

A photograph of a cave entrance looking out onto a river and forest. The cave interior is dark and rocky, with some moss hanging from the ceiling. The river is calm, reflecting the light from the entrance. The forest outside is lush and green.

Regenerating the West Coast

from the inside out

Te Tai Poutini
**DESTINATION
MANAGEMENT PLAN**
2022 - 2030



Developing a regenerative tourism framework is one of the strategic workstreams of Te Tai Poutini Destination Management Plan.

This practice goes beyond helping to conserve a destination...

"On the West Coast, Regenerative Tourism is a set of actions and practices that actively improve the wellbeing of our destinations, businesses and communities,

leaving them better than before."



We've been on a *regenerative tourism* journey...

1. Defining Regenerative Tourism (RT) for the West Coast ☒
2. Stock take of existing RT initiatives ☒
3. Understanding the economic opportunity RT may provide ☒
4. Developing a measurement framework specific to the Coast ☒
5. Industry & community support for RT across the region ☒

By taking this holistic approach, we uplift our community,
environment and culture...

*But first, let's talk about the tourism eco system on the West Coast
using the 4 pillars of the DMP as a Lens*



Some important examples of Regenerative Tourism across the Coast

Buller District:

- Old Ghost Road
- Gentle Annie Seaside Accommodation
- Punakaiki tourism precinct & Punangairi artists co-op
- Waiuta - Destination

Grey District:

- Blackball - Community led development - destination & infrastructure projects
- Pounamu Pathway

Westland District:

- Okarito plant project
- Destination Hokitika - Legendary Coasters App
- Wilderness Lodge Moeraki
- Franz Josef Wilderness Tours

The West Coast could be the Regenerative Tourism capital of Aotearoa and get additional benefit by further implementing this approach

... so let's get on with it.



Real West

Stories. Service. Spirit.



Real West

Stories. Service. Spirit.

Regenerating the West Coast *from the inside out*

A Programme for Tourism Leadership

This is a face-to-face workshop that activates the Te Tai o Poutini Destination Management Plan (DMP) across West Coast leadership. It is designed for regional decision-makers (mayors, iwi leaders, senior public sector), business owners, and tourism industry & stakeholder leadership (operators, senior managers, team leads/head guides).

Delivered as two 3-hour leadership workshops that bookend the summer visitor season it blends aligned case studies, practical strategy work, research, storytelling, and reflection to build shared language, lift capability, and turn the DMP into coordinated action.

Workshop A - Scene setting & DMP strategy (Pre-season): October 2025

Workshop B - Debrief & Reset (Post-season): April 2026

REAL WEST - *Stories, Service & Spirit*

This programme is a 4-hour frontline tourism education experience designed to equip West Coast visitor-facing staff with knowledge, pride, and confidence. Rooted in the Destination Management Plan and the brand 'Untamed Natural Wilderness'.

It's designed to foster a consistent, authentic, and deeply engaging visitor experience on the West Coast's identity, stories, values, and service ethos. It aims to cultivate passionate communicators who embody the character of the Coast and act as cultural storytellers, service champions and business & lead generators.



These trainings are starting soon...

Regenerating the West Coast *from the inside out*
A Programme for Tourism Leadership

Invitations will soon be distributed

REAL WEST - *Stories, Service & Spirit*

Franz Josef – Monday 20th October | 4pm – 8pm | St John Medical Centre Franz Josef Training Room

Fox Glacier – Tuesday 21st October | 1pm – 5pm | Fox Glacier Community Centre

Hokitika – Wednesday 22nd October | 4pm – 8pm | St John Hokitika Training Room

Greymouth – Thursday 23rd October | 4pm – 8pm | St John Greymouth Training Room

Westport – Tuesday 28th October | 4pm – 8pm | Club Buller

We look forward to sharing *stories*, embracing *spirit*
and celebrating *service* over the coming months.

WEST COAST NEW ZEALAND

UNTAMED NATURAL WILDERNESS

To find out more contact info@dwc.org.nz



Scan the code to read the Destination Management Plan