

A person wearing a blue apron over a white shirt is cooking crabs on a red and black grill. The grill is open, and steam is rising from the cooking crabs. The person is using tongs to handle the crabs. The background shows a blurred outdoor setting with green grass and trees.

Hawke's Bay Tourism Annual Report for FY23

WWW.HAWKESBAYNZ.COM

The logo features a stylized sunburst or starburst design above the text.

HAWKE'S BAY
TOURISM

Value of tourism in Hawke's Bay (pre-cyclone)

- **\$696m** total annual direct visitor spending in Hawkes Bay
- **1 in 10** employed (**9,468**)
- Visitor industry **3rd** highest contributor to regional GDP (after processing/manufacturing and agriculture).
7% of total 'all industries'.



A year of two halves

Return of international visitors

Record NOV & DEC on spend

Cyclone devastation

minus \$50m downturn



Key Performance Metrics

A group of four people (three men and one woman) are seated at a wooden table outdoors, likely at a restaurant or cafe, during sunset. The scene is bathed in warm, golden light from the setting sun, which is visible in the background. The people are engaged in conversation and eating. The table is set with plates of food, glasses of wine, and condiments. The background shows a blurred view of a waterfront with boats and trees.

Key Performance Indicators – results 2022/23

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Key Performance Indicator	Measure		Performance
<ul style="list-style-type: none"> Visitor spend, benchmarked against national performance. 	<ul style="list-style-type: none"> Increase our market share of domestic visitor spend to 4% Data provided by MBIE's Tourism Electronic Card Transactions. 		Tracking at 3.20% to Y/E June 23
<ul style="list-style-type: none"> Increase industry contribution 	<ul style="list-style-type: none"> \$200k cash \$50k in kind Increased membership numbers 		<ul style="list-style-type: none"> ✓ \$311,131.50 cash ✓ \$111,113 contra ✓ c. \$5.3 EAV Membership:-28 (off the back of discontinuation of free membership offered during Covid, and some business closures)
<ul style="list-style-type: none"> Develop membership engagement on climate change mitigation and adaptation – environmental sustainability Increase in members signing up to Tourism Industry Aotearoa's "Tourism Sustainability Commitment" Support/align to HBRC's organisational commitments. 	<ul style="list-style-type: none"> No less than 50 members signed up to TIA Sustainability Commitment Promote low-impact transport and energy reductions solutions (e.g. cycle trail that connects food and wine country tourism operators) 		<ul style="list-style-type: none"> ✓ 52 businesses signed up ✓ Workshops with TIA undertaken OCT '22 ✓ Discussions with EIT to ascertain to sustainability alignment.

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

Key Performance Indicators results 2022/23 *cont'd*

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Key Performance Indicator	Measure		Performance
<ul style="list-style-type: none"> Māori Tourism Development 	<ul style="list-style-type: none"> Work with partners to support the development of a regional identity and story framework for region-wide use based on Te Matau-a-Māui Increased story building capability amongst tourism operators 		<ul style="list-style-type: none"> ✓ Continuation of Cultural Brand Framework mahi – Destination Te Matau-a-Māui
<ul style="list-style-type: none"> Industry advocacy. Support existing tourism operators to develop new products, and expand into new markets 	<ul style="list-style-type: none"> 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"> ✓ Workshops undertaken in August, September and October – marketing, branding, cruise, sustainability
<ul style="list-style-type: none"> Lead the implementation of the Hawke's Bay Destination Management Plan 	<ul style="list-style-type: none"> Achieve support and partnership from key stakeholders to commence actions from DMP. 		<ul style="list-style-type: none"> ✓ Plan circulated to Council Mayors, CEOs, MBIE, RTNZ

