

A photograph of two cyclists on a dirt path at sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, there are rolling hills and a body of water. A signpost with two directional signs is visible: one pointing left to 'Te Awanga 4.1km' and another pointing right to 'Rock North 14km'. A small informational sign is also visible on the left. The cyclists are in the foreground, with one wearing a white shirt and the other a dark shirt. The overall scene is peaceful and scenic.

Hawke's Bay Tourism Annual Report for FY22

WWW.HAWKESBAYNZ.COM



Key Performance Metrics

Key Performance Indicators – results 2021/22

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Key Performance Indicator	Measure		Performance
Visitor spend, benchmarked against national performance. Data provided by MBIE's Tourism Electronic Card Transactions.	Grow our share to at least 3% of TECT Domestic Spend		✓ 3.64% to Y/E JUN 22
Increase industry contribution	\$200k cash \$50k in kind Increased membership #		✓ \$222,345 cash ✓ \$64,615 contra ✓ c. \$3,828,028.00 Equivalent Advertising Value (EAV) YTD ✓ Membership -6
Develop membership engagement on climate change mitigation and adaptation – environmental sustainability. Increase in members signing up to Tourism Industry Aotearoa's "Tourism Sustainability Commitment" (TSC)	No less than 50 members signed up to TIA Sustainability Commitment (TSC)		✓ 52 businesses signed up ✓ Investigating opportunities to decarbonise local travel through cycle, and food & wine, promotion. ✓ Developing workshops with Tourism Industry Aotearoa to further implementation of

(Green – on-track; Amber – in progress; Red – not on track, requires attention)

Key Performance Indicators results 2021/22 *cont'd*

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Key Performance Indicator	Measure		Performance
Industry advocacy. Support existing tourism operators to develop new products, and expand into new markets	Align to values of NZ Māori Tourism Deliver annual series of workshops to build industry capability Support Hawke's Bay Regional Council with tourism expertise and support		<ul style="list-style-type: none"> ✓ Continuation of Cultural Brand Framework mahi – Destination Te Matau-a-Māui ✓ Survey of operators to ascertain business confidence and affects of lockdowns ✓ Ongoing support of HBRC
Tourism operators value Hawke's Bay Tourism's leadership and contribution to growth of industry	Annual survey that includes environmental sustainability		<ul style="list-style-type: none"> ✓ Awaiting results of survey
Lead the development of a regional visitor strategy for Hawke's Bay	Commence implementation of regional visitor strategy with key stakeholders.		<ul style="list-style-type: none"> ✓ Infrastructure adequacy report completed. ✓ Implementation priorities identified ✓ Work on destination management plan commenced.

(Green – on-track; Amber – in progress; Red – not on track, requires attention)

Destination research

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New Zealand travellers
associate Hawke's Bay with:



62% Wineries



43% Restaurants, Cafes & Bars



32% Family Activities



32% Walking & Hiking



31% Gardens, Parks and Reserves

*Angus & Associates research:
Hawke's Bay – Market Perceptions Q1 2022*

Domestic Visitor Economy Overview

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1.7m

Annual domestic
visitors



\$376m

Value of Domestic
Tourism Electronic
Card Transactions
(excludes cash & online)



890k

Domestic guest
nights in commercial
accommodation



5.4m

Annual domestic
visitor days



3.64%

Share of Domestic
Tourism Electronic
Card Transactions



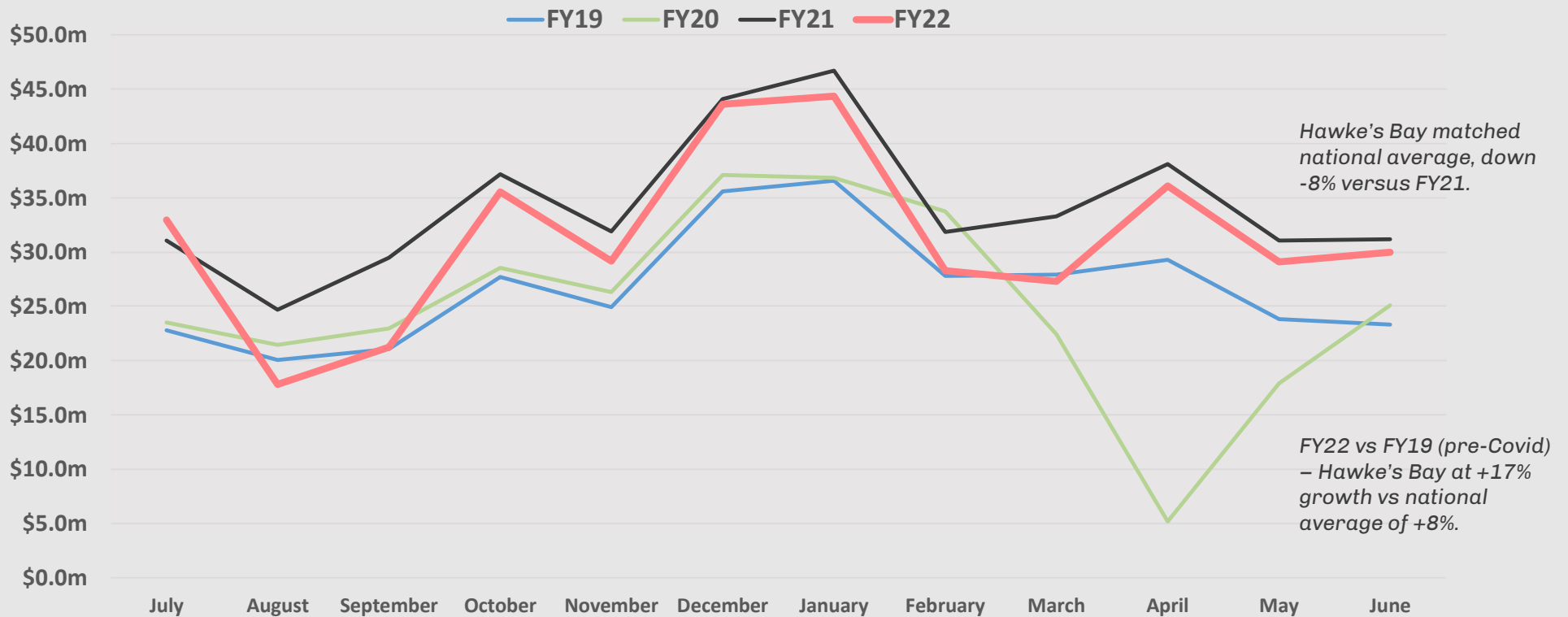
2.6

Average nights
stayed per guest
in commercial
accommodation



Domestic Tourism Electronic Card Transactions

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Market Share & Key Markets

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3.43%

Hawke's Bay's share of domestic tourism spend via card transactions in year to **December 2019** (pre-covid)



3.64%

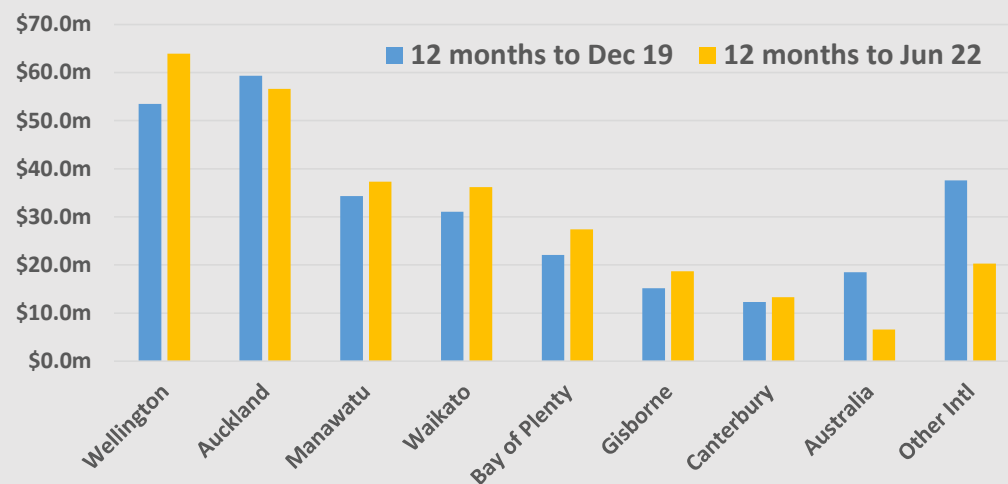
Hawke's Bay's share of domestic tourism spend via card transactions in year to **June 2022**

Share of TECT from Top 5 markets

(Tourism Electronic Card Transactions)

	<u>Dec 19</u>		<u>Jun 22</u>
1. Wellington	5.47%	→	5.92%
2. Auckland	2.92%	→	2.46%
3. Manawatu	5.79%	→	5.83%
4. Waikato	2.28%	→	2.41%
5. Bay of Plenty	2.90%	→	3.50%

Annual \$\$ value of TECT



Domestic tourism card transactions by district

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\$376m

Hawke's Bay
total region



\$23m

Central Hawke's
Bay District

6.0% of HB Domestic TECT
vs 8.4% of HB population



\$154m

Hastings District

40.9% of HB Domestic TECT
vs 49.8% of HB population



- For 12 months to June 2022
- Domestic visitors only
- Point of sale card transactions
– no cash or digital payments

\$183m

Napier City

48.7% of HB Domestic TECT
vs 36.8% of HB population



\$14m

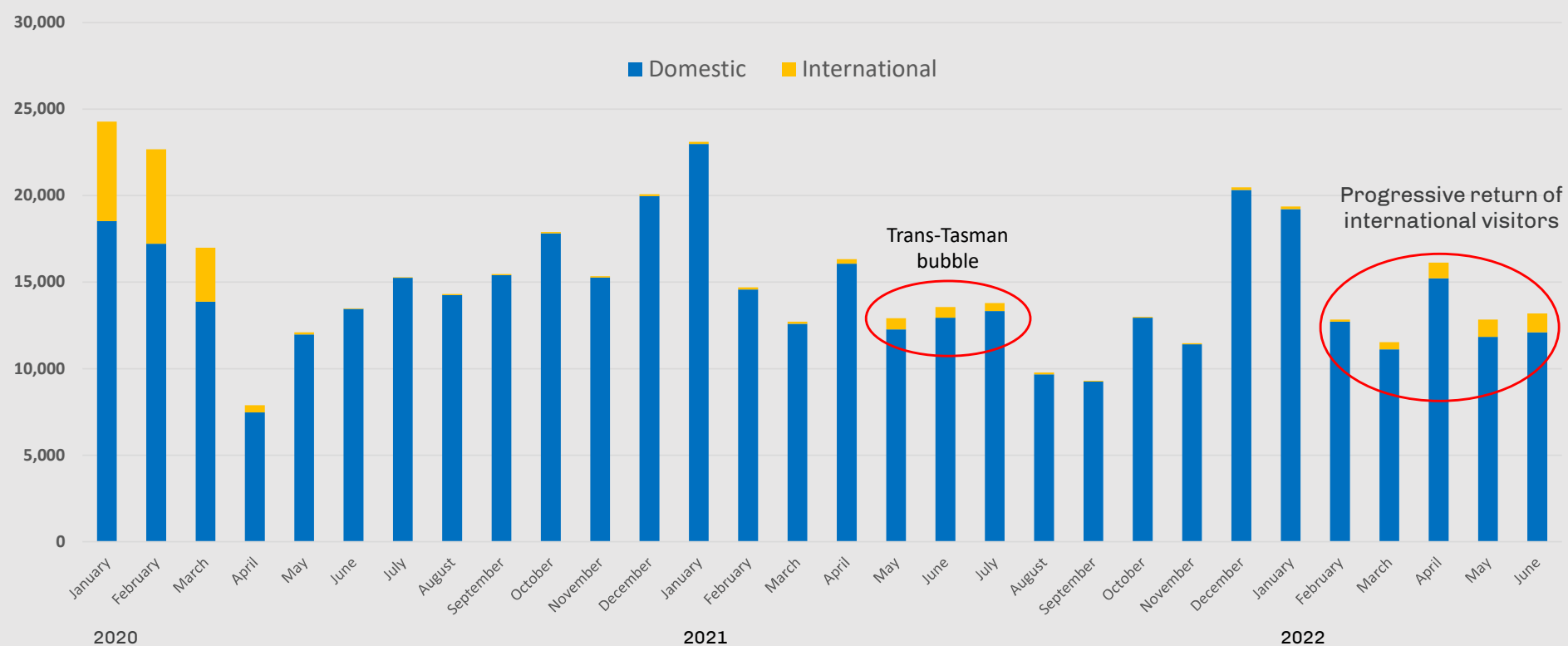
Wairoa District

3.7% of HB Domestic TECT
vs 4.9% of HB population



Visitor Estimates

Monthly average counts at midday, via mobile data



Commercial Accommodation

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12 month Occupancy Overall
44.2%
Last year
52.2%
National occupancy
34.6%

12 month Occupancy Hotels
55.4%
Last year
69.4%
National occupancy
42.2%

12 month Occupancy Motels & Apartments (>20)
66.9%
Last year
80.1%
National occupancy
50.0%

12 month Occupancy Motels & Apartments (6-20)
68.6%
Last year
81.1%
National occupancy
53.3%



12 month Occupancy Backpackers
Data set too small
Last year
37.5%
National occupancy
29.8%

12 month Occupancy Holiday Parks-Campgrounds
32.1%
Last year
36.1%
National occupancy
21.9%

12 month Occupancy Lodges & Boutique
Data set too small
Last year
49.9%
National occupancy
33.4%

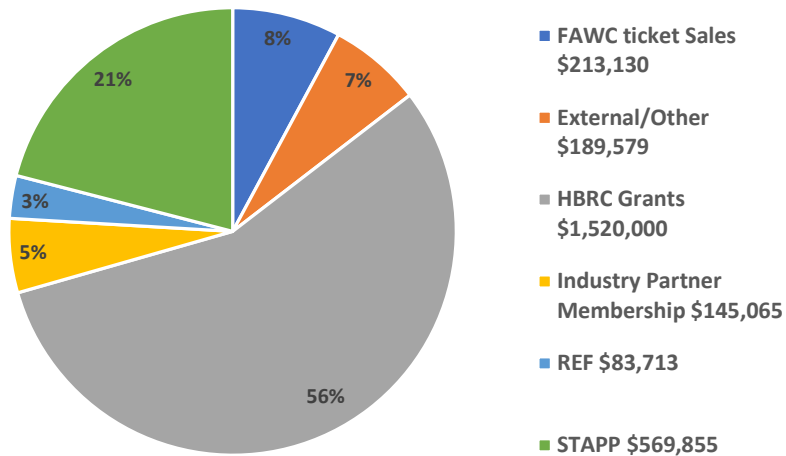
Hawke's Bay followed national trend, which saw an overall occupancy drop from 40.9% in FY21 to 34.6% in FY22

FY22 Income sources

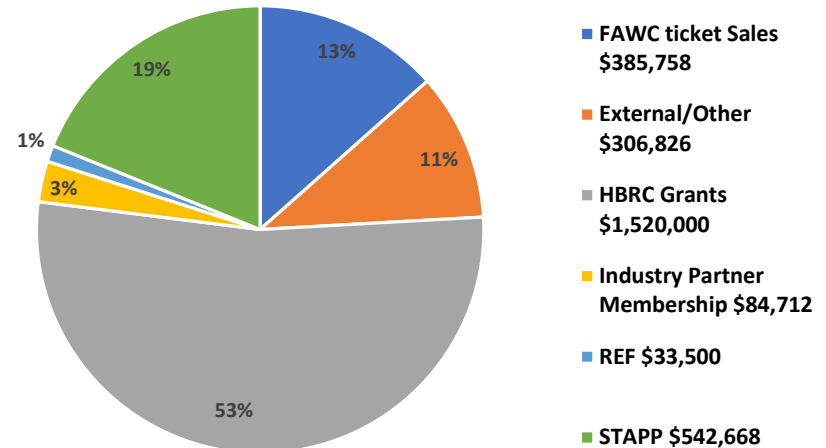
% of overall income

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FY22 – total \$2.7m



FY21 – total \$2.9m



**FAWC ticket sales impacted by Summer FAWC postponement and event cancellations due to restrictions*

Activity highlights

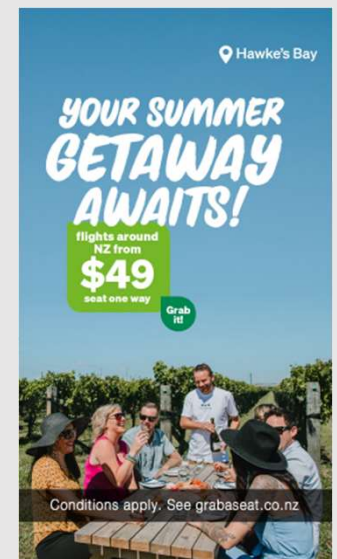
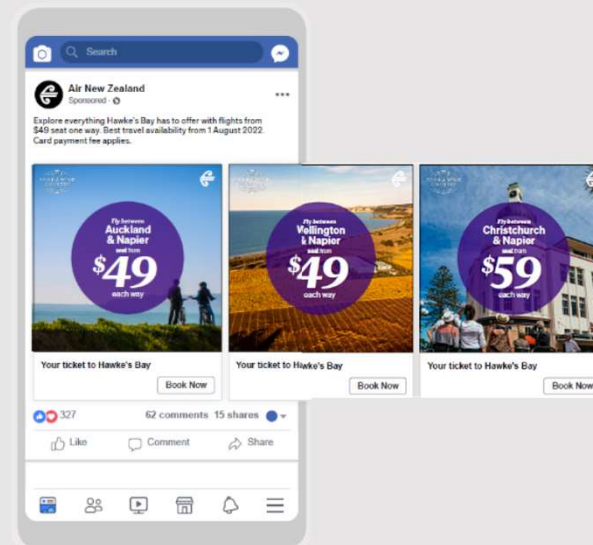
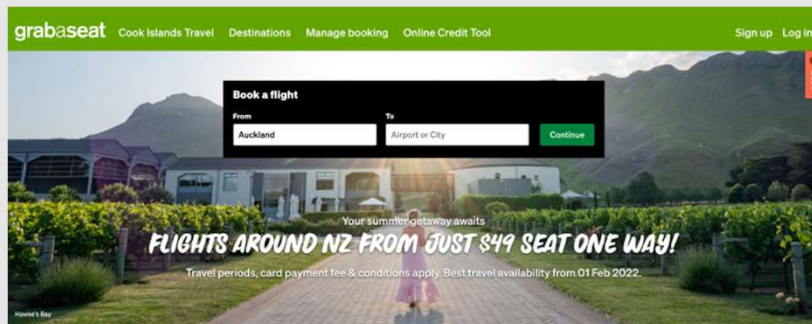


Air New Zealand partnership

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A paid partnership to deliver Hawke's Bay-specific promotion across Air New Zealand and Grabaseat brands – part 1 in Nov 2021 and part 2 in May 2022. These are highly competitive marketing slots among RTOs and a strong relationship with the relevant Air New Zealand teams ensured the campaign was still able to run despite multiple covid-related delays.

During the May 2022 retail campaign period, ticket sales for Hawke's Bay markets were up 55% versus non-campaign period.



Classic New Zealand Wine Trail

Historically a product for international audiences, an FY22 collaboration with our RTO colleagues in Wairarapa, Wellington and Marlborough saw a programme of domestic marketing and media coverage developed to promote this geographically and thematically cohesive multi-region experience. Successes include a double page editorial feature in Kia Ora magazine, prominent advertising in key markets, along with the development of new assets for ongoing promotional use.

Travel Wine



Happy trails

Raise a tasting glass – and bring an appetite – to three of our major wine regions: Hawke's Bay, Wairarapa and Marlborough.

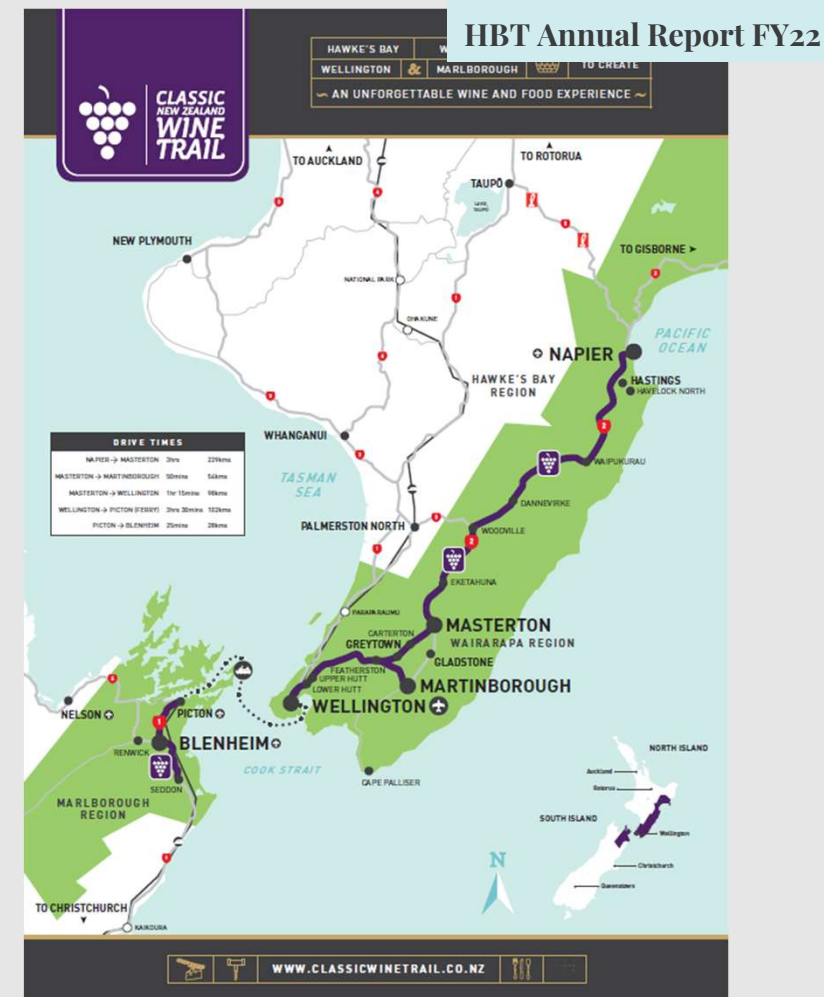
BY JANE BARNES @JANEBARNES

HOW GOOD DOES a journey encompass three major wine regions, capital city and a book of South Island weather events? If we had your "wine engine" the Classic New Zealand Wine Trail (CNZWT) is for you. The CNZWT is a self-guided wine trail that takes you through some of the best wine of New Zealand in one go, including Hawke's Bay, Wairarapa and Marlborough, which together represent more than 80 percent of our total annual wine production. That's around 180 vineyards and 130 cellar doors. If you prefer these metrics, head off to the north where the region is Wellington, which doesn't have any vineyards but has plenty of places to which to enjoy its neighbours' wines.

The CNZWT starts in 1980 and has since been described as one of the best wine drives in the world, and as British writer Robert Louis Stevenson almost said, "I've had it just about the place you like." It's also about the journey. And this journey takes you through pristine and gently rolling vineyards, through the rolling hills and small towns that cultivate grapes, as well as the often wild, dense, bushy and dramatic, which make the CNZWT such a lovely sight.

There's no right or wrong way to do the wine trail – you could do one region before or after and complete the trail in two to three weeks. But if you can, take your time to eat, drink, enjoy.

April 2022 88

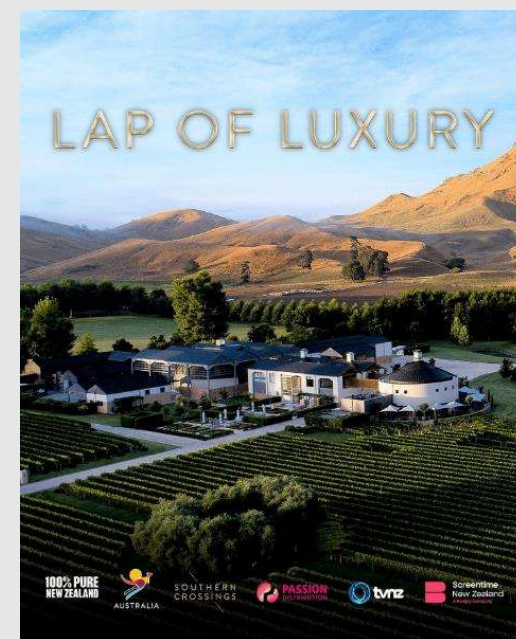


Lap of Luxury

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Hawke's Bay Tourism co-invested alongside a number of properties who made significant personal contributions to feature across the first two seasons of the Lap of Luxury television series – a behind-the-scenes introduction to some of the most inspiring luxury travel experiences across New Zealand and Australia.

Hawke's Bay Tourism's support ensured our region was well represented in this incredibly popular series, enhancing our profile as a destination with premium accommodation. A condition of the support was also to profile the wider region, as well as gaining access to b-roll footage for ongoing use.

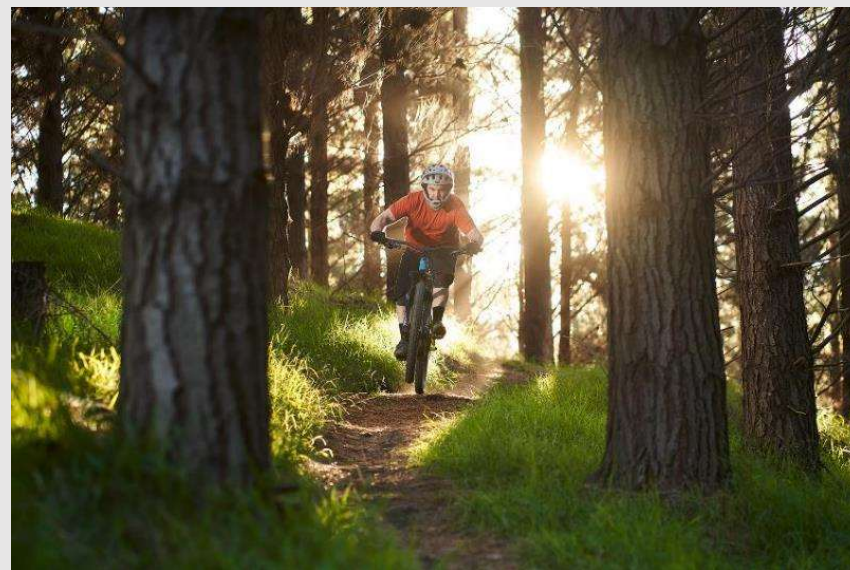


Cycling

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Recent investment in new cycle photography for the Hawke's Bay Trails, Tukituki Trail in Central Hawke's Bay, Mahia Railbike, Te Mata Park, and also Pan Pac MTB Park, ensures we can continue to showcase our array of cycling options through our own channels and campaigns, as well as providing media and trade with high quality assets.

Plans are also being developed to further enhance marketing efforts to promote cycling options in Hawke's Bay, which has included a recent briefing of Tourism New Zealand's PR team about the regional offering.

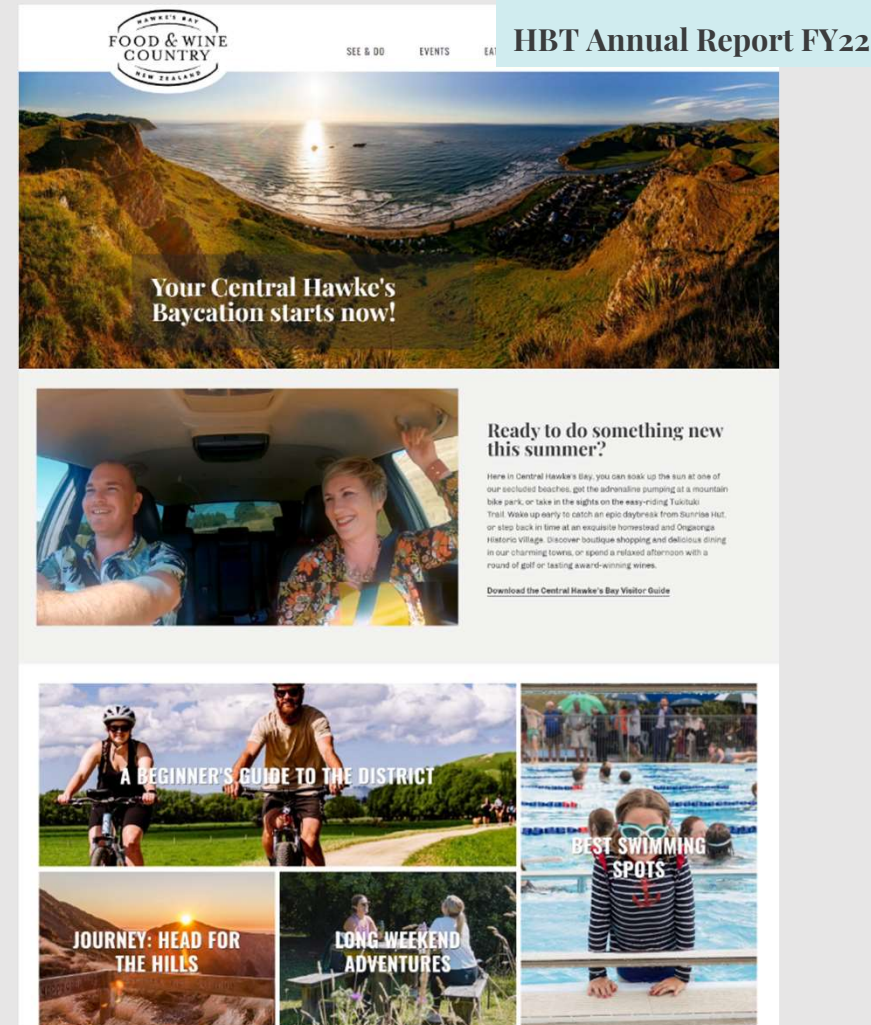


Central Hawke's Bay District

With funding support from Central Hawke's Bay District Council via the FY22 partnership grant, a campaign was launched to encourage lower North Island markets to take a Central Hawke's Baycation over 21/22 summer. centralhawkesbaycation.com was set up as a campaign landing page, home to engaging destination content and achieving 13k pageviews.

The Spring Fling was delivered across September and October – albeit during an operating environment that was impacted by gathering-size restrictions. More than two-thirds of ticket sales were to visitors from outside the district, highlighting its ongoing value as a reason to visit Central Hawke's Bay.

Investment was made to enhance photography and videography assets for the region to support ongoing activity, while an existing map asset was given a much-needed update to assist information services for visitors.



Wairoa District

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A sustained period of investment in Wairoa destination photography since March 2021 has Hawke's Bay Tourism more equipped than ever to support the district's visitor economy – through ensuring appropriate representation in consumer marketing and media activity, as well as being able to support our colleagues at the Wairoa i-SITE with the provision of assets for their own use.

Targeted support has been offered to help create sold-out Wairoa events in recent editions of F.A.W.C! Food and Wine Classic. Important connections are also being developed between our team and many of the business operators in the district who are making valuable contributions to the visitor economy.



Digital channels summary

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596,388

TOTAL sessions on
hawkesbaynz.com

322,358

ORGANIC sessions on
hawkesbaynz.com

278,975

pageviews on
operator listings

*And the winner for
the most views is:*
Moreere Hot Springs
****10,675****

100k

Facebook
likes



12.8k

Instagram
followers



24.5k

database
subscribers



2.1m

Social media
reach



Topline Media and PR results

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\$4.11m

Equivalent Advertising Value (EAV)
for media coverage

243m

Total potential readership
from **317** pieces of
media coverage

17

in-region media famils
hosting key journalists



\$169k
Art Deco
profile

\$455k
F.A.W.C!
promo

\$315k
accomm.
venues

\$182k
Central
HB

\$89k
industry
advocacy

\$125k
Wairoa
District

\$329k
cycling &
outdoors

\$162k
individual
operators
(exl. accm)

\$2.0m
Food&Wine
Country

\$90k
Māori
culture

MiNDFOOD
#SMARTTHINKING

Stuff

AIR NEW ZEALAND INFLIGHT MAGAZINE

Kia Ora

NZHOUSE
& GARDEN

Cuisine
FROM NEW ZEALAND TO THE WORLD

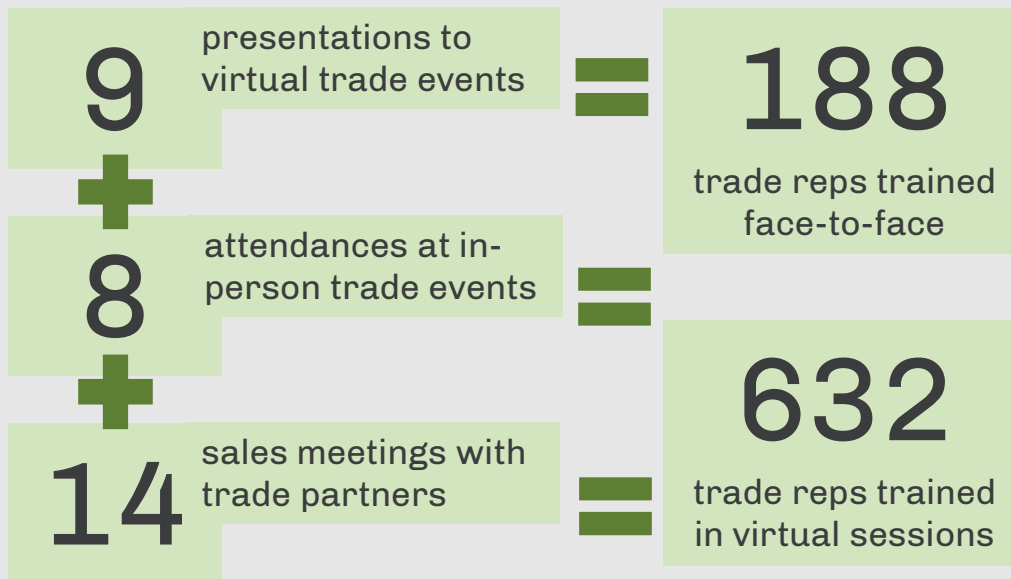
ESCAPE



dish

Travel Trade

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Industry Support

Contra	Cash
\$11.7k	\$3k

Hosted 4 trade famils
with 9 attendees

Southern Crossings, IDNZ, The Green Spot, Ahipara Travel

Included TEC Conference, eXplore CNI Virtual Show, Virtual TRENZ Show, TRENZ Hui, AKL Trade mission with operators, TNZ Korea, TNZ Regional Showcase AU, Aug Sales Mission ECNI, RTNZ IBO Day AKL, TNZ Virtual Roadshow

Business Events

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BIDS assisted	CONFIRMED	PENDING
64	27	6
Economic Impact	\$1.5m	\$850k

Industry Support

Contra	Cash
\$11.7k	\$3k

6 famils w 11 attendees

Business Events Advisory Group

Facilitated regular meetings with key operators. Used to discuss direction, potential activities, share ideas, and generate support for HBT's Business Events activity.

