



# nelson<sup>®</sup> tasman



## Destination Partner Programme



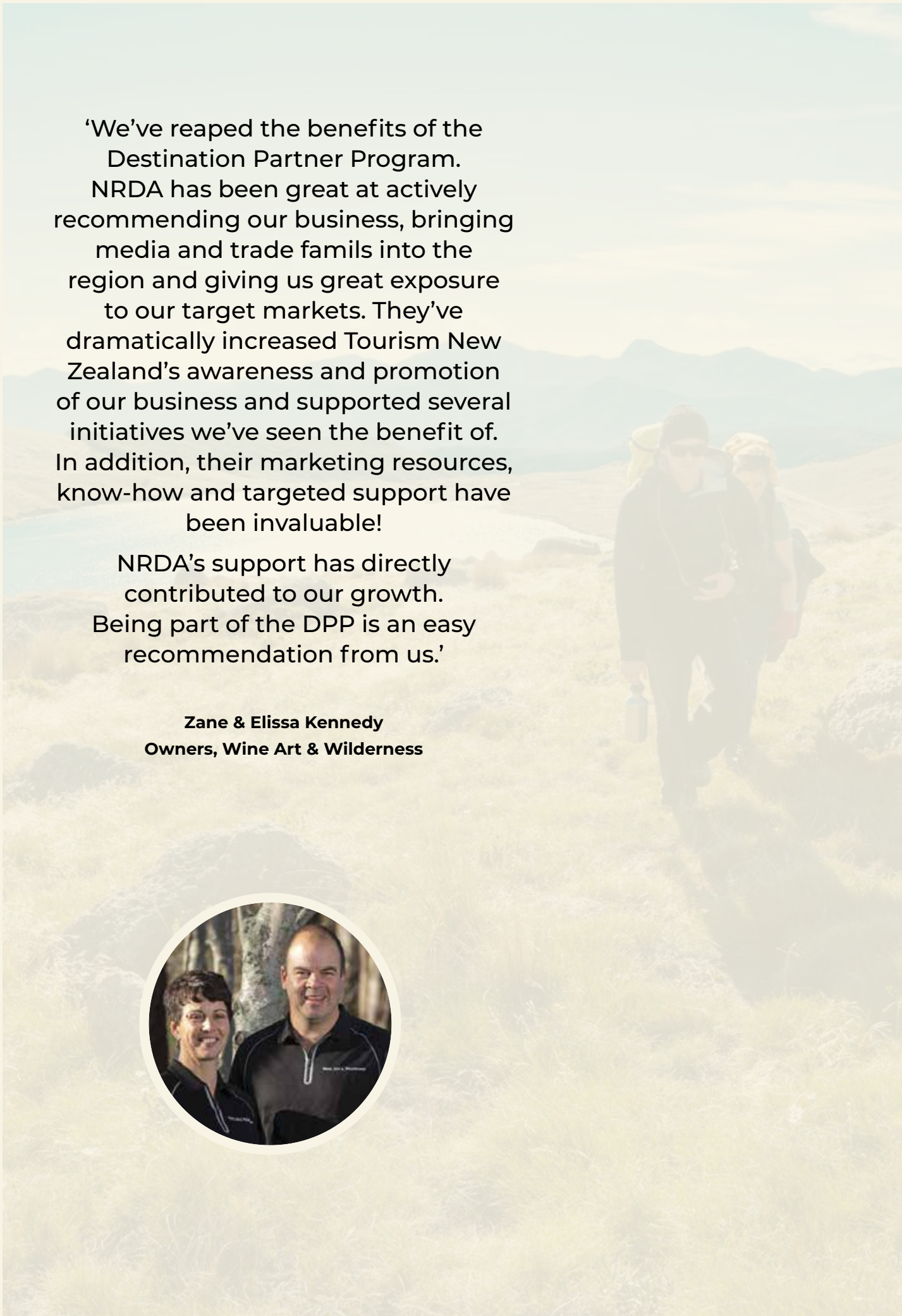
2024/25 Prospectus

**NELSON  
REGIONAL  
DEVELOPMENT  
AGENCY**

'We've reaped the benefits of the Destination Partner Program. NRDA has been great at actively recommending our business, bringing media and trade famils into the region and giving us great exposure to our target markets. They've dramatically increased Tourism New Zealand's awareness and promotion of our business and supported several initiatives we've seen the benefit of. In addition, their marketing resources, know-how and targeted support have been invaluable!

