives.

## **Environment / Sustainability**

A member survey in February 2020 identified significant concern for a range of environmental issues, and an impressive list of actions being undertaken to mitigate the impact of business operations. These included recycling and reducing use of plastic, energy efficiency plans, use of electric vehicles, tree planting and travel offsetting. 85% of responding members were considered to be Environmentally Active or a Green Business.

Further, 64% of businesses rated the sustainability of their host community as being very important, with 46% identifying demonstrable actions to be considered Community Active or Community Minded Businesses. Actions included supporting local suppliers and community initiatives, along with staff wellbeing plans and paying the Living Wage.

Hawke's Bay Tourism is identifying the ways in which we can best support members to achieve their own, and industry, goals.

# PART 2

## WHAT WE DO & HOW YOU CAN PARTICIPATE

Hawke's Bay Tourism manages content across a range of online and offline channels and has dedicated resource focused on progressing the organisation goals in four key areas – Consumer Marketing, Trade Marketing, PR & Media and Major Events.

Hawke's Bay Tourism

# Channels / Brand Management

## Website

hawkesbaynz.com is the region's official visitor portal, created with the intention of being the single source of truth for prospective visitors. The project won the Industry Alignment Award at the 2018 New Zealand Tourism Awards, reflecting the collective effort of multiple stakeholders to unite behind a truly regional digital footprint.

The portal is designed to hero engaging, relevant and timely editorial content, supported by member listings and other 'things to do', all organised into logical and user-friendly categories. Hawke's Bay's main centres are categorised as 'Neighbourhoods', further cementing the one-region approach while still allowing for each district to have its own identity.

The Hawke's Bay Tourism team write 95% of the non-member content, with the balance prepared by subject matter experts or occasionally by influential writers whose 'name' is considered an asset to the credibility and/or reach of the article.

Members receive a listing for their business which they can self-manage via a personal login to the content management system - set up at the commencement of a membership.

hawkesbaynz.com records in excess of 600,000 sessions in any 12 month period, and over 2,300,000 pageviews.

## Social

Hawke's Bay Tourism is active on Facebook and Instagram, with well-established audiences, including many local 'advocates' who enjoy engaging with our visitor-focused content. Our Facebook likes number approximately 100,000, with Instagram 10,000 and growing. Our team follows our members channels, as well as those of many in the wider Hawke's Bay community, to source and share destination stories.

Make sure you tag @hawkesbaynz and use up-to-date regional and national hashtags in your own posts – both to highlight your activity to our team, as well as reinforcing the regional story to your audiences. Hawke's Bay hashtags include #hawkesbaycation and #foodandwinecountry, while national hashtags #NZmustdo and #DoSomethingNewNZ should also be included.

## Database communications

A consumer database of approximately 20,000 email addresses is communicated with on a monthly basis. Acquisition is almost exclusively via hawkesbaynz.com where a pop-up subscribe form is 'served' to first-time visitors. The primary focus of these communications is Hawke's Bay events as being a reason to travel 'now' and/or 'again', with seasonal editorial providing the balance of the content. These eDMs (electronic direct mail) typically generate a 30-35% open rate and 4-5% click rate – both considered above average relative to industry performance.

## Collateral

Hawke's Bay Tourism prepare a range of consumer collateral, typically on an annual production cycle. Distribution ranges from local to national, dependent on the brochure. These primarily include the following:

### **Hawke's Bay Visitor Guide**

This is the region's most widely distributed brochure, carried by every i-SITE in the country as well as through a range of other visitor points, including wide distribution throughout the network. All members of Hawke's Bay Tourism are entitled to a supply of Visitor Guides to offer as a service for your visitors.

The guide covers off each of Hawke's Bay's 'neighbourhoods' (replicating the format of the website) as well as editorial relating to the main destination experiences in our region. A range of advertising options are also available for businesses who wish to reach in-region visitors along with those planning on coming to Hawke's Bay.

### **Hawke's Bay Trails Guide**

The Trails Guide is a partnership with Hawke's Bay Regional Council, who assume responsibility for the official trails network. The guide is primarily a map which shows how sections of the trails connect to each other and the many points of interest. Although not an official component of the Hawke's Bay Trails, cycling options in Central Hawke's Bay and Wairoa are also included to tell the regional cycle trails story. This guide is produced as individual folded brochures as well as A3 pads with tear-off pages.

### **Hawke's Bay Wine & Food Map**

The Wine & Food Map is a partnership with Hawke's Bay Wine, and highlights locations and contact details for all of the regions 35+ cellar doors. Cafes and restaurants who choose to advertise in the Visitor Guide also receive a bonus



listing on the map. This guide is also produced as individual folded brochures as well as A3 pads with tear-off pages.

### **Central Hawke's Bay Visitor Guide**

Following feedback from Central Hawke's Bay members, Hawke's Bay Tourism has developed a brochure specific to the district – in partnership with Central Hawke's Bay District Council. This brochure better recognises and tells the story of Central Hawke's Bay's key visitor experiences, tourism businesses, and sites of interest.

### **Hawke's Bay Art Guide**

The Hawke's Bay brand is lent to the producers of the Hawke's Bay Art Guide – which are Creative Arts Napier and Arts Inc Heretaunga. This ensures the brochure is viewed as part of the official family of regional brochures. Advertising queries can be directed to [www.hawkesbayartguide.co.nz](http://www.hawkesbayartguide.co.nz).

## Brand assets

### Regional logo

The Hawke's Bay destination logo has achieved widespread adoption across the region since its inception in the 2010/11 financial year. A number of variations have been developed to suit different channels and/or markets, as displayed below.

Hawke's Bay Tourism continues to hold Trademark rights over the logo, and all use of the logo (including aspects of it, e.g. the 'sun' device) should only be done with the permission of Hawke's Bay Tourism.

