





Partnering for growth

At NRDA, we're dedicated to helping our Destination Partners succeed. By partnering with us you'll do more than just support your business – you'll help grow Nelson Tasman's visitor economy to keep it strong and sustainable.

This year we've made it easier for small businesses to reap the benefits of our partner programme by offering the choice to be part of our successful domestic seasonal campaigns.

If you're ready to grow your business, our new strategic guidance and digital marketing boost benefits can help accelerate your success and amplify your impact.

He waka eke noa – we're all in this together.

Here's a snapshot of what we've achieved together over the last year, and what's coming up.

Our achievements in 2024/25



Global earned media – more than \$2 million of value generated since July 2024. Featured in more than 30 publications, elevating the international and domestic profile of Nelson Tasman and its partners.



Increased international visitor spend – up 14% year-on-year January 2025.



Secured involvement in two international marketing campaigns from the \$3M Regional Tourism Boost Fund to attract visitors to the region throughout Autumn and Winter 2025.



Trade promotion – delivered 200 in-person presentations to travel agent and inbound tour operators (ITOs) promoting silver and gold partners plus another 200 UK-based agents online.



Seasonal domestic campaigns – generated 7,000 direct referrals to partners.



Strategic partner collaboration – identified local opportunities and challenges for tourism and hospitality.



Minister of Tourism & Hospitality presented with investment priorities to advance Nelson Tasman's specific local needs.



Submissions on International Visitor Levy and Department of Conservation access charges.



Collaboration with RTNZ and TIA to highlight and address key sector issues.



Conference sector promotion – 500 partner recommendations presented to conference organisers (July 2024 – February 2025).



Local Ambassador Programme – 150 ambassadors trained to enhance visitor experience and boost operator cross-selling opportunities.



Craig Boodee
Visitor Destination Manager
Nelson Regional Development Agency

Growing stronger in 2025/26

Tackling seasonality



Increase international exposure of Nelson Tasman in Australia, USA, UK and Europe with an off-peak focus, collaborating with TNZ, airports, and and Top of the South (TOTS) and Central NZ marketing collectives.



Drive shoulder-season travel with easier visitor access to partner deals and packages on nelsontasman.nz, and increased joint marketing with transport partners and Uniquely Nelson.



Launch exciting new four-to-five-day travel itineraries, including Abel Tasman National Park, cycling and mountain biking, luxury, and culinary experiences, to boost partner referrals and extend stays – exclusively for partners!



Lead and boost promotion of Nelson Tasman as a must-visit biking destination encouraging longer visits and higher spend.

Enabling regional growth



Strong focus on securing additional funding for events, infrastructure, and destination marketing.



Increase media coverage and storytelling of light-footprint, slow-travel and regenerative experiences to attract the right visitors for the right reasons.



Provide training on AI tools to improve visitor engagement and grow business.



Trial a meet-and-greet visitor service in Nelson City to create welcoming first impressions and boost partner referrals.

International marketing

We can help you go global

Get worldwide exposure through PR opportunities, hosting media and offshore trade representation, providing valuable business contacts and leads.

In July 2024 we made a big splash with a two-page feature in MiNDFOOD magazine showcasing our partners, with a reach of more than 60,000 people across New Zealand and Australia and an estimated advertising value of \$90,000.

Other global media features: Rheinische Post and Daily Express, with a combined readership of over 39 million.

We successfully pitched to get Waka Abel Tasman and Abel Tasman National Park included in TNZ's Minecraft global campaign activity.







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International trade events

Nelson Trade Day

In July 2024, Donna fostered connections and leads between 19 local partner operators and 13 ITOs at Rutherford Hotel Nelson.





Off-peak marketing event

In October 2024, Craig promoted our off-peak-season attractions to eight Canadian travel agents along with Zane Kennedy from Wine, Art & Wilderness.



ITO trade training event

In March 2025, Donna promoted Nelson Tasman and our partners to 60 Inbound Tour Operators in Auckland.



International promotional workLooking to the year ahead

FEB '25

- Sydney International Media Marketplace event (TOTS rep)
- RTNZ/TNZ Connect
- International Promotional Work

MAR '25

- Media famil Lodestars Anthology
- Media famil Hop Culture & Untapped
- RTNZ RTO/ITO Trade training event

APR '25

- TOTS media famil Let's Travel magazine
- 5 x TNZ Minecraft famils

MAY '25

- TRENZ Rotorua
- Post–TRENZ famil (TOTS)

JUN '25

 Nelson Tasman Trade Day & Famil (Nelson)

JUL '25

 International marketing working group meeting

AUG '25

• Sales calls into Auckland (Donna)

SEP '25

• Top of the South (TOTS) trade famil

OCT '25

- TNZ Kiwi Link UK & Europe 2025*
- TNZ Kiwi Link The Americas 2025*

THROUGHOUT 2025

- NRDA international marketing working group meetings. Two per year.
- TNZ famils

- TravMedia media pitches and journalist alerts.
- Media pitches to TNZ

2026

- TNZ Aussie RTO trade training (bi-annual)
- Sydney International Media Marketplace event
- July 2026 TOTS
 Australia roadshow*

^{*} TBC (dependent upon funding and number of interested partners)

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Case Study: Top of the South – collaborative marketing

NRDA is a key member of the Top of the South (TOTS) marketing collective. As a group we've boosted global visibility with record-breaking TRENZ and ITO famils, an International Traveller magazine feature and International Media Marketplace (IMM) representation in Sydney. Let's Travel magazine's April visit promises even more coverage of our breathtaking region.



Nelson Airport



The Jellyfish / The Apple Shed, Māpua



The Interislander



Kaiteriteri Recreational Reserve

Domestic marketing

Extend your season and grow your business with increased national awareness, more leads and increased bookings.

Each year, NRDA runs two strategic domestic seasonal marketing campaigns to attract visitors to the region in Autumn and Spring, and boost partner referrals. Using a variety of channels – billboards in major centres, social media, print, digital, video, nelsontasman.nz, e-newsletters – supercharged by our collaborations with Interislander, Nelson Airport, NMTBC, Wellington Airport, Christchurch Airport and Uniquely Nelson.

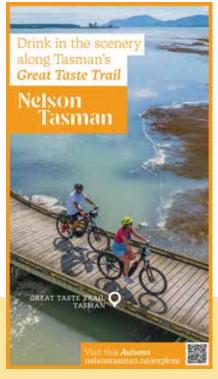
Our
'Feel the Warmth
of Nelson Tasman this
Autumn' campaign
generated over 2.4M
online impressions, and
over 3,500 referrals
to partners.











The Official Visitor Guide keeps flying out the door

During the summer of 2024/25 we distributed 70,000 Official Visitor Guides to more than 200 locations nationwide including airports, isites, hotels, motels, holiday parks, visitor attractions, cafés and restaurants.

Due to strong demand, we plan to print 100,000 copies for 2025/26, with a refreshed edition launching in July. Limited advertising spaces available – members get priority and a discount!

See Membership Benefits table for pricing (page 11).



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Digital channels

Boost your online visibility and referrals on NelsonTasman.nz, the region's official hub for inspiration and trip planning.

Featuring partner business listings, deals and packages, alongside always-on Google Ads and fresh engaging stories, the site delivers high visibility, consistent traffic and connects visitors with everything they need to explore our remarkable region.

The new website has enabled richer storytelling with additional functionality, boosting user engagement from 56% to 75% year-on-year as of March 2025.



KEY STATS



70,000 monthly views



52,000 social media followers



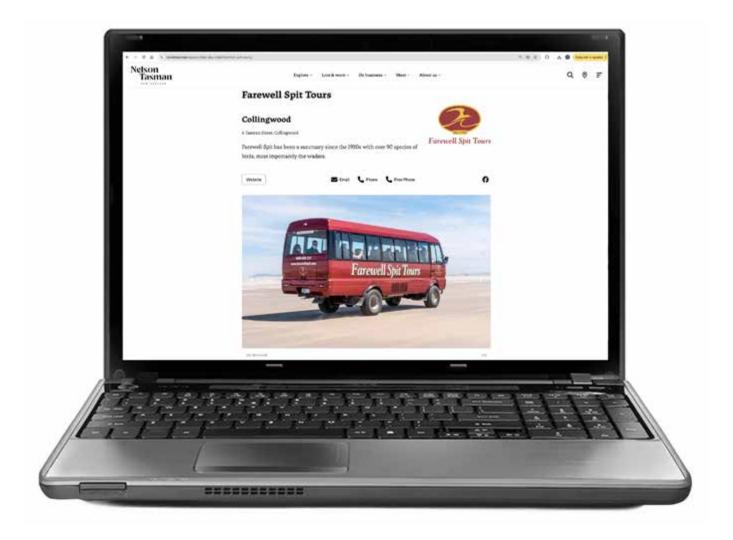
14,000 consumer email database



470 trade contacts email database

Case Study: Boosting partner visibility with TNZ training

In August 2024, we hosted Stephen Griffin from Tourism New Zealand to lead a digital capability workshop, helping 30 partners enhance their presence on newzealand.com.





Abel Tasman Kayaks



The Tides Hotel, Nelson

Membership benefits

Your support helps ensure the local tourism industry enhances our communities, grows our economy and cares for our environment for generations to come.

for generations to come.	Tourism Bronze \$795	Tourism Silver \$2995	Tourism Gold / Strategic \$5995
Core benefits			
Quarterly industry news updates, event information and promotional opportunities.	1	1	1
Business presence elevation on nelsontasman.nz , including packages and deals , and business events supplier pages , generating valuable referrals.	1	Featured listings	Hero images, top-tier placement and stories
Access to our regional identity toolkit and campaign assets.	1	1	1
Exclusive invites to training workshops and bi-annual industry networking events. Additional fees may apply based on the type of training provided.	1	1	1
Inclusion in business events toolkit document, showcasing your business to event organisers.	1	1	Full page
Domestic marketing benefits	1	1	1
Advertising in the Official Visitor Guide - limited spaces, partners asked first. Non-partner price \$650.	\$500 (Save \$150)	\$300 (Save \$350)	Free (Save \$650)
Inclusion in seasonal domestic campaign landing pages, designed to generate more leads. Choose spring, autumn or both!	\$295 per campaign	1	Priority
Inclusion in content stories, and new 4-5 day itineraries.		1	Priority /
Inclusion in national media opportunities.		1	Priority 🗸
Inclusion in our consumer e-newsletters. 14k reach with a 50%+ open-rate.		1	Priority /
Social media collab opportunities, leveraging our 52k Nelson Tasman followers.		1	Priority 🗸
International marketing benefits		1	1
Inclusion in global PR, hosting media and participation in trade famils where possible.		1	Priority
Representation at global trade events (TRENZ, TEC, RTO/TNZ). Inclusion in Nelson Tasman Trade Day, Auckland sales calls. Additional cost to attend Kiwi Link.		1	Priority
Inclusion in trade show follow-ups, securing valuable leads and contacts.		1	1
Inclusion in trade directories and training resources.		1	Priority /
Inclusion in our quarterly trade newsletter, promoting your business to more than 400 key travel trade contacts.		1	Featured
Strategy and insights			1
Secured spot in international marketing working group meetings.			1
Receive up to 4 hours of one-on-one coaching from our trusted tourism consultant to support your tourism award entries.			1
End-of-year report with campaign results.			J
Exclusive access to destination data and insights to help with forward planning and strategy.			1
Enjoy one-time use of the boardroom at Mahitahi Colab in Nelson or Tasman - perfect for a function, meeting or event of your choice.			1
Digital marketing boost			1
Customised digital marketing one-on-one session to maximise your exposure on TNZ and NRDA digital channels, including our always-on digital strategy.			1
Boost your visibility with a custom digital remarketing ad for your business, included in our seasonal domestic social media campaigns.			1
Uncover your key digital opportunities and strategic direction through a complementary digital audit from our local partner, Digitella.			1

Why join?

We're excited to welcome you as a Destination Partner for 2025/26, and look forward to working together to help your business and our region thrive.

Bronze partnership offers new, flexible domestic campaign options, or step up from Bronze to Silver for international exposure, greater visibility and more campaign opportunities. Go for Gold to get it all including top-tier placement, strategy benefits, digital marketing boost and maximum impact.

Join more than 50 partners in making Nelson Tasman a remarkable, sustainable, and globally recognised destination – collectively, we can achieve more!



Partner Networking Events



MTB Forum



Local Ambassador Training



Partner Networking Events

How to join

Scan the QR code below and fill in the sign up form.

NRDA's Destination Partner Programme runs from 1 July 2025 to 30 June 2026. Payment plans are available.



Sign up by
31 May 2025
and go in the draw
to WIN a free spot
in the Official Visitor
Guide 2025/26
worth \$650

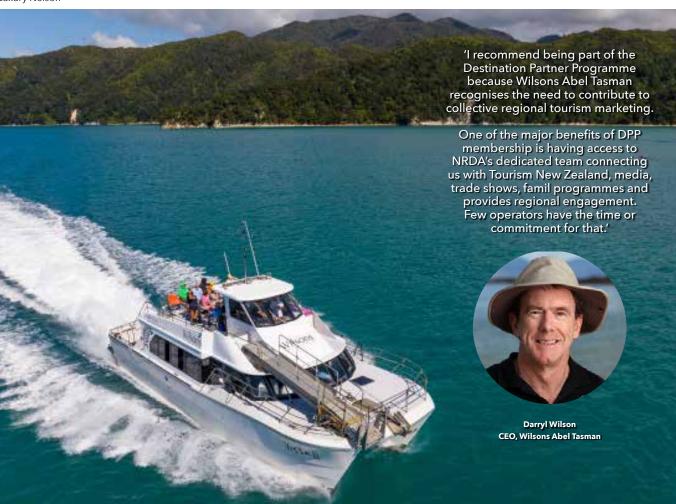




Abel Tasman Sea Shuttles



Luxury Nelson



Wilsons Abel Tasman

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Nelson Tasman

NEW ZEALAND

Our new brand rollout

The refreshed regional brand has been well received, increasing awareness and engaging businesses and the community with initiatives like placement on the Suter Art Gallery windows.

The industry toolkit is now available, giving you everything you need to understand the new Nelson Tasman place brand, including brand assets and key messages to help you share the story of what makes our region so special.

Gold & Strategic Partners

















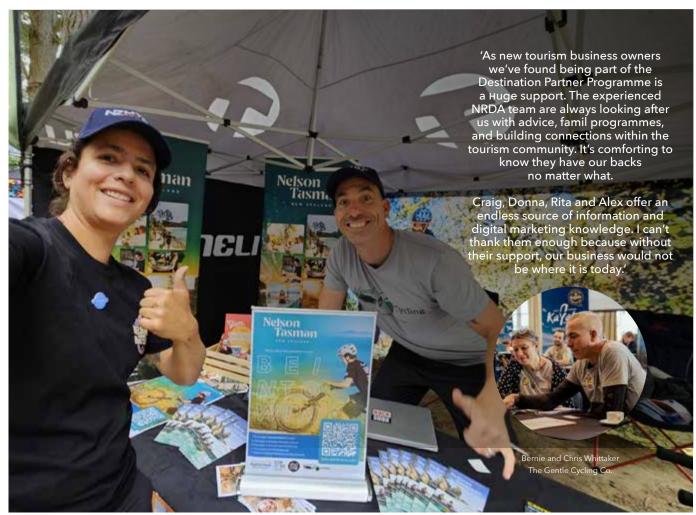












The Gentle Cycling Co. at Crankworx, Christchurch