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

Domestic Visitor Economy Overview

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1.42m

Annual unique
domestic visitors



\$374m

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



861k

Domestic guest
nights in commercial
accommodation



3.20%

Share of Domestic
Tourism Electronic
Card Transactions

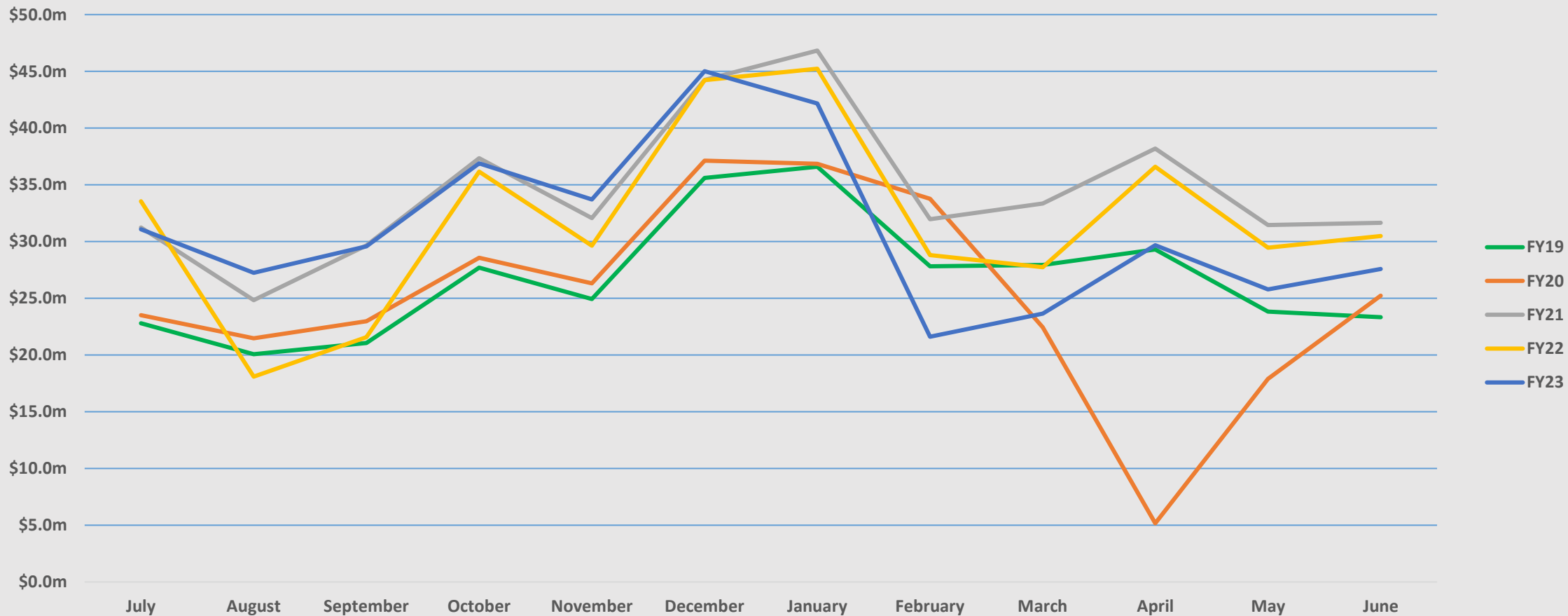


2.4

Average nights
stayed per guest
in commercial
accommodation



Domestic Tourism Electronic Card Transactions



Domestic tourism card transactions by district

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\$374m

Hawke's Bay
total region



\$23m

