



COVERSHEET

Minister	Hon Erica Stanford	Portfolio	Immigration
Title of Cabinet paper	Report on Overseas Travel: Hon Erica Stanford – September 2025	Date to be published	19 November 2025

List of documents that have been proactively released

Date	Title	Author
October 2025	Report on Overseas Travel: Hon Erica Stanford – September 2025	Office of the Minister of Immigration
20 October 2025	Report on Overseas Travel: Hon Erica Stanford – September 2025 CAB-25-MIN-0362 Minute	Cabinet Office

Information redacted

NO

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

[In Confidence]

Office of the Minister of Immigration

Chair, Cabinet

Report on Overseas Travel: Hon Erica Stanford – September 2025

- 1 I recommend that Cabinet note this report on my travel to the United States from 15-21 September to promote and build greater awareness of New Zealand as a strategic destination for investor migrants under the Active Investor Plus (AIP) programme. The trip included three events hosted by Invest New Zealand in New York, Los Angeles, and San Francisco as well as meetings with individual investors and potential investors.
- 2 I am advised by Invest New Zealand that Ministerial presence at the events resulted in a noticeable increase in interest compared to previous events with New York attracting 45% more attendees than a similar event held in March and San Francisco 32% more.
- 3 Since the events concluded on 18 September, seven new Active Investor Plus (AIP) visa applications have been submitted by attendees from the three U.S. events made up of New York: 3 applications, Los Angeles: 1 application and San Francisco: 3 applications. These new applications represent an immediate proposed post-event investment impact of at least NZD \$35 million.
- 4 Given the success of this trip, I intend to seek Cabinet approval to return to the United States in 2026 for further events hosted by Invest NZ to continue promoting the Active Investor Plus visa and New Zealand as a preferred investment destination.

Report

- 5 The Invest NZ hosted events held in New York, Los Angeles and San Francisco collectively attracted 108 prospective applicants across the three cities (of 296 total attendees). Each event achieved record attendance, surpassing all previous AIP events in the United States and demonstrating growing awareness and momentum for the new visa settings.
- 6 The audience at the events included a mix of prospective new applicants, existing investor migrants (some of whom were recent AIP applicants, others who are investor migrants through previous iterations of the investor visa programme – Investor 1, or Investor 2), representatives of NZ Inc, and a range of advisors, managers of AIP-approved investments, and partners relevant to AIP applicants and investment.
- 7 The calibre of attendees was high, with a number being high profile, established members of the business community. Many spoke of the desire to

actively contribute to New Zealand communities and industries as part of, or in addition to, the required investment under the AIP programme. As such, New Zealand stands to benefit from the wealth of professional expertise and experience they will bring.

- 8 I am advised by Invest NZ that conversations held during and after the events indicate that many of these individuals are now more likely to apply for the AIP visa in the coming months than they were prior to attending.
- 9 Invest New Zealand has received a significant number of follow-up investment enquiries from event attendees and invitees. The specificity and volume of these questions demonstrate a heightened level of engagement with the AIP programme, indicating more applications are likely to follow. Invest New Zealand is actively tracking and following up with these prospects, and they expect the number of new applications to increase further in the next month, reflecting the sustained post-event momentum.
- 10 Several attendees from the events are now actively planning reconnaissance trips to New Zealand over the coming months and the Invest NZ team are working closely with them to create meaningful itineraries. I also have follow-up engagements scheduled with two potential investors in November and December.
- 11 Given the continued interest from the United States in the visa, including strong emerging interest from other states (such as Colorado, Utah, Texas, and North Carolina) I intend to seek Cabinet approval to return to the US in 2026 for further events.

Proactive release

- 12 I propose releasing this paper proactively within 30 business days.

Recommendation

I recommend that Cabinet **note** this report.

Authorised for lodgement

Hon Erica Stanford

Minister of Immigration