



Hotel Investment Prospectus

TAUPŌ REGION, NEW ZEALAND



From Mayor David Trewavas of the Taupō District

Taupō is the perfect region for your next hotel investment

With an unprecedented demand for hotel accommodation and an undersupply of 4 to 4.5-star hotel rooms, Taupō presents a compelling investment opportunity.

As a gateway destination in the Central North Island, Taupō is experiencing an increased demand for high quality hotel accommodation. Driven by a unique blend of stunning landscapes, rich cultural heritage, central location, and a dynamic events calendar attracting visitors year-round, now is the ideal time to invest in the Taupō region.

Independent research and analysis commissioned by the Taupō region's economic development agency and regional tourism office indicates the region could support two new 130 - 150 room, 4 to 4.5-star hotels over the next decade.

Investing in Taupō means more than an economic opportunity; it means becoming a part of a community that values innovation, sustainability, and quality of life.

The Taupō region is committed to supporting new developments through a collaborative approach to ensure your investment not only thrives but also enhances the vibrancy and appeal of our region.

As Mayor, it is my pleasure to extend a warm invitation to prospective investors considering our remarkable region for their next hotel development project.



David Trewavas
Mayor - Taupō District Council

Demand for Hotel Development

Taupō is actively seeking to attract up to 300 new hotel rooms to meet forecast occupancy over the next decade.

This prospectus invites you to explore the possibilities and new opportunities the Taupō Region has to offer for potential hotel investors, developers and owners.

Taupō has recorded year-on-year visitation growth and has recently posted some of the highest regional Average Daily Rates (ADR) of \$244¹. Occupancy rates are forecast to steadily increase. By 2034, guest nights in Taupō's hotel and motel commercial accommodation sector are projected to reach nearly 1.1 million annually, up from around 800,000 in 2023.

The combination of population growth, strong economic growth, diverse industry sectors and investment in region-shaping projects, provides a solid foundation for an exciting and prosperous future for the Taupō region.

The Taupō region needs more hotel rooms to support the visitor economy across a range of market segments including international travellers, leisure guests, business travellers, conference attendees, and inbound tour operators.

A steady entry of new hotel rooms over the next decade is required to meet the growth of both international and domestic visitors to the region, the delivery of quality hotels is an integral part of meeting the expectations of modern travellers.

Taupō is seeking new investment in hotels in the region. As a result, there is a quantified opportunity to deliver 300 hotel rooms in Taupō by 2034.

¹ Source -Hotel Data New Zealand (HDNZ) and Horwath HLT



Taupō Region is Seeking New Investment in Hotels

Current Situation

- » Taupō region has 149 accommodation establishments providing 2,501 rooms. Most of these are motels, with an average rating of 3.5 stars or less.
- » Hotels currently make up 24% of the total accommodation supply in the Taupō region.
- » There are only 6 hotels in the region with 40+ rooms.
- » Hotel stock in Taupō is 2.8% of the total in NZ while visitor market share is 4%. Indicating demand is outstripping supply.
- » The last 4+ star hotel built in Taupō opened in 2010.
- » Taupō's business event market share is 1.5%, its natural share should be 3% but constricted due to a lack of hotel supply.

Hotel Opportunities

- » Upper midscale full-service hotel located within walking distance of Taupō CBD, lakefront, dining and entertainment.
- » A mix of rooms including standard rooms and suites to enable the hotel to maximise yield and service diverse visitor markets.
- » Interconnecting rooms to support and satisfy accommodation preferences of the family and group (incl. sports) markets.
- » Facilities at the hotel could include function centres and spa and wellness facilities.

Key Demand Drivers

- » Well-established leisure and events destination
- » Revitalised Taupō Town Centre and proximity to Taupō Lakefront
- » Proximity to sports and commercial precincts will stimulate demand from diverse audiences throughout the week
- » Easy access - Central North Island connectivity
- » Proximity to Rotorua and dual UNESCO World Heritage Site – Tongariro National Park



Primary Source Market

- » Domestic leisure visitors
- » Corporate travellers
- » Event visitors
- » International leisure travellers



Identified Market Gap

- » There is projected demand for developing two new 130-150 room hotels at 4 to 4.5-star (upper midscale/upscale) level, over the next decade.
 - » This aims to meet the needs of a wide range of segments including international visitors, leisure guests, business travellers, event attendees and incentive travel organisers.
- » Development would be ideally located in or near the town centre with easy access to quality food/beverage offerings suitable for hosting larger groups and events.

