



Destination Partner Programme 2026/27

Growing our visitor economy together



Contents

- 3 Growing stronger together
- 4 Success snapshot 2025/26
Testimonial: Motueka River Lodge
- 5 International marketing
- 6 Charting a course to a thriving visitor economy
Testimonial: Lodge by the Beach
- 7 Advocating for our industry
- 8 Promoting trade
- 9 Domestic marketing
- 10 Testimonial: Cycle Nelson
- 11 Opportunities coming up
- 12 Official visitor guide
- 13 New for 2026/27
- 14 Membership benefits
- 15 How to join
Testimonial: Drift off Grid





Growing stronger together

Join the NRDA and more than 50 partners in making Nelson Tasman a compelling, sustainable and globally recognised destination. By working collectively, we can achieve more and be ready for what lies ahead.

Tourism is changing fast – from how visitors plan and book their trip, the way they travel, and how the benefits and costs are spread across the industry and host communities.

That's why this year NRDA's focus is on strengthening our position as a trusted voice for the region and ensuring Nelson Tasman stays visible and desirable to the travellers we want to attract.

Optimising nelsontasman.nz for agentic AI discoverability is a priority. Alongside this, we're deploying new tools to drive year-round visitation including a conference planning toolkit, international trade manual and new promotional videos.

Our new Tourism Skillshops will help you build capability across AI for tourism, crisis communications, cultural storytelling and growing ROI.

We'll also be elevating our region's remarkable food and beverage story through media, culinary events, and by supporting both existing and new food tourism experiences. We're delighted to have Craig Wilson on board to help grow these terrific synergies between tourism and trade.

The Top of the South (TOTS) regional marketing initiative is also set to fly this year thanks to more strategic airport involvement, themed itineraries and increased visibility through collaborative, targeted marketing.

On the global stage, we'll seek to maximise our investment in the International Media Marketplace we attended in May 2026 by building on the connections made in key markets including Australia, USA and Europe.

To our current partners – thank you for continuing to support our Partner Programme. If you're considering joining us, we'd welcome you warmly and are ready to answer your questions, anytime.

Together, we can ensure tourism contributes to our communities, grows our economy, and enhances our natural environment for generations to come.

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

Ngā mihi,

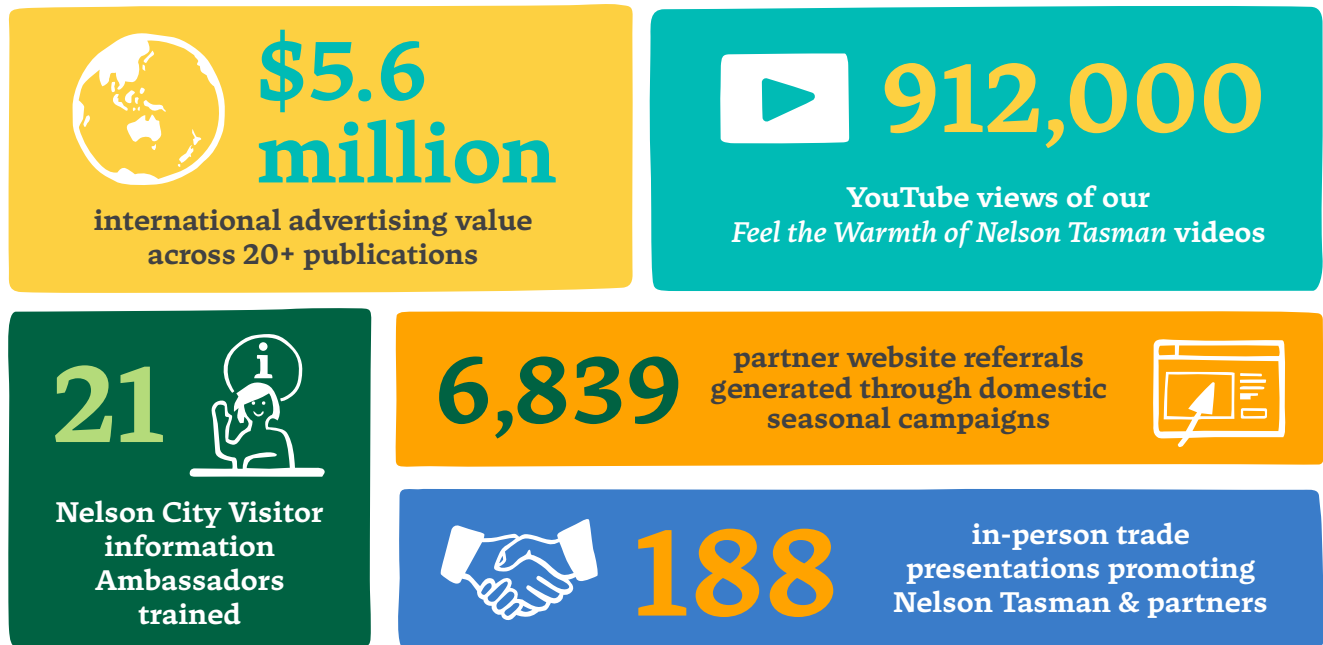


Craig Boodee

Visitor Destination Manager
Nelson Regional Development Agency

Success snapshot 2025/26

Here's a snapshot of what we have achieved together over the past year!



Motueka River Lodge testimonial

We are extremely appreciative of the NRDA Destination Partner Programme – they've greatly helped connect us into key local, national and international networks including Tourism New Zealand (TNZ) and numerous travel professionals building New Zealand itineraries.

This has transformed our ability to grow our business and promote our newly renovated Motueka River Lodge luxury experience! Translating not only to more growth in guests, we benefit from NRDA raising awareness across the whole region's tourism ecosystem, generating excitement across a wide range of traveller experiences in Top of the South's stunningly beautiful attractions and fun activities.

We look forward to an ongoing partnership with NRDA.

Roz Buick & Graham Timms
Owners & Hosts Motueka River Lodge



“...NRDA is a phenomenal partner...”

Motueka River Lodge



International marketing

We help Nelson Tasman go global by working with inbound trade agents, event organisers and media – raising individual partner visibility while growing the exposure of our region as a great place to visit and do business.

Among many big wins for us this year was a glowing feature in *The Guardian* that showcased a broad sweep of the region and reached more than 90 million readers with an estimated media value of \$2.814M.

Other big hits on the global media front included *Australian Geographic Adventure*, *Big Bike Film Night Australia* (reaching almost 6,000 attendees across 37 locations), inclusion in the Great Rides autumn campaign into Australia, and hosting a journalist from the *Toronto Star*.

In May 2026 we attended International Media Marketplace in Auckland where we met 24 travel journalists from the *BBC*, *Telegraph*, *National Geographic*, *CNN Travel* and more, creating new opportunities to profile eligible partners in international media.



The Guardian article



Luxury Escapes Magazine, Australia



International Media Marketplace

Lodge by the Beach testimonial

The Destination Partner Programme has been a valuable support for Lodge by the Beach, especially as a new boutique luxury retreat in the Nelson Tasman region.

As a Silver Partner, we have appreciated the opportunities to connect with the local tourism network, gain more visibility, and be part of Nelson Tasman's wider destination marketing.

The team has been approachable, supportive, and genuinely interested in helping local businesses grow. We are very pleased to be part of this programme.

*Luba, Curator & Owner
Lodge by the Beach*



“
The team is approachable
and supportive
”

Charting a course to a thriving visitor economy

Our work is guided by the goals set out in the Nelson Tasman Destination Management Plan.

As well as directing our strategy and priorities, it expresses regional values that provide our **Why** – creating a vibrant, competitive and sustainable visitor economy that will help our communities thrive now and into the future.





Advocating for our industry

The floods in July 2025 showed the power of partnership, co-ordination and communication – across tourism and the regional environment it operates in.

We launched into action immediately, assessing the impacts on our partners, dispatching ‘open for business’ messaging, and supporting recovery efforts through economic analysis and funding applications.

NRDA also served as a critical partner to other key regional stakeholders including the Chamber of Commerce, Hospitality NZ, MSD, iwi and the Rural Support Trust. We also engaged with MBIE’s Visitor Sector Emergency Advisory Group and met directly with the Minister of Tourism to advocate for regional support and investment.

Key achievements include:

- Securing an additional **\$50,000** in destination marketing funding
- Helping secure support for **Tasman’s Great Taste Trail** and mountain bike park rebuilds
- **5% increase** in visitor numbers (Aug–Nov) compared to 2024

‘The confidence to travel was supported by strong advocacy work by Nelson Tasman leaders to firmly present the message that the region was open for business.’

Benje Patterson, Economist



Tasman’s Great Taste Trail flood recovery funding announced, September 2025



Craig with Prime Minister Christopher Luxon, and Tourism & Hospitality Minister Louise Upston, TRENZ 2026.



Promoting trade

We're always working to strengthen our relationships with international trade.

By representing our partners within a compelling regional proposition, we can get the best return on everyone's time and money by generating valuable sales leads and bookings.

TNZ Regional Showcase

In February 2026, Donna represented Nelson Tasman at Tourism New Zealand's Regional Showcase in Sydney, meeting with 20 Australian travel sellers to promote the region and generate new leads for partner businesses.

TRENZ 2026

In May 2026, Donna and Craig represented Nelson Tasman and our partners at TRENZ, New Zealand's largest international tourism trade event, across 52 appointments with international buyers from Australia, the USA, UK, Europe, India and Canada.

Nelson Tasman Trade Day & Famil

Coming again in June 2026! We'll bring Nelson Tasman together by connecting 10 influential New Zealand-based inbound tour operators with 19 local partner operators for a trade day followed by four days of familos to seal some deals.



TNZ Regional Showcase



TRENZ 2026



Trade Day & Famil 2025



Domestic marketing

Extend your season and grow your business.

In spring and autumn each year, NRDA runs strategic domestic seasonal marketing campaigns to attract visitors to the region and boost partner referrals.

The increased visibility during these campaigns consistently delivers stronger referral traffic to our partners – collectively more than **five times the referrals** of non-partner businesses on nelsontasman.nz.

While Gold partners receive around half of all campaign referrals, every partnership level benefits – with Silver partners receiving more than double the referrals of Bronze.

Spring campaign 2025 *Driving recovery and demand*

The severe winter flooding, and six weeks of negative national media coverage that followed, created a major perception challenge for Nelson Tasman – with 37% of potential visitors saying they were unlikely to travel to the region.

NRDA responded quickly with an ‘open for business’ recovery campaign **supported by MBIE and Nelson Airport**. This included a **Seven Sharp** television feature; radio advertising with Mike Hosking and Simon Barnett; digital billboards across Auckland, Wellington and Christchurch; **NZ Herald** coverage; attendance at a major outdoor expo in Christchurch; a **Win a Trip to Nelson Tasman** competition supported

by Wellington Airport and Origin Air; and nationwide campaign activity in partnership with Air New Zealand.

The new **Feel the Warmth** video series, with almost 1 million YouTube views, played a key role in shifting perceptions and rebuilding visitor confidence.

In all, this spring campaign reached more than 1.6 million New Zealanders and generated in excess of 4,500 partner website referrals. By the end of the campaign, the number of people unlikely to visit dropped to just 9%.



Craig at the Outdoor Expo in Christchurch



Spring Campaign, Moorhouse Ave, Christchurch



Cycle Nelson testimonial

Getting rolling with Gold membership

When Cycle Nelson shifted up a gear from Silver to Gold membership they supercharged their new brand and amplified their global reach through media, trade and marketing – with NRDA alongside them at every turn.

We secured their coverage in *The Guardian* (reaching an audience of more than 90

million readers worldwide), landed them a spot in *National Geographic Australia*, and profiled them front-and-centre at key trade events including a hosted trade webinar.

Add to this a feature in our regional hero tourism promo video and a dedicated 60-second cut, plus a full-page feature in our new trade manual, it's no wonder they got double the referrals in our domestic seasonal campaigns compared with their previous partnership level.



