

A hand is pouring a golden liquid, likely wine, from a bottle into a row of glasses on a wooden table. The background is a blurred outdoor setting with white umbrellas and people, suggesting a festival or wine tasting event.

Hawke's Bay Tourism Annual Report for FY24

WWW.HAWKESBAYNZ.COM

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

HAWKE'S BAY
TOURISM

Key Performance Metrics

Key Performance Indicators – results 2023/24

Key Performance Indicator	Measure		Performance
<ul style="list-style-type: none"> Visitor spend, benchmarked against national performance. Data provided by MBIE's Tourism Electronic Card Transactions (TECT). 	<ul style="list-style-type: none"> Regrow Hawke's Bay's share to 3.5% 		3.36% to Y/E June 2024 Encouraging recovery following Cyclone Gabrielle
<ul style="list-style-type: none"> Increase industry contribution 	<ul style="list-style-type: none"> \$200k cash \$50k in kind Increased membership numbers Increased Facebook numbers 		<ul style="list-style-type: none"> ✓ \$365,487 cash ✓ \$59,606 contra Membership: 164 (full members) Facebook HB Tourism Industry Association: 692 members
<ul style="list-style-type: none"> Increase membership engagement on climate change mitigation and adaptation – environmental sustainability Increase in members signing up to Tourism Industry Aotearoa's "Tourism Sustainability Commitment" 	<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"> ✓ Over 50 signed up to TIA Sustainability Commitment ✓ Active promotion of Hawke's Bay Trails in partnership with Hawke's Bay Regional Council

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

Key Performance Indicators results 2023/24 *cont'd*

Key Performance Indicator	Measure		Performance
<ul style="list-style-type: none"> Te Matau-a-Māui narrative development 	<ul style="list-style-type: none"> Increase engagement on endorsed and authorised narratives related to place/whenua. 		<ul style="list-style-type: none"> ✓ Successful launch of tematauamaui.com in conjunction with partners Nga Toi
<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"> ✓ Conference delivered September 2023 ✓ Cruise presentation October 2023
<ul style="list-style-type: none"> Lead the implementation of the Hawke's Bay Destination Management Plan 	<ul style="list-style-type: none"> Progress actions, as outlined in plans 		<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)

