



Marlborough



The DM team

Amy Swain	Operations Manager
Beth Adams	Marketing Communications Manager
Emily Biddle	Cruise Manager
Fay Clarke	Business Events Manager
Jacqui Rogers	Trade Development Manager
Tracey Bellette	isite Team Leader
Tracey Green	Acting GM



Agenda

- 4.30 pm Welcome
- 4.35 pm DM Update – Tracey Green
- 4.45 pm Business Events Update – Fay Clark
- 4.50 pm Marlborough District Council – Dean Heiford
- 5.00 pm Port Marlborough – Rhys Welborn
- 5.10 pm The Whale Trail – Nigel Muir
- 5.20 pm Closing

5.20 pm – 6.30pm – Networking drinks and canapés





Current Position

Visitor spend and trends YE July 2023 (MBIE TECTs)

Domestic YTY Growth -3.3% (National 8%)

International YTY Growth 411% (National 269%)

Destination Marlborough's marketing priorities remain:

Position Marlborough as a compelling place to visit

Encourage managed growth of visitor spend

Prioritise effort on smoothing seasonality

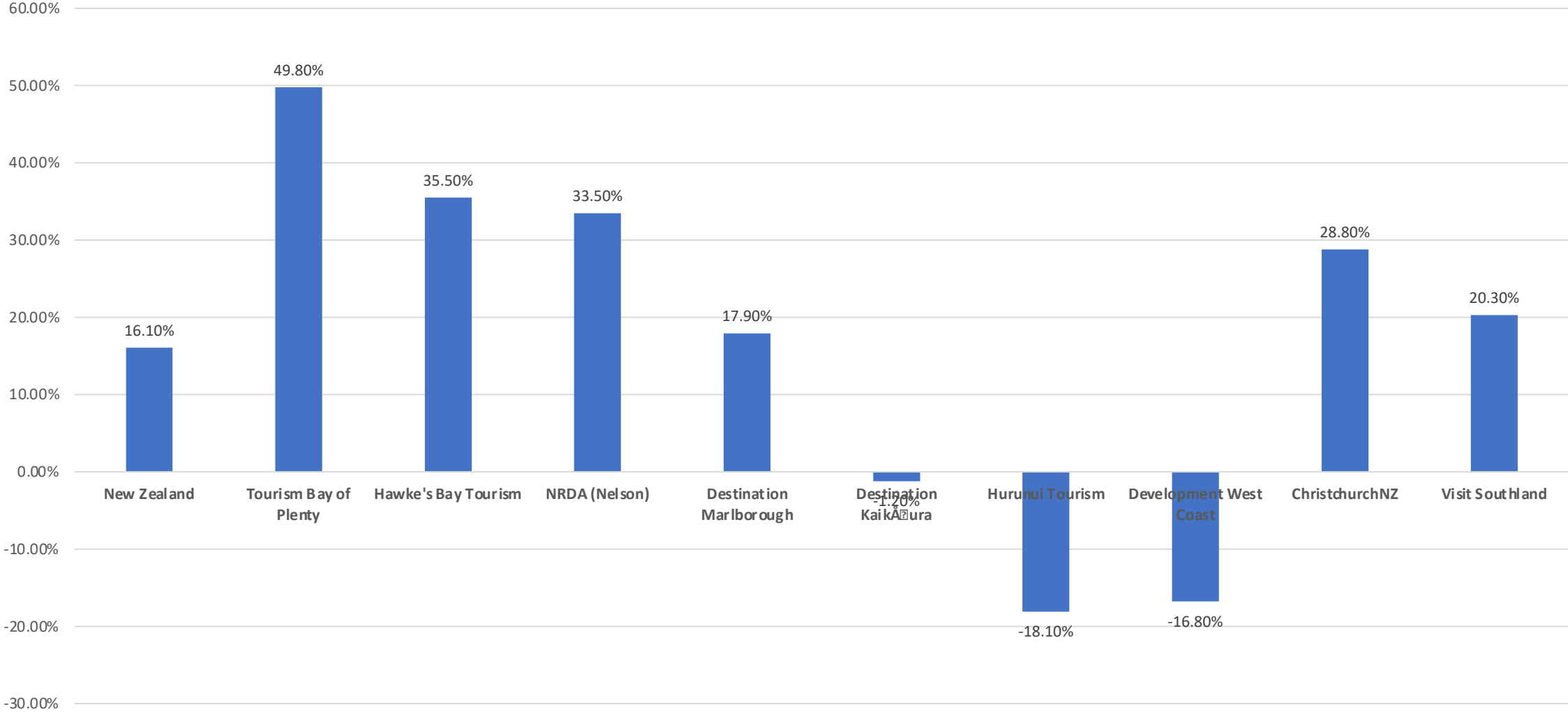


International Visitor Spend YE Sept 23

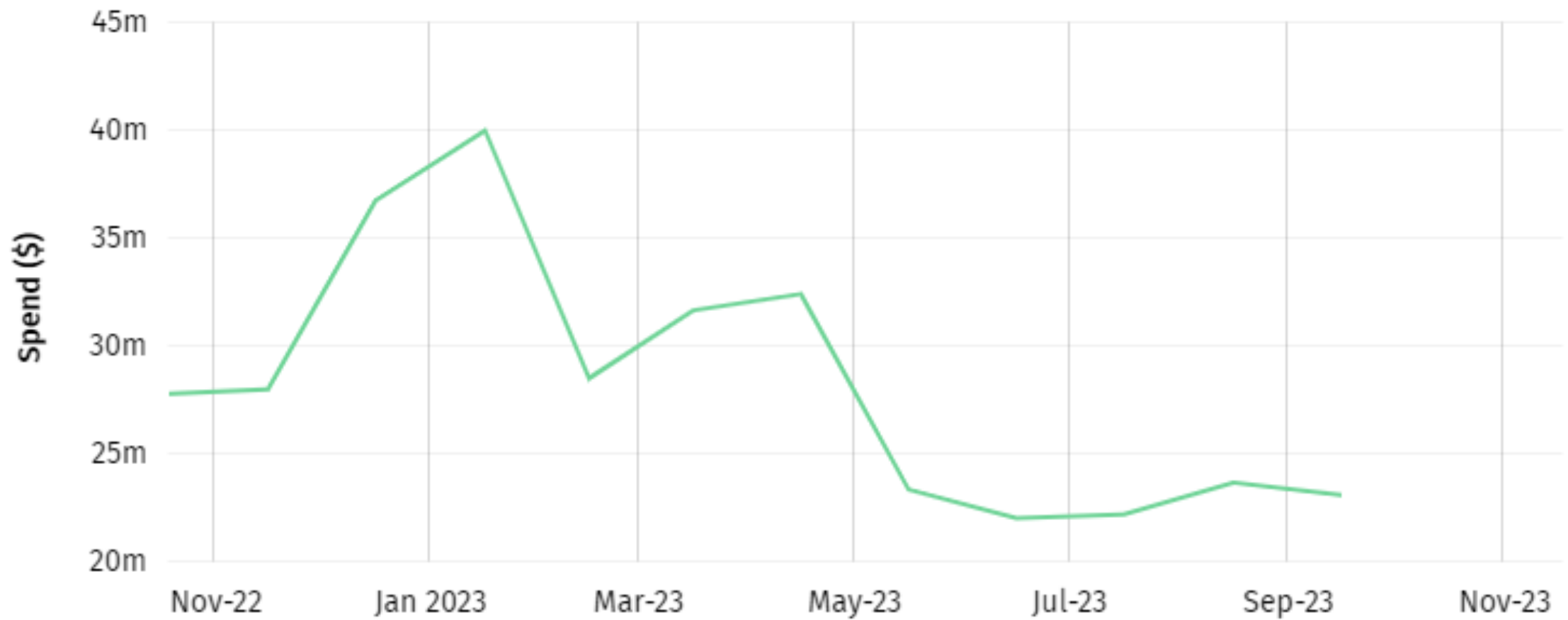


Source: Hīkina Whakatutuki - Ministry of Business, Innovation & Employment. Last updated on 2023-11-23.
From <https://teic.mbie.govt.nz/teiccategories/datareleases/mrte/>