Use of the regional logo is available to all Hawke's Bay entities, and those who legitimately promote the region. Brand Guidelines are being developed to support its correct application.

### Primary logo



### Website logo (variation)



### Regional logo (variation)



### International logo (variation)





## Imagery

Hawke's Bay Tourism maintains a library of imagery showcasing the best of the region's destination locations, experiences and events.

<https://hawkesbaynz.brandkit.io/>

The library is regularly refreshed as new assets are sourced to ensure it represents the Hawke's Bay destination story. These images are available for trade and media to use in their channels. Full members of Hawke's Bay Tourism are also granted free access to selected imagery to use in their channels.

### Territorial authority districts (not official council logos)



### Destination experiences



## Domestic Target markets

### Primary market

Hawke's Bay Tourism is focusing on the wider Wellington region (including Wairarapa) as our primary target market.

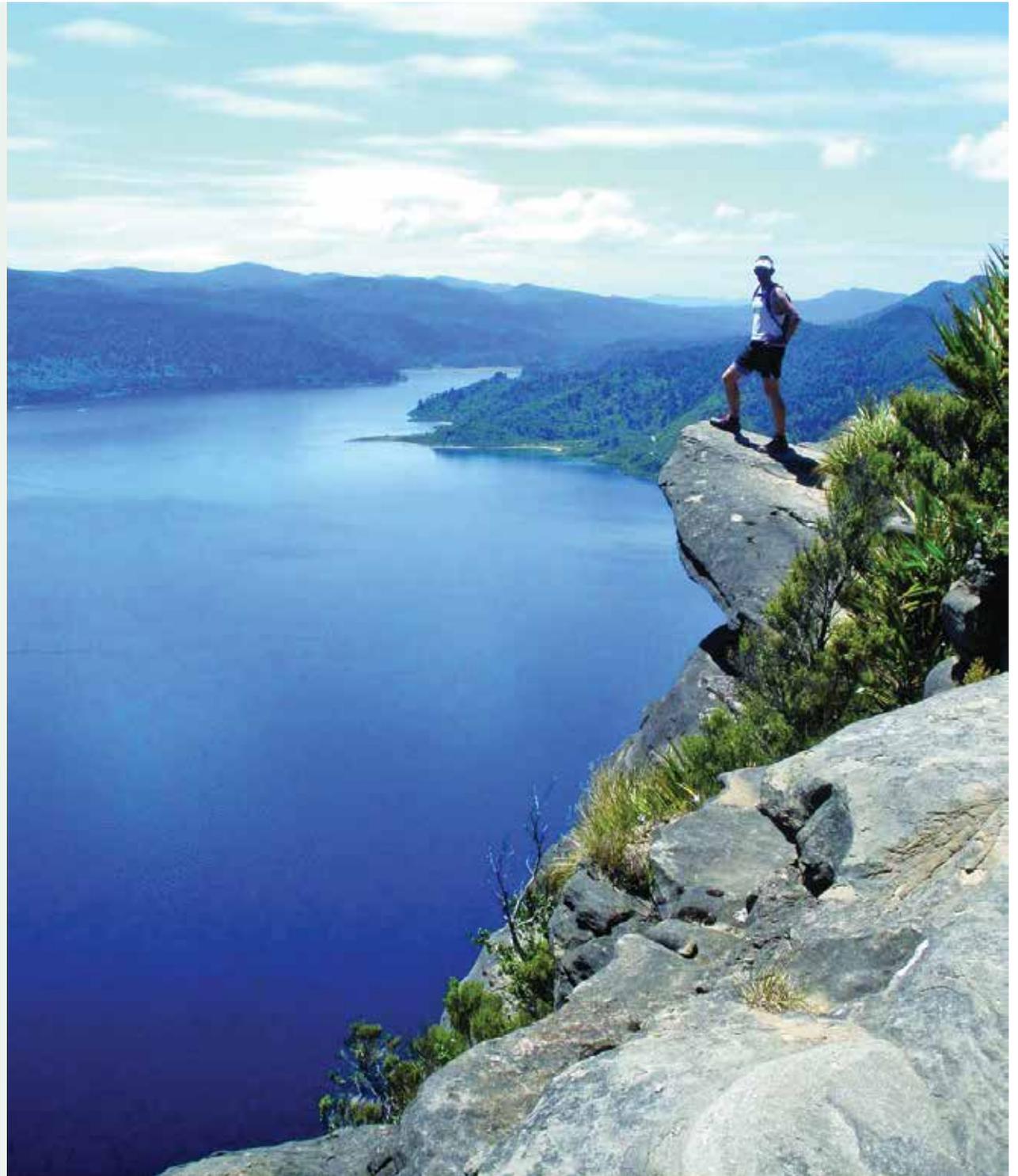
This was a strategic decision based on a number of reasons including proximity and connectivity, reduced competition from other regions, existing favourability for Hawke's Bay (as evidenced by visitor spend statistics), and strong alignment between Wellington's population demographics and the Hawke's Bay destination experience.

We are committed to being a dominant presence in the Wellington region; a move that we have identified as being our best opportunity to increase our overall share of domestic visitor spend. This decision was made in a pre-COVID environment and is even more relevant in current circumstances.

### Secondary markets

We continue to invest time, money and resource in secondary markets in measured ways to ensure Hawke's Bay remains an attractive destination for as many target visitors as possible.

Secondary markets have been identified as Auckland, Waikato, Bay of Plenty, Gisborne, Manawatu, and Canterbury.



## Consumer marketing activity

### Campaigns and Media Agency

Campaign activity for Hawke's Bay Tourism has traditionally been timed around the seasons and headlined by a seasonal message. While the seasonal timing factor remains relevant, the messaging has evolved to focus more deeply on the experience.