Central Hawke's
Bay District



\$159m

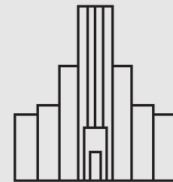
Hastings District



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

\$176m

Napier City



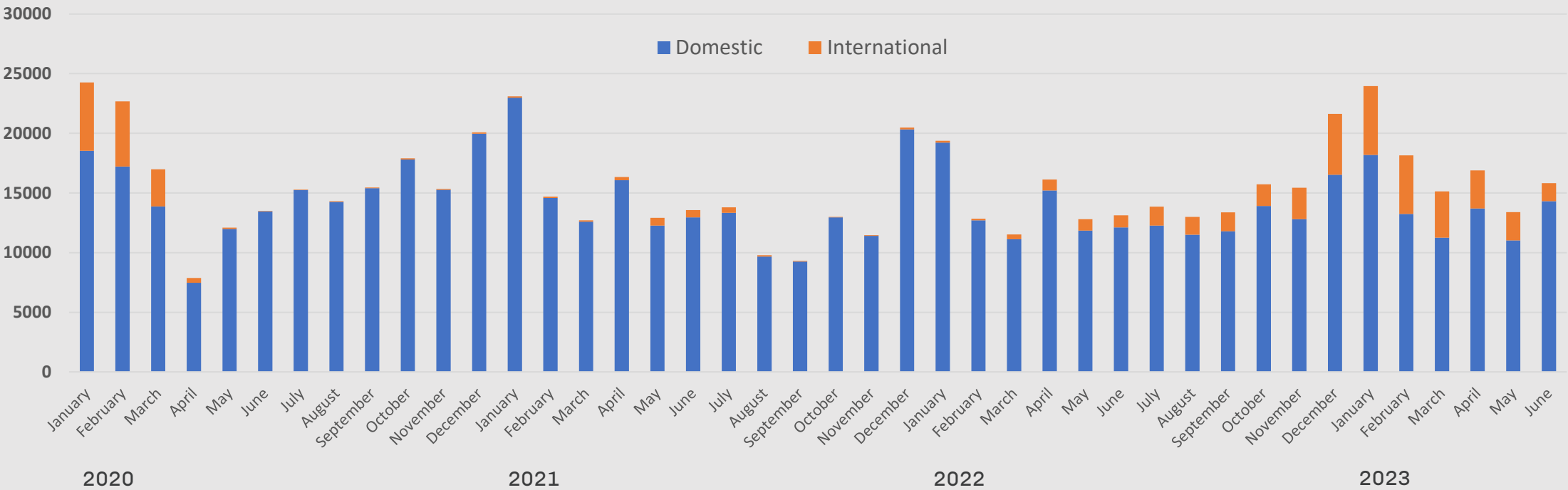
\$16m

Wairoa District



Visitor Estimates

Monthly average counts at midday, via mobile data



Commercial Accommodation

Annual Occupancy Overall
53.2%
Last year
44.1%
National occupancy
53.8%

Annual Occupancy Hotels
75.3%
Last year
55.4%
National occupancy
66.8%

Annual Occupancy Motels & Apartments (>20)
81.7%
Last year
66.7%
National occupancy
73.4%

Annual Occupancy Motels & Apartments (6-20)
80.2%
Last year
68.6%
National occupancy
70.9%



