

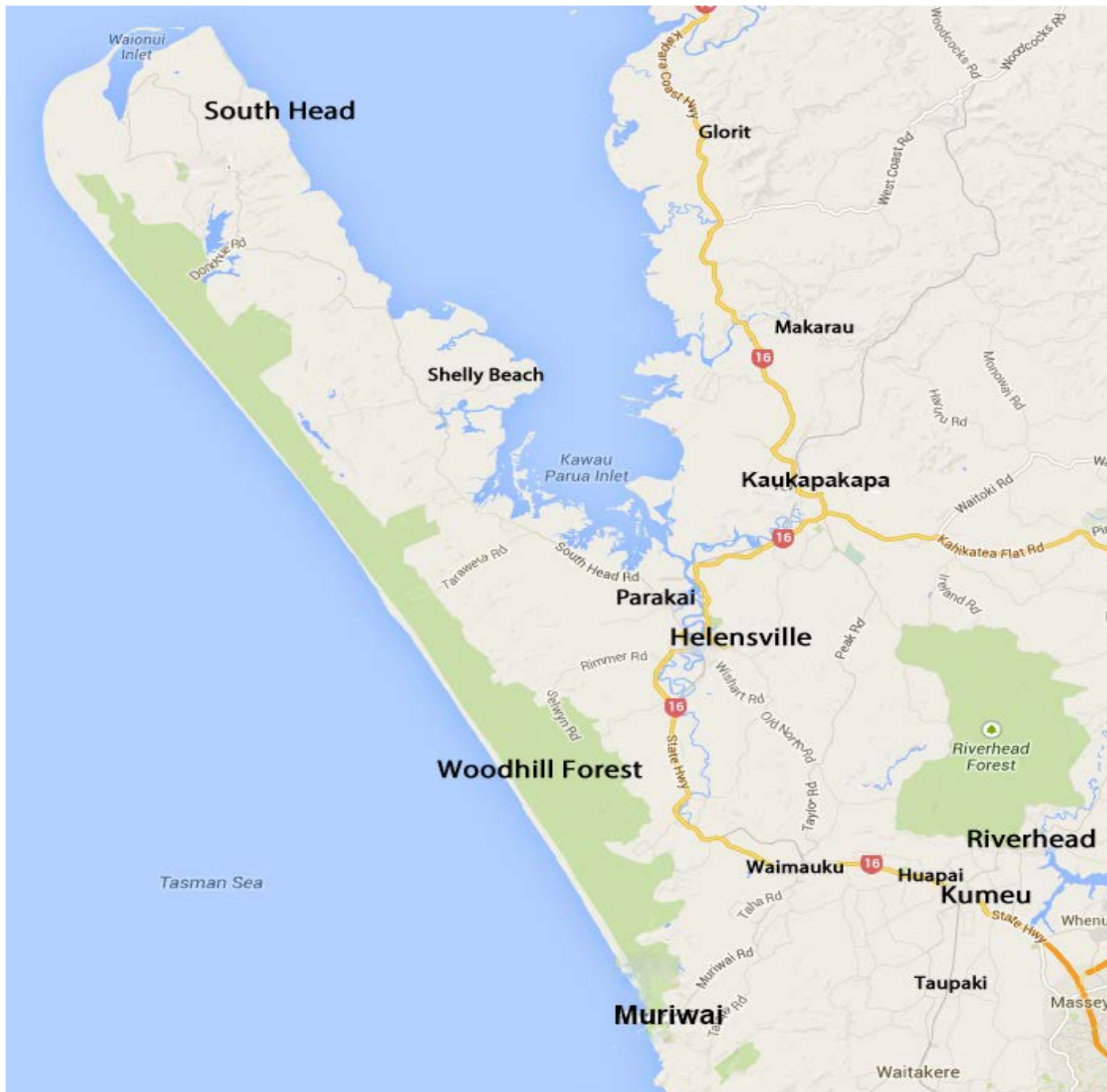
NORTH WEST RODNEY VISITOR STRATEGY 2015-2020

DRAFT

Rodney Local Board

January 2015

**The New Zealand Tourism
Research Institute**



Visitor Experience of NWR

Most attractive or appealing about NWR for visitors n= 410

Themes	% of comments
Natural environment	30
Activities on offer	24
Peaceful rural lifestyle	22
Local culinary / hospitality experiences	10
Accessible/proximity	9
Friendly people	5

Least attractive or appealing about NWR for visitors n= 296

Themes	% of comments
Roading/ lack of infrastructure	63
Environmental issues	12
Nothing	9
Accessible/proximity	7
Urbanisation and new developments	5
Unaesthetic and featureless townships	4

Residents' Attitude Towards Living in NWR

Most attractive or appealing about living in NWR for residents n= 189

Themes	% of comments
Natural environment	32
Activities on offer	20
Friendly and warm local community	16
Rural lifestyle	13
Accessible/proximity	5
Economic aspects	1

Least attractive or appealing about living in NWR for residents n= 189

Themes	% of comments
Roading/ lack infrastructure/ traffic	61
Urbanisation and new developments	12
Socio economic issues	9
Lack of amenities / recreational activities	6
Accessible/proximity	4
Backwater – forgotten by the Council	4
'Unaesthetic' and featureless townships	4

Visitors industry - economic impact

North West Rodney (2014) the average visitor spend is **\$24 per person per day**

Every 10,000 visitors generate approximately \$240,000 per day of direct spend or 'new money' coming into NWR

Focus needs to be on increasing visitor spend in NWR:

Rodney Ward - the Puhoi to Pakiri area (2011) visitors to that area spend an average of **\$97 per person per day**

Research findings

Three distinct groups of visitors:

1. Just passing through
2. Focused on visiting an iconic attraction
3. Regionally interactive

Five 'iconic attractions' in the NWR area

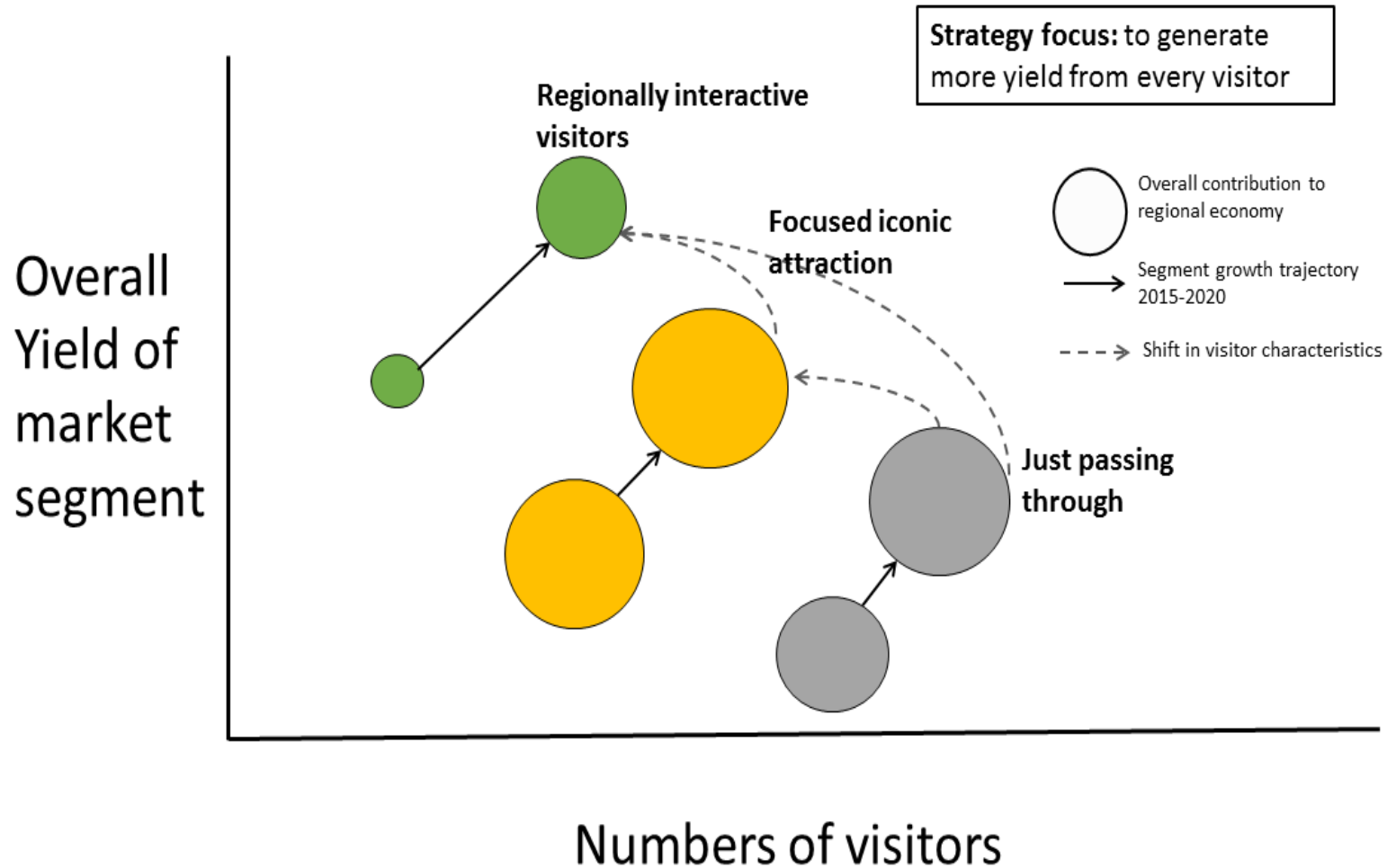
- 1) Parakai (Thermal pools)
- 2) Muriwai (Gannet colony and beach)
- 3) Woodhill (outdoor activities)
- 4) Kumeu Wine Country
- 5) Riverhead (ferry services, food and beverage)

Visitor Strategy

Strategy Focus

- 1. To increase the yield of all visitors to NWR**
2. To increase visitor satisfaction; and enhance business performance and resident quality of life
3. Sustainable development 'by and for' the residents of NWR
4. To slow the visitor down and enhance the visitor experience with opportunities to spend more time (and money) in the area

Strategy focus: Three types of visitors



Eight action areas

1. Create an active voice to lead tourism
2. Increase levels of collaboration and networking
3. Build on iconic attractions
4. Develop arts, cultural, and heritage experiences
5. Develop local food experiences
6. Strengthen information sharing
7. Develop infrastructure and manage resources effectively
8. Use research to support decision making

Create an active voice to lead tourism

Establish a North West Rodney Tourism Reference Group to lead tourism development in NWR

Outcomes

A strong voice for tourism in North West Rodney is created

The profile of NWR as a visitor destination is raised at regional and national political scales

KPI

Overall effectiveness of lobbying and destination focused initiatives.

Greater success in securing funding and associated support for tourism from public agencies and private enterprise

Increase levels of collaboration and networking

Create an environment for people to get involved with tourism and work together

Develop a North West Rodney familiarisation programme – events hosted by local areas

Construct opportunities for local ‘voices’ to be heard

Outcomes

Business networking and community engagement with the visitor industry is intensified

KPI

Levels of business and local community networking and cooperation are improved

The percentage of business owners/operators feeling that businesses collaborate well in NWR is increased

Build on iconic attractions

Build on local iconic attractions as ‘hubs’ of the NWR visitor experience

Create ‘touring routes’ to link iconic attractions with multi-use trails (walk, cycle, horse), and experiences

Outcomes

A network of touring routes is created that link iconic attractions to other activities and that enhance both the visitor and resident experience of NWR