With Hawke's Bay strongly established as a summer destination with a proliferation of events, the times of year when the region has the most to gain are the shoulder periods of spring and autumn. The climatic conditions also best match the region's destination strengths – more so than winter. As such, the two annual campaign windows are leading into spring and leading into autumn. Some spill of visitation into summer and winter from the campaigns is inevitable, but the primary focus is on driving further growth in those shoulder seasons.

The format of campaigns is not set from one year to the next and will evolve as required to capitalise on emerging channels, partnership opportunities, and market conditions.

Hawke's Bay Tourism uses the services of a media agency to provide us with contracted expertise across a range of activities. These include media strategy, media buying, digital campaign management, search engine optimisation and search engine marketing. Currently, these services are provided by McCreedy Bale Media.

## Partnerships

Hawke's Bay Tourism is increasingly looking to the wider industry for partnership opportunities that encourage co-investment from operators and stakeholders in our marketing activities. This is to both enhance the impact of the marketing by increasing the pool of funds, and also to provide investment partners with the opportunity to leverage Hawke's Bay Tourism's activity for their individual benefit.

### Content marketing

Consistent with the principles of our website as a hub of destination editorial for Hawke's Bay, we place or buy content-based advertising through external channels e.g. social media and native advertising. These are aimed at encouraging prospective visitors to read engaging articles about Hawke's Bay, either on hawkesbaynz.com or on external platforms which offer the added benefit of an independent voice endorsing our region as a destination.

On occasion, stories appear in external channels as a result of Hawke's Bay Tourism commissioning their creation to target that channel's audiences e.g. demographics, geographic location, or interest-based.

Where relevant, content marketing may also support campaigns that are in-market. Larger tranches of content marketing consisting of multiple articles may also cross over to be considered campaigns in their own right.

### Search Engine Optimisation (SEO)

Hawke's Bay Tourism maintains a year-round programme of activity focused on website SEO to ensure it conforms to best-practice standards for securing organic (un-paid) traffic from search engines e.g. Google or Bing. We do this in partnership with the specialist resources at our media agency along with our website developers.

### Search Engine Marketing (SEM)

In simple terms, SEM involves Hawke's Bay Tourism running a programme of advertising across the Google Search platform to encourage users to visit our website. This activity augments organic search results by delivering advertisements against certain key words that people use in their searches. These key words have previously been identified by our digital team as indicators of intent to visit Hawke's Bay, now or in the future.

## Events

Hawke's Bay Tourism currently takes a lead role in organising three regionally significant events to drive new visitation through the activation of key destination experience pillars. Event ownership and management is not often undertaken by RTOs of our size, however we do so to boost the profile of each pillar the events represent, and to also showcase these experiences to prospective visitors.

### **F.A.W.C! Food and Wine Classic**

First staged in 2012, F.A.W.C! represents the best of Hawke's Bay's reputation as New Zealand's premier growing region. For 10 days in November and four weekends in June, Summer F.A.W.C! and Winter F.A.W.C! bring together Hawke's Bay's restaurants, cafes, wineries, artisan producers, growers, brewers and foodies to deliver a showcase of the region's culinary credentials. 50+ events come together under the F.A.W.C! brand to host visitors and locals in stunning settings across Hawke's Bay.

While each edition of F.A.W.C! performs a valuable function in its own right, F.A.W.C! is also considered a brand activation for the region's year-round positioning as a food and wine powerhouse. Domestic and international media are regularly hosted, further consolidating F.A.W.C! as one of New Zealand's pre-eminent culinary festivals.

Hawke's Bay Tourism takes a lead role in facilitating each series via our in-house Events Coordinator and assumes responsibility for the overall marketing plan. Curation of the event programme is also achieved via a F.A.W.C! Advisory Committee, which includes representatives from across the sector. Each event manager pays a fee to contribute towards the marketing costs, but retain full ticket proceeds.





## Big Easy

In much the same way as F.A.W.C! is to food and wine, the Big Easy was established in 2013 to highlight the development of the Hawke's Bay Trails, while also providing a hero event for Easter in Hawke's Bay. The event is an 'un-race' where the aim is to take an easy ride along the course, making frequent stops to enjoy the food and wine premises dotted along the course, as well as pop-up entertainment. A celebration of participation comes at the end of the ride with a finish line concert.

The event delivery is a collaboration between Hawke's Bay Tourism, Hastings District Council, Napier City Council, Hawke's Bay Regional Council and small group of key event specialists.



## Spring Fling

Spring Fling is Central Hawke's Bay's annual celebration, capturing the essence of spring time in the district. Events are staged throughout September, October and into early November. Hawke's Bay Tourism leads the coordination and marketing of the series, with the actual events delivered by event venues.

The primary focus for marketing and out-of-region visitation is through Taranua, Manawatu, Wairarapa and Wellington, along with encouraging Hawke's Bay residents from Napier and Hastings to visit the district.



Hawke's Bay Tourism supports a range of other major regional annual events evaluated as contributing (or having the potential to contribute) significant visitor nights, including but not limited to:

### **Hawke's Bay Arts Festival**

The region's largest celebration of the arts is held annually around October – running for approximately two weeks and finishing over Hawke's Bay Anniversary / Labour Weekend. HBAF is organised by Arts Inc Heretaunga, with significant support from a range of local government, corporate and philanthropic partners. Hawke's Bay Tourism supports out-of-region marketing efforts, including profile through our owned and paid channels.

### **Napier Art Deco Festival**

Hawke's Bay's iconic annual celebration of art deco generates an estimated 18,000 visitor nights. The event is organised by the Art Deco Trust with considerable support from its family of partners. Hawke's Bay Tourism contributes with support for media-related activity, along with considerable promotion through owned and paid channels.

### **Horse of the Year**

Showgrounds Hawke's Bay is home to Australasia's largest equestrian festival, running over 5 days in March each year. The event's competition elements are eagerly supported by participants from all over New Zealand, along with a strong trade element from vendors and buyers. Hawke's Bay Tourism's support has included assistance for television coverage, along with promotion through a range of channels.

### **Summer concerts**

Ranging from the Mission Estate Winery Concerts, Church Road events, Black Barn Amphitheatre and smaller music sessions, Hawke's Bay Tourism actively promotes the summer outdoor concert season to a range of audiences across a mix of paid and owned channels.

### **Hawke's Bay Marathon**

'Hawke's Bay Inc' is an official sponsor of the Hawke's Bay Marathon, with Hawke's Bay Tourism, Hastings District Council and Napier City Council contributing towards the sponsorship fee. In addition, Hawke's Bay Tourism promotes the event through a range of out-of-region channels. 75% of event participants are visitors to the region, contributing to an estimated 15,000 visitor nights.



## Media and Public Relations

Hawke's Bay Tourism's media programme is managed by Jessica Wiggins – Media & Public Relations Manager. Jessica's role involves developing partnerships with a wide range of local, national and international news and lifestyle media to earn favourable coverage for Hawke's Bay as a visitor destination, as well as the value of the visitor economy to the Hawke's Bay region and its communities.

### Press releases

Hawke's Bay Tourism regularly issues press releases which are typically to highlight positive, newsworthy stories about the region's visitor economy. This includes visitor spend statistics, event announcements (e.g. F.A.W.C! tickets on sale), and significant milestones. Media notes will also be issued to journalists in response to direct queries about a wide range of issues relating to the visitor economy.

### Media and influencer familiarisation (familis)

Media and P.R. – and specifically media “familis” – are a vital part of our toolkit in promoting travel to Hawke's Bay.

By working with travel writers to showcase the very best this region has to offer and giving them a first-hand experience, we build recognition, awareness and ultimately coverage of Hawke's Bay.

By working with exceptional travel writers and respected media outlets we boost the recognition and appeal of Hawke's Bay. We connect with new audiences and encourage them to dream and research a potential trip or add our destinations to their bucket list.

It is critical to note that this programme is run on very little funds and operators who choose to participate in familis are requested to offer their services free of charge. In return, we will do our utmost to ensure the return on investment is worthwhile.

### Tourism New Zealand

RTOs coordinate local itineraries for media familis brought to New Zealand by Tourism New Zealand. Hawke's Bay Tourism fulfils this role for all Tourism New Zealand familis in region. In order to be considered for inclusion, operators must be Qualmark-endorsed (where relevant).

### Hawke's Bay Tourism-led

Hawke's Bay Tourism runs a media familis programme which will see about 10-15 journalists visit the region throughout the year.

Our role is to pitch and secure the journalist's visitation, plan the journalist's visit to ensure the resulting coverage delivers against the Hawke's Bay Tourism key marketing pillars (or reasons to travel), and also that it offers a quality return on investment for our members. Working with the right journalist for the right experience is critical, as is ensuring fascinating stories are waiting to be discovered. Thankfully, our region is full of incredible people doing amazing things, which is an excellent place to start.

Once coverage has been received from a familis, we track the Estimated Advertising Value (EAV) and measure this against the cost of the familis to track return on investment.

### Pitches

News and lifestyle media organisations, and occasionally freelance journalists, are regularly 'pitched' story opportunities about Hawke's Bay to cover through their channels. This might be in relation to new products or experiences, personalities within our industry, or other human interest angles which present an opportunity to present the Hawke's Bay destination experience in a favourable light.

# Trade Marketing

Hawke's Bay Tourism's trade programme is managed by **Heather Matthews** – Trade Sales & Marketing Manager.

Trade activity falls into five markets:

1. Travel Trade
2. Business Events
3. Cruise
4. Industry Partnerships
5. Weddings

## Travel Trade Distribution channels

'Travel Trade' refers to leisure visitors who have booked local product through third party operators. The market is considered a significant contributor to our visitor economy – particularly for fly markets such as Australia, the United States and the United Kingdom, which are Hawke's Bay's three largest international markets.

### Retail Travel Agent

Retail Travel Agents are the storefronts where travelers make their travel arrangements. Once the itinerary is agreed, the agent will send this information to a wholesale travel company to make the bookings on behalf of the travel agent. A retail travel agent will typically take 5-15% commission for their role in the sale.

### Wholesalers

After a wholesaler has received the booking from the travel agent, they will either book directly with you, or make a booking via an inbound operator based in New Zealand. The wholesaler typically produces the brochures used by the travel agent, and will often produce the travel documents that guests have with them. A wholesaler will typically take 5-10% commission for their role in the sale, in addition to the commission payment to the Retail Travel Agent.

Heather's role is both to represent our region within trade networks, events, and industry partnerships, as well as educating, upskilling and creating opportunities for local operators to benefit from trade distribution channels.

*To learn more about the trade sector and the opportunities that may be available to your business, please contact Heather directly.*

### Inbound Tour Operators (IBOs or ITOs)

IBOs provide wholesalers and retail agents with specialist New Zealand product knowledge, they contract operators, make bookings on agents' behalf, and act as on-the-ground support for travelers in New Zealand. IBOs have extensive influence with international wholesalers and agents. An IBO will typically take 5-10% commission for their role in the sale, in addition to the commission payable to the retail travel agent and wholesaler.

### Online Travel Agents (OTAs)

An OTA is a digital platform enabling the sale of travel products directly to consumers. OTAs have extensive global reach and often translate product information into local languages, enabling consumers to purchase in home currencies. OTAs take a commission rate anywhere between 10-25%.

## Business Events

Hawke's Bay is an ideal conference and events destination with our climate, food and wine, world-class architecture, and high-quality venues and services. All business events queries can be directed to Heather Matthews.

### Convention Bureau

Hawke's Bay Tourism acts as the Hawke's Bay Convention Bureau, offering free, non-biased professional services and local knowledge to individuals and organisations considering staging business events in our region. This can include venues and services advice, assistance with requests for proposals from suppliers, guidance on itinerary development and partner programme options, and assistance with site inspections.

### Partners

Hawke's Bay Tourism facilitates regular meetings involving key business events stakeholders in the region, to discuss a range of initiatives including sales and bids activity, famils, industry tradeshows and collateral. This ensures expert industry input is included within Hawke's Bay Tourism's efforts to grow the region's business events sector.

### Bids

Hawke's Bay Tourism facilitates regional bids to secure business events. This could include bids for events representing industries that complement Hawke's Bay's wider economy, or bringing important business events stakeholders to the region.

If you belong to a national organisation that has an annual conference, for example, or are aware of a business event with good fit for Hawke's Bay, please make Heather aware so it can be considered among other opportunities.

### Collateral

Hawke's Bay Tourism assumes responsibility for preparing the region's guidebook for business events, which is targeted at event planners and professional conference organisers. Relevant Hawke's Bay businesses, such as venues, support service suppliers, transport operators, and activities and attractions, are invited to place an advertisement in the guidebook.





## Cruise

Cruise ships brought 180,000+ people to Napier Port and Hawke's Bay in the 2019/20 season and was projected to continue growing. The rate of growth prompted Hawke's Bay Tourism to work with Napier Port and Napier i-SITE to commence work on a Cruise Strategy outlining the region's goals from the market. Once finalised, this will be made available to members.

Shore excursions, available for travelers to purchase onboard ships, are contracted through port ground operators. Hawke's Bay Tourism works closely with the NZ Cruise Association, ground operators, and our members to ensure the highest return from the market.

As a key sector for Hawke's Bay's visitor economy, Hawke's Bay Tourism is engaging with local councils, operators, stakeholders and local communities regarding the future of the cruise market, post-Covid.



## Weddings

Hawke's Bay Tourism is actively involved in the promotion of the region as a weddings destination. The establishment of the Hawke's Bay Weddings Collective has seen dozens of local weddings stakeholders align to consider how we can advance the region's reputation for destination weddings. A volunteer committee assumes responsibility for representing the various sectors within the weddings industry, and to drive targeted activity in partnership with Hawke's Bay Tourism.

Initial activities have involved the redevelopment of the Weddings Guide on [hawkesbaynz.com](http://hawkesbaynz.com), the establishment of official social media channels, a 'Get Hitched in Hawke's Bay' brag book to sell the region to brides-to-be, and some initial efforts at targeted advertising.

# Trade Shows and Industry events

## **TRENZ (Tourism Rendezvous New Zealand)**

TRENZ is New Zealand's biggest annual business-to-business travel and trade event, managed by Tourism Industry Aotearoa. Over the four days of appointments, activities and networking functions, more than 1,500 tourism industry leaders and professionals meet to showcase their products and services to more than 380 International and New Zealand Buyers. Our region is represented by Hawke's Bay Tourism along with 7-10 operators who are capable of, or are looking to develop, significant trade revenue streams. These businesses are considered 'export ready', which is a pre-requisite of attendance.

## **eXplore Show**

ECNI stages an annual tradeshow in Auckland, called eXplore. Each RTO attends with a selection of their local operators, who then have the opportunity to make connections with representatives from New Zealand's largest travel retailers and inbound operators.

## **MEETINGS**

MEETINGS, run by CINZ, is New Zealand's only annual trade show which focuses exclusively on the business events industry. Hawke's Bay is typically represented by Hawke's Bay Tourism as the regional convention bureau, along with several venues and service businesses that demonstrate our regional capability to host events. Over the three-day event, close to 150 meetings are held with international and domestic meeting, event and incentive organisers.

## **Industry events**

In addition to key Trade Shows, Hawke's Bay Tourism attends the following events each year to represent our region:

- Tourism Export Council Conference
- Cruise Association Conference
- TIA Annual Meeting
- CINZ Conference
- RTNZ Tourism Connects

## **Famils**

Famils are a valuable opportunity to showcase Hawke's Bay to influential trade buyers who have vast reach and the ability to convert large numbers of travellers. We are committed to hosting buyers through a number of initiatives including working with Tourism New Zealand, and global trade operators.

## **Tourism New Zealand**

RTOs fulfil a role to coordinate the local itineraries for Tourism New Zealand-led trade famils. In order to be considered for inclusion, operators need to have Qualmark certification (a TNZ requirement) and be trade ready. While TNZ will often request particular operators feature in the itinerary, Hawke's Bay Tourism has an advisory role in providing guidance to TNZ on the suitability of the itinerary for the famil participants.

## **Hawke's Bay Tourism-led**

Hawke's Bay Tourism determine the itinerary inclusions, participants, exposure, and arrange famils directly with members. Budgets for famils are typically very limited, so specific product inclusions often depend on an operator's membership type and willingness to support with FOC.

## **Trade Sales Activity**

Hawke's Bay Tourism actively manages relationships with key travel trade sellers. We meet with key operators in market to update them on products, rates, and any new regional developments. This ensures Hawke's Bay is kept front of mind and gains maximum exposure in trade publications. There are opportunities throughout the year for trade-ready members to participate in Hawke's Bay Tourism-led sales missions. We also provide guidance on how to develop your own programme of sales calls e.g. who to contact, frequency, time of year, content to discuss.

# Industry Partnerships

## Touring Routes

Hawke's Bay features in a series of touring routes that guide visitors through a number of connected regions. Touring routes are most relevant (but not exclusively) for self-drive international visitors, and are promoted heavily by Tourism New Zealand on [newzealand.com](http://newzealand.com) as being a way of navigating the country. Hawke's Bay Tourism collaborates with the other RTOs featured in the routes to leverage exposure for the region.

### **Classic NZ Wine Trail**

Hawke's Bay is the start or end of a touring route that takes in three of New Zealand's major wine producing regions - Wairarapa and Marlborough – as well as Wellington. This is ideally suited to the trade market and is periodically pitched to journalists as a travel story for famils.

[www.classicwinetrail.co.nz](http://www.classicwinetrail.co.nz)

### **Pacific Coast Highway**

A coastal journey from Auckland, through the Coromandel, Bay of Plenty, Tairāwhiti/East Coast, and finishing in Hawke's Bay. Perfect for self-drive visitors with at least a week to explore the North Island.

[www.newzealand.com/int/feature/pacific-coast-highway-north-island/](http://www.newzealand.com/int/feature/pacific-coast-highway-north-island/)

### **Thermal Explorer**

Departing from Auckland, through Waikato, Rotorua, Taupo, and again finishing in Hawke's Bay. Considered a four-night journey.

[www.newzealand.com/int/feature/thermal-explorer-highway-north-island/](http://www.newzealand.com/int/feature/thermal-explorer-highway-north-island/)

## Explore Central North Island (ECNI)

Explore Central North Island - better known as ECNI - is an International Marketing Alliance (or IMA), consisting of Hamilton & Waikato Tourism, Destination Coromandel, Destination Rotorua, Bay of Plenty Tourism, Tairāwhiti Gisborne Tourism, Destination Great Lake Taupō, Visit Ruapehu, and Hawke's Bay Tourism.

ECNI promotes the region as a visitor destination in long haul markets via participation in Tourism New Zealand-led trade missions and roadshows. ECNI will also, from time to time, develop independent activity, such as a roadshow through key US cities.



## Membership and Benefits

Most of our activity is funded in part by Hawke's Bay Regional Council, however a condition of that funding is that we achieve financial support from industry. We do this, in part, through membership. Participation from operators in our membership programme helps ensure our success into the future. So our structure is truly one of partnership with industry.

Being a member of Hawke's Bay Tourism Industry Association gets you connected with fellow tourism operators, entitles businesses to a range of benefits to assist growth, and helps to continually grow the overall promotional budget of the region. It is vital that as a sector we all work together to secure Hawke's Bays share of the tourism pie.

Every level of membership entitles the operator to a listing on [www.hawkesbaynz.com](http://www.hawkesbaynz.com) - our official visitor site that sees over 500,000 sessions annually. Depending on the level of membership, members also receive a range of marketing benefits and development opportunities including:

- Campaign partnership opportunities
- 1-2 hour business sessions with Hawke's Bay Tourism
- Use of the Hawke's Bay regional brand elements
- Access to the image library
- Attending industry updates and networking events at no cost or subsidised rates
- Regional, domestic, and International Tourism Industry insights
- Education and workshop opportunities
- Access to analytics and reporting
- Voting rights to HBTIA

Full members will be provided with a HBTIA Member logo to display on your channels, serving to highlight your official membership of the industry. The logo is updated annually.

**HBTIA Member logo** (variations)



## To become a Hawke's Bay Tourism Industry Association member...

Please complete the application form at [hawkesbaynz.com/join-us](http://hawkesbaynz.com/join-us) and a member of our team will be in touch. Alternatively contact our friendly team to talk through your options:

**Hilary Nyberg - Membership & Events Coordinator**

[hilaryn@hawkesbaytourism.co.nz](mailto:hilaryn@hawkesbaytourism.co.nz)

**Heather Matthews - Trade Marketing & Sales Manager**

[heatherm@hawkesbaytourism.co.nz](mailto:heatherm@hawkesbaytourism.co.nz)

## Benefits

## Membership Levels

**Standard membership contributes to Hawke's Bay Tourism delivering the following on behalf of the region -**

- Regional consumer marketing plan
- The delivery of major events, including F.A.W.CI, Big Easy, Spring Fling

	<b>HBTIA Membership</b> \$300 + GST*	<b>Trade Marketing Group (TMG) Membership</b> \$1,000 + GST*	<b>Support Partner</b> \$300 + GST*	<b>Online Listing</b> \$150 + GST* <i>Limited eligibility</i>
Membership to HBTIA including voting rights	✓	✓	✓	
Basic listing on website in ONE category, up to TWO sub-categories	✓	✓		✓
Attend industry updates and networking events at no cost or subsidised rates	✓	✓		
Opportunity to jointly participate in HBT marketing campaigns	✓	✓		
Use of Hawke's Bay Tourism Industry Association member branding	✓	✓		
Winter Workshop series - Tourism specific upskilling	✓	✓		
Monthly members newsletter	✓	✓		
Access to the Monthly Tourism Statistics for Hawke's Bay	✓	✓	✓	
Opportunity to sponsor / participate in selected events	✓	✓		
Opportunity to participate in paid publications at a discounted rate ie planner, Visitor Guide	✓	✓		✓
Opportunity to host key buyers, media, or VIP's on product Famils	✓	✓		
Access to Support Partner Benefits eg. Discount off i-SITE brochure display fee	✓	✓		
Basic listing on website with up to THREE categories, and the associated 2 sub-categories		✓		
Representation at annual trade events: TRENZ, TEC, Cruise, RTNZ Trade events, eXplore CNI, CINZ Meetings.**		✓		
Quarterly facilitation AKL Trade Mission **		✓		
Annual facilitation Australia Trade Mission **		✓		
Representation in USA, Europe through ECNI activity & partnership		✓		
Bi-Monthly TMG networking event – with Trade update from HBT		✓		
Preferential consideration for hosting Buyer or Media famils		✓		
Facilitate introductions to key Buyers or Media on HBT Famils where possible		✓		
Preferential choice for participation in paid publications. i.e. Planner, Visitor Guide		✓		
Preferential placement of imagery in trade & media activity		✓		
Features in key trade collateral – Product training resources, videos, manuals		✓		
Opportunity to provide product training to relevant HBT members each year		✓		
Availability of a Trade Sales & Marketing representative dedicated to delivering the regional Trade Marketing plan – details here (hyperlink)		✓		
Officially recognised as a supporter of Hawke's Bay Tourism including an online listing on HBTIA website			✓	
Use of Hawke's Bay Tourism regional Support Partner branding			✓	
Attendance at Hawke's Bay Tourism industry events & functions for up to 2 people per business			✓	
Priority access to sponsorship opportunities at industry events			✓	
Opportunity to promote deals to HBT Members			✓	
Space in monthly members newsletter – 1 per calendar year			✓	

\*One category & up to two sub-categories are included in each membership level or online listing. Operators can choose additional categories for \$150 each. For each additional category, there is the option for an additional web listing or just an additional category tag.

\*\*Hawke's Bay Tourism coordinates & facilitates the official sales missions or trade shows. The cost of member attendance is additional.

# Marketing Activity calendar

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
<b>CONSUMER MARKETING</b>												
SEO & SEM (year-round)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Content marketing (year-round)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Domestic campaigns		✓	✓	✓				✓	✓	✓		
<b>EVENTS (HBT-ORGANISED)</b>												
F.A.W.C! Food & Wine Classic - Summer			TICKETS ON SALE		✓							
F.A.W.C! Food & Wine Classic - Winter										TICKETS ON SALE		✓
The Big Easy								TICKETS ON SALE		✓		
Spring Fling	TICKETS ON SALE		✓	✓								
<b>MAJOR REGIONAL EVENTS</b> - annual events attracting significant visitor spend and/or national profile												
Spring Racing Carnival			✓	✓								
Hawke's Bay Arts Festival				✓								
Summer concerts					✓	✓	✓	✓	✓			
Bridge Pa Wine Festival							✓					
Art Deco Festival								✓				
Horse of the Year									✓			
Hawke's Bay Marathon											✓	
<b>TRADE &amp; SALES ACTIVITY</b>												
Tradeshows:												
• eXplore										✓		
• TRENZ											✓	
• Meetings												✓
Famil periods	✓	✓	✓	✓	✓			✓		✓	✓	✓
Sales activity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>PRINTED COLLATERAL</b>												
Visitor Guide			PREPARATION			✓						
Hawke's Bay Trails map			PREPARATION			✓						
Food & Wine Guide			PREPARATION			✓						
Business Events guide								PREPARATION		✓		
'Get Hitched' weddings guide							(TIMINGS TBC)					

Please note, this Marketing Activity calendar is accurate as at October 2020, but is subject to change.

# PART 3

## RESULTS / HOW IS OUR INDUSTRY PERFORMING



## 2020 / 2021 Key Performance Indicators (as agreed with Hawke's Bay Regional Council)

KEY PERFORMANCE INDICATOR	19/20 MEASURE	RECOMMENDED MEASURE 20/21	COMMENTARY
<p><b>Visitor spend, benchmarked against national performance.</b></p> <p>Data provided by MBIE's Monthly Regional Tourism Estimates.</p>	MRTE 2% growth	Grow our share to at least 3% of Domestic Spend	<p>Hawke's Bay Tourism has identified incremental growth in our share of Domestic Visitor Spend as being a relevant measure of success. This has been adopted for the 2020/2021 year.</p> <p>A target of 3% has been set, which builds on the 2.96% market share for the 12 months ending February 2020.</p>
<p><b>Increase industry contribution</b></p>	\$250k	<p>\$200k cash \$50k in kind</p> <p>Increased membership numbers Increased Industry Facebook #</p>	<p>COVID has again made the 2019/20 target somewhat redundant, with a membership holiday offered in response to the initial impacts.</p> <p>However, we expect increased interest and interaction with new members who have taken up the short-term free membership.</p> <p>Members of the industry Facebook site increased from 169 (23MAR) to 450 (30 March 2021).</p>
<p><b>Develop membership engagement on climate change mitigation and adaptation - environmental sustainability</b></p> <p>Increase in members signing up to Tourism Industry Aotearoa's "Tourism Sustainability Commitment"</p>	No less than 50 members signed up to TIA Sustainability Commitment	No less than 50 members signed up to TIA Sustainability Commitment	<p>The TIA Sustainability Commitment is a national framework we support and endorse, and we encourage more of our members to become partners.</p> <p>A HBT workshop with TIA has been developed to align more members to this initiative.</p> <p>At the end of the 2019/2020 year, 44 Hawke's Bay tourism businesses had signed up to the TSC.</p>
<p><b>Industry advocacy.</b></p> <p>Support existing tourism operators to develop new products, and expand into new markets</p>	<ul style="list-style-type: none"> <li>Develop Māori tourism strategy</li> <li>Deliver annual series of workshops to build industry capability</li> <li>Support Hawke's Bay Regional Council with tourism expertise and support</li> </ul>	<ul style="list-style-type: none"> <li>Align to values of NZ Māori Tourism</li> <li>Deliver annual series of workshops to build industry capability</li> <li>Support Hawke's Bay Regional Council with tourism expertise and support</li> </ul>	<p>Having worked with 8 member businesses engaged in Māori tourism on strategic direction, it is now time to align our values with those of the national organisation, NZ Māori Tourism.</p> <p>In the 2020/21 year we aim to continue delivering workshops in the quieter winter period to assist with strengthening tourism businesses.</p>
<p><b>Tourism operators value Hawke's Bay Tourism's leadership and contribution to growth of industry.</b></p>	Industry survey conducted, to set benchmark for future years	Annual survey that includes info on sustainability.	We now have a benchmark from a survey conducted in the 19/20 year.
<p><b>Lead the development of a regional visitor strategy for Hawke's Bay</b></p>	Completion 30 June 2020.	Commence implementation of regional visitor strategy with key stakeholders.	Hawke's Bay's Councils have collectively invested in the development of a tourism gaps analysis. The outcomes will be integrated into the destination management framework set out by MBIE.