Visitor Economy Overview

\$384m

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



\$69m

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



973k

Total nights stayed
in commercial
accommodation



3.36%

Share of Domestic
Tourism Electronic
Card Transactions



1.84%

Share of International
Tourism Electronic
Card Transactions

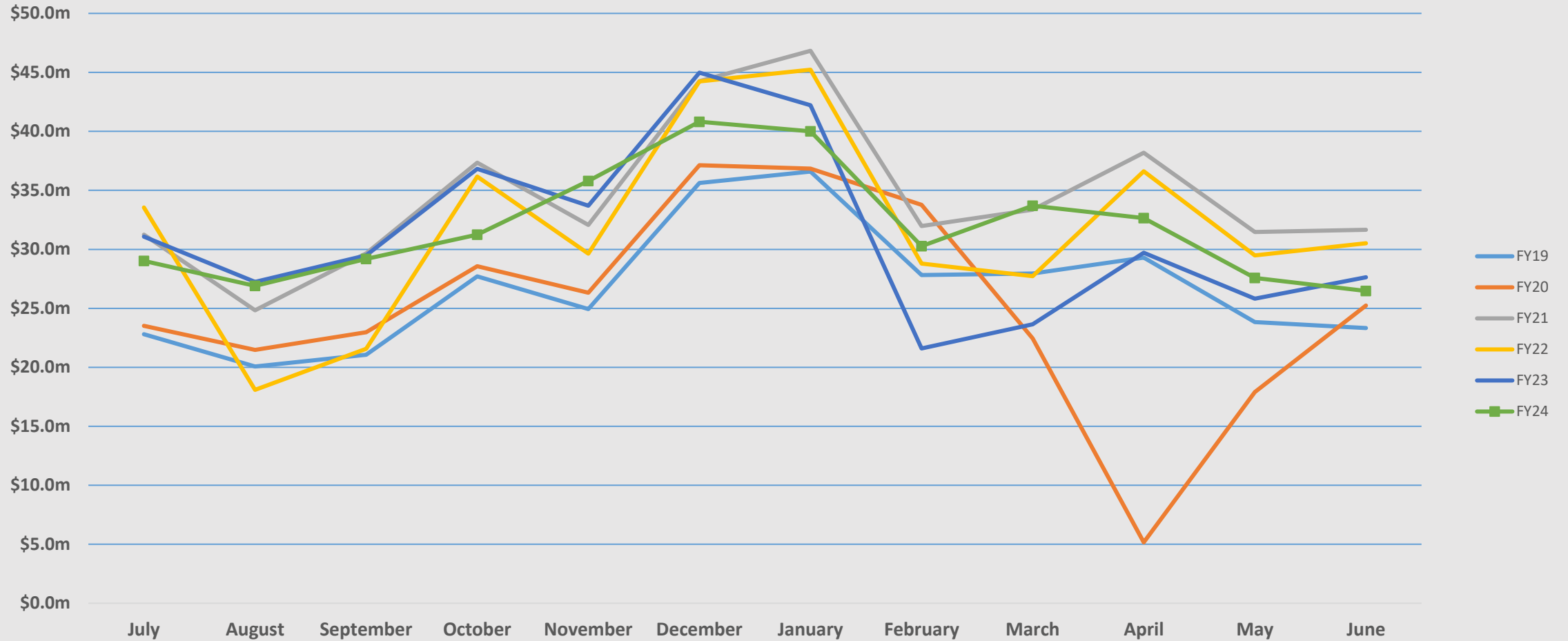


2.2

Average nights
stayed per guest
in commercial
accommodation



Domestic Tourism Electronic Card Transactions



Domestic tourism card transactions by district

HBT Annual Report FY24

\$384m

Hawke's Bay
total region



\$23m

Central Hawke's
Bay District



\$165m

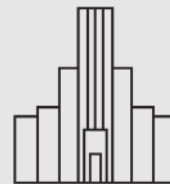
Hastings District



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

\$179m

Napier City



\$17m

Wairoa District



International Visitor Spend & Cruise

\$69m

Total international spend



\$19m

Australia visitor spend



\$19m

United States visitor spend



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

\$12m

United Kingdom visitor spend



89

Cruise ship visits to Napier Port



Commercial Accommodation

Annual Occupancy Overall
54.1%
Last year
53.8%
National occupancy
54.8%

Annual Occupancy Hotels
74.4%
Last year
75.3%
National occupancy
70.6%

Annual Occupancy Motels & Apartments (>20)
79.1%
Last year
81.1%
National occupancy
68.5%

Annual Occupancy Holiday Parks-Campgrounds
31.2%
Last year
31.2%
National occupancy
30.8%

Annual Occupancy Motels & Apartments (6-20)
78.1%
Last year
80.2%
National occupancy
67.3%

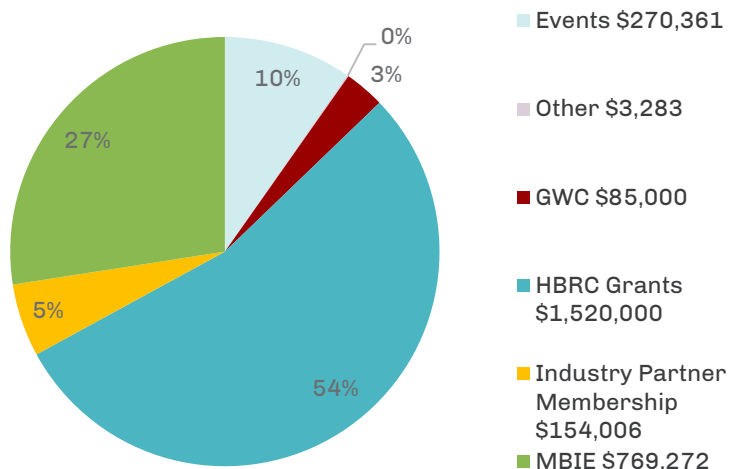


- For 12 months to June 2024
- Datasets for Backpackers and Lodges/Boutique too small so reporting not available

