



# Tourism Strategy 2024

## DEVELOPMENT WEST COAST

# DWC Visitor Strategy



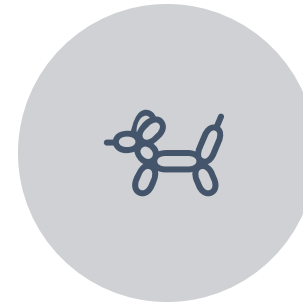
Build  
West Coast  
Brand



Pursue  
Consumer in  
Domestic  
Market and  
Australia



Priority  
approach to  
international  
markets in  
partnership with  
industry



Support  
delivery of  
world class  
experiences



Reconnect  
with travel  
trade



Partnerships to  
enable DM  
approach



# Tourism Strategy



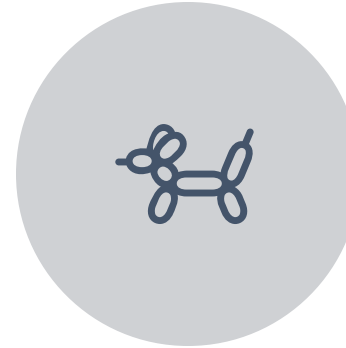
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SUPPORT  
DELIVERY OF  
WORLD CLASS  
EXPERIENCES



RECONNECT  
WITH TRAVEL  
TRADE

# Six Areas of Focus FY 2024



# Regional Tourism Strategy

## Buller

Support growth in Domestic Market

Support the development of New Experiences

Facilitate transfer of ownership

Drive awareness for International markets

Leverage investments for regional dispersal

## Grey

Support growth in Domestic Market

Increase LOS

Support the development of New Experiences

Regional dispersal for early adopters

## Westland

Increase LOS

Support the development of new experiences

Leverage investments

Diversify tourism economy

# Key Market Strategy

## Europe

### Key account strategy

Seek partnerships with trade  
Increase regional dispersal  
Lead with Nature  
Brochure Real Estate

## North America

### Penetration strategy

Increase agent DB  
Increase awareness  
Drive product knowledge  
Visual Assets

## Australia

### Penetration strategy

increase agent DB (retail + whole)  
Increase preference  
Support with consumer campaign  
Consumer Preference

## SEA

### Key account strategy

Build agent knowledge  
Drive product awareness  
Increase LOS  
Product driven

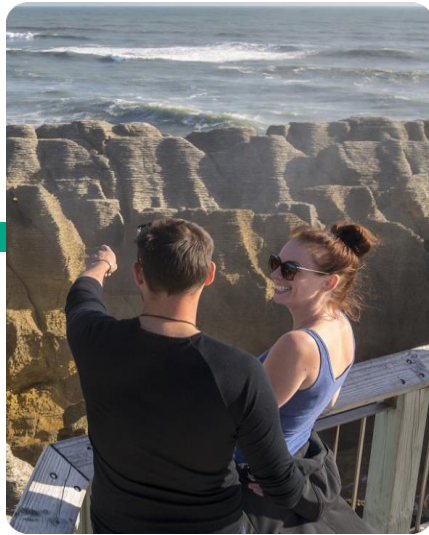
## China

### Key account strategy

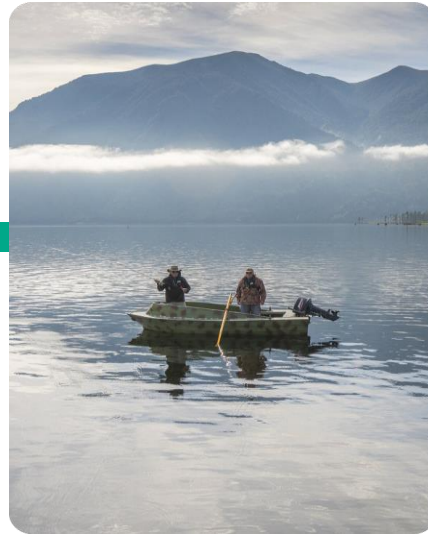
Build agent DB  
Increase awareness  
Regional dispersal  
Experience driven



