



# TĀMAKI MAKĀURAU AUCKLAND

DESTINATION PARTNERSHIP PROGRAMME 2025-2026

**As the region's cultural agency, Tātaki Auckland Unlimited (TAU) is charged with making and promoting Tāmaki Makaurau Auckland as a desirable place to live, work and visit. A core part of the agency's work is attracting major events, domestic and international visitors, and securing business events and conferences for the city, which fill our hotels, restaurants, and tourism experiences.**

By partnering with TAU, you contribute to the promotion of Auckland, build your capability, tap into market intelligence, connect and collaborate with other like-minded businesses in Auckland, access tourism trade toolkits, and participate in marketing and promotional activity and national and international trade shows.

While the industry pursues a long-term national funding solution, we remain committed to providing an interim funding solution for Auckland.

We are pleased to confirm the third year of our Destination Partnership Programme, effective from 1 July 2025 to 30 June 2026. The Destination Partnership Programme (DPP) offers a range of partnership levels for businesses, reflecting our dedication to collaborative growth and sustainable tourism development.

In response to industry feedback and evolving needs, we have expanded the programme with the introduction of three new categories: **Campaign-only, Gold + Campaign and Business Collective**. Together, the programme categories enable a wider range of businesses to directly support activity that promotes Auckland as a destination.

The funds generated through this programme will be used to attract holiday visitors and business events to Auckland. Funds are not used to attract or invest in major events, nor is funding used for overhead costs at TAU. We look forward to another successful year of partnership and collective efforts to promote Auckland as a premier destination for leisure travellers and business events alike.



Join [here](#)

Email: [destinationindustry@aucklandnz.com](mailto:destinationindustry@aucklandnz.com)

# PARTNERSHIP LEVELS

## GOLD

Available to businesses that depend on the visitor economy, including large-scale attractions, activities, tour and transport operators, business event service providers, and venues OR accommodation providers with 80 or more rooms.

Key benefits include priority participation in media famil programmes, ACB famil programmes and site visits, as well as PR opportunities. Priority inclusion of partners in business event bid opportunities and lead generation for international markets. Priority consideration for inclusion in New Zealand (domestic) and Australia advertising activity, such as paid social posts, sponsored content and promoted competitions.

(Note: includes TAU operated businesses such as Auckland Conventions Venues & Events, Auckland Zoo, Auckland Art Gallery, and New Zealand Maritime Museum)

**\$25,000** (non-accom) or **\$0.36 per room** (for accom with 80+ rooms)

### GOLD + CAMPAIGN

This option includes all the Gold partner benefits, as well as the opportunity to participate in either one or two additional marketing campaigns (see 'Campaign Only' on the next page) at a reduced cost of \$15k per campaign. Partners can use the Gold level investment to fund the campaign providing 50% of the total investment is maintained for core DPP activity. This might require a top up of extra funding. Commitment to this option is required by 31 July 2025. Contact us for more details.

**GOLD investment plus \$15,000 per campaign**

## SILVER

Available to businesses that more significantly benefit from the visitor economy, including small to medium-sized attractions and venues, business events service providers, activities, tour and transport operators OR medium-sized accommodation providers with less than 80 rooms. Key benefits include invitations to participate in international tradeshow and roadshows, as well as opportunities for your business to be featured across Tātaki Auckland Unlimited's owned channels. Businesses must be trade ready.

**\$5,250** (non-accom or accom with 26-50 rooms) or **\$10,560** (for accom with 51-79 rooms)

## BRONZE

Available to businesses that directly benefit from the visitor economy but are too small to be represented in the same way as larger accommodation providers, attractions, activities, transport operators, etc. Bronze membership receives the core Destination benefits, as well as a range of promotional opportunities.

**\$1,500** (non-accom or accom with 1-25 rooms)

### BUSINESS COLLECTIVE

Available to organisations representing a range of businesses in a specific geographic area. Bronze benefits include a range of promotional opportunities, as well as capability building and networking to help build the visitor economy in your area.

**\$1,500** (local boards, business associations and other collectives)

## LOVE AKL

Available to small and emerging tourism businesses and businesses indirectly benefiting from tourism and events, such as retail and hospitality establishments. An entry level to stay connected with the tourism sector and receive updates on future activity. Love Auckland membership receives the core Destination benefits.

**\$500**

## PLATINUM

Be invited to work with TAU to seize the city's biggest opportunities and solve its biggest challenges across multiple sectors. Consideration will be given to large scale business event and tourism businesses who contribute significant funding and, for whom the visitor economy is critical.

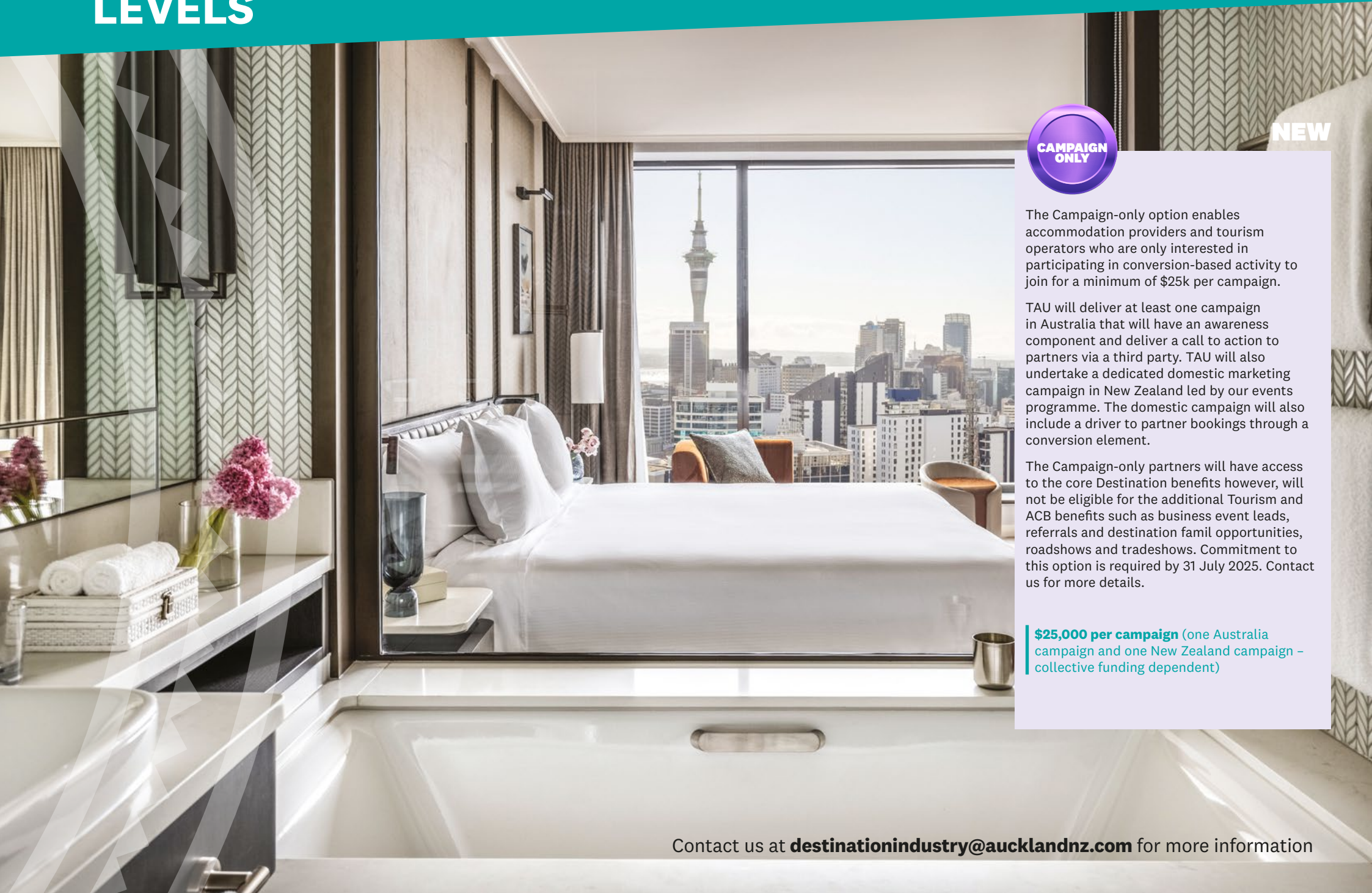
Automatic inclusion on the Destination Partnership Programme Advisory Group.

**By negotiation / invitation only**

All prices are in NZD and are exclusive of GST.

Contact us at [destinationindustry@aucklandnz.com](mailto:destinationindustry@aucklandnz.com) for more information

# PARTNERSHIP LEVELS



NEW

The Campaign-only option enables accommodation providers and tourism operators who are only interested in participating in conversion-based activity to join for a minimum of \$25k per campaign.

TAU will deliver at least one campaign in Australia that will have an awareness component and deliver a call to action to partners via a third party. TAU will also undertake a dedicated domestic marketing campaign in New Zealand led by our events programme. The domestic campaign will also include a driver to partner bookings through a conversion element.

The Campaign-only partners will have access to the core Destination benefits however, will not be eligible for the additional Tourism and ACB benefits such as business event leads, referrals and destination family opportunities, roadshows and tradeshows. Commitment to this option is required by 31 July 2025. Contact us for more details.

**\$25,000 per campaign** (one Australia campaign and one New Zealand campaign – collective funding dependent)

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BENEFITS		CAMPAIGN -ONLY	GOLD + CAMPAIGN	GOLD	SILVER	BRONZE	LOVE AKL
Core Destination	Regular newsletter with industry news, insights and opportunities	✓	✓	✓	✓	✓	✓
	Access to industry topic webinars, education events, insights, presentations and content	✓	✓	✓	✓	✓	✓
	Access to Auckland destination assets including imagery and footage	✓	✓	✓	✓	✓	✓
	Access to product development resources and capability building opportunities	✓	✓	✓	✓	✓	✓
	Two invites to each of TAU's industry updates	✓	✓	✓	✓	✓	✓
	TAU-led sector-wide advocacy to local and central government	✓	✓	✓	✓	✓	✓
	Opportunity to contribute to Destination AKL 2035 and similar projects	✓	✓	✓	✓	✓	✓
	General representation of Auckland by TAU at international tradeshows, client hostings, and sales calls	✓	✓	✓	✓	✓	✓
	Ability to apply the Programme's partner logo to your materials	✓	✓	✓	✓	✓	✓
Other Destination	Optimised business listing(s) on AucklandNZ.com via Tourism New Zealand's business database and Restaurant Hub		✓	✓	✓	✓	
	Destination Partnership Programme Industry Advisory Group* Platinum members are automatically included		1 rep opted in	1 rep opted in	2 reps opted in	2 reps opted in	
	Invitation to participate in TAU international tradeshows, roadshows and client networking events (refer to FY25/26 Activity calendar)		✓	✓	✓		
	Monthly extracts of the Auckland Events Calendar with a three-month view		✓	✓	✓	✓	
Tourism	Opportunities for hosting tourism trade famils**		✓	✓	✓	✓	
	Opportunities for your business to be featured across Tātaki Auckland Unlimited's' owned channels, such as Discover Auckland articles and collections, direct-to-consumer e-newsletters, organic social media and other promotional content on Aucklandnz.com		✓	✓	✓		
	Priority consideration for inclusion in New Zealand (domestic) and Australia advertising activity, such as paid social posts, sponsored content and promoted competitions		✓	✓			
	Priority participation in media famil programmes and PR opportunities**		✓	✓			
	Invitation to join the Marketing Reference Group (leisure-travel focus)		✓	✓			
ACB	Referral service for Business Event enquiries**		✓	✓	✓	✓	✓
	Business listing in the ACB Supplier Directory on AucklandConventionBureau.com		✓	✓	✓	✓	✓
	Opportunity to exhibit at New Zealand ACB tradeshows and events*		✓	✓	✓		
	Inclusion of partners in bid opportunities and lead generation for international markets**		✓	✓			
	Biannual update of the Business Events pipeline		✓	✓			
	Opportunity to partner on ACB famils and site visits**		✓	✓			
Campaigns	Domestic Marketing Campaign	✓	Optional	Optional			
	Australia Marketing Campaign	✓	Optional	Optional			

\* Subject to availability, additional costs may apply \*\* Where relevant to client requirements

# Join us today

Join us and other like-minded industry partners in growing Tāmaki Makaurau Auckland as the destination of choice for business and leisure in 2025 - 2026 and beyond.

With partnerships levels to suit your business, and benefits designed to reach your markets, together we're stronger.

**Be part of our region's future.**



Join **here** – we would love to hear from you.

Email: **[destinationindustry@aucklandnz.com](mailto:destinationindustry@aucklandnz.com)**

*Details correct as of June 2025. Subject to change.*