



TAIRĀWHITI
GISBORNE

The first light

Destination Marketing Strategy

2025/26

Destination Tairāwhiti

Hurihia to kanohi ki te ra, kia taka to atarangi ki muri i a koe. Turn your face to the sun and the shadows fall behind you.

Tairāwhiti, the first place in the world to feel the sun on the dawn of a new day, is a beautiful and treasured slice of Aotearoa. From sacred mountains steeped in cultural heritage, to the spectacular beauty of the Pacific Ocean coastline, there are stunning areas of natural beauty around every corner. Tairāwhiti is full of people who came for a holiday and stayed for the lifestyle. It offers a laid back, easy pace that allows visitors to take a moment and reflect on the simple pleasures of life. A visit to Tairāwhiti is purposeful, with the clear intention of travelling to the region to experience all it has to offer.

The region enjoys a great climate with loads of sunshine hours and opportunities for visitors to enjoy outdoor activities in stunning natural environments. Combined with the welcoming nature of the community, you have a visitor experience and destination that is second to none. Tairāwhiti is a land of stories and storytellers, just waiting for visitors to experience the East Coast manaakitanga and build lasting relationships with the whenua and people.



Our marketing strategy

Our marketing approach for 2025/26 is focused on elevating the visibility of Tairāwhiti through compelling storytelling, digital innovation, and collaborative partnerships.

We aim to increase sustainable visitation, enhance the visitor experience, and support local operators by aligning our efforts with national priorities and regional aspirations.

Our focus is on clearly and engagingly telling the story of Tairāwhiti while growing visitation, supporting local operators, and improving the visitor experience.

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Target markets

We are focused on attracting high-value visitors from four key markets:



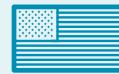
Domestic

Families, couples, and solo travellers exploring their own backyard.



Australia

Short-haul visitors seeking unique regional experiences.



North America

Adventure seekers, cultural explorers, and road trippers.



United Kingdom

Experience-driven travellers looking for nature and heritage.

Contact us

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w: www.trusttairawhiti.nz
w: www.tairawhitigisborne.co.nz



Campaigns

We want people to feel connected to Tairāwhiti. Our campaigns will build on familiar messages with fresh ideas, clear calls to action, and seasonal stories. We'll work with local operators to make sure they're part of the journey.

Key actions

- Launch a new campaign with deeper storytelling and clear actions.
- Spend 80% of our digital budget in NZ and 20% in Australia.
- Share a campaign toolkit with industry partners to help extend the reach.

Key performance indicators

- Campaign reach and engagement (impressions, clicks).
- Toolkit downloads and partner usage.
- Visitor conversion from campaign landing pages.
- Member referrals from site during campaign time.

Past campaign examples



Scan me with your phone camera to visit
Tairāwhiti Gisborne | Come See Why
www.tairawhitigisborne.co.nz



Scan me with your phone camera to visit
Tairāwhiti Gisborne | Come Explore Why
www.tairawhitigisborne.co.nz



Scan me with your phone camera to visit
Tairāwhiti Gisborne | Come Experience Why
www.tairawhitigisborne.co.nz



Scan me with your phone camera to visit
Tairāwhiti Gisborne | Come Taste Why
www.tairawhitigisborne.co.nz



Digital

Digital is our strongest way to reach people. We'll use better tools and data to improve our website, content, and social media. We'll keep things fresh and aligned with what visitors are looking for.

Key actions

- Maintain an 'always on' presence across meta and google, adjusting for seasonality, campaigns and events.
- Improve SEO, user experience, and paid strategy.
- Update content regularly with new itineraries, blogs, and stories.
- Grow organic engagement on Instagram, Facebook, and TikTok.
- Use our website and social channels to drive traffic to operators.

Key performance indicators

- Website traffic and time on site.
- Social media engagement and follower growth.
- Referral traffic to operator websites.
- SEO ranking improvements.

Our online presence



Scan me with your phone camera to visit
Tairāwhiti Gisborne website
www.tairawhitigisborne.co.nz



Scan me with your phone camera to visit
Instagram | Tairāwhiti Gisborne
www.instagram.com/tairawhitigisbornenz



Scan me with your phone camera to visit
Facebook | Tairāwhiti Gisborne
www.facebook.com/tairawhitigisbornenz



Scan me with your phone camera to visit
TikTok | Tairāwhiti Gisborne
www.tiktok.com/@tairawhitigisborne



Partnerships

Strong partnerships help us reach more people and tell a bigger story. We'll work with regions and brands that share our values.

Key actions

- Team up with regions for joint campaigns.
- Review past partnerships to guide 2025/2026 decisions and get more value.
- Give industry partners tools and assets they can use in their own marketing.
- Encourage operators to collaborate with national and regional partners.

Key performance indicators

- Number of co-branded campaigns.
- Partner engagement and feedback
- Usage of shared assets by operators.

Past and ongoing partnerships examples



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Neat Places | Gisborne
 www.neatplaces.co.nz



Scan me with your phone camera to visit
We are Explorers | Pacific Coast Highway road trip
 www.weareexplorers.co



Scan me with your phone camera to visit
Flow Mountain Bike | Ride 35
 www.flowmountainbike.com



Public relations and media

Media helps shape how people see Tairāwhiti. We'll focus on strong stories told by trusted voices in the right places.

Key actions

- Host domestic and international media visits.
- Focus on fewer, high-impact media placements.
- Work with Tourism New Zealand and others to reach global audiences.
- Choose journalists and influencers who match our brand.
- Find unique moments that highlight the region's story.
- Invite operators to share pitch-worthy stories we can promote.

Key performance indicators

- Media coverage volume and sentiment.
- Influencer engagement and reach.
- Story submissions from local operators.

Media story examples



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Tairāwhiti Gisborne | Digital Nomads
www.tairawhitigisborne.co.nz



Scan me with your phone camera to visit
New Zealand Guide | Gisborne
www.newzealandguide.co



Travel Trade

Trade relationships help us grow long-term international visitation. We'll build confidence in Tairāwhiti as a must-visit destination.

Key actions

- Maintain relationships with product managers and agents via trade events like Kiwilinks and TRENZ.
- Work with North Island regions to promote the area together.
- Share updated trade resources and keep partners informed.
- Host inbound tour operators to give them a real feel for the region.
- Help local operators understand the value of trade and become trade ready.

Key performance indicators

- Number of trade-ready operators.
- Trade partner engagement and feedback.
- International itinerary inclusion.

Examples



Scan me with your phone camera to visit
eXplore Central North Island Trade Show
 www.explorecentralnorthislandnz.com



Scan me with your phone camera to visit
TRENZ
 www.trenz.co.nz

Relevant national documents, resources, and strategies



Scan me with your phone camera to visit
Trust Tairāwhiti | Destination Management Plan
www.trusttairawhiti.nz



Scan me with your phone camera to visit
MBIE | Destination Management Guidelines
www.mbie.govt.nz



Scan me with your phone camera to visit
Trust Tairāwhiti | He Rangitapu He Tohu Ora
www.trusttairawhiti.nz



Scan me with your phone camera to visit
MBIE | Government Tourism Strategy
www.mbie.govt.nz



Scan me with your phone camera to visit
Trust Tairāwhiti | Tairāwhiti Economic Plan
www.trusttairawhiti.nz



Scan me with your phone camera to visit
Tourism Industry Aotearoa | Tourism 2025 & Beyond
www.tia.org.nz



Scan me with your phone camera to visit
Gisborne District Council | Long Term Plan
www.gdc.govt.nz



Scan me with your phone camera to visit
DOC | Heritage and Visitor Strategy
www.doc.govt.nz



Scan me with your phone camera to visit
Gisborne District Council | Township Plans
www.gdc.govt.nz



Scan me with your phone camera to visit
The Treasury | Higher living standards
www.treasury.govt.nz



Scan me with your phone camera to visit
Gisborne District Council | Spatial Plan
www.gdc.govt.nz



Scan me with your phone camera to visit
New Zealand Tourism Sustainability Commitment
www.sustainabletourism.nz/



Scan me with your phone camera to visit
Gisborne District Council | Tairāwhiti Recreation
www.gdc.govt.nz



Scan me with your phone camera to visit
Tiaki Promise
www.tiakinewzealand.com



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www.trusttairawhiti.nz
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