“ We’re incredibly grateful for NRDA’s energy, expertise, and ongoing support - they’ve genuinely helped us pedal faster and further

Chris and Bernie,
Owners, Cycle Nelson

”

Our Gold partners





Opportunities coming up

Make the most of your partnership

JUN 26

Nelson Tasman Trade Day & Famil (in region)

Skillshop: Generating a better ROI

My Places local campaign (May–June)

JUL 26

MTB Forum

Skillshop: Crisis and communications (end July)

Domestic spring campaign (Jul–Oct)

AUG 26

International marketing working group meeting

Skillshop: Cultural storytelling with Whenua Iti (19–21 Aug)

Official Visitor Guide advertising opens to partners

Cruise NZ Conference (NRDA attending)

SEP 26

Skillshop: AI for tourism

OCT 26

Partner networking function

NOV 26

Trade sales calls in Queenstown

FEB 27

Domestic autumn campaign (Feb–Apr)

TNZ Connect

MAR 27

RTNZ-RTO/ITO trade training event

APR 27

Nelson Tasman Trade Day & Famil (in region)

MAY 27

TRENZ Christchurch

Top of South (TOTS) post-TRENZ famil

JUL 27

TOTS Australia Roadshow (TBC - dependent on funding and number of interested partners)

ALL YEAR

Opportunities for eligible partners (Silver & Gold) inclusion in TNZ media activity, media hosting and trade famils



Official Visitor Guide

Still flying out the door!

Our Official Visitor Guide reaches travellers through more than 200 locations nationwide – including airports, isites, hotels, motels, holiday parks, rental car depots, visitor attractions, cafés and restaurants.

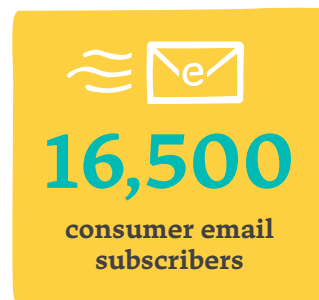
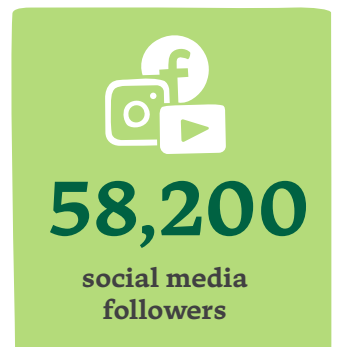
Due to strong demand, we plan to print 80,000 copies of the 2026/27 guide to ensure Nelson Tasman and its partners are front of mind whether readers are planning a trip or looking for inspiration on-the-ground. With great photography, insightful writing and QR links to nelsontasman.co.nz, it's a high-value marketing tool connecting visitors to our offerings whether that's adventure activities, sightseeing, accommodation or our exciting culinary scene.

Advertising spaces are limited with members receiving priority placement and discounted rates. See the membership benefits table for pricing (page 14).

Digital channels

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

Featuring AI discoverability, partner business listings, events, 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.



MBIE Domestic Visitor Survey, October 2025



New for 2026/27

Tourism Skillsshops – helping build capability

Exclusive to NRDA destination partners, this programme is designed to strengthen your team and business through practical skills, tools and industry insights.

This year's focus areas include:

Generating a better ROI | June 2026

Improve your business results through practical tips for balancing new and existing market segments, growing revenue and yield, developing new products, collaborating for success, and new business planning.

Crisis communications | July 2026

Know exactly what to say and when to protect your reputation and keep customers happy when things don't go to plan.

Telling regional stories with Whenua Iti | 19–21 August 2026

Deliver more meaningful visitor experiences by deepening your own understanding of Te Ao Māori and gaining confidence sharing the stories of mana whenua. Visit a marae and sites of cultural significance, plus take to the water with Waka Abel Tasman.

Additional cost applies.

AI for tourism | September 2026

Discover how AI is changing the way visitors book and plan their trips, and what you can do to get seen, avoid losing bookings and stay competitive.

Let us help you show Nelson Tasman at its best



Great content doesn't just look good – it has a big influence on how you get discovered, who tells your story, and who gets the booking. There's never been a better time to elevate your visual content, and we're ready to help.

Gold member exclusive

Enjoy the benefits of preferred-partner rates for photography with Aimee Jules and video production with Zest Creative – and get professional, campaign-ready imagery and video that works hard across your own channels and features in NRDA's campaigns.

Ready to elevate your content?

Contact Craig or Alex to find out more!



