



# Tourism New Zealand

Brodie McLeish, General Manager Marketing



# Tourism New Zealand's Role

**Market New Zealand as an international visitor destination to maximise the long-term benefit to New Zealand**



Our focus is on promoting New Zealand as a year-round destination.



We help to guide visitors on travelling safely and caring for our home, people and culture.



Havelock North  
Hawke's Bay



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NEW ZEALAND**



# Our Purpose

Enrich Aotearoa New Zealand  
and all who visit



Tourism must give back more than what it takes.



Tourism must create jobs, restore nature, enhance our heritage, build our national reputation and make us proud.



Cape Kidnappers  
Hawke's Bay



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# Tourism New Zealand FY26 Growth Aspiration

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**3.7M**  
ARRIVALS IN FY26

**3.9M**  
ARRIVALS BY DEC 2026

# FY26 Business Challenges

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**Accelerate conversion and arrivals**



**Increase share of mind and intention to book**



**Partner with industry for growth**

# How we attract international visitors

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**International  
consumer channels**



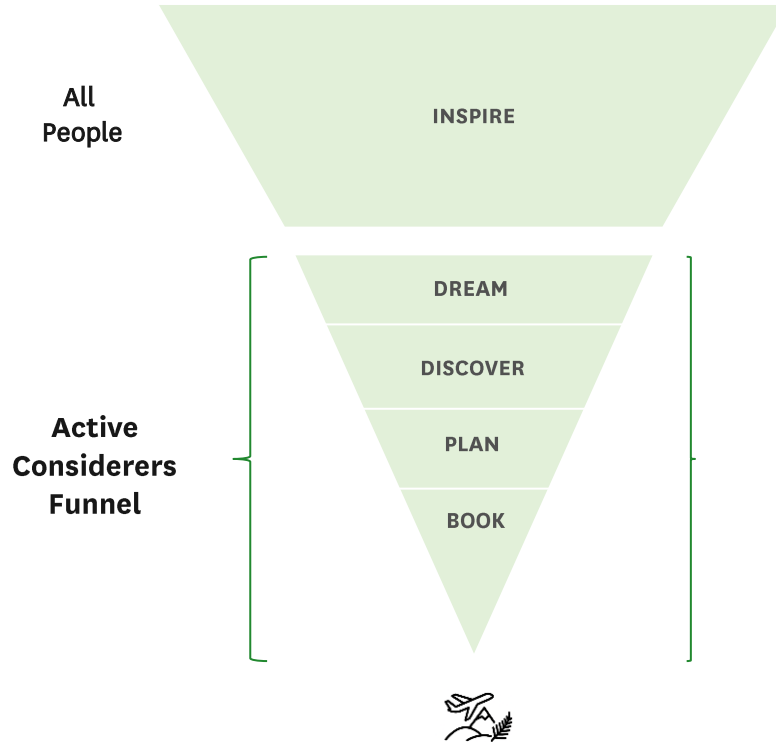
**Trade**



**Business Events**

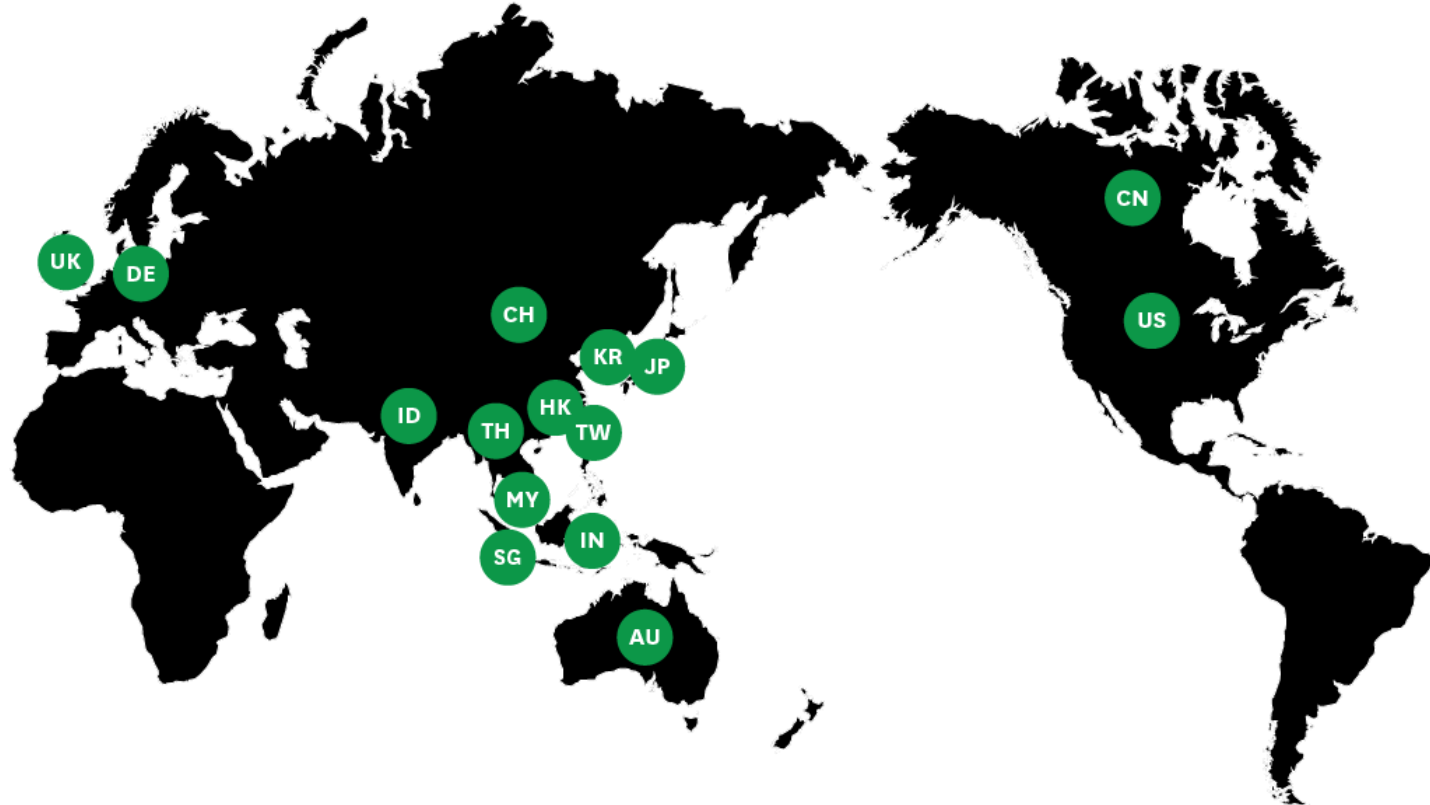
# How we target potential visitors: Active Considerers