Change in International tourism spend by RTO - Sept 23 vs Sep22

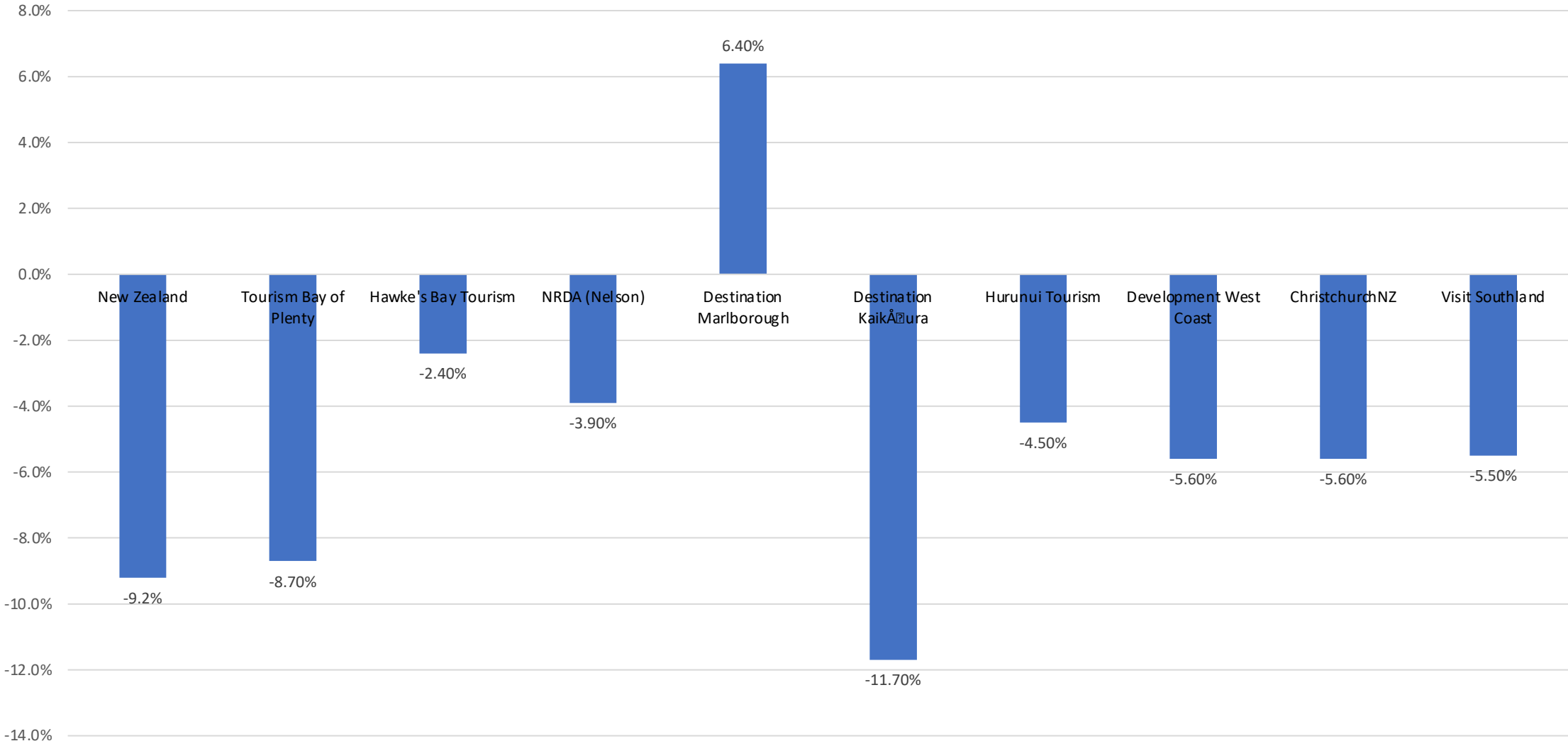


Domestic Visitor Spend YE Sept 23



Source: Hīkina Whakatutuki - Ministry of Business, Innovation & Employment. Last updated on 2023-11-23.
From <https://teic.mbie.govt.nz/teiccategories/datareleases/mrte/>

Change in Domestic tourism spend by RTO - Sept 23 vs Sep22



What's Happening

YE July 2023 (MBIE TECTs)

Marlborough: 80% Domestic / 20% International
Pre covid: 70% Domestic / 30% International

National international recovery steady – air capacity at 90% Precovid

Marlborough Top markets:

Australia, USA, UK, Rest of Europe, Germany, Canada, Rest of Asia,

NZ Top markets:

Australia, USA, UK, Rest of Europe, Rest of Asia, China, Germany

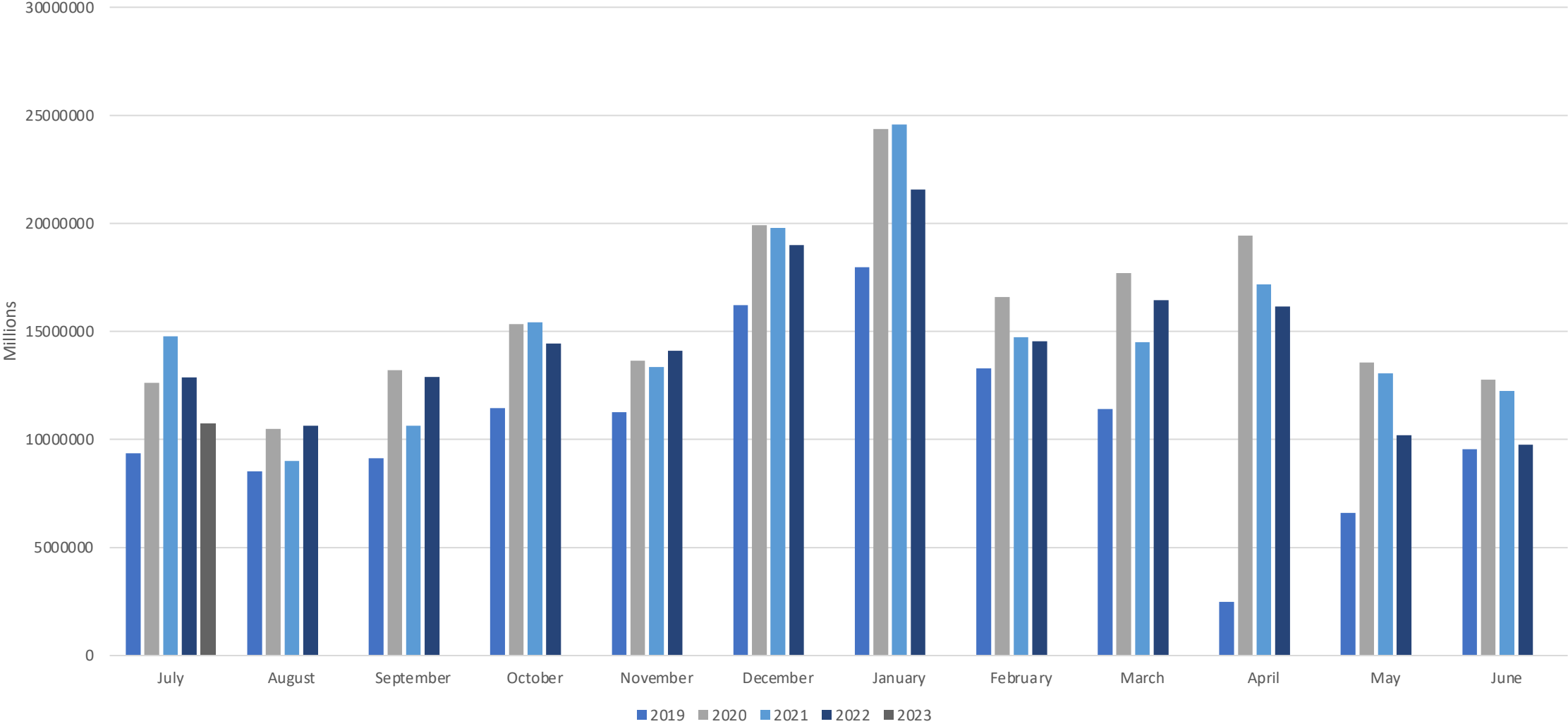
Marlborough Top Domestic:

Canterbury, Wellington, Auckland, Tasman, Nelson, Waikato, Otago



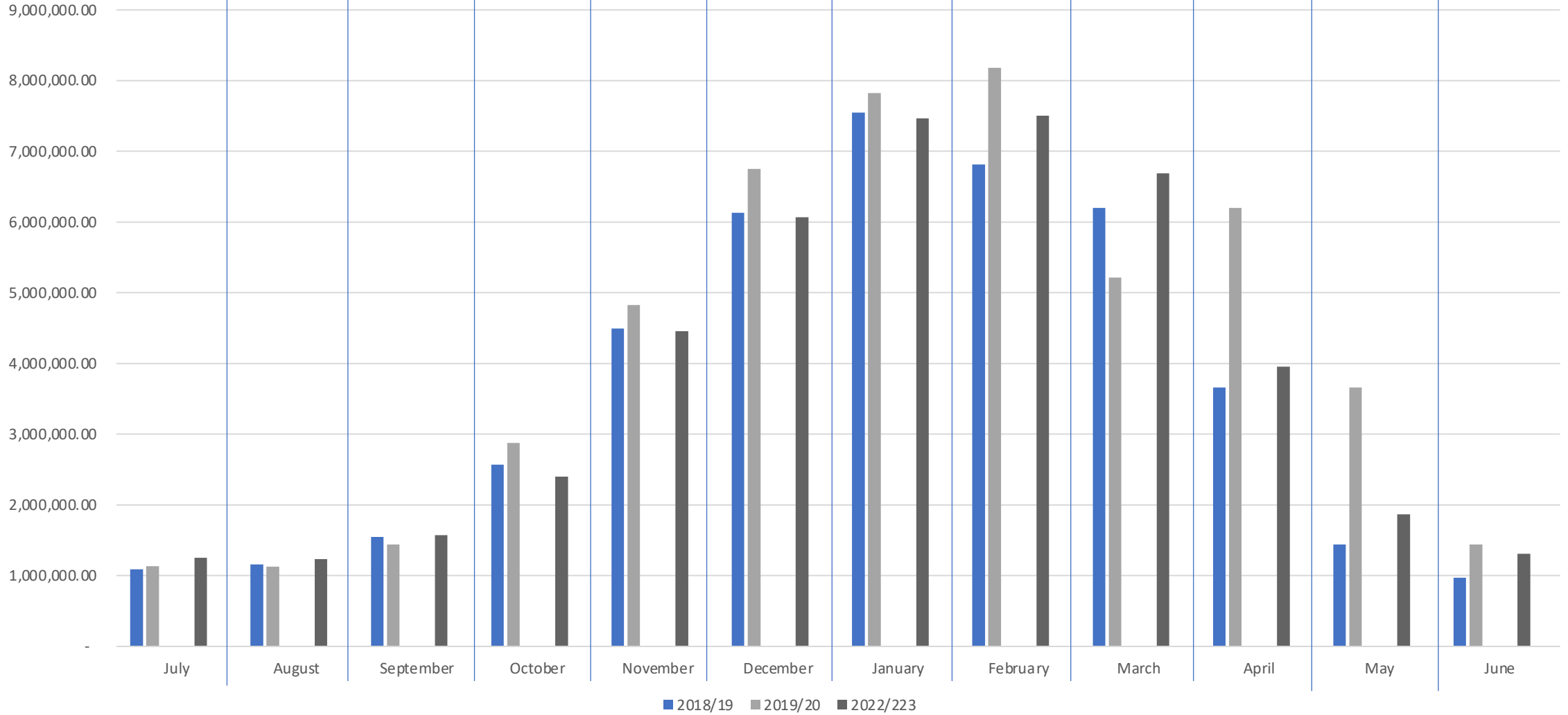
Domestic Visitor Spend YE JULY

(Source MBIE TECTS)



International Visitor Spend YE July

(Source: MBIE TECTs)



Marketing

Media

- Australian TV – Sunrise Breakfast Show
- Sachies Kitchen – Australia
- Fly Brother – USA

Media famils

- Florian – German
- TNZ – UK & DE Media
- TNZ – Japan Media
- Jayjay Feeney – Savour in the Park

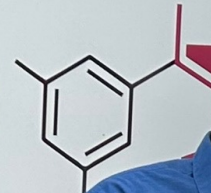




VINES VILLAGE, MARLBOROUGH

New Zealand





BRAGATO

RESEARCH INSTITUTE

NEW ZEALAND GRAPES AND WINE RESEARCH
RANGIOTEA CAMPUS
AOTEAROA



Marketing

Publications

- Mike Yardley – Across 8 regional NZME Publications/ Newstalk ZB Website
- Ben Groundwater – Traveller Australia Magazine
- Katrina Lobley – Explore Travel (Australia)
- Kelli Brett Cuisine Magazine
- National Geographic – Showcasing 5 Marlborough walks
- International Traveller Magazine
- Stuff Travel

Tell us your story for media





Branding



Branding



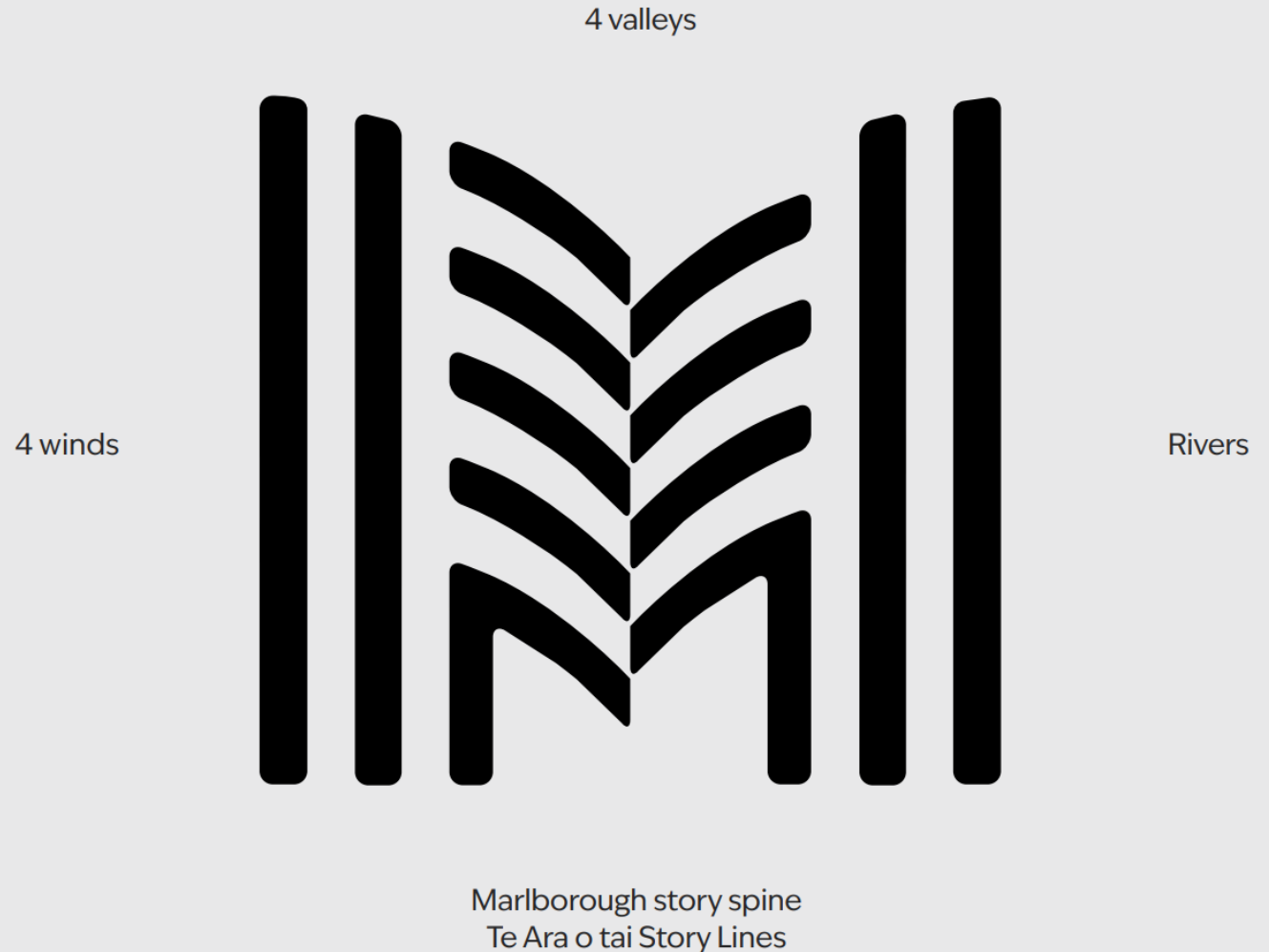
Logo

The Marlborough icon is inspired by the natural forces that created the region (wind, rivers + valleys).

The 'outside lines' represent the 4 winds and the negative space between them are the rivers.

The 4 valleys make up the spine/ middle of the Marlborough icon. The shape of these strands reference a book spine and our core idea of Te Ara o tai Story Lines.

Icon



Visitor Guide

- Hybrid release for 23/24
- Printed
 - 22000 copies
 - Distributed – isites, airport, ferry terminal
- Digital
 - Unique QR code
 - Measure & Monitor use
 - Click through to individual listings



Website



[Explore](#) ▾ [Events](#) ▾ [Live & Work](#) ▾ [Business](#) ▾ [Screen](#) ▾



Explore Marlborough

Kia hōpara



Trade

MARKETS

- Core markets: Australia, UK, Europe, North America
- Increased presence: South East Asia

ACTIVITY

- Attended Kiwi Link South East Asia
- TNZ trade famil activity greatly increased
- Classic New Zealand Wine Trail Hui

FAMILS

- TNZ – UK & DE
- Auckland Airport



Trade

UP COMING ACTIVITY

- TNZ AUSTRALIA – RTO / Product Managers Showcase
- RTONZ – Two day – Inbound Operator event
- TRENZ – Wellington

Key focus: “An Extra Night Stay”



Cruise

2023/2024 Calls

112K Passengers and 49K crew

56 port calls plus 7 to Meretoto/Ship Cove or cruising

34 to Waimahara

21 to Waitohi Wharf

1 at Anchor

Welcoming Resilient Lady Virgin Cruises (new to NZ this year)

Vessel Size

22 – over 2500pax

11 – 1000pax – 2500pax

23 – under 1000pax

Port Marlborough Website for one source of truth www.portmarlborough.co.nz



Get involved

- Sign up to Dmail
- List your product, deals and events FREE on MarlboroughNZ.com
- List on Newzealand.com and provide regular deals
- Keep the i-SITEs updated and offer training
- Become a Qualmarked business



Get involved

Be part of upcoming TNZ Famils:

To be considered operators MUST be

- Qualmarked

- Be export ready

- Active in Trade distribution channels

- Offer minimum 20% commission

TMT membership – export-ready product wishing to extend distribution to offshore markets





Exit



Business Events

2023 BE Season

- Bluegreens Forum 24 February 2023 (\$186,000)
- Marvel Experiences (incentive trip) March 2023 (\$124,000)
- MG Car Club rally 11-15 March 2023 (\$155,000)
- Foursquare 2-4 May 2023 (\$387,500)
- Natural Health Products Summit 23-25 May 2023 (\$310,000)
- Building Officials Institute of NZ – 16-18 August 2023 (\$279,000)
- Business Events Industry Aotearoa 18-20 September 2023 (\$263,500)
- Wise Incentives (incentive trip from US) 23-27 September 2023 (\$77,500)
- Venture Travel (incentive trip) 13-15 October 2023 (\$83,500)
- NZ Merino 31 October 2023 (\$72,500)



Business Events

Future Business:

- \$1,533,200 of confirmed events coming up in 2024
- \$2,641,600 pending in pipeline

Business Events Activity

- Meetings trade show – June 2023
- Business Events Industry Aotearoa conference – September 2023
- Business Events Expo – November 2023
- AIME – February 2024









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