Investment Support

If you are looking to investigate hotel opportunities further in the Taupō region, a Taupō development lead would be delighted to meet and discuss these opportunities with you.

The Taupō region can support your hotel development in a variety of ways.

- » **Tailored data** – providing you with access to market data, demand studies, local insight & market statistics.
- » **Matchmaking** – industry support and alignment with commercial opportunities.
- » **Solution Brokering** – making introductions and connections with government and industry bodies.
- » **Destination Marketing** - support in connecting to the market, developing marketing and distribution strategies, campaigns and marketing support and market assessments.



Recent research shows demand for two new 130 - 150 room hotels by 2034

Specific identified opportunities include:



4+ STAR
OFFERING



130+ ROOM
HOTEL



CBD
ACCOMMODATION



EVENT &
CONFERENCING
SPACE

Destination Highlight

Taupō is defined by its pure, unspoiled environment – its spectacular lakefront setting, breathtaking Huka Falls, beautiful forests, ancient volcanic landscapes, geothermal attractions, and the mountains and ski areas of dual UNESCO World Heritage site Tongariro National Park.

Taupō is a tourist hotspot, offering a comprehensive range of adventure and relaxing activities built around pristine nature. Taupō also offers the Great Lake Trail, the Mine Bay Māori Rock Carvings, iconic events, world-class trout fishing and seven golf courses including two international courses.

Taupō's location at the heart of New Zealand's North Island makes it an easily accessible travel destination with direct flights from Auckland and a central drive destination for millions of domestic visitors.

Major events in the region are also growing and represent another driver of visitor demand.

Taupō Voted

- » [Top 10 Most welcoming destinations](#) on the globe – voted by Booking.com Traveller Review Awards
- » [CNN's 25 best places](#) to visit in 2025





The Taupō Visitor Economy

Regional Economic Overview

- » GDP in the Taupō Region measured \$3,395.7m in the year to March 2024, up 2.2% from a year earlier. Growth was greater than in New Zealand (1.4%).
- » Tourism is a key driver of economic development and is a fundamental component of growth for the region. Over the past decade, tourism has grown to be one of the largest industries in the Taupō region.
- » Total tourism expenditure of \$788.6m, with international visitors contributing 24% and domestic visitors contributing 76% across the region for the year ending December 2024.
- » The tourism sector is an important employer in the region and contributes to over 2,728 jobs or 12.8% of the Taupō region's employment.
- » Tourists on average spent 1.9 nights within commercial accommodation in the Taupō District (YE March 2025).
- » The Taupō region has experienced 22.4% population growth over the last decade.

Hotel Investment

- » Demand for hotel development
- » 300 hotel rooms needed
- » Average Daily Rate - \$244.70 in 2023, ADR increased 31.6% compared to 2019
- » Hotel occupancy rate of 70.5%, FY May 2024
- » Support the visitor economy across a range of market segments including business travellers, conference attendees, leisure guests, and incentive travel organisations.

Undersupply Driving Demand

- » A recent investigation into the current supply of and future demand for, commercial visitor accommodation in the Taupō region estimates that 300 new hotel rooms are required to service the needs of the region's growing overnight visitor economy.
- » By 2034, guest nights in Taupō's hotel and motel commercial accommodation sector are projected to reach nearly 1.1 million annually, up from around 800,000 in 2023.
- » Hotel occupancy is forecast to trend upward to 75% by 2034.

Opportunities

- » Limited number of full-service hotels available across the region to satisfy overnight visitors seeking hotel (as opposed to self-catering) experience.
- » Limited presence of hotels and international brands compared to other destinations.
- » Limited mid/upper scale hotel products to attract the high-value traveller market and stimulate visitor spend.



Top Reasons to Invest



Some of the **highest ADRs** in the country at **\$244 per night**



Hotel occupancy rates exceeded 80% in the first three months of 2024 and reached a **six-year high** in February 2024 at **88%**.



Host of **major annual events** ANZCO FOODS IRONMAN 70.3 NZ, the ITM Taupō Super 440 Supercar Championship and Taupō Summer Concert.



Central North Island position, **within a 3-hour** reach of a **3 million** drive market population



Taupō voted most **beautiful town** in Aotearoa



Demand exceeding supply



Strong **occupancy performance**



Diverse sources of demand



Long-term investment in region-shaping projects



Investment support from economic development agency, council and regional tourism office

Strategically Located

Road - The Taupō region has a strategic advantage with its central location in the middle of the North Island on New Zealand's State Highway 1 and proximity to almost 3 million potential domestic visitors.

Air - Taupō Airport is strategically located 8km south of Taupō township off State Highway 1 and is the gateway to the Central North Island and Central Plateau. Taupō Airport operates regular return services between Auckland and Taupō linking us to the rest of the world.



- » 3 hours, Auckland
- » 2 hours, Hamilton
- » 2 hours, Napier
- » 2 hours, Tauranga
- » 4.5 hours, Wellington

Taupō is an Events Destination

Taupō's central location, expansive natural attractions and excellent facilities make it the perfect playground for large events. Taupō hosts several successful major tourism events throughout the year which attract domestic and international visitors.

Taupō hosts over 460 events, from local community events to iconic annual events such as ANZCO FOOD IRONMAN New Zealand 70.3, Lake Taupō Cycle Challenge, Taupō Winter Festival, Across the Lake Swim and Taupō Summer Concert. Most recently added to the calendar, is the ITM Taupō Super 440 Supercar Championship; as well as a host of golf, fishing, motorsport and other events across the year.

Iconic Events - The ANZCO FOOD IRONMAN New Zealand 70.3 attracts an average of 2,000 competitors annually. To the ITM Taupō Super 400 Supercar Championship, which attracted over 67,400 attendees over the three-day event.





Major Projects Driving Growth

Over \$1.5 billion worth of region-shaping projects and infrastructure over the next 5 years will help maintain the economic growth of the region.

Taupō Airport Redevelopment

As a growing regional transport hub for the Taupō region, the airport has seen a steady increase in traffic over the years from local, domestic and international travellers. The recently redeveloped Taupō airport received an \$18.5m upgrade. This saw a complete redevelopment and construction of a new airport terminal, airport apron and improved parking facilities.

Taupō Town Centre Transformation

Created a world-class town centre and waterfront that connects the town centre and provides places where people meet to do business and enjoy the social atmosphere.

Contact Energy Power Station - \$924m +\$74m

Contact Energy invested in the new \$924m Tauhara Power Station in Taupō. The Tauhara power station is a 174MW geothermal steam turbine power station that will be Contact's sixth geothermal power station in the area. Contact is also investing around \$74m in a new 101-megawatt geothermal plant at Wairakei which should be completed by 2027.

He Ahi Eco-Business Park

He Ahi Eco-Business Park is an innovative development that brings together renewable energy and forward-thinking infrastructure to create a unique industrial environment of 40+ lease lots. Strategically located near the renowned Tauhara Geothermal Field, the park offers businesses of all sizes direct access to low-carbon, renewable energy.

Northern Access Solution - Bridge across the Waikato

\$73.5m for the development and building of another bridge across the Waikato River. Providing for growth on the northern side of Taupō and accommodating transport flows north.

Solar Project -\$600M

Nova Energy is building a 400 MW solar power plant at Rangitāiki, 35 km east of Taupō. The completed solar power plant is anticipated to generate 400MW of renewable electricity to power approximately 100,000 homes.

Land Development – Planning for Growth

With an additional 25,500 residents predicted over the next 35 years. There is available land provisioned for an additional 15,000 residential units and over 1,083 ha of land zoned for industrial purposes within close proximity to Taupō urban areas.



Support



Collaborate



Connect



Grow

CONTACT A DEVELOPMENT LEAD

For a confidential discussion about the opportunities available, contact an development lead at Amplify, the Taupō Regions Economic Development Agency.

Email: rick@taupo.biz | Phone: +64 0211321475

#LOVETAUPO



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