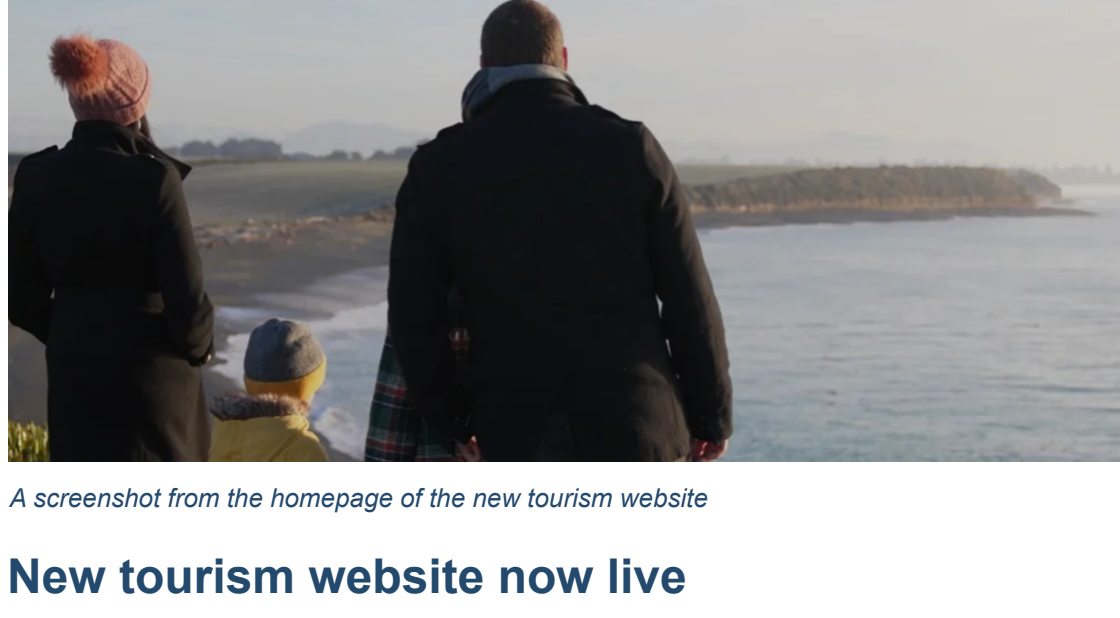


Kia ora

Welcome to our May news update.

- **New tourism website now live**
- **Timaru makes international headlines**
- **Survey for cruise season feedback**
- **Calling local vegetable growers**
- **The Coastal run entries open**
- **Showcasing Timaru at key tourism trade event**



A screenshot from the homepage of the new tourism website

New tourism website now live

We're very excited to share that we launched our brand-new tourism website this month.

The refreshed, modern design, featuring our fantastic imagery, makes it easier for visitors and locals to plan and explore everything the Timaru District has to offer.

The new site has been built with user experience front of mind. Key sections like *See & Do*, *Eat & Drink* and *Accommodation*, are directory pages with filtering to help users quickly find places and activities across the district.

Visitors are often looking for inspiration, so we have a curated itineraries page that provides a range of ideas for spending a day or a long weekend in the Timaru District. We have also included inspiration such as top 5 walking trails, best places to dine, indoor activities and free things to do. We will continue to build more itineraries and inspiration over time. View the itineraries page [here](#).

Events continue to attract visitors, so we have a dedicated events page in the main menu, featuring key events and our events calendar with up-to-date listings from Eventfinda.

The footer includes quick access to [Trade & Media](#) and *Industry Resources*, including our data dashboard, tourism resources and operator and trade information.

Our analytics show that we're currently getting around 12,000 views a month on our tourism site, which pushes up to around 20,000 at peak summer times. This demonstrates the importance of the website in attracting visitors and the impact it can have. Among the most consistently viewed top pages are penguins, top 10 things to do and the cruise related pages.

The website project has been carried out with the team from local Timaru business SPF Media, now rebranded as Rushton Marketing.

Keep watching this space too, as our Business website is now undergoing a similar refresh.

[Explore our new tourism website](#)

Timaru makes international headlines

Timaru's been getting some impressive international exposure in recent weeks, highlighting new residents and our growing number of international visitors.

One story that stands out and has been getting significant coverage is when we hit the front page of The Wall Street Journal about the number of American doctors relocating here.

Now adding to this, TVNZ evening news show Seven Sharp has been in town this week chasing the story and catching up with the doctors at a special dinner held at The Oxford.

We're anticipating this story will be shown on Seven Sharp



within the next week – so keep a watch.

In the meantime, click [here](#) to view the Timaru Herald story about the initial coverage.

And if you're curious about how the Wall St journalist came upon the Timaru story, check out this [article](#).



Survey for cruise season feedback

Our cruise season survey for public feedback is still open! If you haven't filled it out yet, please take the time to complete it, as it will help guide us with our future planning.

We're keen to hear from everyone what you think about having the cruise visitors come to our region, and particularly if you'd like to see more in the future. We also encourage you to share this with your networks – the more responses, the better!

[Take the survey](#)



Calling local vegetable growers

A postgraduate student from Massey University is seeking input from local small to medium-sized vegetable-growing businesses for a research project.

Erin Tram Mai is completing a Master of Business (Management) and is researching how everyday business practices and learning activities help vegetable growers anticipate, cope with, and adapt to ongoing challenges such as costs, market, and climate pressures.

If you are happy to share the kind of pressures you face, how you prepare for them, what you do when pressure is on, and how those experiences have shaped the way you run your business over time, then reach out to [Erin here](#).

[Find out more](#)



The Coastal run entries open

Looking for a workplace team builder? How about signing up for the Timpany Walton 5km Corporate Challenge, part of The Coastal event in Timaru later this year.

The event is taking place on Friday 16 October 2026, to bring the business community together for an evening of fun, fitness, and team spirit along Timaru's stunning coastline. The challenge is all about getting workplaces active, building connections, and enjoying some friendly competition outside the office.

The event is open to all fitness levels and encourages businesses to rally their staff together.

[Sign up](#)

Showcasing Timaru at key tourism trade event

Next week our tourism team will be showcasing Timaru at New Zealand's biggest annual international trade fair for tourism, TRENZ.

This year the event is being held in Auckland over four days and during this time around 1000 international agents will be converging on Auckland to connect with tourism businesses and organisations from around the country.

Venture Timaru will be exhibiting alongside two of our tourism operators – longstanding highly regarded Te Ana Māori Rock Art and newcomers to the scene, newly opened luxury lodge Holme Station Homestead.

We'll also be part of a special Christchurch International Airport function focussed on Chinese visitors. For this event we are teaming with our Central South Island Regional Tourism Organisation (RTO) colleagues from Christchurch, Kaikōura, Hurunui, West Coast and Mackenzie, to highlight our region.

[Find out more about TRENZ 2026](#)

Ngā mihi nui,

Nigel Davenport

Kaiwhakahaere Matua / Chief Executive



Venture Timaru, 119 Stafford Street, Timaru, Canterbury 7910, New Zealand, 6436872682

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