



# **Waikato District Council**

## **Annual Report 2017-2018**

**Hamilton & Waikato**  
TOURISM

# Our performance targets



## Visitor nights

5% increase of total visitor guest nights vs national



**Result: -1.1%**

**2.4% national growth**

(Commercial Accommodation Monitor Y/E June 2018)



## Visitor spend

5% increase in visitor spend across the region



**Result: 6%**

**Annual \$1.532 billion**

(Monthly Regional Tourism Estimates MBIE, Y/E June 18)



## Conventions & business events

Grow market share of business events from 9% to 10%



**Result: 10.6%**

(Convention Activity Survey Y/E March 2018)



## Visitor awareness & perceptions

Improve by 3 points, including Waikato residents



**Result: 7.24 /10**

Likelihood to recommend as place to visit  
(Fresh Info & AA Traveller)



## Website & social media: HamiltonWaikato

5% digital engagement on previous year



**Result: 10.64%**

engagement rate (10.4% 16/17)



## Industry investment

\$400,000 of industry contributions towards activities



**Result: \$437,914**



## Return on investment

Total visitor spend per dollar of HWT spend



**Result: \$1,261**

per dollar of council funding

# Hamilton & Waikato



**\$1.532b**

Visitor expenditure  
5<sup>th</sup> highest in NZ

Domestic visitors

**\$1.167b**

International visitors

**\$365m**

Regional Tourism Estimates (Y/E June 2018)



**1.405m**

commercial guest nights

Commercial Accommodation Monitor (Y/E June 2018)

**2.7m**

unpaid domestic  
guest nights

AA Traveller (Y/E June 2018)

International  
visitor arrivals

**3.8m**

for New Zealand

International Visitor Arrivals (Y/E June 2018)





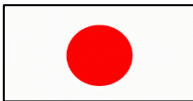

**6.3%**

share of domestic  
guest nights

AA Traveller Monitor  
(Y/E June 2018)

# International arrivals: 3,786,927 (+3.8%)












		Visitors		% increase decrease	Market share	Waikato visitor expenditure
	<b>Australia</b>	1,471,248	↗	+1.4%	<b>39%</b>	<b>\$86 million</b>
	<b>China</b>	449,024	↗	+12.8%	<b>12%</b>	<b>\$48 million</b>
	<b>USA</b>	337,280	↗	+3.6%	<b>9%</b>	<b>\$41 million</b>
	<b>UK</b>	235,184	↘	-3.8%	<b>6%</b>	<b>\$40 million</b>
	<b>Japan</b>	101,056	↘	-0.1%	<b>3%</b>	Rest of Asia <b>\$33m</b>
	<b>Germany</b>	101,504	↘	-2.9%	<b>3%</b>	Rest of Europe <b>\$34m</b>

International Visitor Arrivals : year ending June 2018 (Statistics NZ)



# International arrivals: 3,786,927 (+3.8%)



		<i>Visitors</i>		<i>% Increase</i>	<i>Market Share</i>
	<b>Korea</b>	<b>93,744</b>		<b>+12.5%</b>	<b>2%</b>
	<b>Canada</b>	<b>68,640</b>		<b>+4.0%</b>	<b>2%</b>
	<b>India</b>	<b>66,960</b>		<b>+20.2%</b>	<b>2%</b>
	<b>Singapore</b>	<b>60,464</b>		<b>+4.8%</b>	<b>2%</b>
	<b>Hong Kong</b>	<b>57,680</b>		<b>+15.8%</b>	<b>2%</b>

International Visitor Arrivals : year ending June 2018 (Statistics NZ)



# Visitor expenditure



**Annual Visitor spend**  
Year end June 2018

**↗ 3.8%**

**Result: \$19m domestic**  
**\$7m international**

Monthly Regional Tourism Estimates: year ending June 2018 (MBIE)

# Visitor expenditure



## Annual regional visitor spend By product year ending January 2018

### Domestic



### International



Monthly Regional Tourism Estimates: year ending January 2018 (MBIE)