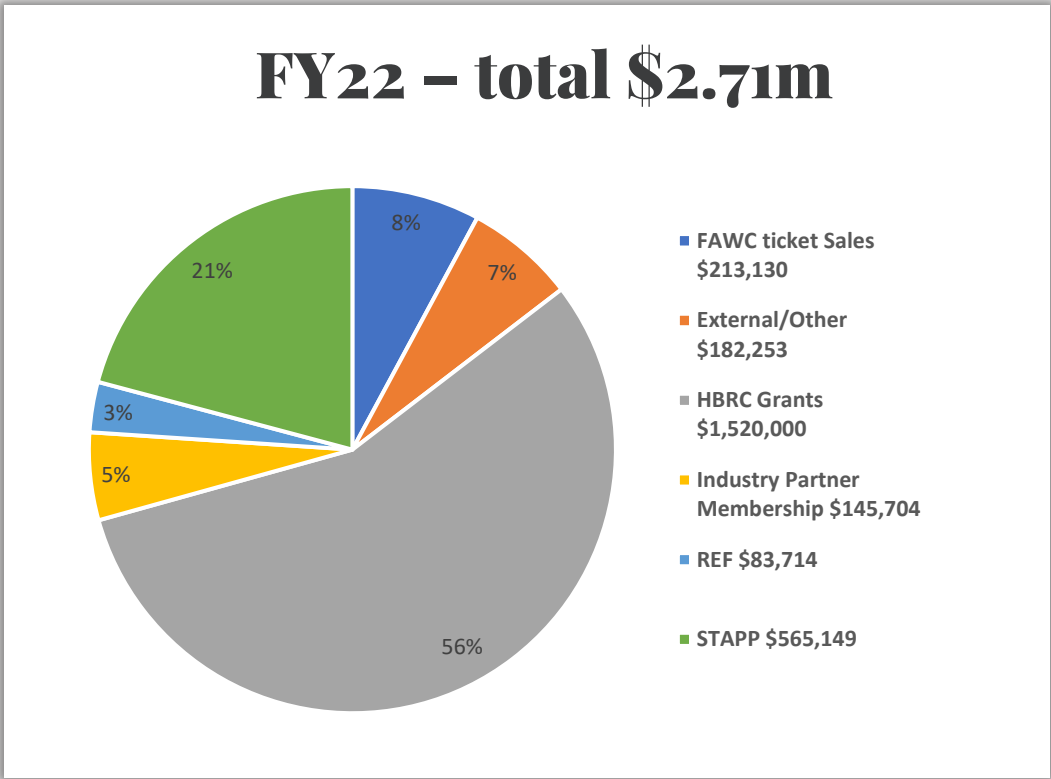
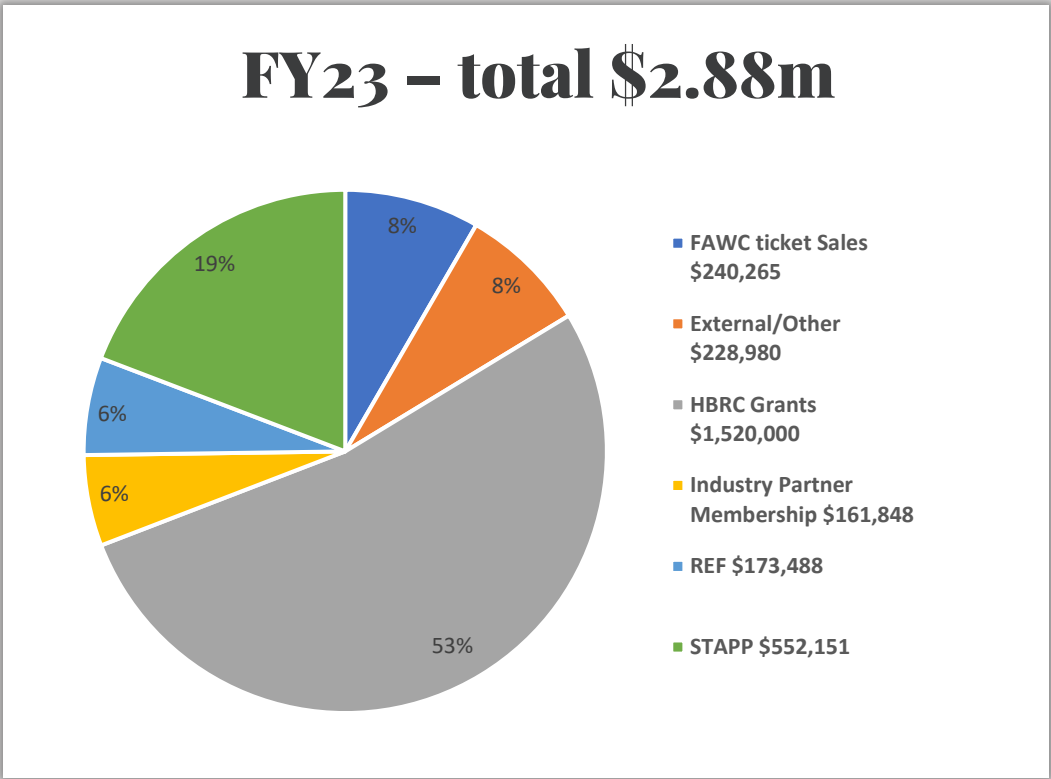
Annual Occupancy Backpackers
Data set too small
Last year
Data set too small
National occupancy
64.5%