Alex Leal

Marketing & Communications Executive
alex.leal@nelsontasman.nz

Membership benefits

	Bronze \$795	Silver \$2995	Gold/Strategic \$5995
Core benefits			
Be in the know with quarterly news updates, data, insights and partner profiles			
Business listings across nelsontasman.nz Categories: Things to do, accommodation, eat & drink, deals & packages, plan your trip, business events supplier page, and travel trade product directory	1 listing per category - listing appears under Gold & Silver partners	Up to 3 listings per category - listings appear under Gold partners	Up to 5 listings per category - listings appear at top of category listings
Access to regional identity toolkit and campaign assets	●	●	●
Training Skillshops and networking events (additional costs may apply)	●	●	●
Exclusive use of Nelson Tasman Proud Partner logo	●	●	●
Inclusion in business events and conference toolkit. Hotels with venues and gold status get full page	●	●	Full page
Domestic marketing			
Priority access and discounted advertising in the Official Visitor Guide (non-partner \$650)	\$500 (save \$150)	\$300 (save \$350)	Free (save \$650)
Social media collaborations (58k followers)	●	●	Priority consideration
Consumer e-newsletters (16.5k database, 50%+ open rate)		●	Priority inclusion
Seasonal campaign social media adverts		●	Priority inclusion
International exposure & travel trade			
Trade directory business showcase	Listing	Half page	Full page
Global PR, media hosting, trade famils and follow-up/leads		●	Priority consideration
Travel trade representation: TRENZ, RTO/TNZ, Nelson Tasman Trade Day; (TOTS & KiwiLink additional)		●	Priority inclusion
Biannual trade newsletter (500+ contacts)		●	Featured placement
Trade show follow-ups and lead generation		●	●
Dedicated hosted video on the trade section of our website			●
Strategic partnership benefits			
NRDA's go-to advisors on regional issues, opportunities and campaigns			●
Secured spot in international marketing working group meetings			●
Up to 3 hours one-on-one tourism consultant coaching on key strategic issues and opportunities			●
Enjoy one-time use of the boardroom at Mahitahi Colab in Nelson or Māpua			●
Marketing boost			
One-on-one digital marketing session (TNZ + NRDA channels)			●
Inclusion in hero regional marketing video			●
Complimentary digital audit from local partner Digitella			●
Preferred partner rates with Aimee Jules and Zest Creative			●

Prices exclude GST



How to join

We're excited to welcome you as a Destination Partner for 2026/27, and look forward to working together to help your business and our region thrive.



Scan to join today!

Need help choosing a partnership level?

Be connected with Bronze

Perfect for staying up to date, accessing essential training and attracting referrals through your presence on nelsontasman.nz.

Step it up with Silver

Adding international PR exposure, travel trade hosting opportunities, tradeshow representation and leads, plus domestic campaign visibility.

Get it all with Gold

Including enhanced website visibility, strategic advisory support, and a leading presence in regional marketing activity.

Pay-by-the-month convenience



Gold and Silver members can spread costs throughout the year with options to pay monthly.

Drift off Grid testimonial

Working alongside the Nelson Tasman destination team has been incredibly valuable for both our business and the wider Golden Bay region. Their support, promotion, and industry connections have helped showcase our unique part of New Zealand to international visitors while strengthening collaboration between local tourism operators. We'd highly recommend other tourism businesses to get involved — having a passionate team actively advocating for the region creates real opportunities for sustainable tourism growth and local businesses alike.

*Jana Houston, Owner
Drift off Grid*



Be a proud partner

As a Destination Partner you'll get exclusive access to our official partner assets that show your valued connection, collaboration and credibility across your website, social media, newsletters and marketing materials.

PROUD PARTNER OF
Nelson Tasman
NEW ZEALAND

NELSON REGIONAL DEVELOPMENT AGENCY

Nelson Regional Development Agency (NRDA) is the economic development agency and regional tourism organisation of Nelson Tasman, Te Taihū. Our purpose is to accelerate economic growth, improving the wealth and wellbeing of the people of Nelson Tasman.

NRDA provides a wide range of business support.

Please contact us any time:

Craig Boodee

Visitor Destination Manager
craig.boodee@nelson-tasman.nz
027 345 8104

Donna Adlam

International Marketing Lead
donna.adlam@nelson-tasman.nz

Fiona Wilson

Chief Executive
fiona.wilson@nelson-tasman.nz

nelson-tasman.nz



MORRISON DEVELOPMENT
NELSON CITY, OPENING 2027



NRDA is proud to be supported by:

