

NEW ZEALAND BEER TOURISM

COME THIRSTY FOR ADVENTURE



OUR BEER IS WORLD CLASS

AIBA AUSTRALIAN INTERNATIONAL
BEER AWARDS

DB Breweries Ltd, Champion Large
International Brewery

Deep Creek Brewing, Champion
Medium International Brewery

McLeod's Brewing, Champion
Small International Brewery



Garage Project,
59th best
brewery in the
world



Cassels Brewery,
Best Stout &
Porter

SMALL BATCHES, BIG TASTE

The New Zealand beer experience is all about small batches and big taste. Each region has its own flavour and influences, but we like to think of all New Zealand beer being brewed with care, using local ingredients and global inspiration.

Beer is yeast, barley, hops and water. All things New Zealand has in abundance. The climate, soil and geography make NZ one of the best regions in the world to grow malting barley and the Nelson region provides the backdrop to our award-winning hops industry.

It is in the hands of passionate brewers that the best local ingredients are transformed into a staggering array of mouth-watering brews. Our beer is world-class. The story of brewing in New Zealand aligns strongly with the New Zealand story.

Today there are around 220 breweries throughout NZ meaning that New Zealand has more breweries per capita than similarly established beer markets.

Beer remains the most popular alcoholic beverage domestically and there has been a growth in 'craft' beer at approximately 13% per annum since 2016.



THE GROWTH OF BEER TOURISM

Craft beer is a high value product. International tourists spent \$242 million on beer while in New Zealand in 2018. Beer is in the top three products Australian tourists look for in their home markets when they return from vacation.

Because breweries are in urban and regional areas the diversity of offerings means there is a significant opportunity for domestic tourism.

Over the past three years the sector has matured significantly and prior to Covid-19 were poised to see our most successful year.

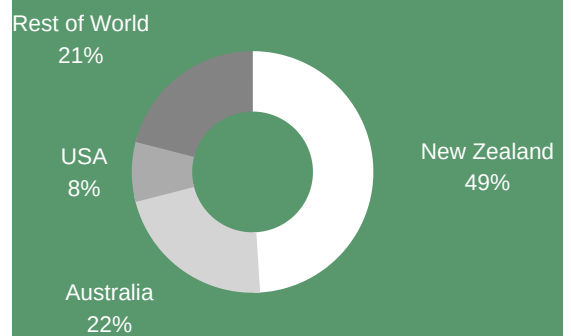
The industry is committed to beer tourism. The Brewers Guild of New Zealand invested in the establishment of the NZ Ale Trail on behalf of its members and created the Beer Tourism Award to encourage raising the bar on the industry's tourism offerings.

Several dedicated beer tourism operators have established businesses in the past three years – notably Brewbus and Craft Beer Tours NZ. Tour operators report significant interest from New Zealand visitors who are exploring their own back yard or a different region – with 49% of tour participants from New Zealand. The next most frequent tour participants are from Australia making up 22% of all tour customers.

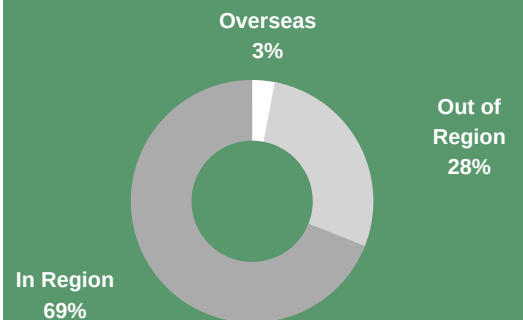
Significant beer events including Beervana, GABS, Great Kiwi Beerfest and regional festivals also drive domestic and international travel with 28% of domestic attendees coming from out of region.

Overseas operators have also taken an interest in New Zealand breweries with Australian based Dave's Beer Tours establishing its inaugural Craft Beer Cruise of New Zealand aboard the Celebrity Solstice in 2019.

TOUR CUSTOMERS' COUNTRY OF ORIGIN



FESTIVAL ATTENDEES





SUPPORT REQUESTED - LETS TALK ABOUT BEER

OUR ECONOMIC CONTRIBUTION

Beer contributes more in GST and Excise Tax to the New Zealand Economy than wine.

In 2019, domestically produced beer generated \$329m in excise tax. In 2018, we collected \$217m in GST.

The New Zealand beer industry generates more domestic taxation to the New Zealand economy through GST and Excise tax than wine because the vast majority of beer produced in New Zealand is consumed domestically. Yet the industry has received considerably less governmental support in most areas including tourism.

Food and Wine... AND Beer.

'Food and Wine' remains the predominant language of New Zealand Tourism bodies. A review of NewZealand.com and 18 Regional Tourism websites – shows that beer experiences are under-represented, if described at all. In many instances the user needs to click on 'food and wine' to find a beer experience. NZ Tourism's example of 'Passion Points' campaign once again described food and wine.

OUR REQUEST

1. Beer tourism should be recognised and supported as it will have a positive impact on New Zealand's domestic economy.
2. A change in focus from 'Food & Wine' to 'Food & Beverage'.
3. Inclusion of Beer as a Passion Point focus of New Zealand Tourism's domestic tourism campaign.

COVID-19

New Zealand breweries were hit hard by COVID-19 with the shut down of the hospitality industry. Direct on-premise Tap Room sales contribute significantly to the sustainability of many breweries – particularly small ones.

Owner and Head brewer of 8 Wired who opened their venue six months ago estimated 15% of visitors to their tap room were tourists – with percentages higher in areas such as Wellington and Queenstown – those visitors have completely stopped.

In addition to the shut down, Hospitality New Zealand continue to estimate the closure of 30% of all hospitality venues meaning breweries continue to face high levels of bad debt and narrowing channels to market for on-premise sales.

