



Te Tai Poutini
DESTINATION MANAGEMENT PLAN 2022 - 2030

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

WEST COAST


DEVELOPMENT
WEST COAST

Te Ohu Whakawhanake o Te Tai Poutini

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 Māori and will be at the heart of our decisions moving forward.



Manaakitanga

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

Te whakawhanaungatanga, te kauawhitanga, ngā hononga, te tautoko hoki a tētahi i tētahi.



Rangatiratanga

Courageous leadership and being in charge of our own destiny.

Kia māia te hauū me te whakahaere i tā tātou ake ara whakamua.



Kaitiakitanga

Active guardianship of our taonga and giving back to nature.

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



Pono

We are honest and sincere in everything that we do.

Kia pono, kia tika hoki i roto i ā tātou mahi katoa.



Whanaungatanga

Our sense of collective belonging and identity.

Tā tātou rongo i tā tātou whai wāhitanga me te tuakiri.



Kotahitanga

Unity and collective action.

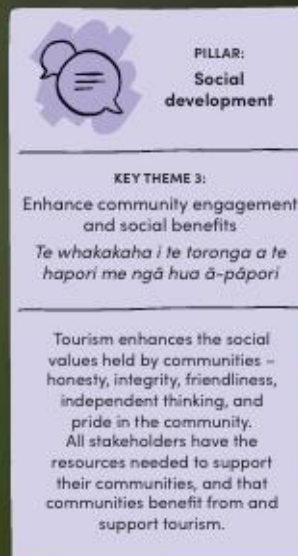
Te renarena o te faukaea me te mahi tahi.

WHAT IS DESTINATION MANAGEMENT?

Destination management:
A holistic 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



TAI POUTINI SUSTAINABILITY FRAMEWORK



IMPLEMENTING DESTINATION MANAGEMENT



DESTINATION MANAGEMENT APPROACH TIMELINE



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?

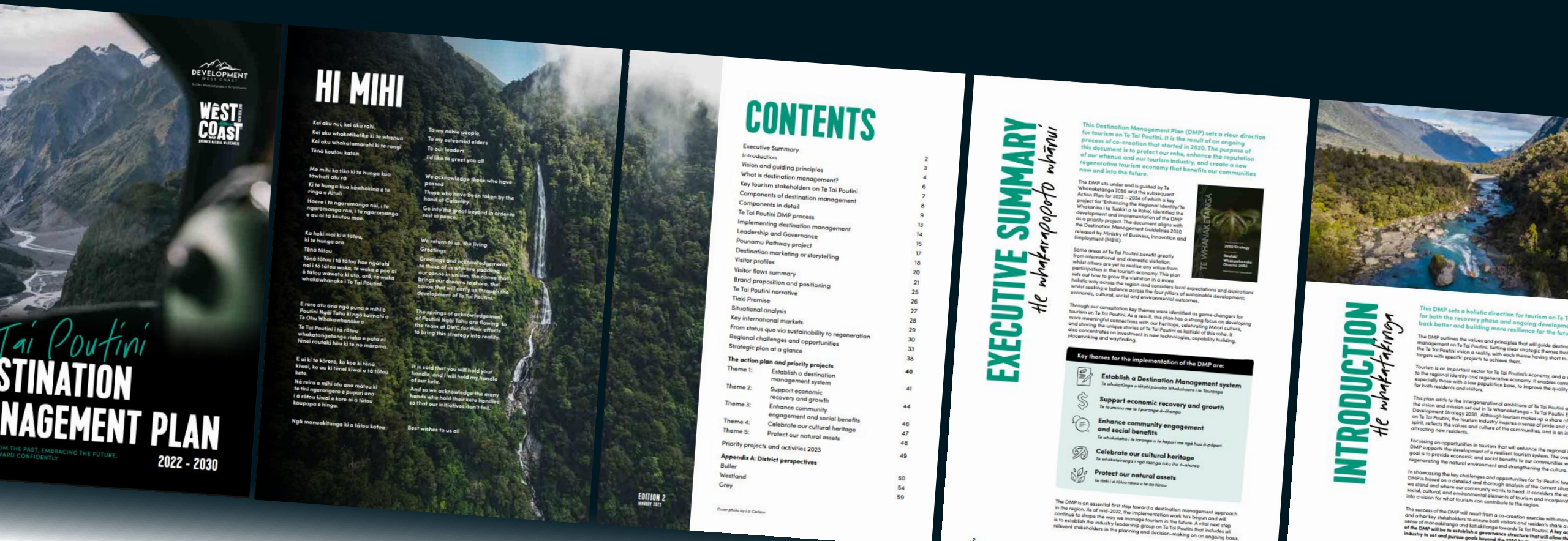
Tourism's Social Licence

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.

Where to from here?



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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.

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