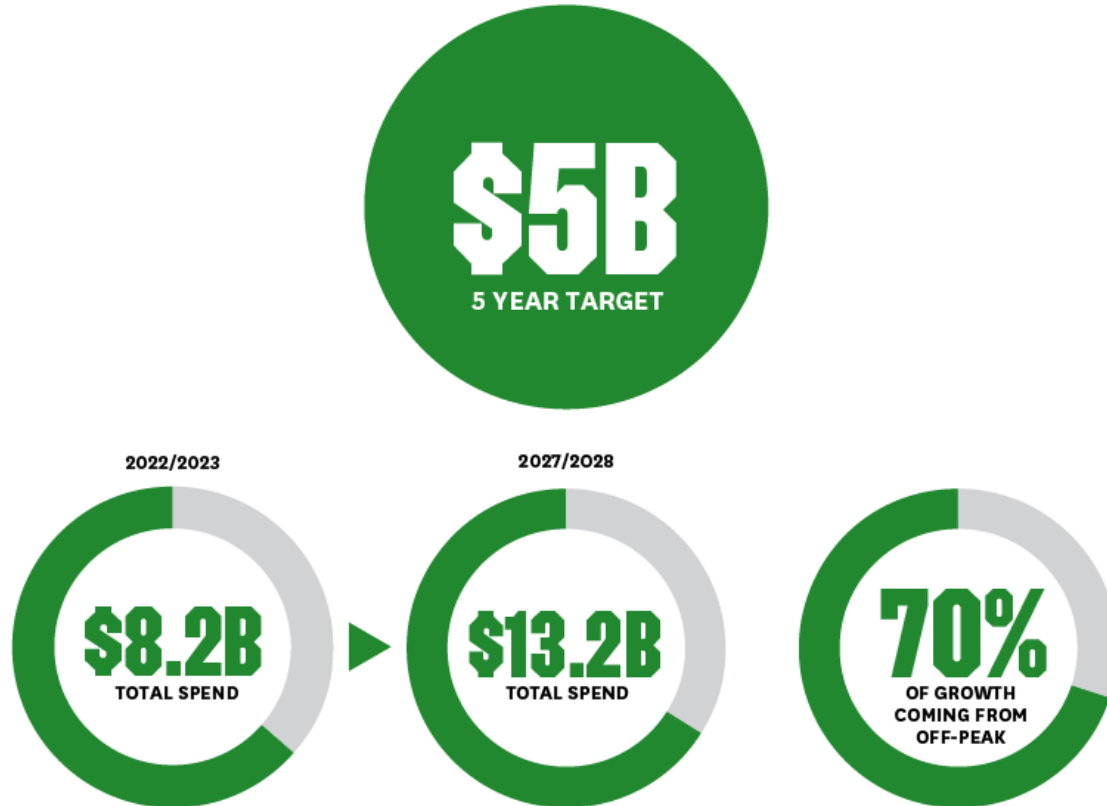




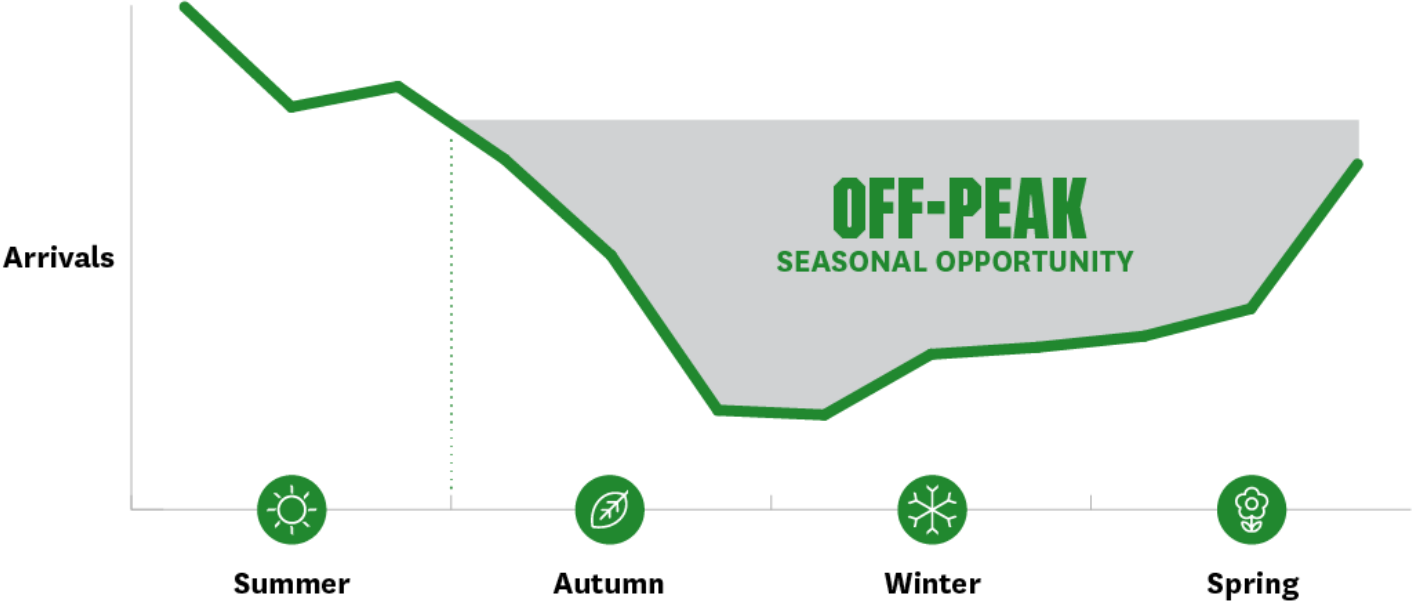
Tourism New Zealand

Bjoern Spreitzer, GM New Zealand & Business Events

Our 2028 growth aspiration



The opportunity to grow off-peak arrivals and address seasonality



Our 2024-2028 Strategy

Tourism New Zealand's three strategic intentions for 2024-2028



Brand

Build extraordinary desire for New Zealand as a year-round destination



Visitor

Convert desire for New Zealand into off-peak visitation



Sector

Accelerate the New Zealand tourism sector becoming a world leader in sustainability

Our FY25 Focus Areas



Brand

Build consideration for
off-peak travel to New Zealand



Visitor

Grow off-peak arrivals



Sector

Support sector sustainability and
enhance visitor experience

Global consumer trends



Despite economic headwinds prioritising travel

Leisure travel is strong despite cost-of-living pressures.



Bucket list travel

Bigger, more aspirational trips.
People value personal growth
and meaningful experiences.



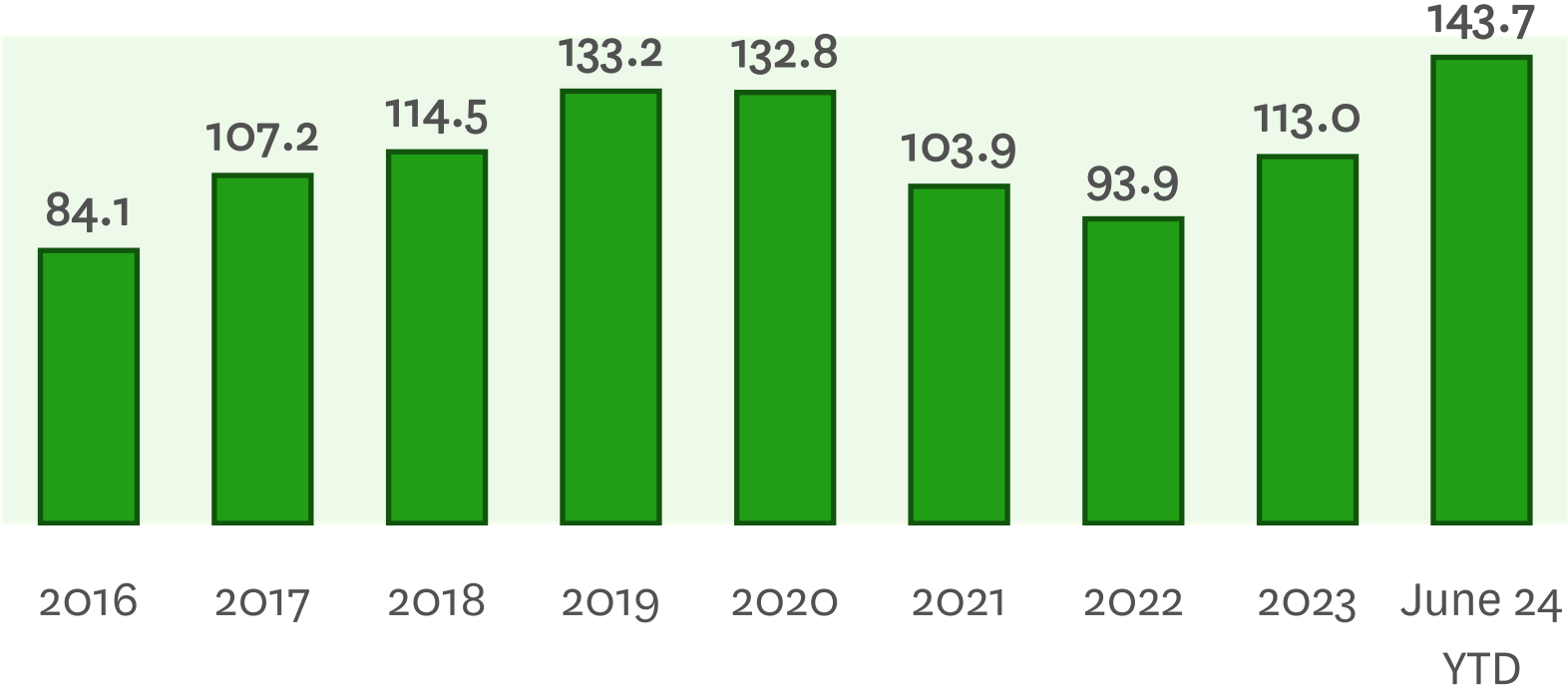
Off peak travel

Increasing desire to avoid peak
Rise of cool-cationing

Global consideration for New Zealand is strong



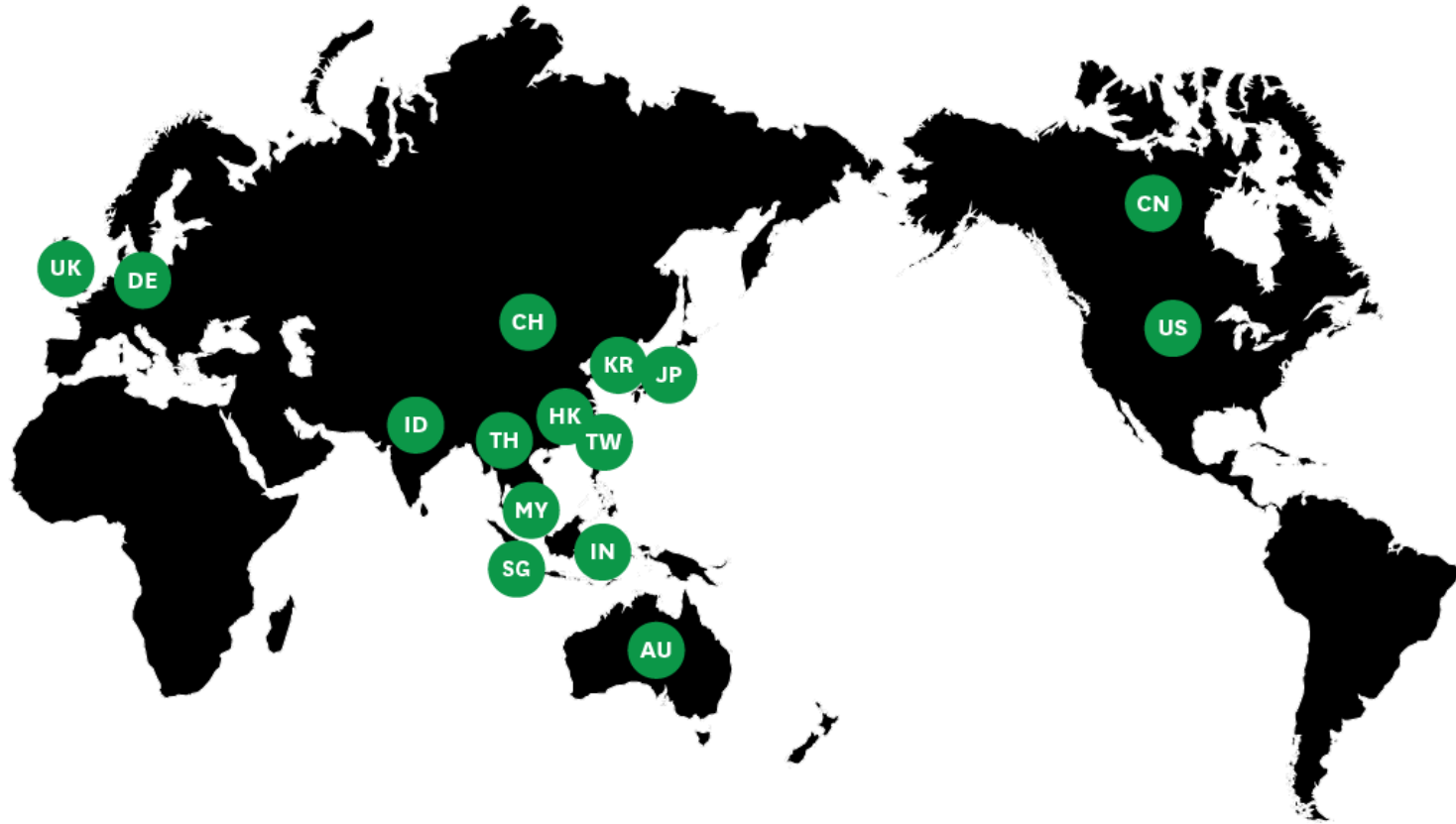
Active Considerers Pool (Millions)



AC Monitor | Total Active Considerers | Calendar Year Average | Top 6 Markets Combined



Market Focus



Information to inspiration

Transforming our 50 isite visitor *information* centres to **inspiration** centres.



Our aim is to increase engagement with visitors across the isite network to 3m visitors spending \$40m by 2028.

Providing cruise passengers with inspiration



isites in 10 cruise ports

- Paihia/Bay of Islands
- Whangarei
- Auckland*
- Tauranga
- Gisborne
- Napier*
- Wellington
- New Plymouth
- Picton
- Dunedin*

** refreshed stores*

Qualmark

- 2100+ members
- Globally aligned sustainable tourism business criteria with international accreditation
- Support for tourism businesses with member portal and www.qualmark.co.nz



Rotorua
Bay of Plenty

Qualmark Sustainable Business Criteria

Qualmark STB Criteria

Business System



Environment



Community & Culture



People



Health & Safety



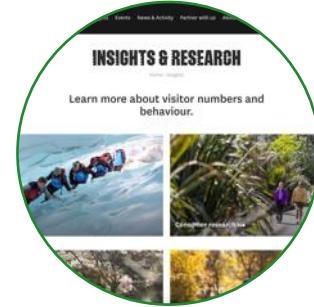
How best to work with Tourism New Zealand



Connect with RTO and relevant Tourism Association



Stay up to date via Tourism News



Stay up to date on our international consumer insights



Participate in our Marketing Activity



Become a Qualmark member



[Tourismnewzealand.com/events](https://tourismnewzealand.com/events)

THANK YOU NGĀ MIHI

More information: tourismnewzealand.com

Newsletter signup: tourismnewzealand.com/newsletter-signup

Email us: comms@tnz.govt.nz

LinkedIn: linkedin.com/company/tourismnewzealand



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ANY QUESTIONS?



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