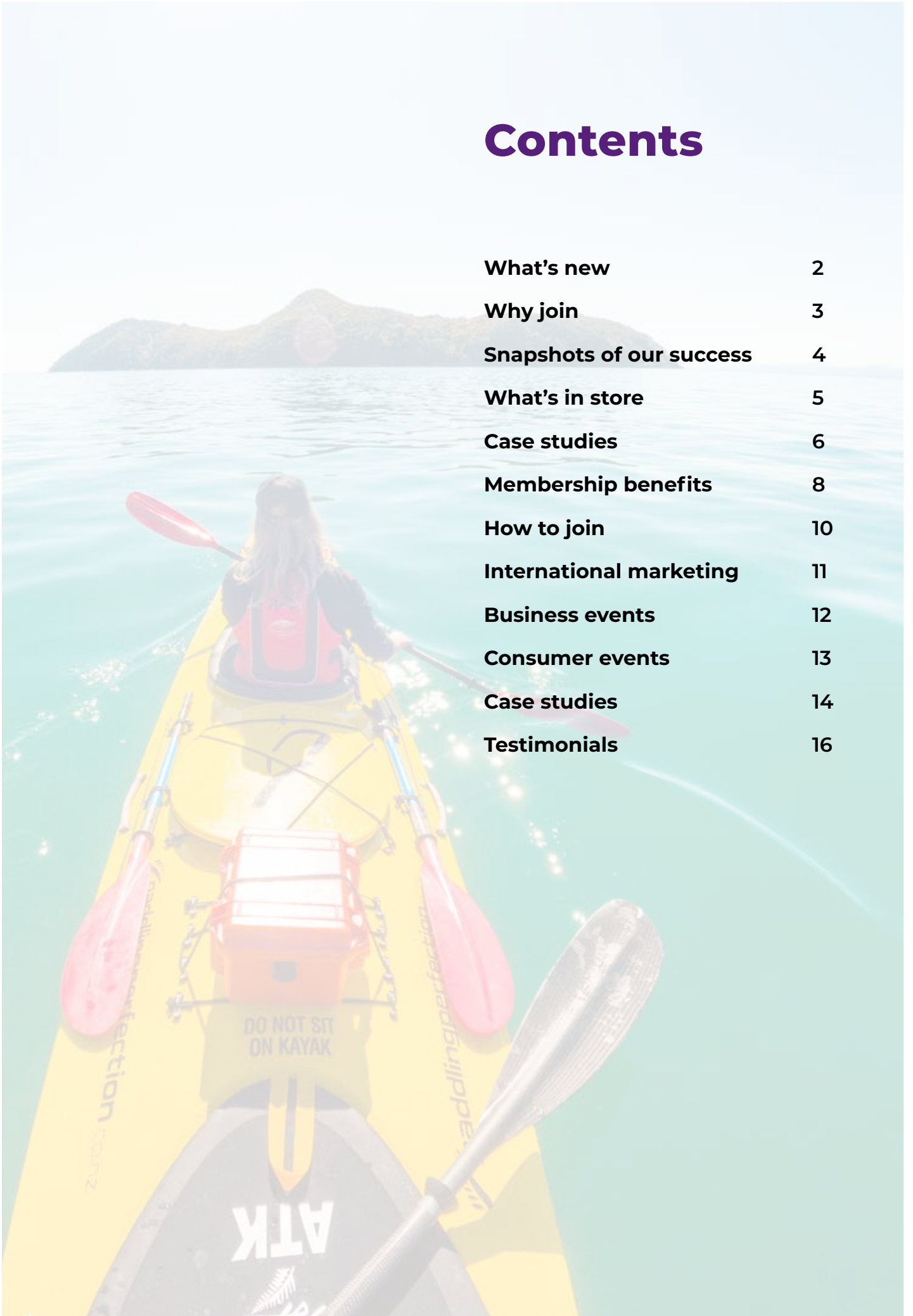
NRDA's support has directly contributed to our growth. Being part of the DPP is an easy recommendation from us.'