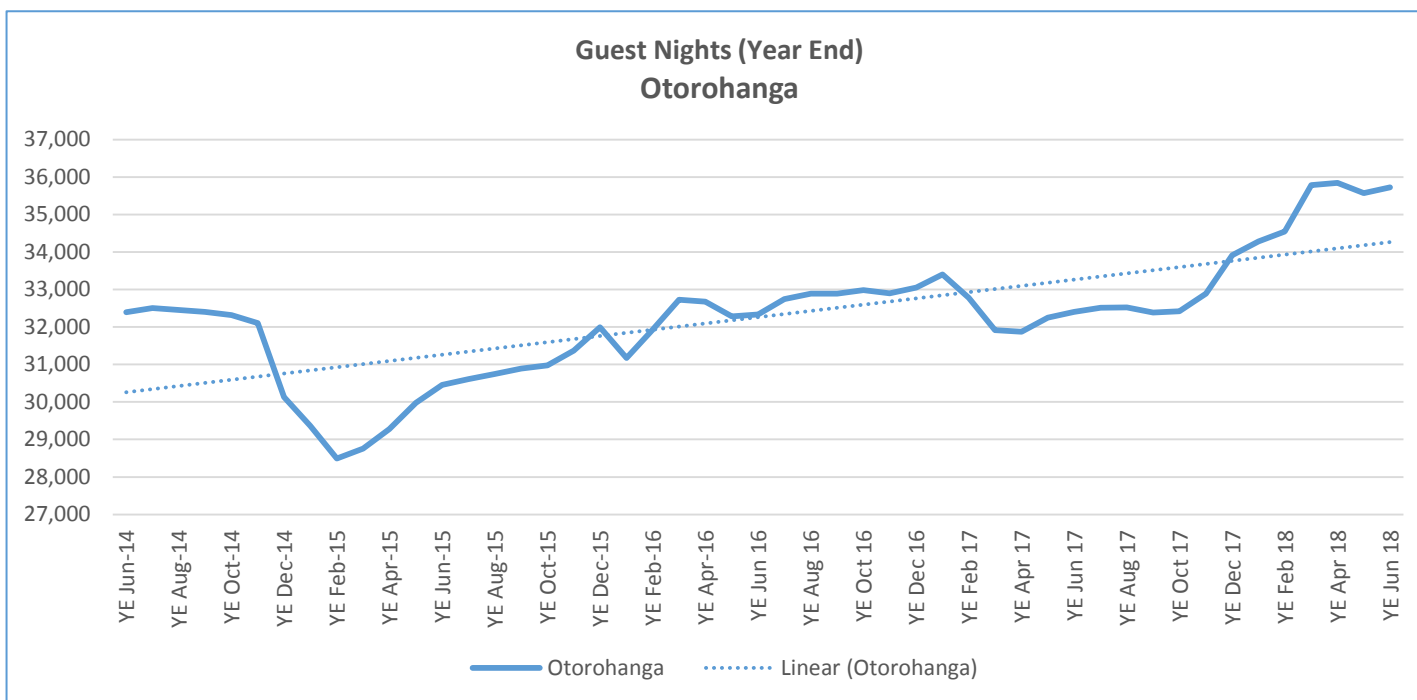


# Commercial accommodation



**Guest nights**  
Year end June 2018

**Result: 35,725**



Commercial Accommodation Monitor : year ending May 2018 (Statistics NZ)



# Commercial accommodation



## Holiday parks - Waikato

As at June 2018

- ↘ Otorohanga Kiwi
- ↘ Cambridge Top 10
- ↘ Glenview Tokoroa
- ↘ Raglan Kopua
- ↘ Seaview Mokau
- ↘ Te Aroha
- ↘ Hamilton City
- ↘ Waingaro Hot Springs
- ↘ Waitomo Top 10



Waikato regional results:

# 284,000

Holiday Park guest nights

# 20%

market share

# 66:34

domestic : intl.

