

Geographical Spread of Regional Tourism Boost Fund Projects

March 2025

Regional Tourism Organisations¹

1. Northland Inc

2. Tātaki Auckland Unlimited

3. Destination Hauraki Coromandel

4. Hamilton and Waikato Tourism

5. Tairāwhiti Gisborne

6. Tourism Bay of Plenty

7. Hawke’s Bay Tourism

8. Visit Ruapehu

9. Destination Great Lake Taupō

10. RotoruaNZ

11. Venture Taranaki

12. Whanganui and Partners

13. Central Economic Development Agency

14. Destination Wairarapa
15. WellingtonNZ

16. Nelson Tasman

17. Destination Marlborough

18. Development West Coast

19. Destination Kaikōura

20. Visit Hurunui

21. ChristchurchNZ

22. Mackenzie Tourism

23. Venture Timaru

24. Tourism Waitaki

25. Enterprise Dunedin

26. Lake Wānaka Tourism²

27. Destination Queenstown²

28. Tourism Central Otago

29. Great South

30. Clutha Development

Not represented by an RTO

- A. South Waikato

B. Otorohanga

C. Waitomo

D. Rangitīkei

E. Tararua
- F. Horowhenua

G. Ashburton

H. Waimate

I. Chatham Islands

1. There is no legal definition for a Regional Tourism Organisation (RTO). For the purpose of this map, an RTO has been defined as an organisation that is a member of Regional Tourism New Zealand (RTNZ).

2. Destination Queenstown and Destination Wānaka share a destination management organisation called Destination Southern Lakes. Destination Southern Lakes is responsible for implementing the RTOs’ shared destination management plan.

