

# 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



### **Economic Benefits of Tourism** for Local Communities



## 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









## 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

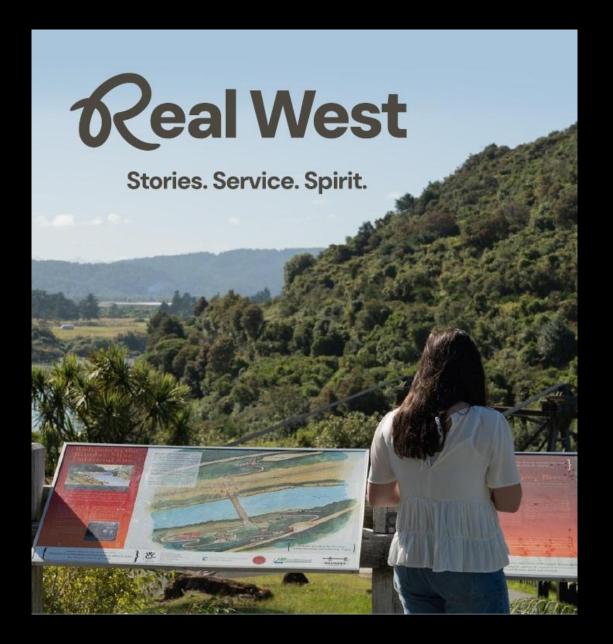
Workshop B - Debrief & Reset (Post-season): April 2026

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 20<sup>th</sup> October | 4pm – 8pm | St John Medical Centre Franz Josef Training Room
Fox Glacier – Tuesday 21<sup>st</sup> October | 1pm – 5pm | Fox Glacier Community Centre
Hokitika – Wednesday 22<sup>nd</sup> October | 4pm – 8pm | St John Hokitika Training Room
Greymouth – Thursday 23<sup>rd</sup> October | 4pm – 8pm | St John Greymouth Training Room
Westport – Tuesday 28<sup>th</sup> October | 4pm – 8pm | Club Buller