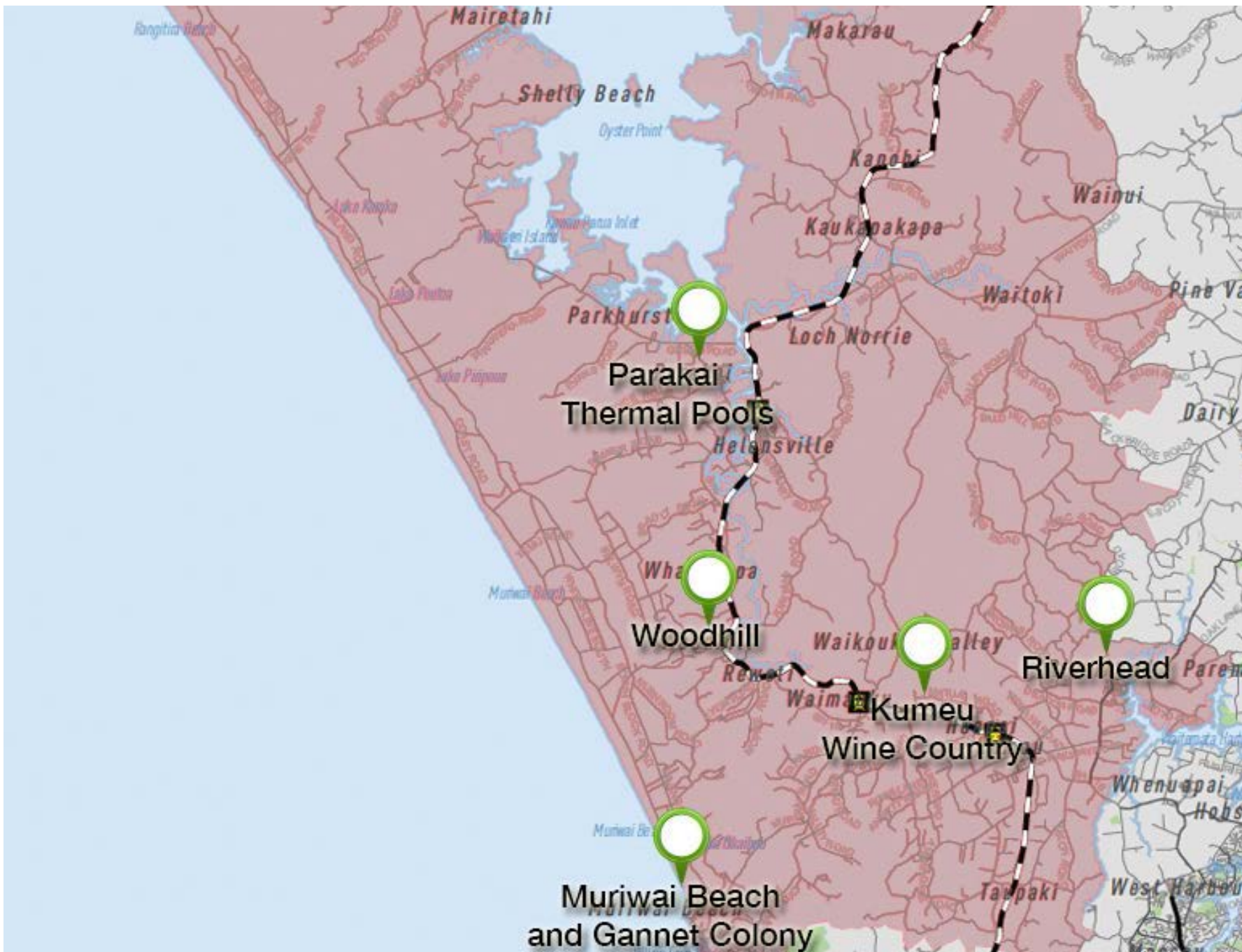
Business networking and community engagement with the visitor industry is intensified

KPI

Five touring routes that build on iconic attractions are established and promoted

New ideas for touring route initiatives are developed

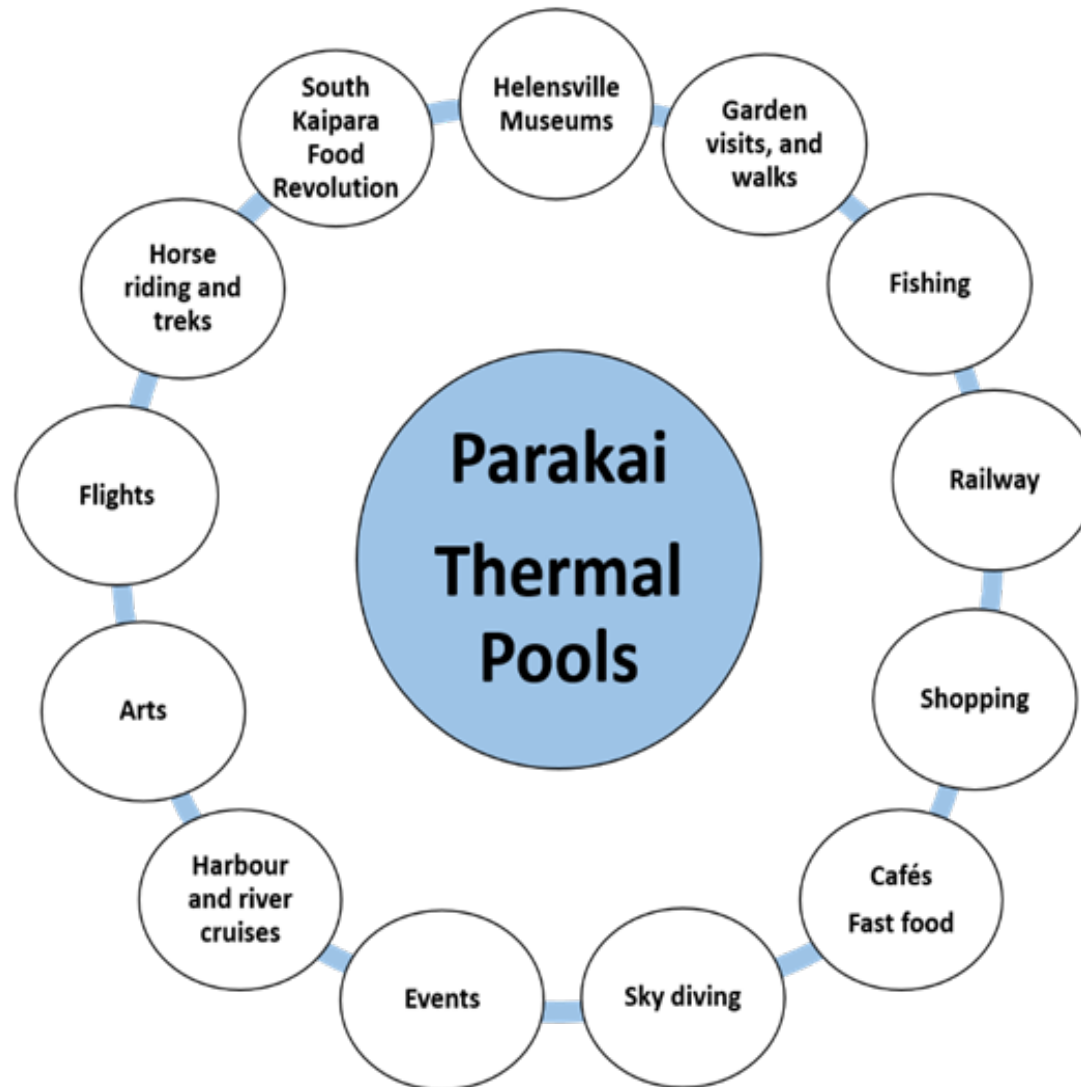
Greater visitor spend over the period of the strategy



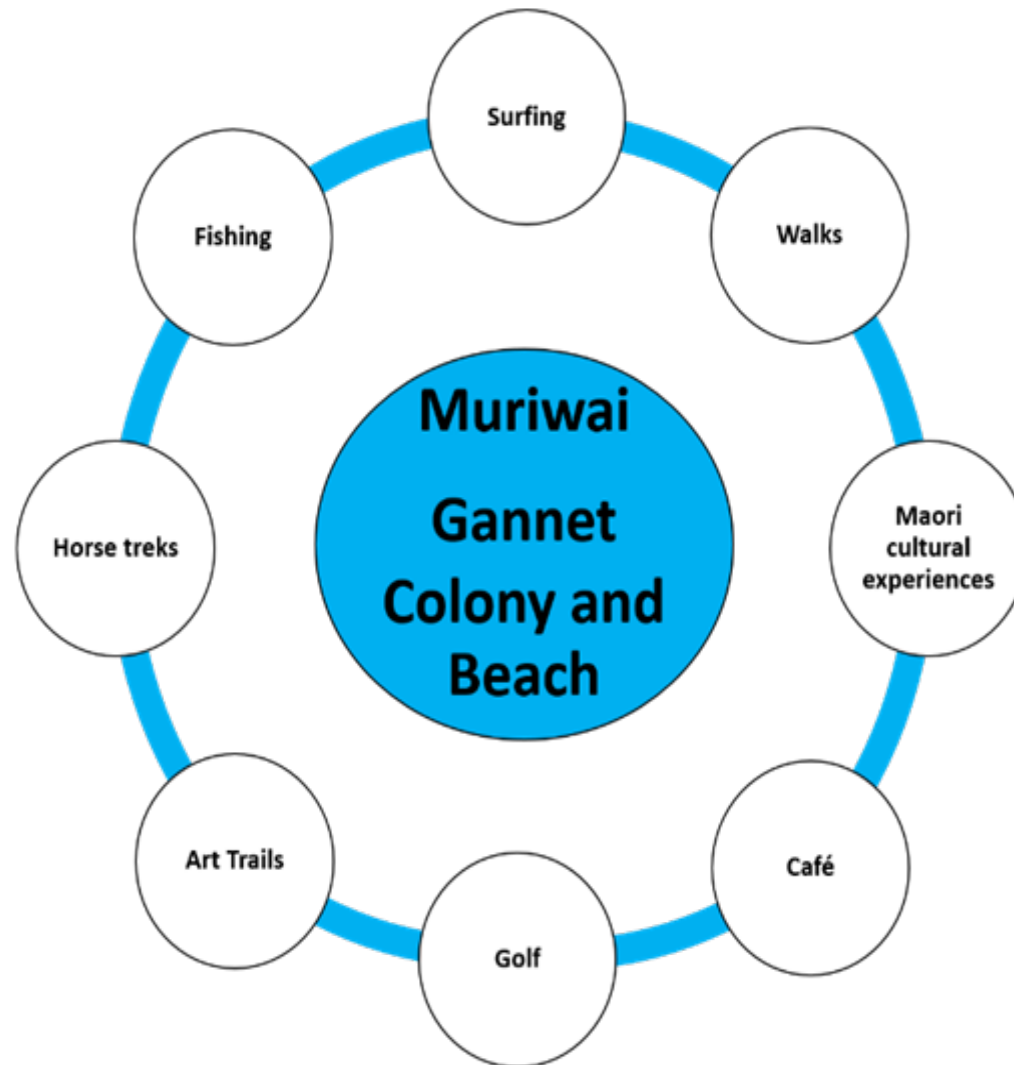
Woodhill Outdoor Explorer



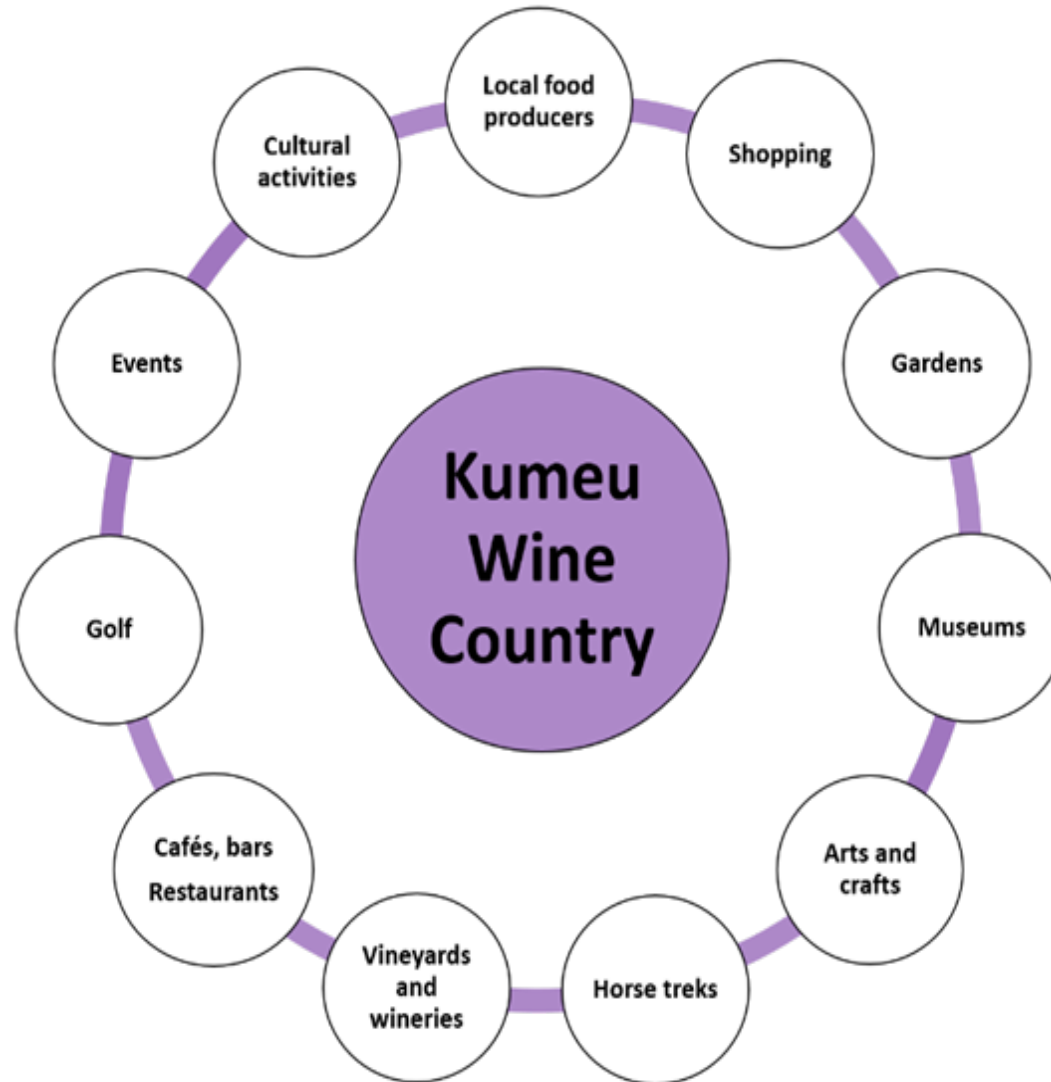
The Parakai Discovery Trail



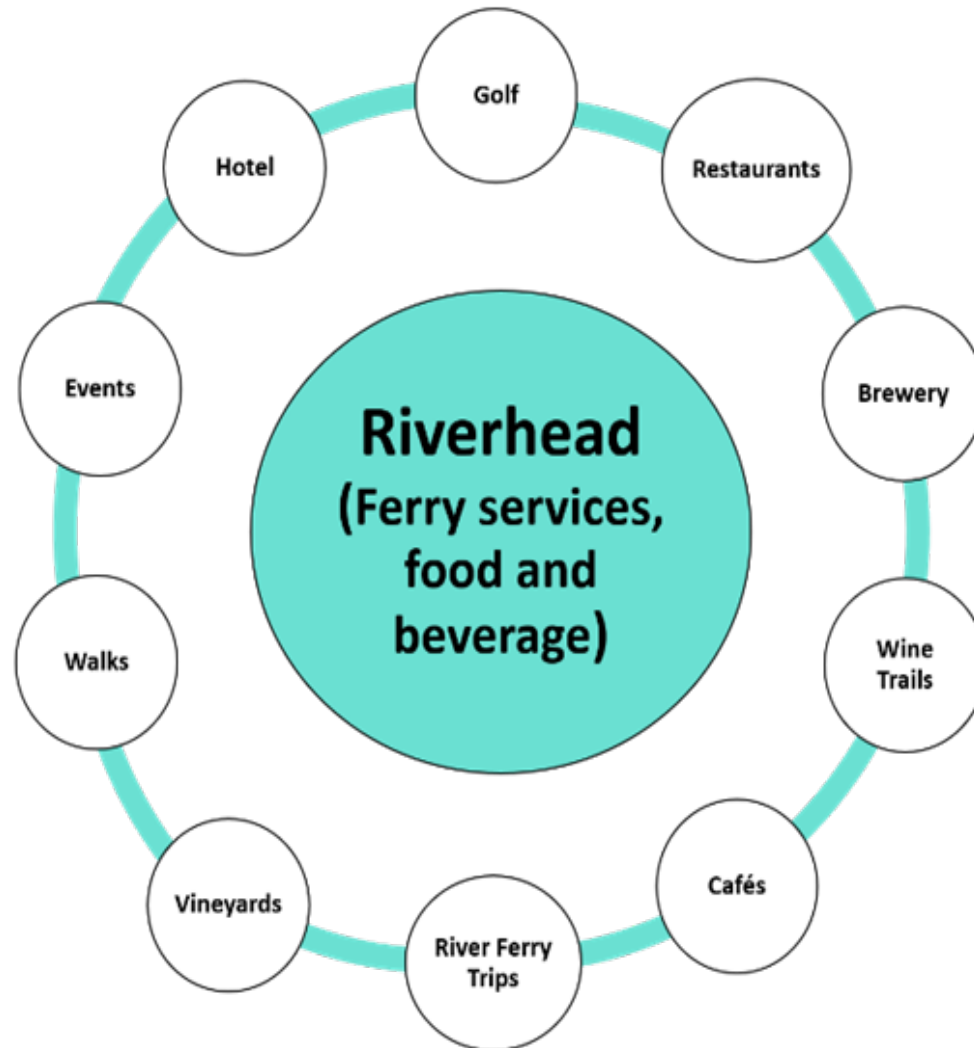
Muriwai Coastal and Cultural Trail



Kumeu Wine, Artists and Artisans Trail



The Riverhead Relaxer



Develop arts, cultural, and heritage experiences

Support initiatives of Ngati Whatua o Kaipara to develop cultural experiences that share their tribal heritage and culture

Weave arts, culture and heritage into the visitor experience and provide the visitor with a rich tapestry of experiences throughout the NWR area

Outcomes

Arts, heritage and cultural experiences are linked to iconic attractions and other activity nodes

Maori and mana whenua have opportunities to achieve social, economic and environmental aspirations through tourism

KPI

Improved levels of visitor satisfaction with the experience of cultural and heritage attractions

Greater awareness of iwi dimensions of the visitor experience

Greater visitor spend in the arts and culture sector

Develop local food experiences

Support local food producers to develop new products and visitor experiences

Create a programme of Awards for those who offer outstanding customer service in the hospitality sector

Outcomes

A broader variety of food options are on offer to visitors and locals, and better customer service throughout NWR

Food and local produce is incorporated into a wider range of visitor experiences and offerings

KPI

Improved levels of visitor satisfaction with the quality of food on offer and related customer service.

Greater visitor spend in the local food and produce sector

Strengthen information sharing

Enhance online information provision about things to do and places to visit in NWR **for locals and visitors alike**

Strengthen on-site visitor information about NWR including directional signage

Outcomes

A greater range of locally specific information is available and accessible for residents and visitors, both online and offline

A greater resident awareness is created of local experiences, and tourism

KPI

All sites that promote iconic attractions deliver content and visitor information related to 'things to do'

All events that are financially supported by RLB feature visitor information about NWR

Community-generated local content is available and accessible across multiple channels

Develop infrastructure and manage resources effectively

Ensure the visitor economy is considered in all aspects of local government planning

Outcomes

Tourism and visitor industry dimensions are factored into planning processes and developments

KPI

Resident and visitor satisfaction with infrastructure provision strengthens during the survey period

Plans and developments feature consideration of visitor industry dimensions and needs

Use research to support decision making

Build a simple decision support system

Outcomes

Monitoring industry performance and evaluate success in terms of increased visitor spend, and satisfaction with the visitor experience

A decision-making support system enables the planning of future developments to target high yield markets and attract potential investment

KPI

A robust and cost effective decision support system is established

Research findings are widely disseminated and understood

Visitor spend (per visit) increases by 10-15% over the 5 year period of the Strategy

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Thank you