



PGA New Zealand Championship 2026 Tourism Business Information Pack

January 2026

kāpiti^{nz}

Purpose of this Pack

This pack has been developed to provide Kāpiti Coast Tourism Businesses with a clear, shared overview of the PGA New Zealand Championship 2026, what it means for the region, and how the local tourism sector can best prepare for and benefit from the event.

It is intended as a general information resource for accommodation providers, hospitality businesses, attractions, retailers, transport operators, and visitor-facing services.



What is the New Zealand PGA Championship?

The **2026 Quinovic New Zealand PGA Championship** is a professional international golf tournament sanctioned by the Challenger PGA Tour of Australasia (PGATA). It will be held at **Paraparaumu Beach Golf Club** from **Thursday 19 February to Sunday 22 February 2026**.

Following a successful 2025 event, the PGA of New Zealand, Golf New Zealand and the PGA of Australia have formally elevated the Championship back onto the PGA Tour of Australasia calendar. This positions the event alongside some of the most significant golf tournaments in the Australasian summer season.

This is a PGA Tour of Australasia–sanctioned tournament with a 144-player field, delivered across four days (Thursday–Sunday), with a cut after Friday’s round (top 50 professionals plus ties). This structure creates a steady, multi-day visitor presence rather than a single peak day.

The Championship is:

- One of the flagship professional golf events in New Zealand
- Part of a multi-event New Zealand swing on the Tour
- A fully broadcast sporting event with international reach

Paraparaumu Beach Golf Club, a Top 100 Golf Course in the World, last hosted a major international Tour event in 2002, when it staged the New Zealand Open, and previously hosted the New Zealand PGA Championship in 1959. Its return marks a landmark moment for both the Club and the Kāpiti Coast.

Tournament Format & Field

Dates: Thursday 19 – Sunday 22 February 2026

- Prize purse: Minimum NZD \$200,000 (final purse to be confirmed)
- Field: 144 players
- Format: 72-hole stroke play
- Cut: After 36 holes (top 50 professionals plus ties)

The field will include:

- Leading players from the PGA Tour of Australasia
- Top players from the Japan Golf Tour (a first for the Championship)
- New Zealand professionals and elite amateurs
- International invitees from tours including the PGA Tour, Korn Ferry Tour, LIV Golf and the Asian Tour

This places Kāpiti within a touring circuit that has produced players such as Adam Scott, Ryan Fox and Cam Smith, alongside emerging international talent.

Spectators, Community & Broadcast

Spectator access

- Entry to the Championship is free for all spectators
- Registration is required to support capacity management, safety and communications

Community activation

- Community activation days will take place on Tuesday 17 February, focused on:
 - Women's Golf
 - Junior Golf
 - Golf for All Abilities

Broadcast coverage

- The final two rounds (Saturday and Sunday) will be broadcast live on:
 - Sky Sport (New Zealand)
 - Kayo and Fox Sports (Australia)

This provides national and trans-Tasman exposure for Kāpiti at a scale not previously achieved through sport.

Why This Event Matters to Your Business

The New Zealand PGA Championship is not a single-day crowd event. It is a four-day, professionally staged international sporting tournament that brings a distinct visitor profile into Kāpiti, one that behaves differently, stays longer, and spends more than typical event audiences.

A Different Visitor Profile

The PGA attracts:

- Professional players and caddies
- Tournament officials, media and broadcast crews
- Corporate partners and sponsors
- Dedicated golf spectators travelling specifically for the event
- Visitors accompanying players and spectators (partners, friends, family)

Many of these visitors are new to Kāpiti, arriving with time, disposable income, and a desire to eat well, stay comfortably, and explore between tournament sessions.



Why This Event Matters to Your Business

Longer Stays, Not Just Day Trips

Because the tournament runs from Thursday to Sunday, visitor behaviour differs from typical weekend events:

- Accommodation bookings are expected across multiple consecutive nights
- Visitors tend to establish a local routine (daily coffee spots, repeat dining, favourite walks)
- Businesses benefit from repeat visitation across several days, not one-off transactions

This is a key opportunity for Kāpiti to convert first-time visitors into future return guests.

National Exposure with Conversion Potential

The Championship will be broadcast live on Sky Sport, Kayo and Fox Sports across New Zealand and Australia. This positions Kāpiti:

- In front of a national and trans-Tasman audience
- As a premium, experience-led coastal destination
- Beyond its traditional perception as a pass-through or day-trip location

While broadcast exposure builds awareness, on-the-ground visitor experience is what drives future bookings, recommendations, and return travel.

Spill-over Beyond the Golf Course

Visitors will not remain confined to the tournament site. Across the four days, they will:

- Dine out locally
- Stay in accommodation across Raumati, Paraparaumu, Waikanae and surrounding areas
- Visit beaches, walking trails, galleries, cafés, bars and attractions
- Seek relaxed, authentic experiences between and after rounds

This creates opportunity across the entire visitor economy, not just golf-adjacent businesses.

How Visitors Will Move Through Kāpiti (What to Expect)

Understanding daily movement patterns allows businesses to plan confidently.

Thursday & Friday

Tournament play:

- Tee times approximately 7:30 am – 1:00 pm
- Continuous on-course activity throughout the day

Visitor movement:

- Steady arrival and departure throughout the day
- No sharp peaks or sudden lulls expected
- Visitors moving between accommodation, cafés, retail and the course at different times

What this means for you:

- Expect consistent, even visitation rather than rush periods
- Food and retail demand likely spread from late morning through mid-late afternoon
- Best suited to steady staffing and normal trading hours



How Visitors Will Move Through Kāpiti (What to Expect)

Saturday & Sunday

Tournament play:

- First tee times approximately 8:45 – 9:00 am
- Play continues through to approximately 5:30 pm

Morning uplift:

- Modest increase in activity between 7:30 – 9:00 am (coffee, breakfast, supplies)

Post-play movement:

- Clear uplift from 5:30 pm onwards
- Increased demand for dining, bars, takeaway and relaxed hospitality

What this means for you:

- Two noticeable opportunity windows:
 - Early morning (breakfast and coffee)
 - Early evening after play concludes
- Evening trade is expected to be strongest on Saturday and Sunday

Overall Pattern (Thursday–Sunday) across all four days:

- Food and beverage demand expected daily
- Visitation distributed rather than concentrated
- Suitable for staggered staffing, not surge-only rostering
- Many visitors likely to return to the same businesses multiple times

How Your Business Can Leverage the PGA

This event does not require heavy discounting or complex promotions. The strongest opportunities come from visibility, availability and alignment.

Be Easy to Find and Book

- Ensure your business information is accurate and up to date online
- Clearly communicate opening hours during the tournament period
- Make booking or walk-in expectations easy to understand

Visitors planning ahead are more likely to book with businesses that are clear, open and responsive.

Be Open When Visitors Are Moving

- Evening availability is particularly important on Saturday and Sunday
- Simple extensions to opening hours may capture additional spend
- Consistency matters more than one-off activations

Think in Experiences, Not Just Transactions

Visitors are looking for:

- Relaxed dining and good coffee
- Coastal walks and short excursions
- Local food, drink and retail experiences
- Easy, enjoyable ways to fill time between rounds

Businesses that frame what they offer as part of a broader Kāpiti experience tend to benefit most.

Collaborate Where It Makes Sense

The PGA presents a natural opportunity to:

- Pair accommodation with dining or activities
- Cross-promote nearby businesses
- Encourage visitors to stay longer and explore more of the district

Collaboration does not need to be formal to be effective.

Bring Your Own Network

Many local businesses use major events as a reason to:

- Invite suppliers, partners or colleagues to visit
- Showcase Kāpiti as a place to meet, stay or return to
- Combine business, leisure and hosting

This creates additional, organic visitor spend beyond tournament spectators.

What Visit Kāpiti Will Do

Leading into the event, Visit Kāpiti will:

- Actively promote local accommodation, dining and experiences to PGA visitors
- Share clear, realistic information to support planning (not hype)
- Provide opt-in opportunities for businesses to be featured in itineraries, content and promotion
- Focus on businesses that are open, prepared and want to participate

Our role is to drive visitors into the district and help them discover local businesses, while supporting operators with clarity and confidence.

What's Coming Next

This pack will be followed by:

- Finalised key dates, contacts and operational updates closer to February

Stay Connected

Further updates will be shared through:

- Tourism Cluster communications
- Direct email updates
- Visit Kāpiti channels

If you have questions, ideas, or would like to be more involved in PGA-related activity, we welcome hearing from you.



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