**Zane & Elissa Kennedy**  
**Owners, Wine Art & Wilderness**



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# Partnering with NRDA

## What's new for 2024/25?

We are excited to bring you our new **Destination Partner Programme** – a fresh take on the Visitor Sector Promotions Programme. Your valuable feedback to our partner survey revealed a need to simplify our membership levels, so we have streamlined the offerings and made it easier to see the benefits you'll receive.

### *Together, we can build on our success.*

Thanks to our existing partners we are on track to deliver more than \$2m in earned media over the past year. We've unlocked even more international and domestic exposure and promotion for our programme members through strengthened relationships with Air New Zealand and Tourism New Zealand. What's more, our innovations in sustainable and regenerative tourism have seen the Nelson Tasman region selected by Tourism New Zealand as a case study to help leverage nationwide change. And our *Fall in Love with Nelson Tasman* campaign offers up fresh, targeted messaging that our region is an awesome place to visit.

### *We are growing local collaboration.*

In the coming year we'll build connections with the new NRDA Food and Beverage Partner Programme. This will deliver all sorts of tasty new opportunities and support like-minded local businesses.

### *Our exciting new regional identity and website goes live in July.*

It's time to revisit, refine and refresh so Nelson Tasman shines brightly. Our focus is on clearly communicating our region's values, what it offers, and why it is a great place to visit, work and live.

*Our commitment to the visitor sector and wider community remains unchanged.*

We'll work together to attract the right visitors for the right reasons by promoting light footprint and regenerative experiences, along with itineraries, events and businesses that showcase our amazing outdoors, rich cultural life, vibrant makers and creators, wonderful local food and hospitality, welcoming accommodation and low-emissions transport.

We look forward to working with you.



### **Craig Boodee**

Visitor Destination Manager  
Nelson Regional Development Agency  
[craig.boodee@nelsontasman.nz](mailto:craig.boodee@nelsontasman.nz)

## Why join?

Your participation in the NRDA Destination Partner Programme offers a range of benefits to your business and the wider Nelson Tasman tourism sector.

### **Destination marketing**

We'll promote your business to the right customers with a year-round online presence. Benefit from the opportunity to be profiled by our extensive network of domestic and international trade and PR/media contacts through itineraries and travel stories, family participation, and tactical seasonal marketing campaigns.

### **Grow your business with referrals**

Drawing on our in-depth knowledge of the region's offerings, we welcome and inform visitors through inspiring travel information, maps and guides covering attractions and activities, events, retail, accommodation, hospitality, transport and more. When you partner with us, we'll recommend you first!

### **Be part of a strong, collaborative network**

Be invited to networking events and forums, mix with like-minded businesses, and stay up-to-date with industry news. Elevate your skills and those of your staff with our industry-leading workshops. Draw on shared expertise and experience when you need it and benefit from our connections to local and national bodies to influence and shape tourism policy.

### **Benefit from product development and business events**

We can help you unlock the potential of new and improved visitor experiences and services. We're also focussed on enticing high-value business events to the region and you can be sure that Destination Partner Programme members will be prioritised when we liaise with conference organisers.

### **Be part of positive, sustainable growth**

Your support helps us deliver on the values and strategy of our Destination Management Plan that guides us towards an ever more sustainable and regenerative visitor sector. By working together, we can ensure that the local tourism industry enhances our communities, grows our economy, and cares for our environment for generations to come.



# Snapshot of our success 2023/24



Generated \$2M+  
in earned media value



Supported consumer events  
attracting an estimated 7k  
visitors with a \$7M economic  
impact



Delivered industry support  
workshops, such as the mountain  
biking engagement forum –  
how to tap into the economic  
potential of \$49M and beyond



Supported 12 business events  
to the region, hosting 2.1k  
delegates, generating \$2.5M  
in economic impact



Generated over 744k views  
on NelsonTasman.nz  
(1 July 2023 – 30 April 2024)



Earned a +50% open-rate  
on consumer newsletters;  
database up 200%



Delivered over 3.5k operator  
referrals and had over 2.5M  
impressions with our Autumn  
campaign



Helped welcome 5k  
cruise ship passengers  
into the region



Distributed 30k new  
official visitor guides



Hosted 10 Tourism New Zealand  
staff to learn about our region's  
sustainable tourism initiatives







LOCAL AMBASSADOR WORKSHOP / RUTHERFORD HOTEL NELSON

## What's in store for 2024/25?



Earned Advertising Value [EAV] of \$2m



Inspiring stories profiling tourism operators across the whole region



Deliver industry support workshops and sector networking functions



Seasonal marketing campaigns (Spring and Autumn) and Always-On digital campaigns



Tourism, hospitality and retail staff service excellence and ambassador training programme



Refreshing our regional brand to better reflect our positioning



New product and itinerary development such as the Go Slow & Savour itineraries



Strengthening our online presence with a refreshed new website that will generate more referrals to our tourism operators



Develop partners' understanding of *tikānga* – Māori customary practices, and *manaakitanga* – how to look after visitors well



More international marketing and famil opportunities

## Case studies



### Going global to millions

With Tourism New Zealand's support, Donna, NRDA's International Lead, successfully pitched our region to Australia's number one breakfast show on Sunrise TV.

With a Kaiteriteri Beach backdrop and lashings of sunshine, the spotlight well and truly shone on our region. A live feed during the weather segment was complemented by engaging interviews showcasing Kaiteriteri Recreation Reserve, Waka Abel Tasman, Cable Bay Adventure Park and Wilsons Abel Tasman.

Reaching an average of **1.2M** Australian viewers, it generated an EAV of a whopping **\$814k**. On top of that, Sunrise TV's social media reach across Facebook, Instagram and X (formerly Twitter) was **2.4M**.







## Dishing up something delicious

We're working in close collaboration with our investment team to promote our region's thriving food and beverage industries. Few other regions have so much to offer – seafood, fruit, ice cream, peanut butter, chocolate, cheese, beer, ciders, wines, juices, spirits and so much more.

Launched in September 2023, our **Food and Beverage Partner Programme** will capitalise on our collective strengths through networking, partnerships and special projects. The launch event at Pic's Peanut Butter World was attended by over 70 people and proved to be a great networking success.

In February 2024, the ANZ Producer Marketplace attracted over 200 people and showcased 16 local food and beverage stalls.

Our big splash in **Dish Magazine** in January 2024 is a testament to its success. Editor Sarah Tuck's tasty famil in our region resulted in a ten-page feature along with two full-page editorials, supported by a full-page ad from NRDA.

With an EAV of **\$93,000**. We're smelling the sweet success of being New Zealand's most delicious and diverse culinary region!

For more information about the programme and a place at the table contact **Melissa** for more info – [melissa.munro@nelsontasman.nz](mailto:melissa.munro@nelsontasman.nz).



FOOD & BEVERAGE PARTNER PROGRAMME / PIC'S PEANUT BUTTER WORLD

# Membership benefits

*He waka eke noa – we are all in this together.*

Like many others, we're feeling the flow-on effects of central and local government funding gaps. Our response is to stand together, stay strong and work smarter. This way we can amplify our collective message, improve our visitor experience, and attract visitors who share our vision of leaving this beautiful place in a better state for the generations to come.

The 2024/25 membership tiers align with pre-pandemic rates and coincide with the strong return of international visitors. Read on to choose a partnership tier that is right for you.

Business Events Stream	Tourism Essential	Tourism Bronze (Domestic)	Tourism Silver (International + Domestic)	Tourism Gold (International + Domestic + Business Events)
Provides operators with specific support and promotion for their business, targeting conferences and business events.	Suitable for smaller businesses/sole traders seeking key benefits and exposure on a smaller scale.	Ideal for small-medium operators wishing to benefit from the wider exposure provided by NRDA's extensive domestic channels and contacts.	Ideal for small-medium operators seeking to benefit from NRDA's international channels alongside some domestic exposure.	Perfect for large operators or clusters seeking the benefits of domestic and international representation and exposure.
<b>\$875</b>	<b>\$900</b>	<b>\$1600</b>	<b>\$2900</b>	<b>\$5900</b>

\* All prices exclude GST

## Business Events Stream Membership Benefits

### Support your local business event lead

Your contribution supports the employment of a local business events lead to attract new business events to the region.



### Featured in proposals

Where relevant, get inclusion in proposals to professional conference organisers (PCOs) and business event organisers when we pitch for new conferences and events.



### Stay informed and connected

Receive industry updates and business event information.



### Boost visibility

Elevate your business presence with a featured listing on our new nelsonstasman.nz website, potentially generating valuable leads.



### Tap into our marketing resources

Get access to our regional identity toolkit and campaign assets to enhance your promotional activity.



### Access to training workshops

Gain knowledge and upskill to stay ahead through access to various training workshops.



### Complimentary invitation to networking events

Be inspired and meet like-minded industry peers at bi-annual industry events.



### Inclusion in business event famils

Where your business fits the target audience, we'll include you in dedicated familiarisations with organisers actively planning business events.



### Representation at trade shows

We'll include your business as part of our presentation and promotion at major tradeshows such as MEETINGS. (Additional costs to attend.)



### Get high-quality leads

Receive detailed follow-up reports from activities and trade shows, providing valuable business contacts and leads.



## Tourism Stream Membership Benefits

	Tourism Essential	Tourism Bronze Domestic	Tourism Silver International & Domestic	Tourism Gold International & Domestic + Business Events
<b>Stay informed and connected</b> Regularly receive industry updates, event information and promotional opportunities.	✓	✓	✓	✓
<b>Boost online visibility on NelsonTasman.nz</b> Elevate your business presence with featured listings on our new nelsontasman.nz website, potentially generating valuable referrals.	✓	✓	✓ Featured listings	✓ Hero images, featured listings & stories
<b>Tap into our marketing resources</b> Receive access to our regional identity toolkit and campaign assets to enhance your promotional activity.	✓	✓	✓	✓
<b>Access to training workshops</b> Gain knowledge and upskill to stay ahead through access to various training workshops.	✓	✓	✓	✓
<b>Complimentary invitation to networking events</b> Be inspired and meet like-minded industry peers at bi-annual industry events.	✓	✓	✓	✓
<b>Opportunity to advertise in the Official Visitor Guide</b> Additional advertising costs apply.	✓	✓	✓	✓
<b>Inclusion in domestic marketing campaigns</b> Create awareness and leads for your business with inclusion in marketing campaigns.		✓	✓	✓ Top Priority
<b>Host media, trade, influencers or VIP famils</b> Where appropriate and possible, participate in PR and trade opportunities.		✓ Domestic	✓ International & Domestic	✓ International & Domestic Top Priority
<b>NRDA Food &amp; Beverage Partner Programme Membership</b> Includes membership to the NRDA Food & Beverage Partner Programme. For F&B programme benefits contact: <a href="mailto:melissa.munro@nelsontasman.nz">melissa.munro@nelsontasman.nz</a>	<b>NEW</b>	✓	✓	✓
<b>Leverage our extensive social media platforms</b> Boost engagement with our 52k-following on social media.			✓ Collab Opportunities	✓ VIP Collab opportunities
<b>Representation at global trade events</b> Showcase your business at prominent trade marketing events like TRENZ, KiwiLinks and RTNZ. Additional cost to attend.			✓	✓ Top Priority
<b>Get global leads</b> Receive detailed follow-up reports from activities and trade shows, providing valuable business contacts and leads.			✓	✓
<b>Feature in trade marketing material</b> Inclusion in our trade directory and trade training resources.			✓	✓ Top Priority
<b>Maximise your global presence</b> Enjoy priority inclusion in International Trade Day held annually in June. Additional costs may apply.			✓	✓ Top Priority
<b>Get in front of major NZ industry players</b> Secure a prime spot in our annual presentations to Tourism New Zealand and Air New Zealand.	<b>NEW</b>		✓	✓ Top Priority
<b>Feature in our consumer e-newsletters</b> Get exposed to the right target market with inclusion in our segmented consumer e-newsletter – reaching 18k people with a 50%+ open rate!				✓
<b>End-of-year report</b> Quantify your reach and discover where you made a bang via a report detailing campaign results and referral numbers.	<b>NEW</b>			✓
<b>Strategic insights unlocked</b> Get help with your forward planning with exclusive access to new destination insights through our partnership with Vistr.	<b>NEW</b>			✓
<b>Promotion of your package or deal</b> Got a super deal to share? We'll feature it on the nelsontasman.nz deals and packages page.	<b>NEW</b>			✓
<b>Digital marketing 1-on-1 visit</b> A customised session to maximise your exposure on Tourism New Zealand and Nelson Tasman digital channels.	<b>NEW</b>			✓
<b>Business Events stream</b> Gold members receive all the benefits of the Business Events Stream (refer to opposite page).	<b>NEW</b>			✓



# How to join

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

NRDA's Destination Partner Programme runs from 1 July 2024 to 30 June 2025.

Upon joining, a welcome pack will be sent to you with guides on how to maximise your membership benefits.

We look forward to welcoming you as a Destination Partner and working alongside you to help our region thrive!





# International marketing

## Trade

Donna attends five trade conferences yearly to promote members and the region. In February 2024, she attended the TNZ Regional Showcase in Sydney, which included a workshop day with the TNZ Australia team plus a 'speed dating' day with Australian travel sellers. In May 2024, Donna and Craig attended TRENZ in Wellington, where they spoke with over 50 international travel agents.

## Famil hosting

NRDA hosted over 15 famils for industry professionals and influencers. NRDA successfully pitched for an **Arts, Bars, Culture and Light Footprint Travel** famil for Australia's Explore Travel published in March 2024. Donna hosted a two-day itinerary that included over sixteen tourism operators. The story reached an audience of **714k** with a digital and print EAV of **\$379k**.



NRDA is looking forward to building on this success with our valued partners to promote our region to international visitors.





## Business events

NRDA's Business Events Lead, Rita Merriman, ensures that conference organisers keep Nelson Tasman and its destination partners top of mind, by promoting venues, suppliers, accommodation and visitor attractions that entice delegates to extend their stay. As well as attending the annual MEETINGS tradeshow in June, Rita also co-ordinates numerous business event proposals and hosts conference organisers throughout the year.

### **Agile on the Beach conference**

NRDA was only too happy to recommend Beachside Conference and Events Centre in Tahunanui for this three-day conference, the organisers of which wanted a 100-person venue with varied accommodation options close by. The delegates made the most of both their business and leisure time, while the region benefited from an economic impact of **\$145k**.



### **Pathologists Australasia conference**

Working closely with Business Events Industry Aotearoa, we secured the Royal College of Pathologists Australasia Annual Scientific Meeting. Taking place in September 2024 at the Rutherford Hotel with more than 100 delegates attending, the economic impact is estimated at **\$194k**.







WILSONS ABEL TASMAN, KAITERITERI BEACH - NZ MTB RALLY | THE PERFECT LINE

## Consumer events

### NZ MTB Rally

NRDA's Events Team, led by Rebecca Leach, plays a crucial role promoting and facilitating events that have great cultural and economic value to Nelson Tasman – simultaneously attracting visitors and fostering local community culture.

The NRDA-commissioned BERL report showed that the mountain biking industry is worth over **\$34M** to the local economy. And it has the potential to reach over **\$49M in the near future**.

The NZ MTB Rally was seen as an incredible opportunity to promote Nelson Tasman as the 'mecca of mountain biking'. NRDA helped the organisers secure funding from the Nelson City Council Economic Event Fund.

Our Events Team also offered support to the organisers by facilitating communication with iwi, council, Nelson Airport, accommodation, and hospitality businesses.

NRDA also promoted the event through our digital channels.

The event had 120 entries (75 international) riders and sold out within 48 hours. NZ MTB Rally was a huge international success, the riders raved about the trails and hospitality.

Top media mountain bike channel Pinkbike shared 8 race reports on their homepage which has over 6M visits a month.



LIFE IN THE PELOTON PODCAST - NZ MTB RALLY | CAMERON MACKENZIE

## Case studies



Kyle's compelling video showcased the breadth of brilliant beachside fun offered by the nine cluster members. The resulting consumer competition reached an audience of more than 50k people and attracted 2.5k entries, in turn growing our consumer database.

As well as promoting Tāhunanui to potential visitors, this campaign brought local businesses together to provide deals and other opportunities that might not be possible when working alone.

### Marketing as a collective

Our team joined forces to support the Tāhunanui Tourism Cluster to collaboratively market the sub-region, bringing one of Aotearoa's best travel storytellers, Kyle Mulinder (@barekiwi) along for the ride.

The success of the This is Tāhunanui campaign is a sound building block for future initiatives, and we are looking forward to fostering similar cluster initiatives across our region.

"I have worked with many RTO's both nationally and internationally but this is the first time I have been involved with an incredibly successful collaboration project initiated by individual businesses. The cohesion all nine businesses demonstrated just blew my mind. Everyone was purely in it for the greater good; to showcase how special Tāhunanui is. It was an honour to capture it for them."

Kyle Mulinder (@barekiwi)







Fall in Love  
with nelson  
tasman

GOLDEN BAY / RATANUI LODGE

## Fall in love with successful consumer campaigns

Estimated to generate over **5M impressions** and **3.5k operator referrals**, our 'Fall in Love with Nelson Tasman' Autumn campaign aimed to drive visitation in the shoulder season by targeting empty-nesters and double-income audiences.

Strategically aligning their lifestyles and interests with activities and attractions offered by our partners, it also amplified our hero tourism experiences – adventure, trails, culture, artisans, local flavours, accommodation, and hospitality.

NRDA partnered with Air New Zealand and Interislander to roll out two teaser campaigns called Fall in Love & Win. They enticed couples to enter the draw to win two Autumn getaway packages that included activities and accommodation provided by some of our partners. These teaser campaigns generated over **7.2k new subscribers** to our consumer database.



NEUDORF VINEYARD / MOUTERE



'I recommend being part of the Destination Partner Programme because Wilsons Abel Tasman recognises the need to contribute to collective regional tourism marketing.

One of the major benefits of DPP membership is having access to NRDA's dedicated team connecting us with Tourism New Zealand, media, trade shows, famil programmes and provides regional engagement. Few operators have the time or commitment for that.'

**Darryl Wilson**  
**CEO, Wilsons Abel Tasman**



'As new tourism business owners we've found being part of the Destination Partner Programme is a huge support.

The experienced NRDA team are always looking after us with advice, famil programmes, and building connections within the tourism community. It's comforting to know they have our backs no matter what.

Craig, Donna, Rita and Alex offer an endless source of information and digital marketing knowledge. I can't thank them enough because without their support, our business would not be where it is today.'

**Bernie Whittaker**  
**Owner,**  
**The Gentle Cycling Co.**







**NELSON  
REGIONAL  
DEVELOPMENT  
AGENCY**

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Nelson Regional Development Agency is the Economic Development Agency and Regional Tourism Organisation of Nelson Tasman, Te Taihū. Our mission is to unlock the economic potential of Nelson Tasman to enable our people and places to thrive.