## Membership

**Full membership of the Hawke's Bay Tourism Industry Association numbers approximately 200 businesses.**

In addition, there are a further 150 website listings for businesses who choose to have a presence on our website.

Hawke's Bay Tourism's membership for trade-ready businesses, the Trade Marketing Group, consists of approximately 20-25 operators.

## Visitor Spend

Tourism Electronic Card Transactions (TECT) data compiled by the Ministry of Business, Innovation and Employment reported tourism spend of \$350m in Hawke's Bay in the 12 months to January 2021. Note, this is based almost exclusively on physical electronic card transactions, and does not include any other form of spending such as cash, pre-purchases or online spend. This represents a year-on-year increase of 0.3% on the previous 12-month period, which indicates the increase in domestic visitor spend has exceeded the loss of international spend caused by the absence of almost all international travel. Of all 16 regions in New Zealand, Hawke's Bay is just one of three to record positive year-on-year growth in the 12 months to January 2021.

### Domestic Visitor Spend

In the 12 months to January 2021, Hawke's Bay's most valuable domestic regions for contributing visitor spend were as follows:

- Auckland 19%
- Hawke's Bay 18%
- Wellington 17%
- Manawatu/Whanganui 11%
- Waikato 9%
- Bay of Plenty 7%
- Gisborne 5%
- Canterbury 4%

### Domestic visitor spend, by Territorial Authority

In the 12 months to January 2021, Hawke's Bay's four territorial authorities saw the following increases in domestic visitor spend (based on TECT data):

- Central Hawke's Bay District = 0.7%
- Hastings District = 16.1%
- Napier City = 4.9%
- Wairoa District = 6.8%
- New Zealand overall = -0.1%

### International visitor spend

In the 12 months to December 2019, before the impacts of COVID-19 were observed, Hawke's Bay's most valuable international markets for contributing visitor spend were as follows:

- Australia 31%
- United Kingdom 14%
- United States 14%
- Rest of Europe 10%
- Germany 5%
- Canada 4%

# Accommodation

## Commercial Accommodation

Measurement of commercial accommodation is via the Accommodation Data Programme (ADP). The ADP came into existence for the June 2020 period onwards, following the discontinuation of Statistics New Zealand's Commercial Accommodation Monitor in September 2019. It is important to note that the ADP data is collected via voluntary survey completion by commercial accommodation providers, and excludes emergency housing stay units from the data.

There is not yet a full 12 months' worth of data to enable year-on-year reporting which makes meaningful visitor night reporting difficult to measure. However in the 9 months to date, Hawke's Bay's overall occupancy rate across all accommodation types typically ranks in the top 5 among all regional tourism organisations and has been no lower than ninth. This is consistent with reporting under the previous Commercial Accommodation Monitor.

## Private Household accommodation

Hawke's Bay Tourism recently held a subscription to a data service that surveyed the volume of visitor nights spent in private households i.e. with family or friends. The final report to Hawke's Bay was for the period to December 2019.

In the 12 months to December 2019, the total number of visitor nights was estimated at 2.971m. For the same period, Domestic visitor nights in private households were estimated at 2.155m, while International visitor nights in private households were estimated at 0.815m.

## Peer-to-peer short term rentals

Hawke's Bay Tourism recently held a subscription to a data service that provides insight into activity across the AirBNB and Vrbo platforms. Large year-on-year gains were initially observed across the 2016-2019 periods as the industry grew quickly. Into early 2020 (pre-COVID), growth still occurred albeit at a slower rate as the industry became a more established component of the Hawke's Bay accommodation offering.

In the 12 months to February 2020, total room nights (limited to Entire Place rentals, not private rooms) were 0.341m, year-on-year growth of 47%. The number of Entire Places available for rent peaked in February 2020 at 1,371 rentals across Hawke's Bay.



## Digital metrics

While traffic to the region's official visitor website – hawkesbaynz.com – was, and continues to be, impacted by COVID-19, domestic website traffic has rebounded quickly. In the 12 month period to March 2021, total website sessions number 648k, a 29% year-on-year improvement. Total pageviews during the same period were 2.4million, up 100% on the prior 12-month period.

Total pageviews on members listings also increased significantly, numbering 226k in the 12 months to March 2021, up by 111% on the prior 12 months.

## Equivalent Advertising Value (EAV)

From July 2020, we have begun tracking Equivalent Advertising Value as a way to measure the success of our public relations activity and also the return on investment for media stays.

Equivalent advertising value (EAV) is generally used by the Public Relations industry as a device to measure media coverage. EAVs are generally calculated by reviewing the scale of the coverage, its positioning and thus what the equivalent display advertisement cost would be. This figure is then multiplied to allow for the integrity of the news copy vs advertising. Multipliers are frequently in the range of x3 to x10 – we apply the minimum multiplier of x3 across all coverage achieved by our own Media and PR programme. This is based on the understanding that we do not often purchase display advertising at rack rates due to the buying power of our media agency.

It is important to note this is a relatively antiquated metric as media rates fluctuate greatly, however it is really the only effective tool we have to measure PR value and ROI.