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# Market focus

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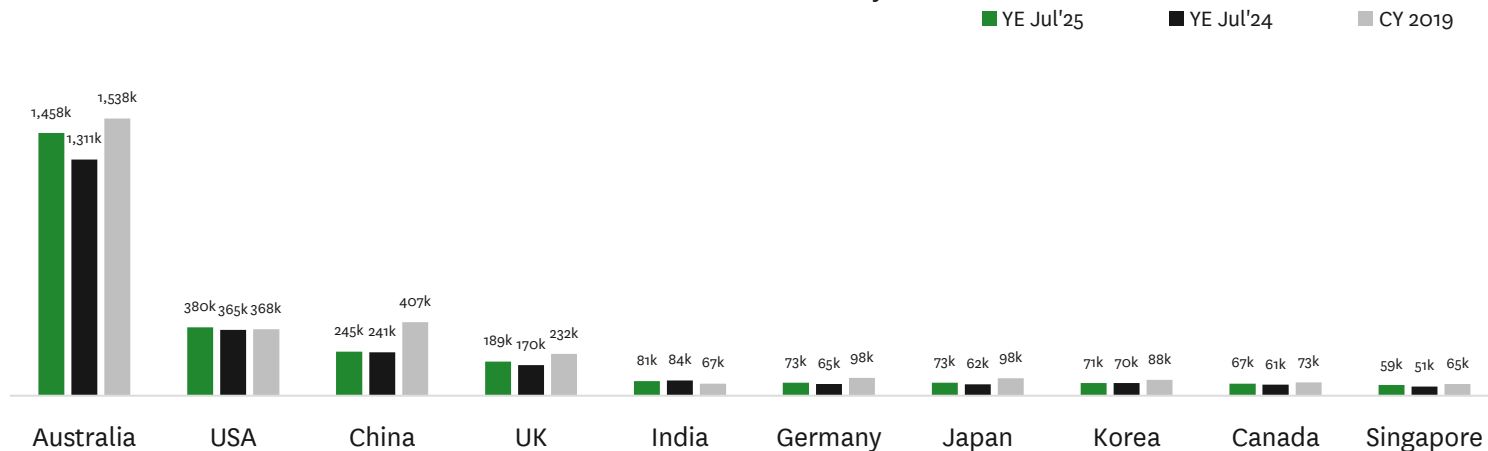




# AU, European Markets, Japan & Singapore lead arrival growth

5 markets now through the 90%+ recovery barrier

Total Arrivals – Market Growth & Recovery



Annual growth	+11%	+4%	+2%	+11%	-3%	+12%	+17%	+1%	+10%	+17%
2019 Recovery	95%	103%	60%	82%	122%	74%	75%	80%	91%	92%

[Arrivals Dashboard](#)

Source: Stats NZ International Arrivals, YE July 2025

\*Recovery on this slide is against **the calendar year of 2019** (i.e. Jan – Dec 2019)



**Working with Tourism New Zealand**  
**Opportunities for your region**

# How Hawke's Bay has appeared in TNZ work

## Global Advertising



Campaign featured in 8 markets  
and will run over the next 12  
months.

## Broadcast



Sunrise AU in March

## Trade Famil Programme



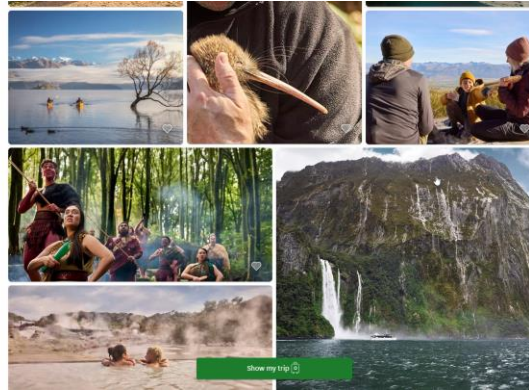
UK/DE Travel Agents  
visited Hawke's Bay in  
April, as part of our  
100% Pure NZ families



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# How Hawke's Bay has appeared in TNZ work

