

DESTINATION MANAGEMENT PLAN 2022 - 2030

LEARNING FROM THE PAST, EMBRACING THE FUTURE, MOVING FORWARD CONFIDENTLY





Te Tai Poutini Destination Management Reference Group

Mark Rawson, Chairperson

By 2030, the visitor economy helps to enrich the lives of residents, supports our communities to thrive, connects, and protects our cultural heritage, and helps to regenerate our natural assets.

What is your Destination Management Reference Group?

The purpose of the West Coast Destination Management reference group is to provide advocacy, support, and to ensure the ownership of the plans outcomes remains community based.

Specifically, the reference group supports and advises on the following:

Aligning destination management strategies with regional aspirations.

Assessing performance of the destination management plan progress and monitoring against set-objectives and local impact.

Activating subgroups, resources, and any means necessary to deliver outcomes based on the strategies.

Specifically, the reference group has been established to:

Actively promote the economic value and benefits of a sustainable destination management program with local stakeholders resulting in increased engagement in programs, and

Provide a link to stakeholders and an industry voice related to tourism, economic development, community issues and opportunities with both a district, regional and national perspective.



Who is your Destination Management Reference Group?

Members

Mark Rawson (Chair)

Mayor Tania Gibson (Grey District)

Mayor Helen Lash (Buller District)

Joanne Howard (Buller District)

Peter Haddock (WCRC)

Paul Madgwick (Te Rūnanga o Makaawhio)

Francois Tumahai (Te Rūnanga o Ngāti Waewae)

Phil Rossiter (Chair Te Whanaketanga Steering Group)

Owen Kilgour / Di Clendon (DOC)

Industry

Dale Burrows (Tours & Activities)

Karl Luxon (Accommodation)

Martin Horgan (Inbound Tours)

Colin Cutler (Hospitality)

Regional Promotions Groups

Jessie Creedmore (Buller Promotions Group)

Phillip Barnett (Grey/Mawhera BPA)

Samuel Blight (Destination Hokitika)

Janelle Shaw (Glacier Country Tourism Group)

Development West Coast

Heath Milne (Chief Executive DWC)

Andrew Aitken (DWC)

Zak Shaw (Nature Economy Project Lead – DWC)





VISION

By 2030, the visitor economy helps to enrich the lives of residents, supports our communities to thrive, connects and protects our cultural heritage, and helps to regenerate our natural assets.



GUIDING PRINCIPLES

Our guiding principles are drawn from tikanga Maori and will be at the heart of our decisions moving forward.



Manaakitanga

Welcoming, inclusiveness, connection, and support for each other.

Te whakawhanaungatanga, te kauawhitanga, ngà hononga, te tautoko hoki a tétahi i tétahi.



Rangatiratanga

Courageous leadership and being in charge of our own destiny.

Kia māia te hautū me te whokahaere i tō tátou ake ara whakamua.



Kaitiakitanga

Active guardianship of our taonga and

Kia takatū te tiakina o ā tātou taonga me te whakahoki atu ki te ao turoa.



We are honest and sincere in everything that we do. Kia pono, kia tika hoki i roto i ā tátou mahi katoa.



Whanaungatanga

Our sense of collective belonging and identity.

Tá tátou rongo i tá tátou whai wähitanga me te tuakiri.



Kotahitanga

Unity and collective action.

Te renarena o te taukaea me te mahi tahi.

WHAT IS DESTINATION MANAGEMENT?

Destination management: A halistic and integrated approach "... brings together different stakeholders to achieve the common goal of developing a well-managed, sustainable visitor destination. It is an ongoing process that requires destinations to plan for the future and considers the economic, social, cultural and environmental risks and opportunities".

STRATEGIC PLAN



Regional leadership development and co-ordination

KEYTHEME 1:

Establish a Destination Management System

Te whakatūnga o tětahí půnaha Whakahaere i te Tauranga

The DMP takes a continuous improvement approach that will allow tourism to thrive and create maximum positive impacts over time.



PILLAR: Economic development

KEY THEME 2:

Support economic recovery and growth Te taumanu me te

tipuranga á-óhanga

A tourism industry that is resilient and futureproof, that can respond to challenges and take advantage of opportunities, creating jobs and economic benefits for communities.



PILLAR: Social development

KEY THEME 3:

Enhance community engagement and social benefits

Te whakakaha i te toronga a te hapori me ngā hua ā-pāpori

Tourism enhances the social values held by communities honesty, integrity, friendliness, independent thinking, and pride in the community. All stakeholders have the resources needed to support their communities, and that communities benefit from and support tourism.



PILLAR: Cultural development

KEY THEME 4:

Celebrate our

cultural heritage

Te whakatairanga i ngā

taonga tuku iho à-ahurea

Culture is an underused asset.

We aim to have mana whenua

actively engaged in tourism

and have Te Tai Poutini's

unique cultural stories told

clearly and powerfully. That

visitors and communities

recognise and value our

unique culture as a key

tourism asset on Te Tai Poutini.

PILLAR: Environmental development

KEY THEME 5:

Protect our natural assets Te tiaki i ā tātou r awa o te ao túroa

Our outstanding natural environment is our main asset and will continue to attract visitors. To benefit from this long-term, tourism operators and stakeholders must work to educate visitors about the environment and protect our natural assets for future generations.

TAI POUTINI SUSTAINABILITY FRAMEWORK

How can we manage tourism for the benefit of all stakeholders?

How can we create a resilient economy?

How can we make our communities thrive?

How can we protect and celebrate our cultural identity?

How can we regenerate our environment?

REIMAGINE

2027 - ONWARDS

IMPLEMENTING DESTINATION MANAGEMENT

feries the as needed

Agree DMI

DMP holistic process

Take action on goals and activities

DESTINATION MANAGEMENT APPROACH TIMELINE

UNDERSTANDING THE OPPORTUNITY 2021-2022

Stocktake of current situation and agree on what are game changer projects for the region.

MEASUREMENT AND BENCHMARKING 2022-2024

- Assemble the destination reference group.
- Align the industry around measurable KPIs
- Establish a roadmap with milestones and agree on how to measure success.

MONITOR, ADAPT AND IMPROVE 2024 - 2027

Measure against milestones, revise ongoing improvement Track the journey

of the DMP against previous objectives and ensure social license to operate. Reimagine what the destination can be in a global sense.

olan and revise

Assess progress

What is the current focus of the steering group?

Regenerative Tourism (RT)

The initiative aims to foster regenerative tourism that actively restores environmental, cultural, and social assets, creating long-term positive impacts that ensure the West Coast remains a vibrant, healthy, and resilient destination for future generations.

Infrastructure and Resilience

Enhancing tourism-related infrastructure resilience is essential for ensuring safe access, protecting assets, and supporting sustainable growth amid environmental, social, and economic challenges to ensure the region's long-term stability and success.

What is the current focus of the steering group?

Tourism's Social Licence

Improving tourism's social license through community engagement, environmental stewardship, and cultural respect is essential for ensuring responsible growth, safeguarding resources, and fostering a sustainable, inclusive future for the West Coast.

Destination Marketing Plan

This initiative aims to position the West Coast as a premier destination by leveraging its unique landscapes and heritage through collaborative, innovative marketing strategies that boost sustainable tourism, support local economies, and showcase the Coast's natural beauty.

DMP Reference Group Action Register



Where to from here?





for tourism on Te Tai Poutini. It is the result of an ongoing process of co-creation that started in 2020. The purpose of this document is to protect our rohe, enhance the reputati of our whenua and our tourism industry, and create a new regenerative tourism economy that benefit w and into the future. The DMP sits under and is guided by Te

The DAP att under and is guided by Te Whonolatering a 1050 and the subsequent Action Pay 2022 – 2024 of which is key project for Erhancing the Regional Identity To Wholands To Lukkin to 8 Rolz, 'dientified the development and implementation of the DMP as a picking project. The document aligns with the Dattantion Managament Guidelma 2020 the page 1050 project. The document aligns with the Dattantion Managament Guidelma 2020 the page 1050 project. The document aligns with the Dattantion Managament Guidelma 2020. ased by Ministry of Business, Innovation and

Some areas of Ta Tai Poutrie barnett greatly from international and demands visibilities, and the second process of the second proce

Through our consultation key themse were identified as game changers for fourties on Te Tail Poutriel. As a result, this plan has a strong focus on developing more meaningful connections with our pulsars, celebrating Moor cutture consistency for the pulsars. The configuration of the Tail Pour Pour Configuration of the Tail Pour Configuration of



This DAP sets a houstic direction for tourism on set is for both the recovery phase and ongoing development back better and building more resilience for the future.

The DMP outlines the values and principles that will guide destine management on Te Tail Poutlini. Setting idear strategic themes the the Te Tail Poutlini vision a reality, with each theme having short to targets with specific projects to achieve them.

Tourism is an important sector for Te Tai Poutini's economy, and a roursen is an important sector for Te Tai Pautini's economy, and a o to the regional identity and regenerative economy. If enables com especially those with a low population base, to improve the quality for both residents and visitors.

This plan adds to the intergenerational ambitions of its its Poutini, the vision and mission set out in its Whanokatanga – Te Tai Poutini, Development Pay 2050. Although tourism makes up a share of an Te Tai Poutini, the Tourism industry inspires a sense of pride and spirit, reflects the values and culture of the communities, and is an attracting have residents.

Focussing on opportunities in fourism that will enhance the regional. DMP supports the development of a realisent tourism system. The ow good is to provide economic and social benefits to our communities a representation the realisms. regenerating the natural environment and strengthening the culture.

In showcasing the key challenges and apportunities for fail Poutini for, DMP is based on a detailed and thorough analysis of the current situ was stand and selection of community worst to head. It considers the a social, cultural, and selections and selection for the control of social, cultural, and selections and selection for the social cultural and selections and selection for the social cultural and selection for selection for the social cultural selection for selection for the selection for selection for selection for the selection for selection for selection for the selection for selection

The success of the DMP will result from a co-creation exercise with man-ard other key total-holders to ensure both visitors and residents share a sense of managedizing and statistical placeds it is in Fourier. A key a of the DMP will be to establish a governance structure that will allow in industry to set and pursue goals beyond the 2030 horizon of this DMP.

Te Tai Poutini DESTINATION MANAGEMENT PLAN 2022 - 2030 LEARNING FROM THE PAST, EMBRACING THE FUTURE, MOVING FORWARD CONFIDENTLY



THANKS

Achieving this vision will take effort from all stakeholders, with crucial decisions to achieve our goals based on solid values that will keep us aligned in our implementation.