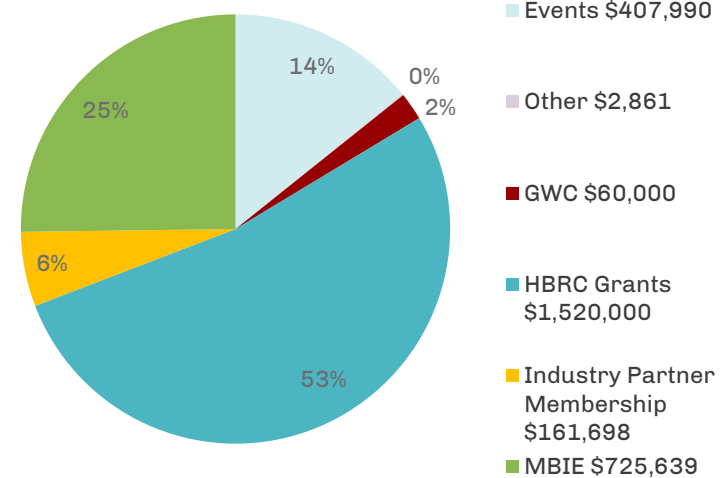
FY24 Income sources

% of overall income

FY24 – total \$2.80m



FY23 – total \$2.881m



Activity highlights





Visiting expert hosted

The Great Wine Capitals collective hosted Tracy Siebert from the Australian Wine Research Institute for the first Aotearoa Chardonnay Symposium in September 2023, held in Hawke's Bay.



Knowledge Exchange

Three recipients selected for the inaugural Outbound Knowledge Exchange to travel to Adelaide in July to learn about water efficiency and wine tourism.



Best Of Wine Tourism

Inaugural Best Of Wine Tourism awards launched. Winners announced at an awards ceremony in September, with all local winners to be put forward for global award announced at international AGM in November.



HB wines on world stage

A dozen Hawke's Bay wines have become the first ever New Zealand wines to be available for tastings at the world-famous Cité du Vin, the cultural venue dedicated to wine in Bordeaux, France.

Consumer Marketing highlights



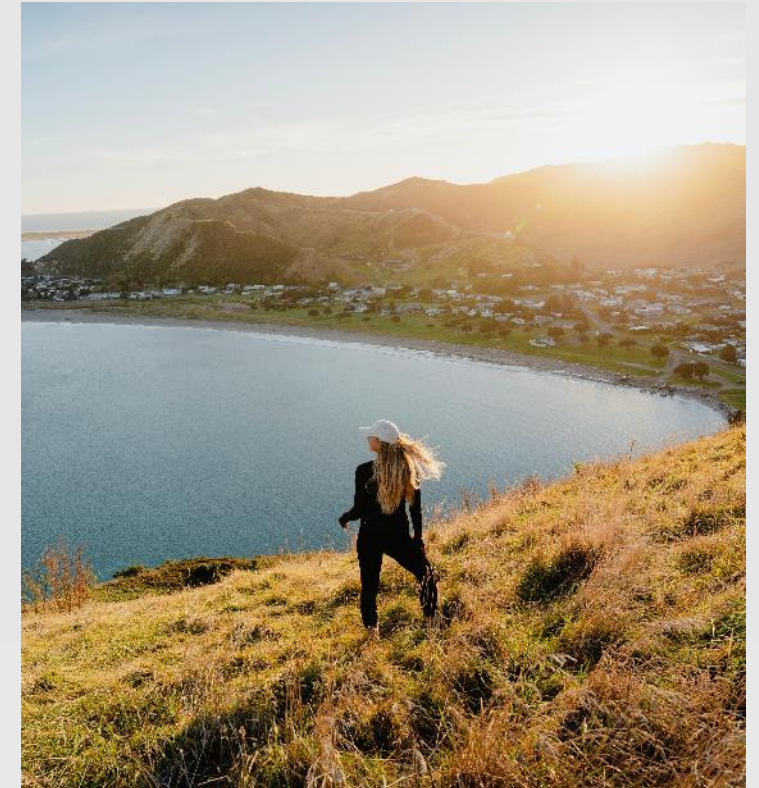
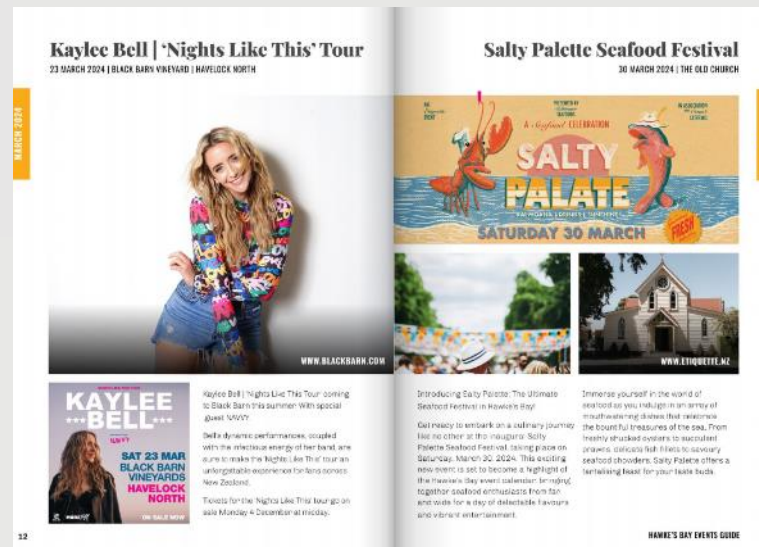
Major campaign activity