## Global Trade



Hawke's Bay is featured across our global trade work and platforms

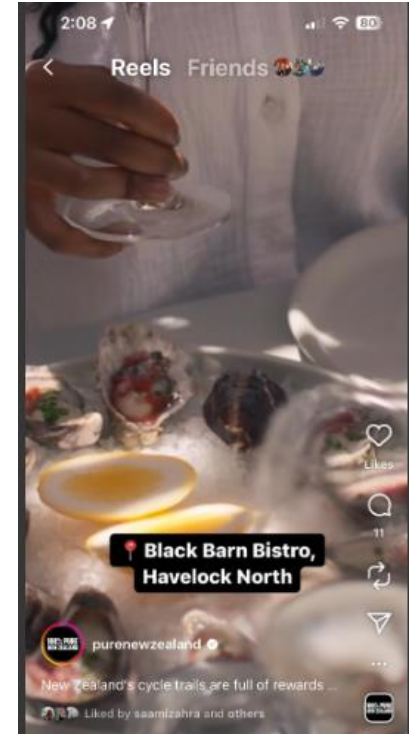
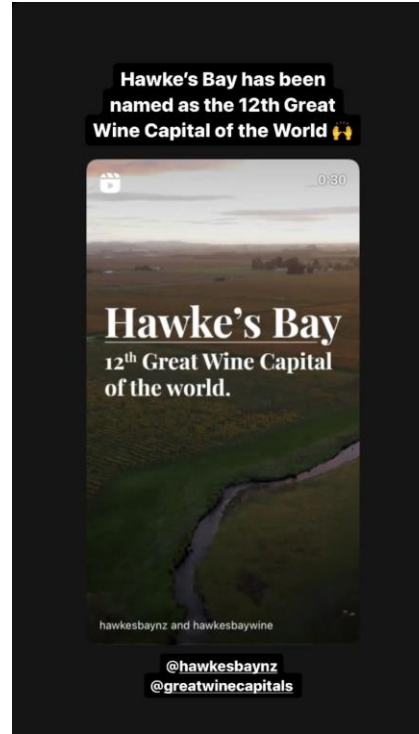
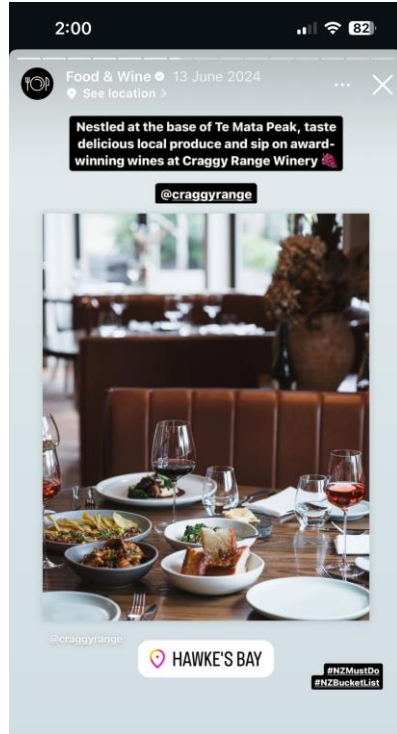
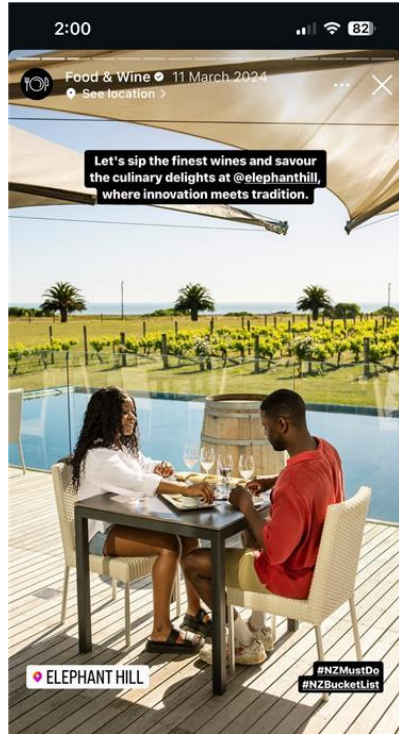
## Social



Hawkes Bay is featured in our content and itinerary videos...



# And part of an ongoing focus on food and wine



# Future opportunities

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## Run, Walk, Hike, Bike

An up and coming campaign that will promote and feature Hawkes Bay Marathon and local cycle and walking trails



## Food and Beverage

Using learnings from Star Grazing, Aug 2024 we are developing a focus on Food and Wine messaging for FY26

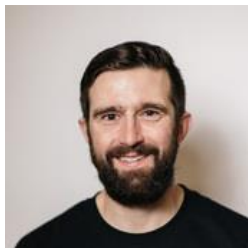


## Wellness

Leaning into a key driver and motivator for our AC audience in H2 will be a focus on wellness, regeneration and rejuvenation

