

Kaunihera | Council

Ngā Tāpiritanga – Mēneti | Attachments – Minutes

Attachments – Minutes of a meeting of an ordinary meeting of Matamata-Piako District Council held in the Council Chambers, 35 Kenrick Street, TE AROHA on 23 Jul 2025 at 9:00.

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8.1 Hamilton & Waikato Tourism - Annual Report 2024/2025

Attachment A HWT presentation to MPDC year end June 20252

Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.





**The Mighty
Waikato**

Where magic runs deep

Matamata Piako District Council

Year end report – July 2024 to June 2025

**Hamilton
& Waikato
Tourism**

Reporting against Schedule of Services Key Performance Indicators

(Jul 2024 – June 2025)

\$120,000
industry
contribution
**\$139,671 plus
\$42,100 in-
kind**

\$65,000
additional
council
investment –
Waitomo and Ōtorohanga
withdrew

Maintain market
share of
domestic spend
at 7%
7%

Maintain market
share of total
guest nights at
3%
3%

Maintain market
share of total
business events
at 6%
8.6%

Maintain market
share of total
delegate days at
7%
7.2%

Encourage
venues to
contribute to BE
Data
ongoing

10 Media
Outlets hosted
16

Grow market
share of
domestic guest
nights from
3.6% to 4.2%
3.6%

Encourage
operators to
contribute to
ADP
ongoing

Deliver industry
symposium; 100
attendees
**attendance
170 across
2 events**

Provide one-on-
one support to
at least 20
operators
29

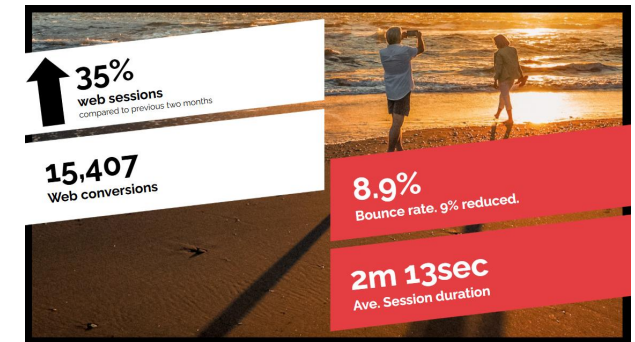
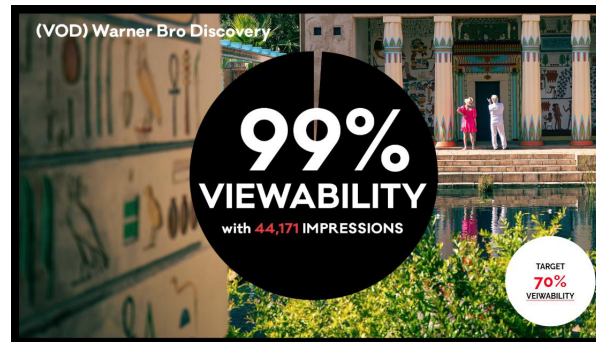
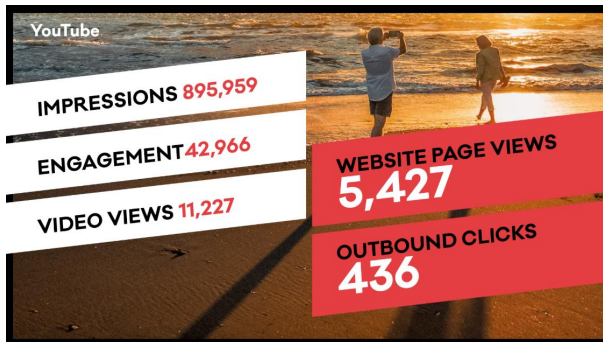
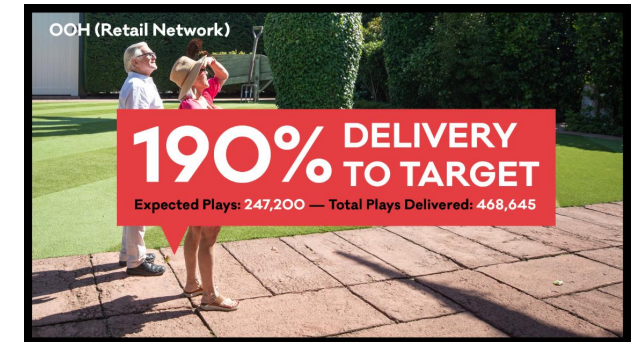
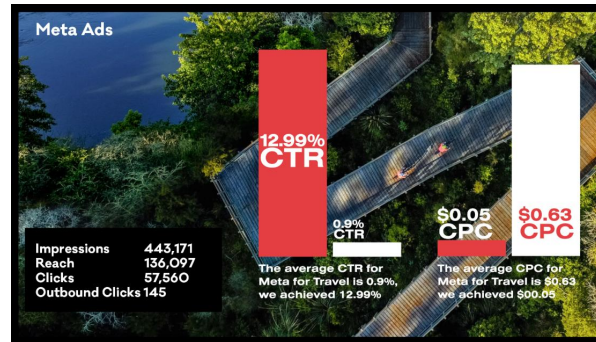
Conduct Industry Sentiment Survey
complete

Conduct a Staff Engagement Survey
complete

Hamilton & Waikato Tourism's activities

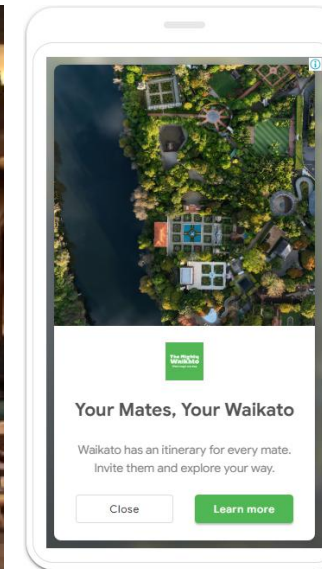


Get Lost



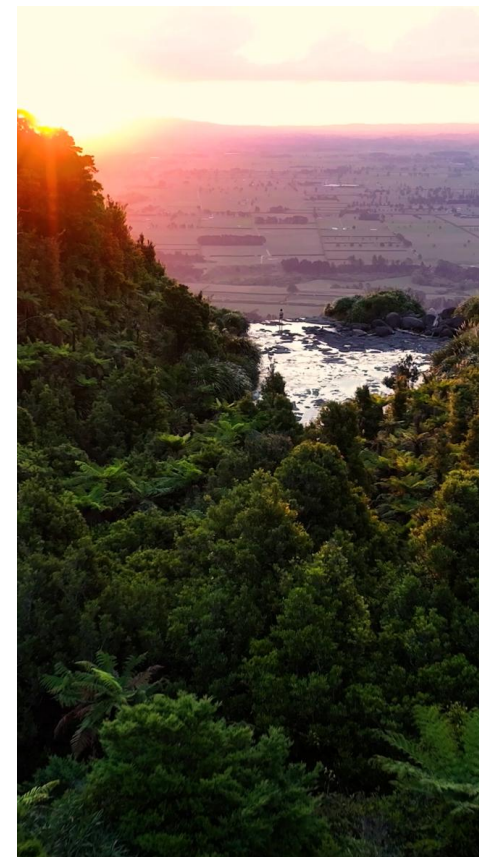
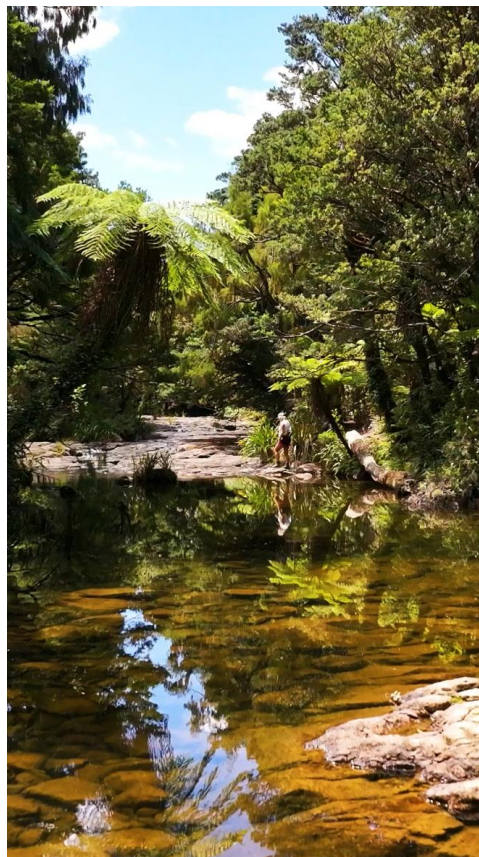
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Australia market activation



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New video content



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Viral content



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Thermal Explorer Regional Event Fund

Four years
Four regions
\$3.75million
48 events
attendance of 532,468 people
\$220million of economic benefit



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Thank you
for your
ongoing
support