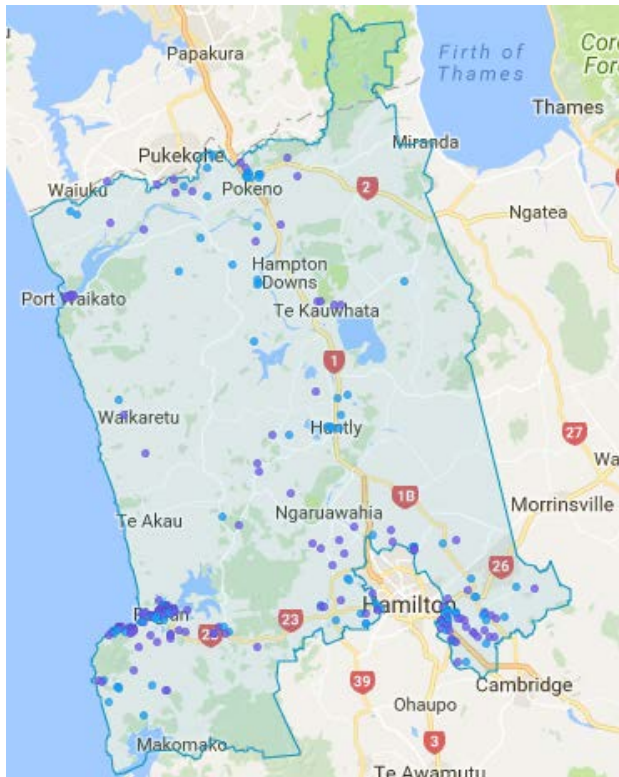
Commercial Accommodation Monitor (YE May 2018)

# Non-commercial accommodation



## Air BnB impact: Waikato For July 2018

Active rentals: **467** (55% homes)  
Average daily rate: **\$109**



### Rental Growth 92%



### Occupancy Rate



# ***Marketing the Waikato District***

## ***International, domestic, media & online***



# Domestic marketing



Target market	Campaign activity
Auckland, Wellington, Christchurch, BOP & Taranaki	<b>Short Escapes</b> (Oct – Nov 17 & Jan 18 to Easter 2018)
Waikato region (locals)	<b>Explore Your Own Backyard</b> (Dec 17 - Jan 18 & Jun- July 2018)
Chinese New Zealanders	<b>Short Breaks</b> (Nov 17 – Jan 18)
Other domestic & international activity	Website & social media channels Official Regional Visitor Guide Major Events – Lions Series & Rugby League World Cup Kia Ora magazine TV3 – The Café CNN Travel – USA Philippines Airline Press Trip Kompas TV - Indonesia



# International marketing



## EXPLORE CENTRAL NORTH ISLAND



**THERMAL EXPLORER  
HIGHWAY**  
NEW ZEALAND



**PACIFIC COAST  
HIGHWAY**  
NEW ZEALAND



**VOLCANIC LOOP  
HIGHWAY**  
NEW ZEALAND



# International marketing



Target market	Campaign activity
<b>Australia</b>	<b>Tour the North Island Campaign</b> (JV with Tourism NZ)
<b>Canada &amp; the United States</b>	<b>ECNI - Thermal Explorer Highway @ KiwiLink events</b> <b>ECNI North America Roadshow</b> (travel agent training)
<b>China, Philippines, Indonesia &amp; Malaysia</b>	<b>Kiwilink China &amp; South East Asia</b> (with Tourism NZ) <b>Explore Central North Island</b>



# Growing business events

Meetings, incentives, conventions & events

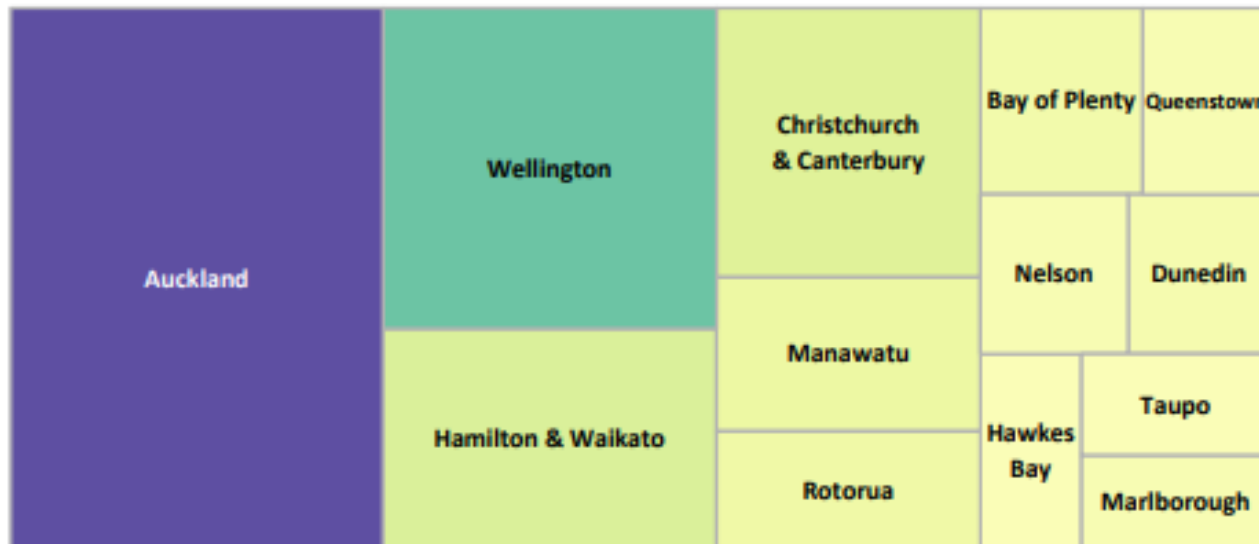


# Business events & conventions



## Overview of business events by region

Year ended March 2018



➔ **10.6%**  
market share  
of events

➔ **8.9%**  
market share  
of delegates

Convention Activity Survey : year ending March 2018 (MBIE)





# Business events & conventions



## Business events



### International delegates

➤ **\$299** average per night spend

Avg 7.2 nights in NZ – of this 2.8 nights outside of the conference region

### Domestic delegates

➤ **\$461** average per night spend

Avg 3.1 nights in the region

Convention Delegate Survey, MBIE (YE December 2017)



# ***Growing our value***

## ***Tourism development & opportunities***



# Five game changers



1

## Waikato River

Activate the Waikato River across the region



2

## Brand Strategy

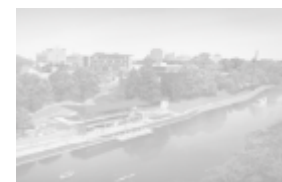
Create a strong positioning for Hamilton & Waikato to focus and underpin creative delivery and campaigns to target markets



3

## Hamilton City Riverfront

Implement plans to revitalise the Waikato River to create a vibrant visitor hub in Hamilton



4

## Home of Kiingitanga

Create a region-wide plan and support for a range of Māori visitor experiences that tell the distinctive story of Kiingitanga



5

## Major Events Strategy

Develop Regional Events Strategy that further secures, develops, promotes and encourages events which generate financial and social benefits to Hamilton & Waikato



# ***Major Events Strategy***



## **Strategy vision:**

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**The Hamilton & Waikato region's major events portfolio showcases and positively positions the region, brings new money into the economy and makes residents proud of where they live.**



# Major Events Strategy



## Major events outcomes:

1

Showcases  
the Waikato  
region as a  
destination

2

Grows  
incremental  
GDP

3

Contributes  
to a vibrant  
region &  
grows  
community  
pride

4

Maximises  
uses of  
event  
infrastructure  
venues &  
spaces



# Major Events Strategy



## Major events enablers:

1

Effective governance & decision-making

2

Fit for purpose staff structure with event secretariat

3

Stakeholder coordination

4

Funding – fit for purpose financial resources for event bid fund

6

Engage & inform stakeholders & community

5

Regional commitment to consistent measurement framework



# ***Visitor Brand Strategy***



## **BRAND PURPOSE:**

**The Mighty Waikato**

## **BRAND VALUES:**

**Authentic**

**Magical**

**Surprising**

## **DESIRED PERCEPTION:**

**A deeply authentic, easily accessible escape to the strong beating heart of the North Island – packed with hidden discoveries, and a place where you can actually feel the real New Zealand.**

# ***Visitor Brand Strategy***



## **The Mighty Waikato – Where magic runs deep**

Come with us, share our waka and feel the strength and passion. For this is a place beyond the expected, which constantly surprises with natural beauty, powerful history and out-of-this-world experiences.

Always far from the ordinary, this is a magical region of villages to play, relax, connect and explore in. Here, our kaitiaki runs deep, our mana inspires and unforgettable discoveries are just around the bend. A welcoming place where our people keep it real – and experiences become unreal.

**This is the Mighty Waikato. It's all yours to discover.**





# ***Tourism Infrastructure Fund***



- **Provides up to \$25million per year**
- **Responsible Camping Fund to manage freedom campers with provision of facilities (Aug 18)**

## **Waikato District Council:**

- **\$868,000 for new toilet & rubbish facilities at Raglan**
- **\$67,000 to resolve camping issues at Te Kauwhata**





**Thank you for your support.**  
**[hamiltonwaikato.com](http://hamiltonwaikato.com)**

**Hamilton & Waikato**  
TOURISM