# The Team

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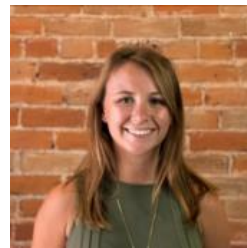
**Sam Allen**  
Global Manager Industry  
Partnerships and Product  
Marketing



**Manda North**  
Partnerships Manager



**Rachel Mancini**  
Product Marketing Manager  
*Mat Cover*



**Lauren Alworth**  
Partnerships Specialist



**Stephen Griffith**  
Tourism Database Specialist

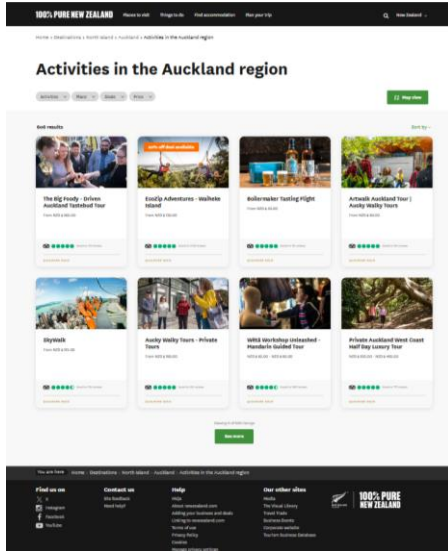
**Get in touch:** [industrypartnerships@tnz.govt.nz](mailto:industrypartnerships@tnz.govt.nz)



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# Work with TNZ

## Tourism Business Database



## Engage with Our Campaigns



## Explore Self Famil Programme





# What's New, Hawke's Bay?

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## What's New, New Zealand?



Fill in our [What's New Form](#). Keep us up to date with:

- any new experiences
- changes to existing experiences
- your sustainability and regenerative initiatives
- new stories with a particular focus on people and place
- milestones (e.g. 50 year anniversary, or 1,000 bungee jumps)

You can tell us in advance under embargo, simply share the dates of launch.

## Connect your storytellers



We are always looking for spokespeople with stories to tell.

- Do you have any employees with interesting job titles or stories?
- Are you skilled or versed in something uniquely New Zealand?
- Such as stargazing, wildlife, unique food experiences (foraging, farm-to-table), wellness, Maori culture, unique experiences (e.g. mermaid diving certification)

Contact our friendly PR team for more info:  
[media@tnz.govt.nz](mailto:media@tnz.govt.nz)

## Give us a hook



International media can be competitive and to cut through uptake we need to be relevant, trending and internationally appealing in our pitching.

Consider what the hook could be, what would get someone from the other side of the world to click or turn the page. Tell us what's unique, is it one-off, is it trending, how is it authentic.

# Global Social Media

Our social media channels (Facebook, Instagram, X, Pinterest and TikTok) have a global follower base of **over 4.5 million**.

A couple of ways to amplify your reach via our social media channels:

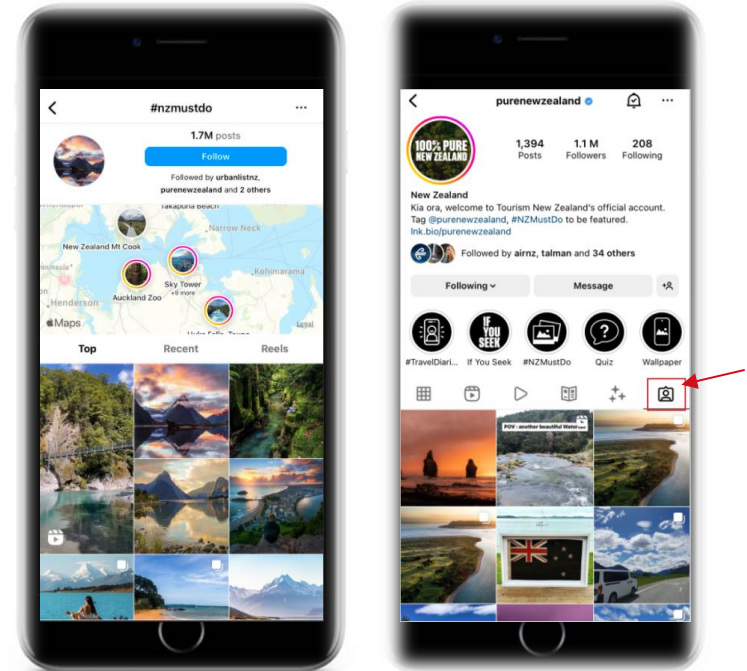
- Tag @purenewzealand on Instagram so the content can sit under the tagged post section on our profile. In the last 90 days, we had almost **150k profile visits**, which provides an excellent reach extension opportunity.
- Use our hashtags (#NZMustDo #NZBucketlist and #FEEL100inNZ) to get your content indexed and seen by users who are interested in travelling to New Zealand. Due to its popularity, our #NZMustDo has the follow button feature available, with **1.7 million** posts under it.

Facebook and Instagram: @purenewzealand

Youtube: 100% Pure New Zealand

X: @PureNewZealand

TikTok: @PureNZ





# Qualmark

**New Zealand  
tourism's official  
mark of quality**

**JOIN**



# International Trade Events

## TRENZ



## Tourism New Zealand Off-Shore Events

FY26

### July 2025:

Kiwi Link India, w/c 7 July  
SEA Roadshow, 14-21 July

### October 2025:

Kiwi Link North America  
Kiwi Link UK & Europe

### November 2025:

Kiwi Link China

### February 2026:

Australia TNZ RTO Regional  
Showcase (TBC)

### May 2026:

TRENZ (May 2026)

FY27

### July 2026

Kiwi Link India  
Kiwi Link or Roadshow SEA

### September 2026

Kiwi Link Japan  
Kiwi Link Korea

### May 2027:

TRENZ (May 2027)

Agreed Frequency

### Western Markets

North America – every 3 years  
UK & Europe – every 2 years  
Australia – every 2 years

### Eastern Markets

India – every year (at the moment)  
SEA – every year (at the moment)  
Korea – every 2 years  
Japan – every 2 years  
China – every 2 years

Tourism New Zealand run international trade events within key markets to increase product knowledge and build connections between travel buyers and sellers.

To make an application to attend an TNZ offshore event, check the [event](#) or [calendar](#) page on the [Tourism New Zealand website](#).



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# THANK YOU NGĀ MIHI

More information: [tourismnewzealand.com](https://tourismnewzealand.com)

Newsletter signup: [tourismnewzealand.com/newsletter-signup](https://tourismnewzealand.com/newsletter-signup)

Email us: [comms@tnz.govt.nz](mailto:comms@tnz.govt.nz)

LinkedIn: [linkedin.com/company/tourismnewzealand](https://linkedin.com/company/tourismnewzealand)

# ANY QUESTIONS?

# Useful Links

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- Browse our website: [tourismnewzealand.com](https://www.tourismnewzealand.com)
- Browse our latest opportunities: <https://www.tourismnewzealand.com/work-with-us/marketing-activity/>
- Become Qualmark accredited: <https://www.qualmark.co.nz/>
- Share the Tiaki promise: <https://www.tourismnewzealand.com/work-with-us/tiaki/>
- Connect with your local iSite: <https://www.tourismnewzealand.com/work-with-us/isite-new-zealand/>
- Join the Tourism Business Database to receive commission free referrals to your website:  
*Join the <https://www.newzealand.com/nz/tourism-business-database/>*
- Review our Insights & Research Hub: <https://www.tourismnewzealand.com/insights/>
- Keep up to date with Tourism news: <https://www.tourismnewzealand.com/news-and-activity/>
- Register for our Newsletter: <https://www.tourismnewzealand.com/contact-us/newsletter-sign-up>
- Register for our upcoming events: <https://www.tourismnewzealand.com/events/>
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