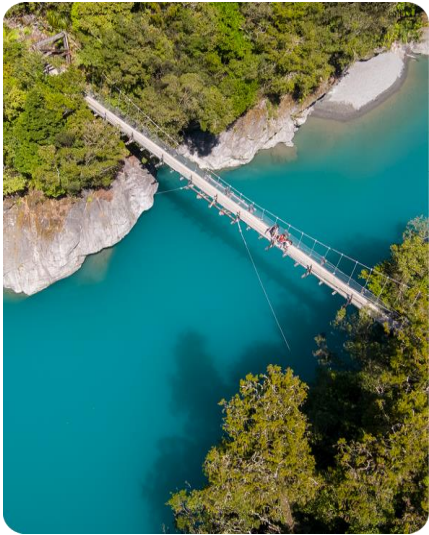
**1** Oparara Arches



**2** Punakaiki Pancake Rocks & Blowholes



**3** Kotuku Whakaoho Lake Brunner



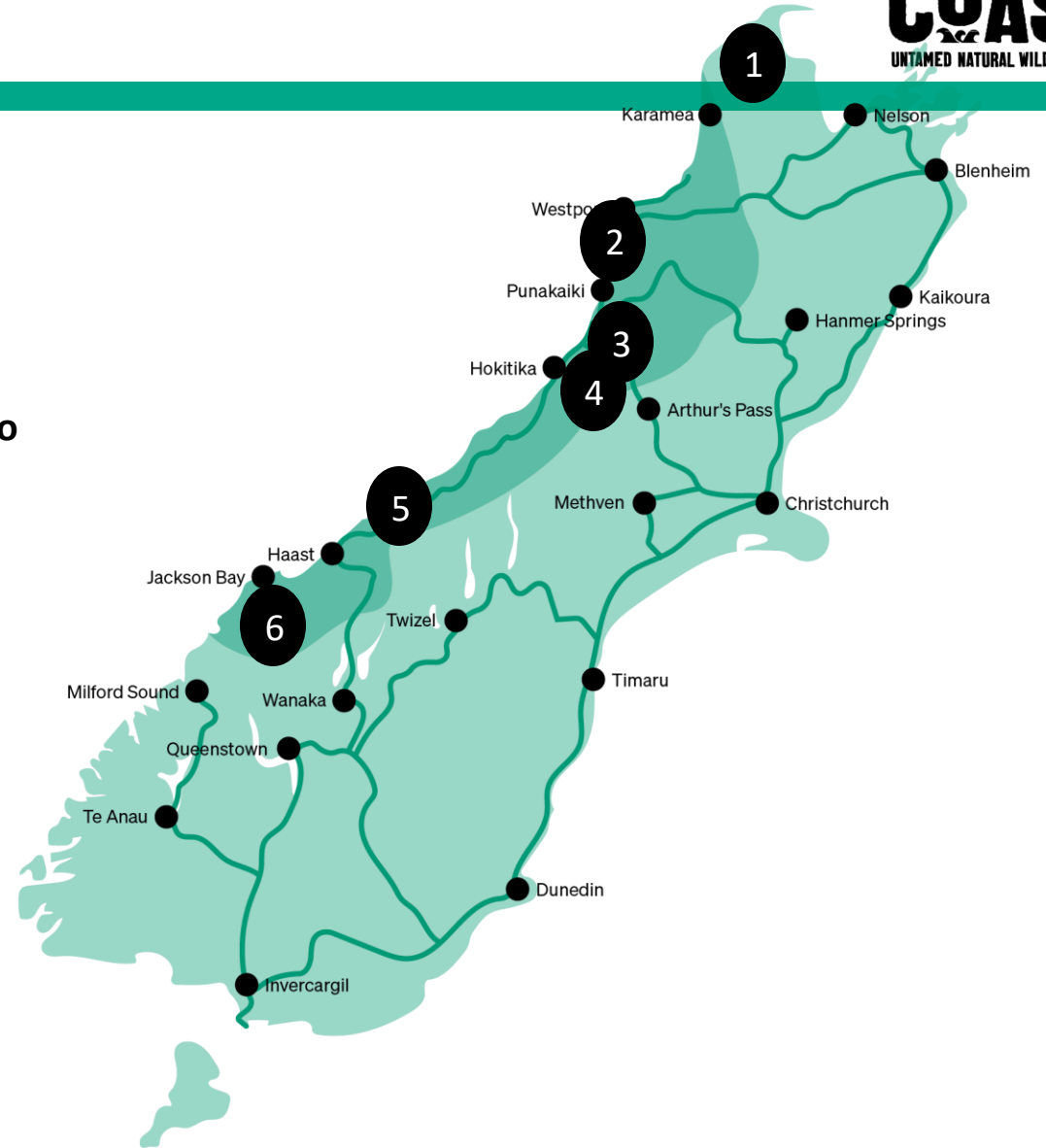
**4** Hokitika Gorge



**5** Glacier Country



**6** Haast World Heritage





1 Oparara Arches



**OPARARA** ARCHES  
UNTAMED NATURAL WILDERNESS



1

# Oparara Arches

Nature's secret uncovered



## Oparara Arches

A secret world of 4-million-year-old limestone arches, final resting place of the biggest-ever find of moa sub-fossils.