Annual Occupancy Holiday Parks-Campgrounds
30.1%
Last year
32.1%
National occupancy
29.3%

Annual Occupancy Lodges & Boutique
Data set too small
Last year
Data set too small
National occupancy
51.6%

FY22 Income sources

% of overall income



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

Activity highlights



Digital channels summary

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607,753

TOTAL sessions on
hawkesbaynz.com

309,747

ORGANIC sessions on
hawkesbaynz.com

194,364

pageviews on
operator listings

*And the winner for
the most views is:*

**Enigma Escape
Rooms**

****5,066****

102k

Facebook
likes



14.3k

Instagram
followers



24.7k

database
subscribers



2.1m

Social media
reach



Topline Media and PR results

\$5.3m

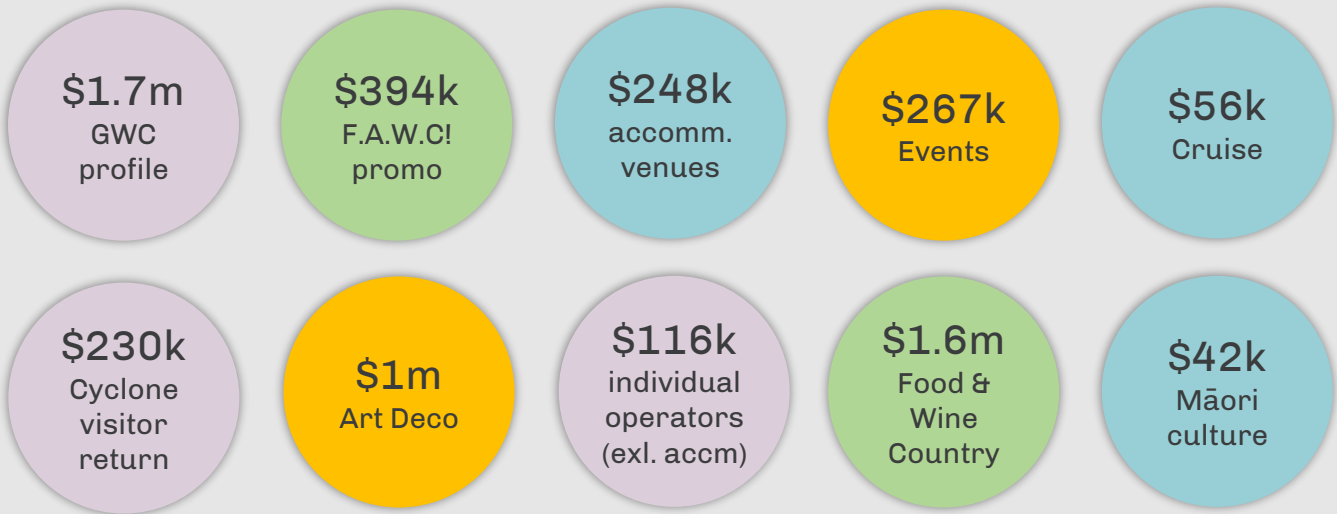
Equivalent Advertising Value (EAV)
for media coverage. ↑ 29%

316m

Total potential readership
from 243 pieces of
media coverage ↑ 30%

19

in-region media famils
hosting key journalists ↑ by 2pax



Consumer Events

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- ✓ 48 events
- ✓ \$176k ticket sales
- ✓ 91% rated Excellent or Good
- ✓ 28% of ticket sales to visitors
(excludes visitor tickets bought by locals)



- ✓ 59 events
- ✓ \$185k ticket sales
- ✓ 93% rated Excellent or Good
- ✓ 19% of ticket sales to visitors
(excludes visitor tickets bought by locals)

Regional Events Fund support allocated to:



Hawke's Bay
Yoga Festival



Great Wine Capitals launch

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Coverage earned: 23 May 2023 – 1 July 2023

Pieces of coverage: 63+

Equivalent Advertising Value: \$1,695,907

Potential audience reach: 166,001,133





With sincere thanks to
our principal funder:

