




Accelerate25:
Tourism Action Plan Outcomes
14 December 2016
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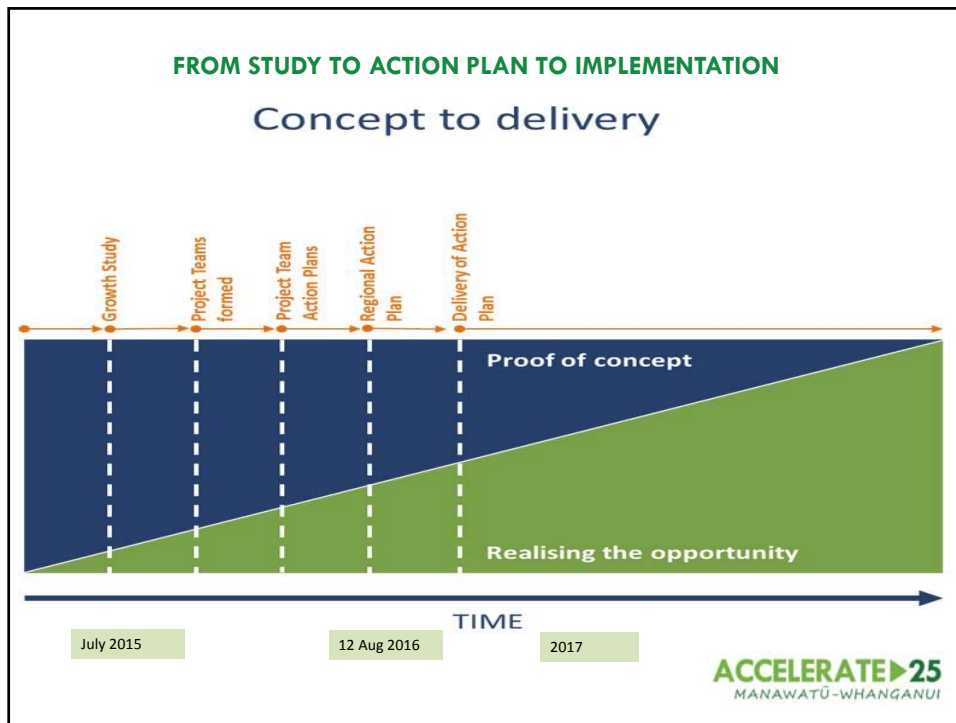
OUTCOMES SOUGHT FROM ACCELERATE 25

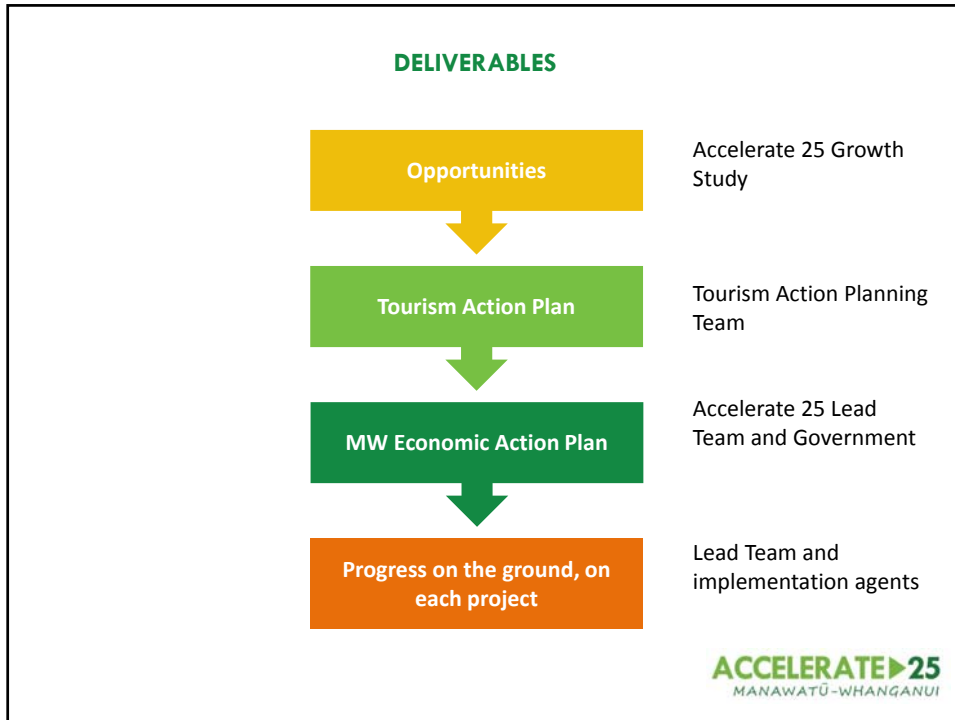
A changed perception of the Manawatū-Whanganui region:



- Growth**
More jobs, increased GDP, higher wages
- Action**
Accelerate from planning to execution as quickly as possible
- Energy**
Optimism and enthusiasm
- Method**
Accelerate early wins to lead others forward
- Confidence**
Inspire belief, empowered leadership and sustained growth
- Cohesive relationships**
Working together: central government, local government, Iwi, business and community

ACCELERATE 25
MANAWATŪ-WHANGANUI







TONGARIRO WHANGANUI – VISITOR SECTOR CHALLENGES AND OPPORTUNITIES

Opportunity:

- 1. Unlock the tourism potential** within and around the Tongariro and Whanganui National Parks.
- 2. Expand the offering** of nature, adventure and outdoor sports, activities and experiences – particularly canoeing, biking, skiing and trekking.
- 3. Provide a distinctive experience** through connection with spiritual and cultural values and the relationship between this land and tangata whenua.
- 4. Get better value from the products and services** already available in the area, and to use these better to sustain and generate new employment opportunities.

TONGARIRO WHANGANUI – VISITOR SECTOR CHALLENGES AND OPPORTUNITIES

Challenges:

Perception: The assets, activities and experiences outside of the Tongariro Alpine Crossing area are not well enough known or differentiated.

Funding: The scale of required development cannot be funded only by the small rating base of the Ruapehu, Whanganui and Rangitikei District Councils. DOC also has constraints.

Iwi: The completion of treaty settlement negotiations will provide more certainty for iwi about the role they will play in future decision-making.

Infrastructure and accommodation: Establishing fit-for purpose accommodation and utility services, before pressure points become evident, will ensure the flow of potential visitors is not unnecessarily constrained.

Regulation, use and environmental pressure: Management agencies need to allow for the full use and enjoyment of the area, while at the same time protecting the quality of the assets which make it attractive.











Product. A broader suite of tourism products and services is required – particularly those able to be monetised.







Alternatives: Wet weather activities will make the region more attractive year-round.

ACCELERATE 25 – LEAD TEAM AND FINAL DECISIONS

MARKETING





1.1	Market assessment	
1.2	Destination brand, vision and outline of marketing plan	
1.3	International marketing	
1.4	International partner 'parallel landscape' visitor programmes	
1.5	Domestic marketing	
1.6	Visit Ruapehu website and other visitor communication tools	
1.7	Future Regional Tourism Organisation partnership models	

ACCELERATE 25 – LEAD TEAM AND FINAL DECISIONS		
PRODUCT DEVELOPMENT		
2.1	Tourism destination, asset, service and product development plan	
2.2	Filling product, service, asset or 'destination experience' gaps	
2.3	Commissionable tourism visitor products for use by international wholesale travel trade and service providers	
2.4	Adequacy of accommodation options	
2.5	Optimal campervan overnight facilities	
2.6	Pre-work followed by construction of the proposed Turoa ski-field to Ohakune dual purpose mountain bike track	
2.7	Construction of Horopito to National Park Village dual purpose mountain bike track	
2.8	Quality of the Mountains to Sea Great Ride	
2.9	Rail tourists – Feasibility study – tourism rail access to the Tongariro / Whanganui area	
2.10	Whakapapa Village – investigate optimal spatial footprint and community development plan	

ACCELERATE 25 – LEAD TEAM AND FINAL DECISIONS		
OTHER DECISIONS		
3.1	Scope improvements and options for increasing the range of tracks Huts and other services and facilities in the Tongariro and Whanganui National Parks – and then implement agreed upgrades	
3.2	Fill gaps in the provision of visitor-related skill provision and related training services	
3.3	Regulatory environment conducive to tourism product and experience Development	
3.4	Training - fill gaps in the provision of visitor-related skill provision and related training services	
3.5	Tourism and other start-up businesses – engage with Regional Business Partner Programme and Target companies for customized performance improvement programme	
3.6	Provide for transport needs of visitors to the Tongariro Whanganui area	
3.7	Army – museum – extend range of experiences	

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ACCELERATE 25 – LEAD TEAM AND FINAL DECISIONS

3.8	Quality of the Tongariro Alpine Crossing experience	
3.9	Consent renewal and infrastructure upgrade programme at Whakapapa Village	
3.10	'Gateway' concept for Tongariro and Whanganui National Parks and Southern Gateway at Ohakune	
3.11	Infrastructure capable of supporting visitor growth	

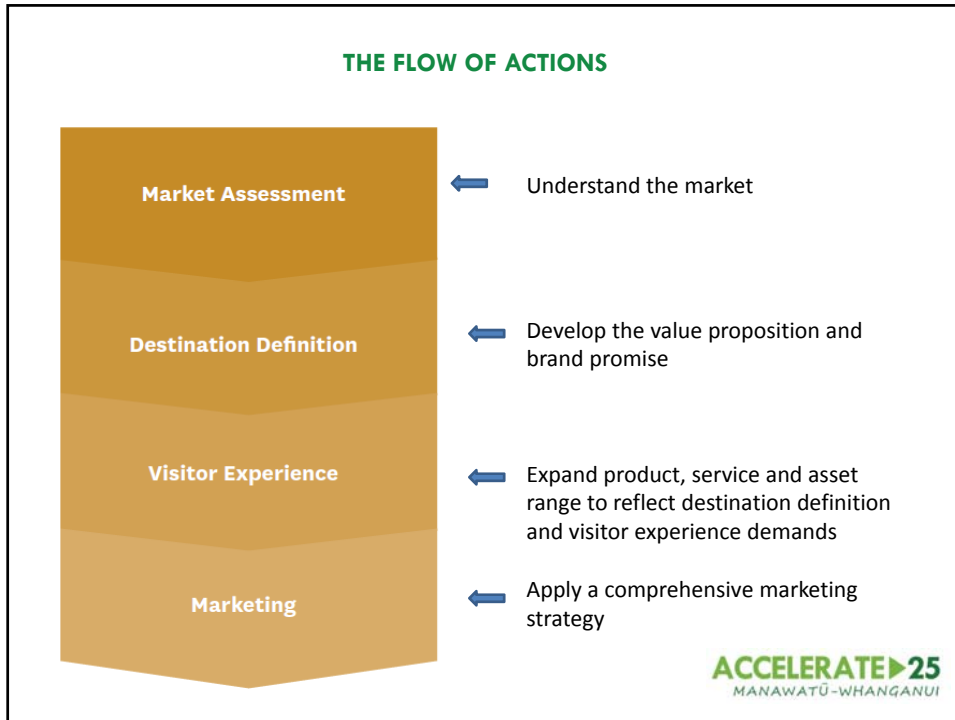
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ACCELERATE 25 – LEAD TEAM AND FINAL DECISIONS

TE PAE TATA: REALISING MAORI POTENTIAL

4.1	Assess and assist tourism visitor business cases in the Whanganui River Area	
4.2	Provide long term job seekers with opportunity to gain work experience for six months	
4.3	Support iwi to plan for and apply long term development programmes which build financial literacy. Promote Maori Business Facilitation service	
3.4	Training - fill gaps in the provision of visitor-related skill provision and related training services	
3.5	Complete Te Pae Tawhiti – regional Maori economic development Strategy	

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TONGARIRO FOREST PARK – CONTRIBUTING TO DESTINATION ATTRACTIONS

Options:

1. Status quo
2. Tighter management – sustain or improve biodiversity values and better manage emergent conflicts between user groups
3. Upgrade 42 Traverse
4. Establish better connections - between the 42 Traverse and other mountain bike trails in the area
5. Improve all tracks
6. Actively solicit investors / concessionaires
7. Establish an all-terrain recreation Park – develop a hub and centre for ‘monetised’ recreational use

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