

Dear Rhys,

On 14 October 2025, you requested under the Official Information Act, Tourism New Zealand's influencer costs, specifically:

- A list of all influencers, brand ambassadors, or social media personalities engaged or paid by Tourism New Zealand since 1 January 2024.
- The total amount paid to each influencer, including fees, travel, accommodation, and any other associated expenses.
- The purpose and outcomes of each influencer engagement (for example, campaign name or target markets).
- Any internal reports or evaluations regarding the effectiveness of influencer marketing campaigns since 1 January 2023.

Tourism New Zealand's job is to grow preference and desire for New Zealand and to encourage potential visitors to plan and book their New Zealand holiday by showcasing all the kinds of experiences New Zealand has to offer. To achieve this, we use a range of campaigns and media channels, including social media platforms and partnering with influencers when it's relevant and valuable.

Tourism New Zealand uses a standardised selection process to ensure that messaging and content reach the intended audience, align with our brand, and deliver a return on investment.

Deliverables for key influencer partnerships vary, but contracts may include capturing still images and video, providing a set number of posts featuring specific content, participating in media interviews and attending events.

Key influencer selection

Tourism New Zealand collaborates with an agency to identify key influencers who have the most significant potential to impact our target audience. Tourism New Zealand also evaluates the social profile, reach and engagement of potential key influencers, including their market suitability to represent the New Zealand brand. Most importantly, a key influencer must have a genuine desire to partner with Tourism New Zealand to have the best outcome as an authentic storyteller.

Evaluation

Tourism New Zealand has several key indicators that we use to assess the effectiveness of our influencer work.

These include:

- Campaign recognition (including reach and engagement)
- Ability of the content to build positive perceptions of New Zealand
- Impact of the content to generate interest in a holiday to New Zealand
- Understanding of the key messages of the campaign.

Tourism New Zealand influencer spend: 1 January 2024 – 30 September 2025

Influencer	Target Market	Campaign
Ollie Burton	UK	Minecraft – promoting the New Zealand DLC
Kemoy Martin Savanah Moss Claire & Peter	US	Minecraft
Sejin Park Dongmin Kim	Korea	Minecraft
Fabio Tischler	Germany	Minecraft
Clement Leung	Canada	Stargazing – promoting New Zealand as an off-peak destination/promoting New Zealand food and beverage
Alix Traeger Zoya Biglary	US	Stargazing
Rino Sashihara	Japan	Tabipa – promoting New Zealand as the ultimate ‘must do’ destination
Matador Network Ashley Elliott	US	Destination promotion/advocacy

Influencer	Target Market	Campaign
Ben Kielesinski	Canada	Destination promotion/ outdoors and adventure
The Lost Two - Claudia & Kaan Marta & Randy Meghan O'Rourke & Brendin Kelly	USA	Global brand launch and off-peak promotion
Alif Satar	Malaysia	Global brand launch and off-peak promotion
Felicia Chin Jeffrey Xu Aiken Chia Krison Som	Singapore	Global brand launch and Off-peak promotion
Nicole Changmin Chiou Huey Wei Yang Qi Hao	Singapore	Air New Zealand/ Samsung collaboration
Chef Tonn My Jirutta Hans Danial	Thailand/Indonesia	Global brand launch and Off-peak promotion
Gyun Seong Park Eric Nam Lily Yengel Kevin Dockry Young Hyung Lee Han Wool Lee Jae Sin Park	Korea	Global brand launch and Off-peak promotion
Eating with Tod	UK	Global brand launch and Off-peak promotion
Matthew & Lydia Deane	Thailand	Active
Gadis Sadiqah Danar Guritno Shaloom	Indonesia	Active



Influencer	Target Market	Campaign
Jia En William Seng Celine	Singapore/Malaysia/Indonesia	Active
Rajkumar Yadav Patralekha Paul	India	Beyond the Filter – promoting destinations off the beaten track.
Luke @savvynotstingy Ella @smileycitrus	Australia	Prime Day – promoting New Zealand and encouraging holiday bookings through promotion on high-impact e-commerce sales days
Greta Gercovich	Australia	Global Brand Promotion
Hiro Odagiri	Japan	Health and wellness promotion in collaboration with Antipodes
Wang Zheng Maolimin Liu Ruixue Liangxiao Wu Anna Li Zhaohui Zhang Jinguo Chen Yulong Wang Yiqi Zhan Feifei Jiang Jiwei Jiang Yining	China	Red Slow Living Festival – promoting New Zealand as a ‘slow travel’ destination

Fees paid to influencers are commercially sensitive, so we have included below our financial year totals. The totals include travel (air and ground), production costs, agency fees, influencer fees, events and other in-market costs.

Internal reporting and evaluations are structure around the entire campaigns rather than individual marketing components. Therefore, I have included the campaign Equivalent Advertising Value (EAV), which represents what it would have cost to purchase coverage with a similar impact.

While we are unable to separate out the portion of EAV directly attributable to influencer content, the figures below reflect the total campaign EAV for the requested period and demonstrates the value and impact of Tourism New Zealand's investment.

Financial year	Cost	Approximate EAV
2023/24	\$1,233,732	\$307m
2024/25	\$6,055,964	\$389m
2025/26 (to 30 Sept 2025)	\$2,110,688 (1 July-30 September)	\$148 m (1 July – 30 September) <i>NOTE: Some campaigns have not yet been launched, so EAV is not yet reflected in the results.</i>

If you would like further information, please contact oiatnz.govt.nz

You have the right to seek an investigation and review by the Ombudsman of this decision. Information on how to make a complaint is available at www.ombudsman.parliament.nz or by freephone on 0800 802 602.

Yours sincerely,



René de Monchy
Chief Executive