## Scenic Buller Gorge

Follow a breath-taking scenic route carved through the gorge by the mighty Buller River as it flows down to the Tasman Sea.



## Reefton Town of light

Reefton shines with tasty treats, quirky vintage shops, historic street lights and tales of gold.



## Old Ghost Road

Long forgotten, this fascinating gold miners' route is back on the adventure map for mountain bikers and trampers.



## Cape Foulwind Tauranga

Lively Cape Foulwind harbours a NZ fur seal colony, an outstanding year-round wildlife experience on a short scenic walk.



## Westport Kawatiri

First gold, then coal — get a glimpse of life underground, go on an outdoor adventure, or explore the northern West Coast from here.



## 2 Punakaiki Pancake Rocks & Blowholes



**PANCAKE ROCKS**  
UNTAMED NATURAL WILDERNESS

BLOW HOLES



## 2 Punakaiki Pancake Rocks & Blowholes

Nature's power unleashed



### Punakaiki Pancake Rocks & Blowholes

Awesome, mesmerising natural drama as the ocean surges through towering pancaked limestone formations.



### The Great Coast Road

An acclaimed, spectacular road trip unfolds into glorious coastal vistas, photo ops and lovely picnic spots.



### Paparoa Track

Aotearoa's newest Great Walk and mountain biking trail travels across mountain tops into lush coastal rainforest.



### Beaches

Golden sunsets over pristine sandy beaches in sublime bays, deserted rocky shores, and forests of nīkau palms rustling in the sea breeze.



### Caving

Explore a thrilling labyrinth alive with magnificent subterranean formations and glowworm galaxies, then float out on an underground stream.



### Truman Track

Picture perfect. A gentle walk in the woods beneath a tranquil sub-tropical canopy emerging above a secluded sandy bay.



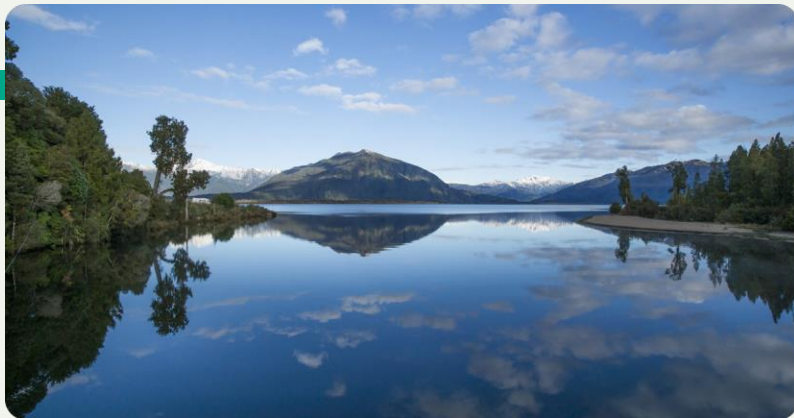
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# Lake Brunner Kotuku Whakaoho



**LAKE BRUNNER**  
UNTAMED NATURAL WILDERNESS





### Moana/Lake Brunner

Nature reigns supreme over this peaceful lakeside resort shrouded by virgin bush and alpine peaks perfectly mirrored in the pristine waters.



### TranzAlpine Train

Settle in for a spectacular scenic rail journey revealing snow capped mountains, braided rivers, alpine valleys and lakes.



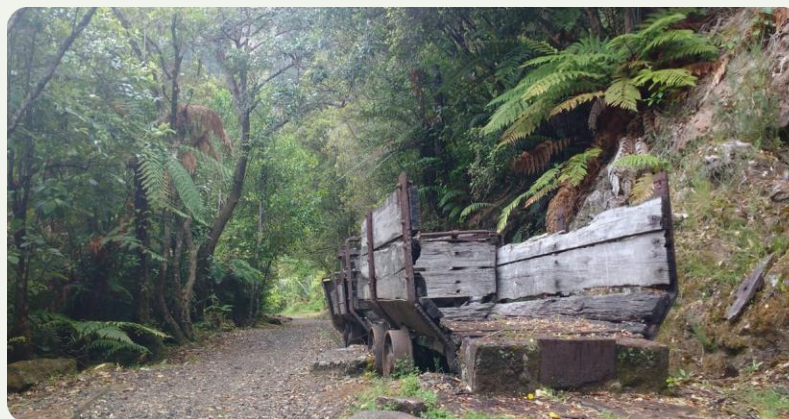
### Brown Trout Capital of New Zealand

True year-round world-class fishing on pristine lakes and remote rivers where the big brown ones are waiting.



### Greymouth

Hospitality has a history in Greymouth — the West Coast's biggest town, fishing port and proud home of New Zealand's original craft beer.



### Historic Brunner Mine

These now peaceful relics are a poignant monument to the West Coast's hard won and sometimes tragic mining heritage.



### Historic Blackball

Back in 1908 the Blackball miners' strike ignited the New Zealand Labour movement, now this tiny town lies at the start of the Papanoa Great Walk.



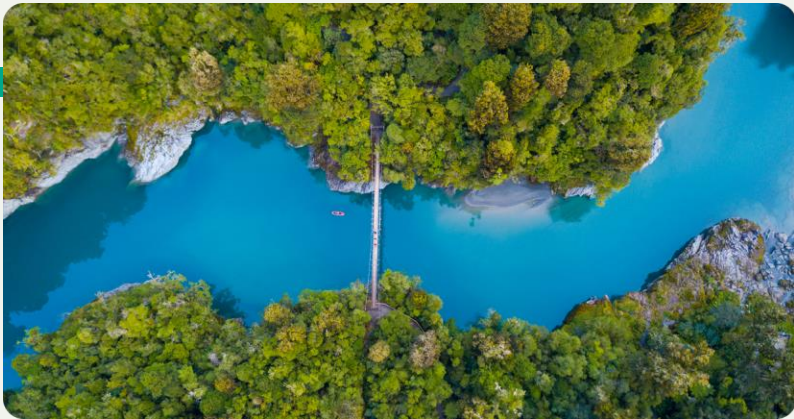
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# Hokitika Gorge



**HOKITIKA** GORGE  
UNTAMED NATURAL WILDERNESS





### Hokitika Gorge

Insta dreams; an easy forest walk and a surreal symphony of vibrant turquoise waters amid lush green forest and pure white limestone cliffs.



### Hokitika Township

A quirky little town where larger-than-life driftwood sculptures populate the wild beach and heavenly sunsets complete the day.



### Lake Kaniere

A tranquil gem, Lake Kaniere sets the scene for wilderness idyls — hiking, mountain biking, fishing, boating, pure night sky viewing.



### Ross Goldfields

Hike for a day in the hills or wander in the miners' footsteps; fortunes were made and lost on these old gold trails.



### West Coast Wilderness Trail

Gentle cycle trails trace coastal waterways, through virgin forest, around lakes and beaches with hospitable stops along the way.



### Lake Mahinapua

A dream canvas of majestic mountain views, brooding rainforest remnants and reflections in mirrored waters; walk, bike or kayak.



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# Glacier Country



**GLACIER**  
COUNTRY  
UNTAMED NATURAL WILDERNESS





## Glaciers

Unique twin glaciers; hike across a river of ice and explore luminous blue caves in the only place on earth where glaciers meet coastal rainforest.



## Lake Matheson Te Ara Kairaumati

On a blue sky day, Lake Matheson's tranquil waters capture perfect postcard images — glorious reflections of New Zealand's highest mountains.



## Westland Tai Poutini National Park

World-class mountain-to-ocean scenery, glaciers, wild trails, lovely lakeside camping spots, and a haven for endangered wildlife.



## Fox Township Waiau

A little town with a warm heart, Fox is the gateway to adventure highs — from skydiving to heli-hiking, mountain biking and ice climbing.



## Ōkārito

Humans are rare around languid Ōkārito Lagoon but New Zealand's largest unmodified wetland brims with wildlife encounters unseen elsewhere.



## Franz Township Waiau

This laidback resort is a hub for wildlife conservation, hospitality, cosy accommodation, thrilling adventures and memorable scenic activities.



6 Haast World Heritage



**HAAST**  
WORLD HERITAGE  
UNTAMED NATURAL WILDERNESS





### Haast Pass Tiora-patea

Spectacular, 140-km Wanaka to Westland highway; short walks to glacial blue pools, roaring waterfalls, undulating forests, coastal wetlands.



### Jackson Bay Okahu

Sleepy fishing village with an iconic crayfish cafe; watch out for passing penguins and tiny Hector's dolphins surfing the waves.



### Haast River Awarua

From the edge of paradise, jet boat up the Haast River for a total immersion in some of the world's purest World Heritage landscapes.



### Hanging Lakes

Majestic wilderness unveiled; a short scenic flight lands beside two pristine hanging lakes, jewels in a hidden alpine valley.



### Waiatoto river

Aotearoa unfiltered, where time stands still; follow a turquoise river into an awe-inspiring rocky valley of deep green forests and soaring mountains.



### Bruce Bay Mahitahi

A wild, windswept beach with expansive, untamed ocean vistas, fringed with a dense forest of rimu trees growing right on the shoreline.





**WEST COAST** NEW ZEALAND  
**UNTAMED NATURAL WILDERNESS**