

Tourism and Visitor Services



To help lower future rates and keep services sustainable, Council is reviewing whether services should stay the same, change, be reduced or stop.

Tourism is one of Ruapehu's biggest industries. It helps create jobs, supports local businesses, and attracts investment into our district. Tourism contributes about 8% of Ruapehu's economy, making it an important part of our future.

Council supports tourism in two ways via:

- **Visit Ruapehu**, our regional tourism organisation, and the
- **i-SITE network**, which provides visitor information and services in Ohakune, Taumarunui, and via a mobile unit.

Together Visit Ruapehu and the i-SITEs help attract more visitors, encourage them to stay longer, and support local businesses and communities.

Why is Council involved?

Council invests in Visit Ruapehu and the i-SITE network because tourism benefits the wider district economy. More visitors mean more spending, more jobs, more business investment and stronger local communities.

Visit Ruapehu markets Ruapehu throughout New Zealand and overseas, works with tourism operators to improve visitor experiences, and helps attract new tourism investment.

i-SITEs provide visitor information, make bookings, promote local businesses, help visitors travel safely, and support residents with local information and transport bookings. They also provide some additional visitor facilities such as public showers.

Who benefits and how is it funded?

Visit Ruapehu is funded through the Economic Development targeted rate, reflecting the tourism benefits received by commercial, industrial, and visitor accommodation properties. i-Site services are funded through the general rate.

Visit Ruapehu

1. Do you think tourism promotion is important for the district?

Yes ☐ No ☐ Unsure ☐

2. Should Council, through Visit Ruapehu, continue to support local tourism businesses and develop new visitor experiences?

Yes ☐ No ☐ Unsure ☐

3. Should Visit Ruapehu continue to lead regional and national tourism partnerships on behalf of Ruapehu?

Yes ☐ No ☐ Unsure ☐

4. Do you think Council should continue investing in destination marketing to attract more visitors to Ruapehu?

Yes ☐ No ☐ Unsure ☐



Ruapehu i-SITEs

Visit Ruapehu runs our i-SITEs on Council's behalf.

Councils across New Zealand have reviewed their i-SITE services in recent years. Many have closed centres where visitor numbers are too low to justify the cost of running them.

The Ohakune i-SITE is well used and plays an important role in supporting visitors and the local economy.

The Taumarunui i-SITE serves a different purpose. As well as providing visitor information, it is often used by local residents to book bus tickets and by visitors waiting for InterCity buses. It also provides public showers for \$2, but these bring in less than \$100 a month, which does not cover cleaning costs.

While the Ohakune i-SITE continues to attract strong visitor numbers, Council wants to hear from the community about whether services in Taumarunui should continue and, if they do, how they could be provided in the future.

Council also owns a mobile i-SITE which is usually located at the Waimarino (National Park) Park and Ride, or is used at specific events providing visitor information and bookings.

5. Given the low usage, should Council continue providing visitor information services in Taumarunui (at the current site or at an alternate location)?

Yes ☐ No ☐ Unsure ☐

6. Should Council provide public shower facilities in Taumarunui (either as a part of the i-SITE or separately)?

Yes ☐ No ☐ Unsure ☐

7. Should Council retain bus booking services in Taumarunui (at the current site or at an alternate location)?

Yes ☐ No ☐ Unsure ☐

8. Should Council retain the mobile i-SITE?

Yes ☐ No ☐ Unsure ☐

Other Feedback

9. Do you have any other feedback about Tourism and Visitor Services?

10. Where do you live?

- | | | |
|-------------------------------------|------------------------------------|------------------------------------|
| ☐ Taumarunui | ☐ Ohura | ☐ Ongarue |
| ☐ Owhango | ☐ Waimarino | ☐ Rangataua |
| ☐ Ohakune | ☐ Raetihi | ☐ Waouru |
| ☐ Other | | |