Tourism Industry Membership

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197 full members of Hawke's Bay
Tourism Industry Association

and

127 additional web listers
on hawkesbaynz.com

558 members of Facebook
group for tourism industry



Consumer Events

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- ✓ Impacted by Covid restrictions
- ✓ 28 events
- ✓ \$111k ticket sales
- ✓ 100% rated Excellent or Good
- ✓ 18% of ticket sales to visitors
(excludes visitor tickets bought by locals)



- ✓ 44 events
- ✓ \$145k ticket sales
- ✓ 91% rated Excellent or Good
- ✓ 24% of ticket sales to visitors
(excludes visitor tickets bought by locals)

Regional Events Fund support allocated to:



Hawke's Bay
Apple Festival
feasibility study



Hawke's Bay
Yoga Festival



Food and Wine Project

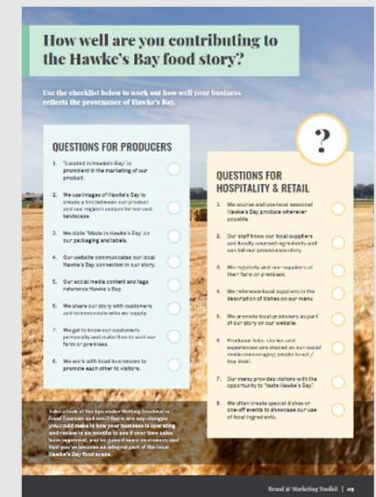
Funded by the government's STAPP support for RTOs, this project has provided Hawke's Bay Tourism with resource to create a deep understanding of the food and beverage production sector as it relates to opportunities for the visitor economy in Hawke's Bay.

A formalised Food and Wine Country Tourism Strategy and Action Plan has been developed to identify and document completed, current and future workstreams relating to the sector.

One completed outcome is the creation of a brand and marketing toolkit to assist the sector with understanding the value of culinary tourism and how they can leverage it for their benefit.



Action	Description and outcome sought	Owner / Sponsor	Lead / Partner/s	Completion/Outcome/Progress to date
1. Create Food and Wine Country branding and messaging	The Hawke's Bay destination campaign is clear, aligned with the region's identity and values, and resonates with the target audience. The campaign is ready for launch across all channels and the website, and the messaging is consistent across all touchpoints.	Complete	Hawke's Bay Tourism	All destination messaging is clear and consistent across all channels and the website.
2. Develop clear identity to support marketing	Developed and launched a clear identity for the region, including a logo, color palette, and typography. The identity is consistent across all touchpoints and the website.	Complete	Hawke's Bay Tourism	Identity is clear and consistent across all touchpoints and the website.
3. Launch destination marketing through various channels	Created and launched a marketing campaign to promote the region's food and wine. The campaign includes a website, social media, and print materials. The campaign is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Marketing campaign is ongoing and will be updated as needed.
4. Increase support and resources for the sector	Developed and launched a support program for the sector, including a website, social media, and print materials. The program is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Support program is ongoing and will be updated as needed.
5. Develop a destination marketing strategy	Developed and launched a destination marketing strategy, including a website, social media, and print materials. The strategy is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Destination marketing strategy is ongoing and will be updated as needed.
6. Develop a destination marketing strategy	Developed and launched a destination marketing strategy, including a website, social media, and print materials. The strategy is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Destination marketing strategy is ongoing and will be updated as needed.
7. Develop a destination marketing strategy	Developed and launched a destination marketing strategy, including a website, social media, and print materials. The strategy is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Destination marketing strategy is ongoing and will be updated as needed.
8. Develop a destination marketing strategy	Developed and launched a destination marketing strategy, including a website, social media, and print materials. The strategy is ongoing and will be updated as needed.	Complete	Hawke's Bay Tourism	Destination marketing strategy is ongoing and will be updated as needed.



Looking Forward

	September	October	November	December	January	February
Summer F.A.W.C!						
Families / holidays promote & inspire						
Spring campaign						
Spring partner extension						
Cycling campaign						
Summer events campaign						
Always On (SEM, SEO, content promotion)						
Website editorial						
Social & database channels activation						
Year-round regional events promotion						

Looking Forward

- The Spring Fling CHB, Sep-Oct,
- Blossom Festival, 23-25 Sep
- FotoFest, 30 Sep-7 Oct
- Spirited Women CHB, 30 Sep-2 Oct
- Hawke's Bay Arts Festival, 14-30 Oct
- Livamol Classic, 15 Oct
- Spring Challenge, 28-30 Oct
- Summer F.A.W.CI, 4-13 Nov
- SIX60, 5 Nov
- Craft Beer and Food Festival, 12 Nov
- The Enchanted Ball, 12 Nov
- Cape Kidnappers Trail Run, 12 Nov
- Urban BBQ Festival, 19 Nov
- International Cricket (Men), 22 Nov
- Groove Armada, 25 Nov
- Jack Johnson, 11 Dec
- International Cricket (Women), 14 Dec
- Boxing Day Festival, 26 Dec
- UB40, 29 Dec
- Juicy Festival, 5 Jan
- Nest Fest, 14 Jan
- Geoquest Adventure Race, 20-23 Jan
- Bridge Pa Wine Festival, 21 Jan
- LAB, 21 Jan
- Jimmy Carr, 25 & 31 Jan
- First We Eat, 5 Feb
- Outfield Festival, 11 Feb
- Art Deco Festival, 16-19 Feb
- Triple Peaks, 25 Feb
- Lorde, 1 Mar
- Horse of the Year, 7-12 Mar
- Gin Wigmore, 11 Mar
- Beer Appreciation Day, 11 Mar
- Mission Concert TBC



With sincere thanks to
our principal funder:

