

Visit Hurunui North Canterbury



Background

This document outlines Hurunui Tourism activity plans and associated budget for the period July 2026 – June 2026 (referred to as FY26).

Each year, Hurunui Tourism produce an annual plan that outlines budgets and initiatives for that year. The plan is based on the more long-term Destination Management Plan, which came into effect in September 2022.

Feels closer
to nature



Performance Review - FY25

The FY25 plan was framed within the four strategic priorities of the DMP:

- Become an iconic self-drive destination
- Targeted destination marketing
- Enhance the visitor experience
- Effective destination management

Become an iconic self-drive destination

- Continue work with the Alpine Pacific Touring Route (APT) and Top of the South (TOTs) collaborative RTO groups.

Enhance the visitor experience

- Continue destination development work to encourage new products and events.

Targeted destination marketing

- Increasing visits to our website – our key marketing asset.
- Increase visitthurunui by 10% compared to the FY24 year.
- Increase visitthannersprings by 15% compared to the FY24 year.

Effective destination management

- Set up a structure to ensure the DMP is implemented

Visitation and expenditure

- Have regional spend increase by more than the national average.
- Have total commercial guest nights increase by more than the national average.

Reviewing our performance against these objectives:

- Continue work with the Alpine Pacific Touring Route (APT) and Top of the South (TOTs) collaborative RTO groups.
 - o The APT is an official Tourism NZ touring route, and comprises of Christchurch, Hurunui and Kāikoura. Work continues – particularly on the signage along the route and hosting famils throughout the region.
 - o TOTs comprises of Kāikoura, Marlborough, Nelson-Tasman, West Coast and Hurunui. There is an activity plan in place, focusing on media and travel trade in Australia, and promoting TOTs within Tourism NZ.
- Continue destination development work to encourage new products and events.
 - o The consent for the Flyride project has been upheld and work will continue on this new product.
 - o We have supported a range of events, including securing marketing funding for 5 events through the Regional Events Promotion Fund.
 - o We are supporting the redevelopment of the Old Soldiers Block in Queen Mary Hospital.
 - o We have supported and are continuing to support several operators in developing their product and marketing for the international market:
 - Tawanui Farm
 - Kumikos
 - Iron Ridge
 - Island Hills Station
 - Tussock Peak Motel
 - Manuka Skies
 - Ridgeway Ventures
 - Hurunui Hills
- Increase visits to visithurunui by 10% compared to the FY24 year.
 - o There has been a decrease in visits of 9.7% (July through January). However, there was a significant campaign that ran in August and September the previous year; most of Hurunui Tourism's consumer marketing will run in January to April this year.



- Increase visits to visitthanmersprings by 15% compared to the FY24 year.
 - Visits to the Hanmer Springs website have increased by 14.8% (July through January), which is very encouraging.
- Set up a structure to ensure the DMP is implemented.
 - This was a key focus for FY25, with a contractor being brought in to provide input.

The board have now approved the implementation of some DMP actions, including the formation of an Advisory Group, a community survey on tourism, a community communications plan and the Welcome Mat project in Amberley.
- Have regional spend increase by more than the national average.
 - Domestic electronic card expenditure in the Hurunui has decreased by 3% for the year-end November 2024, which is partially offset by an 8% increase in international expenditure.

Both of these are slightly less than the national average of a 2% domestic decrease and an 11% international increase.
- Have commercial guest nights increase by more than the national average.
 - The number of domestic commercial guest nights in the Hurunui has decreased by 2% for the year-end November 2024, and international commercial guest nights have increased by 5%.

Domestically, Hurunui is performing slightly above the national average of -3% and internationally, Hurunui is below the national average of 11%.



The Current Situation

The Hurunui DMP Appendix provides an excellent overview of the tourism industry, both nationally and for the Hurunui region.

THE TOURISM INDUSTRY

In January, a new Tourism & Hospitality Minister – Louise Upston – was appointed. Initial commentary from the minister and the government was that they were placing a renewed focus on growth in tourism. More detail on how the government expect this to be achieved is expected once the minister has connected with the industry and has reviewed the work initiated under the previous minister.

Tourism NZ continues to focus on attracting International travellers in off-peak times, to help flatten seasonality. International arrivals to New Zealand flattened during 2024, with recent data indicating that arrivals into New Zealand are at around 84% of pre-COVID levels. However, over the recent summer, there has been growth, particularly into Christchurch Airport with increased seasonal services. As Hurunui Tourism continues its targeted marketing trying to drive demand from Christchurch, particularly self-drive travellers, it is important to continue to collaborate with organisations such as Tourism NZ, Christchurch International Airport, and other RTOs.

Domestic travel has also been flat or in decline. This has been largely attributed to economic conditions. It is difficult to predict what may happen in 2025, however two indicators are shown on the following page.

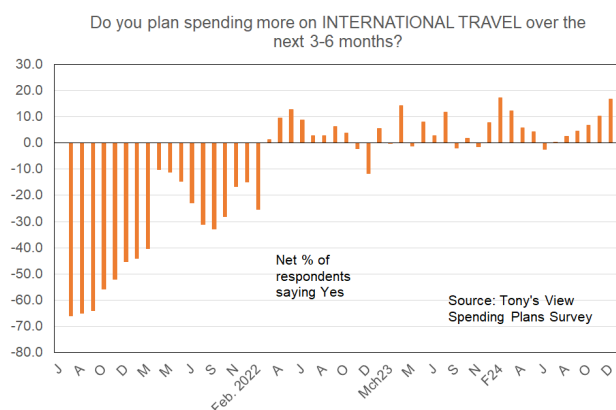
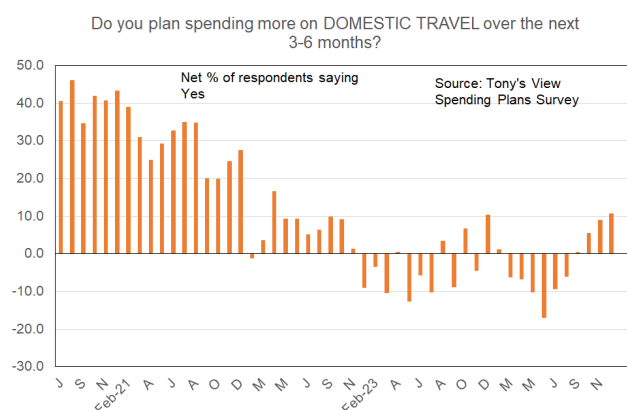
A scenic landscape photograph showing rolling hills under a clear sky. In the foreground, there is a field of tall, dry grass. A white SUV is parked on a path in the middle ground. The hills in the background are covered in green vegetation. The text 'Feels like home' is written in a white, cursive font in the bottom left corner of the image.

Feels like home

1. The economist Tony Alexander regularly surveys New Zealanders, asking them about their spending intentions.

In the December 2024 survey there were the following insights regarding the tourism industry:

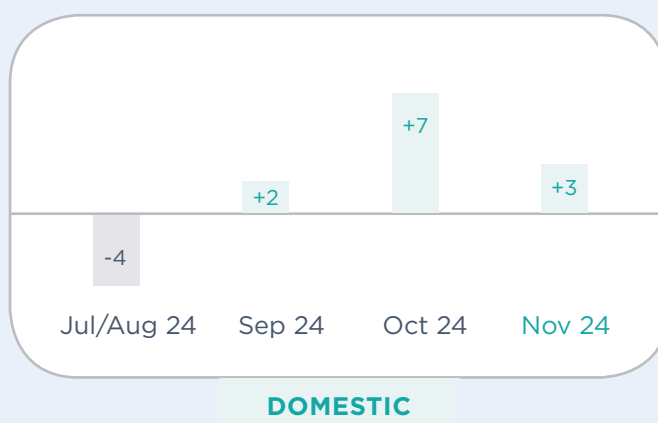
- 10% of New Zealanders planned to increase spending on domestic travel in the next 3-6 months.
This is the third month in a row with a positive result, indicating that domestic travel in 2025 may reverse its recent decline.
- 17% of New Zealanders are planning to spend more on international travel.
Whilst this is an indicator of consumers being confident in spending more, New Zealanders travelling internationally remains a threat to domestic travel.



2. Angus & Associates regularly publish their travel momentum index.

As the graph below shows, New Zealanders future travel intentions to travel domestically has increased.

TRAVEL MOMENTUM INDEX



The Travel Momentum Index (TMI) is calculated based on the relationship between reported travel (last 3 months) and future travel intentions (next 3 months). Stated travel intention data has been down-weighted by a factor of 20% to account for the estimated disparity between stated intention to travel and subsequent behaviour. (This weighting factor will be refined in future updates as the correlation between stated intention and eventual behaviour is confirmed).

A positive TMI suggests growth in future demand, and a negative TMI, contraction.

Hurunui Tourism Finances

As at 1 February, we are forecasting:

- A deficit of \$62,522 for FY25
(against a budgeted deficit of \$60,613)
- Reserves to be \$53,581 as at 30 June 2025.

The forecast reserves is the figure we have used as a starting point for the financials in this plan.



FY26 Plan

Our annual plan is framed within the four strategic priorities of the DMP:

- Become an iconic self-drive destination
- Targeted destination marketing
- Enhance the visitor experience
- Effective destination management

Become an iconic self-drive destination

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Enhance the visitor experience

- Continue destination development work to encourage new products and events.

Targeted destination marketing

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Effective destination management

- Set up a structure to ensure the DMP is implemented
- Begin delivery of the DMP, particularly the key action points identified in the scoping document (4.4, 4.6, 3.1, 3.3, 2.1, 3.2, 1.1, 1.2)

Visitation and expenditure

- Have regional spend increase by more than the national average.
- Have total commercial guest nights increase by more than the national average.



The Budget

Below is an outline of the budget for FY26.

ASSUMPTIONS AND DISCUSSION POINTS

With increasing demand in key areas like the website and implementing the DMP, balancing this budget has again been challenging. There are several assumptions and discussion points that have impacted the draft budget below:

1. Both the Targeted Tourism Rate revenue and Contribution from HSTPS increase by 4%, as per the HDC LTP budget.
2. That the membership fees that Hurunui Tourism pays through the Collaboration budget item (for example, RTNZ, and TEC fees) do not increase significantly.
3. Staff are currently working with our website providers to understand some significant technology updates that are needed to ensure that the website continues to run efficiently. A contingency has been included until we understand more.
4. Staff are also currently discussing contracts with consultants who help deliver the Tourism Growth Package and our trade work. Some of these figures may change depending on those discussions.



	BUDGET FY25	FORECAST FY25 YTD	DRAFT BUDGET FY26
OPERATING REVENUE			
Targeted Tourism Rate	\$ 284,403	\$ 281,195	\$ 295,779
Contribution from HSTPS	\$ 71,171	\$ 71,171	\$ 74,018
Third-party revenue	\$ 6,000	\$ 54,590	\$ -
	<u>\$ 361,574</u>	<u>\$ 406,956</u>	<u>\$ 369,797</u>
LESS FIXED COSTS			
Wages & Salaries	\$ 6,000	\$ 7,860	\$ 6,000
Marketing Consultancy Costs	\$ 82,000	\$ 82,000	\$ 82,000
Other Board Expenses	\$ 500	\$ 346	\$ 500
	<u>\$ 88,500</u>	<u>\$ 90,206</u>	<u>\$ 88,500</u>
LESS OPERATING COSTS			
Become an iconic self-drive destination			
Touring Route Development*	\$ 10,000	\$ 10,000	\$ 10,000
Enhance the visitor experience			
Tourism Growth Package*	\$ 52,500	\$ 52,500	\$ 52,500
Visitor Information Boards*	\$ 12,000	\$ 10,000	\$ 8,000
Collateral*	\$ 40,000	\$ 36,000	\$ 26,000
Targeted destination marketing			
Website / Digital*	\$ 48,282	\$ 48,282	\$ 51,282
Trade/TRENTZ*	\$ 22,500	\$ 22,500	\$ 20,500
Advertising*	\$ 40,000	\$ 40,000	\$ 70,000
Communications*	\$ 21,900	\$ 21,900	\$ 14,000
In-Market*	\$ 3,000	\$ 1,000	\$ 3,000
Conferences & Meetings*	\$ 2,500	\$ 1,500	\$ 1,000
Effective destination management			
DMP Implementation*	\$ 45,000	\$ 45,000	\$ 40,000
Promotion Groups Fund*	\$ 8,000	\$ 8,000	\$ 8,000
Data*	\$ 15,000	\$ 15,000	\$ 15,000
Collaboration*	\$ 13,005	\$ 15,000	\$ 13,005
Allocation of MBIE REPF		\$ 52,590	
	<u>\$ 333,687</u>	<u>\$ 379,272</u>	<u>\$ 332,287</u>
NET SURPLUS / DEFICIT	-\$ 60,613	-\$ 62,522	-\$ 50,990
CAPITAL STATEMENT			
Opening Balance	\$ 116,103	\$ 116,103	\$ 53,581
Surplus / Deficit for Period	-\$ 60,613	-\$ 62,522	-\$ 50,990
CLOSING BALANCE	\$ 55,490	\$ 53,581	\$ 2,591

*See glossary for further definition.

Glossary

Touring Route Development	- APT Route and Top of the South group
Tourism Growth Package	- Product and event development
Visitor Information Boards	- Updating Hurunui info boards in towns
Collateral	- Maps, brochures, photos, video
Website / Digital	- Updating & maintaining website and socials
Trade/TRENZ	- Activity in the trade channel
Advertising	- Paid media e.g. online, billboards, radio
Communications	- PR, media relations, business comms
In-Market	- Expos or consumer shows
Conferences & Meetings	- Attracting conferences & meetings to the region
DMP Implementation	- Implementing projects from the DMP
Promotion Groups Fund	- Helping promo groups and business associations
Data	- Contract with Vistr for monthly reports
Collaboration	- Membership fees for RTNZ, TIA, SOUTH, etc.

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