Delivered across pre- and post summer into key North Island markets. Comprehensive media mix involving digital, billboard, print, radio, social and public relations. Highlights:

- 5.2m+ digital billboard impressions, including first-ever dynamic weather forecast inclusions
- 15m+ digital channel impressions
- Public relations campaign using specially-created Flavours of Hawke's Bay ice creams from Rush Munro

Summer Events Guide

Development of digital flip book to promote comprehensive range of events through extended 'summer' period, covering off November 2023 to April 2024. Promotion through owned and paid channels to profile events as being a great reason for a weekend escape to Hawke's Bay.



Regional dispersal

Ongoing investment in new photography and content to support efforts to showcase all areas of Hawke's Bay to prospective visitors.

Major campaign: *Tastes like summer*



Digital channels summary

666,199

TOTAL sessions on
hawkesbaynz.com

320,238

ORGANIC sessions on
hawkesbaynz.com

182,998

pageviews on
operator listings

Most pageviews:

Splash Planet

****4,334****

102k

Facebook
likes



16.0k

Instagram
followers



25.4k

database
subscribers



2.2m

Social media
reach



Tourism Trade & Business Events

- Wins

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Business events wins worth \$2.1m

- New Zealand Realtors
- Real Estate Institute of New Zealand
- New Zealand Society of Actuaries
- New Zealand Landscape Architects Association
- New Zealand Cruise Association
- Thoracic Society of Australia & New Zealand

Inclusion into key travel trade itineraries

- Kiwi Experience's North Secrets tour
- ANZCRO's luxury brochure
- Great Journey's Northern Explorer packages
- The Internet Traveller's 7-day North Island Tour

Famils with key product managers and travel agents

- F.A.W.C! hosting with Southern Crossings, General Travel, Pan Pacific Travel and Southern World
- Pre-TRENTZ hosting with product managers from Australia, USA and the UK
- Tourism New Zealand Global Luxury hosting with USA luxury travel agents



Tourism Trade & Business Events

- Key Trade Shows



TRENZ is New Zealand's most important annual travel trade showcase. Hawke's Bay Tourism conducted 60 face to face appointments with key international travel buyers.

Additional Hawke's Bay representation through investment by Art Deco Trust, Tākaro Trails, Kennedy Park Resort Napier, Gannet Safaris Overland and National Aquarium of New Zealand.



MEETINGS is the business events industry's most significant exhibition, bringing together up to 600 national and international buyers, who are looking for locations to take events.

Alongside Hawke's Bay Tourism were Toitoti: Hawke's Bay Arts & Events Centre, and Napier Conferences & Events, each making significant investments to attend.

Consumer Events

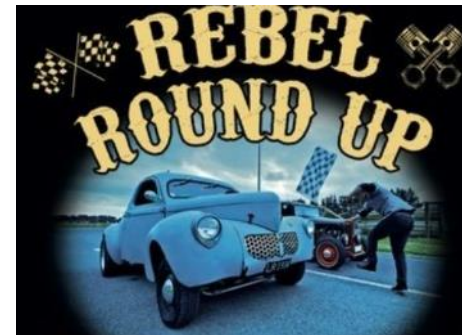


- ✓ 35 events
- ✓ \$141k ticket sales
- ✓ 91% rated Excellent or Good
- ✓ 25% of ticket sales to visitors
(excludes visitor tickets bought by locals)



- ✓ 40 participating venues
- ✓ 735 unique consumer votes
- ✓ 87% of participating venues rated their Dish of the Bay activation as successful

MBIE's Regional Events Fund support allocated to:





With sincere thanks to
our principal funder:

