


Tairāwhiti Destination Management Plan

A Land of Stories and Storytellers





Hurihia to kanohi ki te ra, kia taka to
atarangi ki muri i a koe
Turn your face to the sun and the
shadows fall behind you.



Our Tohu

Tiwhana

The top section refers to the rays of Tamanuiterā acknowledging the deep connection we have as the 1st people to see the new dawn, also the rich korero we hold that ties us back to the land we sit on today. The koru and kape rua on each side speak to the pockets of knowledge held within each hapu and whanau of Te Tairāwhiti. The four Mangopare represent each of the four iwi that make up Te Tairāwhiti. Ngati Porou, Te Aitanga a Mahaki, Rongowhakaata, Ngai Tāmanuhiri. With the two top koru expressing and acknowledging the dreams and aspirations of the next generation.

Ara Moana

The bottom section speaks to our relationship with Tangaroa and Hine Moana. Our path to the sea, and the path our tipuna took to arrive here. These patterns are also representative of the strength of our wahine here on the east coast, based on traditional weaving patterns ara moana talks about the interweaving of our rich korero, whakapapa and matauranga that emanate for our home here in Te Tairāwhiti.

 Tohu Design
MAIA GIBBS ARTS



Contents

Destination Tairāwhiti	5
A Destination Management Approach	6
Engagement Process	7
Uniting Aspirations for Tairāwhiti's Future	8
Destination Positioning	9
Embracing Opportunities	10
Success Factors	12
Our Shared Vision for Tairāwhiti	15
Aspirations	16
Guiding Principles Goals	17
Strategic Priorities	18
Appendices	
A: The Plan	19
B: Relevant National Documents, Resources, Strategies	24
C: Relevant Regional Documents, Resources, Strategies	25
D: Tairāwhiti Destination Profile	26
E: Tairāwhiti Economic Profile	27
F: Social Pin Point	29



Destination Tairāwhiti


Whatungarongaro te tangata, toitu te whenua. As man disappears from sight, the land remains.

Tairāwhiti, the first place in the world to feel the sun on the dawn of a new day, is a beautiful and treasured slice of Aotearoa. From sacred mountains steeped in cultural heritage, to the spectacular beauty of the Pacific Ocean coastline, there are stunning areas of natural beauty around every corner.

Tairāwhiti is full of people who came for a holiday and stayed for the lifestyle. It offers a laid back, easy pace that allows visitors to take a moment and reflect on the simple pleasures of life. A visit to Tairāwhiti is purposeful, with the clear intention of travelling to the region to experience all it has to offer.

The region enjoys a great climate with loads of sunshine hours and opportunities for visitors to enjoy outdoor activities in stunning natural environments. Combined with the welcoming nature of the community, you have a visitor experience and destination that is second to none.

Tairāwhiti is a land of stories and storytellers, just waiting for visitors to experience the East Coast manaakitanga and build lasting relationships with the whenua and people.

 Maunga Hikurangi
EPIC TRAILS

A Destination Management Approach

The Government's Destination Management Guidelines consider the broader trends and challenges faced by the tourism industry. The guidelines acknowledge that tourism, both domestically and globally, has experienced substantial growth over time, leading to concerns about its sustainability and impact on destinations.



Visitors



Iwi/Hapu



Government



Local Residents



Tourism Industry



Businesses

Destination - Te Tairāwhiti

The primary focus on increasing visitor numbers and spending in many regions has led to some destinations experiencing unsustainable growth, resulting in negative effects on the environment, culture, and communities. Destination management has emerged as a critical strategy to address these issues and ensure that tourism reflects the aspirations of New Zealanders while maximising benefits and minimising adverse impacts.

In this context, Tairāwhiti is comparatively remote, and the region's isolation presents an opportunity to apply destination management practices that consider national priorities. Through careful management of tourism growth, the region can achieve a balance between economic development, cultural preservation, social wellbeing, and environmental protection.

This approach aligns with national aspirations for sustainable development, where regenerative tourism enhances the overall wellbeing of communities while maintaining the country's unique natural and cultural assets.

Post COVID and the impacts of global travel disruptions, there is a heightened need to reevaluate destination management strategies. The Government recognises the importance of bold and innovative initiatives that align tourism with their broader sustainable development goals. By fostering economic opportunities and responsible tourism practices, the national context of destination management aims to create a resilient and thriving tourism industry that benefits local communities and visitors alike. This approach seeks to ensure that tourism contributes positively to New Zealand's overall wellbeing for generations to come.

Engagement Process

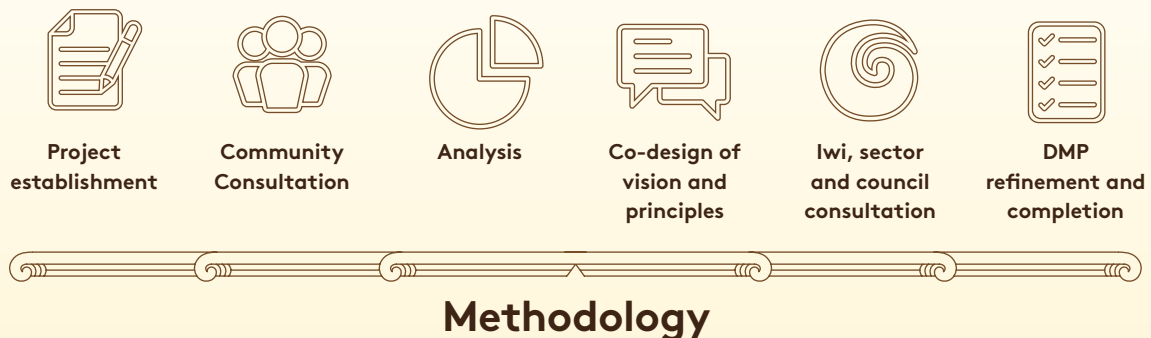
A crucial aspect of the destination management process involves understanding and incorporating the future aspirations of the residents, workers, visitors, and those engaged in the region. The priorities in this plan were shaped by community engagement and will serve as a roadmap to achieve their aspirations.

The initial engagement phase was integral to achieving local support for the DMP. Consultation with a broad range of stakeholders - including mana whenua, residents, tourism operators, the wider business community, and Government - led to a comprehensive understanding of the tourism landscape and opportunities to shape future planning and development.

The engagement involved a range of methods. Key stakeholders actively participated in meetings, providing valuable insights. Smaller meetings were held with various interest groups to understand opportunities across sectors, while tourism aspirations from iwi flight plans laid a foundation for ongoing discussions.

The Social Pinpoint online platform enabled community input through a virtual ideas wall, interactive mapping, and forums. Workshops with stakeholders explored unique selling points, strengths, weaknesses, opportunities, and threats. They discussed governance, partnerships, funding, diversification, and potential game-changing projects.

This engagement set the stage for a community driven DMP with regional aspirations for a sustainable and regenerative tourism destination.



The Tairāwhiti DMP engagement process encountered challenges due to the impact of COVID. Despite these obstacles, a series of talks and online sessions were held throughout the region, attracting participants from various segments of the community.

Uniting Aspirations for Tairāwhiti's Future

While some aspirations were specific to communities, some came up time and time again that spoke to a shared regional view.

Strengthening Tairāwhiti Bonds

A recurring aspiration was the desire for whānau to return home to Tairāwhiti. To achieve this, there needs to be opportunities for sustainable employment or training, affordable housing, and amenities for everyone in the family.

Timeless Tairāwhiti Treasures

The natural attractions of Tairāwhiti have been enjoyed by locals and enticed visitors for generations. For the people of Tairāwhiti, the coastline and surf breaks, the rivers and the land are at the heart of it being a great place to live and a desirable place to visit. Throughout consultation, there was a strong view that tourism should support community and the environment to thrive. It should not cause harm. For Māori, there is a strong aspiration to establish effective mechanisms and opportunities that unlock the potential of Māori-owned land, supporting and empowering Māori communities in the region.

Fostering Wellbeing & Connections

Consultation highlighted a strong aspiration for the spiritual wellbeing of whānau, rangatahi and the wider community. There is a need for knowledge to be passed on, and transferred to rangatahi to ensure that they can never lose their way, and that there is a continued connection for them with who they are and where they are from.

Physical representations of traditions and knowledge should be visible throughout the region to strengthen connections among locals and highlight to visitors the spiritual and cultural significance of Tairāwhiti. To ensure that there is always a place or tether for rangatahi who whakapapa back to Tairāwhiti to connect to, communities expressed a need to ensure that marae and local whānau, hapū and iwi have strong succession plans for continuity into the future.

Sustaining Cultural Heritage

The community would like to see the tourism sector grow and shared the view that growth would provide holistic benefits for Tairāwhiti: socially, economically, culturally, and spiritually. However, growth or future projects and initiatives should not negatively impact the people of Tairāwhiti and their way of life. The community enjoys a wide range of recreation, creative and cultural activities they would like to see protected for future generations. They also feel a sense of freedom to express their art, histories, heritage, and traditions and would like this aspect to be preserved.

Destination Positioning

Secluded from the rest of the North Island, Tairāwhiti is a destination where visitors choose to make the journey to explore.

To entice visitors to venture off the beaten path, the destination needs to position itself as one-of-a-kind and captivating. Following consultation, four prominent themes emerged that guide destination positioning.

Pillar

①

Te Ao Māori Tapestry

Delve into the vibrant threads of Māori heritage and culture in Tairāwhiti, where authentic experiences and traditions intertwine. Embrace the region's warmth as the first to greet the dawn, a symbolic connection to the land's timeless spirit.

②

Nature's Playground Unleashed

Experience the untouched beauty of Tairāwhiti, where pristine coastlines, lush native forests, world-class surf breaks and cycle trails beckon adventurers to immerse themselves in nature's wonders.

③

Bountiful Harvest

Savour the delights of Tairāwhiti, whether it's the sampling the beautiful produce grown from the land, artisan treats from the farmers markets or freshly-caught kaimoana served at local restaurants, you'll be treated to a culinary journey.

④

Aroha-Fuelled Connections

Experience the genuine warmth and community spirit of Tairāwhiti, where visitors are embraced as whānau. Engage in heartwarming stories, witness local artistry, be welcomed with the hospitality that leaves lasting connections.

Embracing Opportunities

Infrastructural Advancements

The region's infrastructure offers expansion opportunities, notably State Highway 35. Forestry and weather challenges also enable community resilience. Campervan popularity signals potential need to improve waste management. Adapting to camping regulations can foster innovation. Ongoing infrastructure programs, led by Gisborne District Council, reflect their commitment to bettering connectivity, accessibility, and amenities. While not extensively outlined in the DMP, these initiatives highlight proactive efforts to enhance the region's appeal and improve the visitor experience.

Enhanced Public Transport

The limited public transportation options in the coastal and inland areas offer opportunities for expansion. While a basic passenger and courier service exists along State Highway 35, there is room to develop a more immersive tourism-focused transport service. Travel arrangements between Gisborne and Ōpōtiki can be facilitated through the local isite, opening doors for convenient and enjoyable exploration.

Accommodation Development

The limited availability of commercial accommodations in Gisborne signifies an opportunity for growth and development within the local tourism landscape. The gap presents a chance to attract investment and innovation in the hospitality sector, creating diverse stay options. There's also opportunity to extend this growth regionally. By promoting and supporting the establishment of lodging near popular tourist destinations, the region can tap into its full tourism potential. This expansion enhances visitor experiences, stimulates local economies, and contributes to a dynamic tourism industry.

Climate Change Resilience

The region's vulnerability to climate change provides a chance to proactively address potential impacts. By investing in resilient coastal infrastructure and adapting roads to changing sea levels, the region can ensure continued access to key destinations while minimising disruptions to businesses and communities. Such efforts can safeguard the visitor economy and protect natural assets.

Sustainable Environmental Management

Addressing ablution facilities in key visitor areas offers an opportunity to enhance environmental sustainability. Providing adequate facilities and waste management solutions not only benefits the environment but also strengthens the social acceptance of tourism. By integrating long-term waste and environmental management into community plans, the region can create a more appealing and responsible tourism destination.

Seasonality Diversification

The focus on spring and summer tourism presents an opportunity to diversify visitor traffic throughout the year. Encouraging events and activities during the shoulder months can extend the tourism season, providing more consistent opportunities for growth. Overcoming accommodation constraints during peak seasons can be achieved through creative solutions that accommodate organic visitor growth.

Retaining Local Talent

Addressing urban drift and retaining residents after high school can foster a skilled workforce and vibrant community. By creating education, employment, and lifestyle opportunities within the region, Tairāwhiti can retain its young talent and contribute to sustainable development.

Regional Balance

Balancing the benefits of the visitor economy across the region offers an opportunity for equitable growth. Developing paid experiences in coastal and rural areas, along with effective wayfinding, can attract travellers to smaller communities. This will result in a more widespread positive impact on local economies and enhance the overall visitor experience.

Preparedness for Natural Disasters

Given its susceptibility to natural disasters like tsunamis, the region can create opportunities by strengthening emergency response strategies. Incorporating visitor safety measures and communication plans into the region's disaster management can ensure a safer experience for travellers during such events.

Cruise Tourism

Cruise tourism presents an opportunity for Tairāwhiti to boost its local economy and raise its profile as a global tourism destination. Cruise ships can bring thousands of visitors to the region each year, who can spend money on goods and services, create jobs, and support local businesses. Cruise tourism can also help to promote the region's unique attractions to a wider audience, attracting more visitors in the future.

Regenerative Tourism

Regenerative tourism offers a holistic approach to tourism that aims to leave a destination better than it was found. Regenerative tourism practices will enhance the visitor experience by providing opportunities for visitors to learn about and connect with the local culture and environment. It will also improve the sustainability of the tourism industry by reducing its environmental impact and supporting local communities. Tairāwhiti can focus on supporting businesses and communities to adopt regenerative tourism practices and promoting the region as a destination for regenerative tourism.


Success Factors

Connecting Communities and Cultivating Collaboration: Building Tairāwhiti's Sustainable Visitor Economy.

To build and develop the visitor economy in Tairāwhiti, there is a crucial need for greater alignment and engagement between industry, stakeholders, and communities. The success of this plan relies on strong connections and providing engagement opportunities that will align the sector with the aspirations and values of the local communities. The plan aims to address some of these issues and promotes mutually beneficial collaborations across multiple sectors.

Promoting greater alignment and engagement will achieve a positive social license for the visitor economy. While some areas in the region may already enjoy a steady level of social license, there are communities that perceive tourism as potentially problematic. Some are concerned that an influx of tourists could disrupt their values and their way of life. In this context, it is essential to build trust and understanding between the tourism industry and communities. This plan works towards solutions that mitigate negative impacts and enhance the overall social license for tourism.

The visitor economy should not solely be an economic endeavour but also a means of supporting the community's wellbeing on social, cultural, spiritual, and environmental levels. Tourism can uplift communities by providing economic opportunities, preserving cultural heritage, and protecting the natural environment.

 Midway Beach
STRIKE PHOTOGRAPHY

By aligning the tourism sector with the visions and aspirations of the local people, the plan seeks to ensure that tourism development benefits the community at large.

The plan advocates for a collaborative approach involving various sectors working together towards common objectives. Cross-sector collaboration allows for a comprehensive understanding of the region's needs and the identification of solutions that can benefit everyone involved. Engaging stakeholders from different segments of the community has enabled a more holistic perspective, leading to regenerative tourism practices.

By fostering alignment and engagement between industry, stakeholders, and communities, the plan will ensure that tourism becomes a force for positive change.



Stronger Iwi Partnerships

The iwi partners across Tairāwhiti have a significant role in ensuring the vision of this plan can be achieved. At times, the relationship between sector stakeholders and iwi partners can be seen as transactional, or approaches are made after the project has been completed. Iwi, local government, and regional partners can be stronger partners, by working together at local and iwi rohe levels to boost shared prosperity and community wellbeing. Stronger partnerships, transparency and open lines of communication should be fostered.

While there is a level of connection and partnership shared between iwi and local government, it remains a shared aspiration that this partnership is strengthened. Meaningful consultation and collaboration will result in stronger benefits for the visitor economy and communities. It will also result in better decision-making and lasting solutions for the region.



Te Maro Sculpture - Kaiti Hill
STRIKE PHOTOGRAPHY



East Cape Lighthouse
JORDAN PERRY

Collaborative and Connected Leadership

Collaborative and effective leadership and governance will help ensure that opportunities are maximised, and decisions that affect the entire region are made in consultation with relevant partners. This will also ensure an increased connection, which is a key recommendation to maximise the growth potential of the visitor economy.

The geographical size of Tairāwhiti is significant, and there are many agencies and stakeholders who play important roles in the management, development, and marketing of the destination. Role clarity, collaborative leadership, and greater connection have been identified as a key element to support growth.

Empower People of Tairāwhiti

Valuing the people of Tairāwhiti is integral to achieving the plan's aspirations. From the education sector and the role they play in providing future career pathways, to support programmes for start-up businesses, through to larger scale initiatives for organisations looking to scale up their operations, there are a range of potential sector enablement opportunities that would empower people.

There is a need to grow the number of export ready products available, with sustainable commission structures to appeal to international markets. As the domestic market has traditionally always been strong for Tairāwhiti, there is potential to open the region to international markets through developed export ready experiences.

Given the high number of Māori in the population there would be benefit in ensuring that there is a suite of kaupapa Māori programmes that can assist with iwi development within the tourism sector, and for them to achieve the aspirations articulated within their individual iwi flight plans.

Destination management requires adequate resourcing, both financial and human to achieve success. This should also include a level of focus within local government avenues such as Annual and Long-Term plans.

There is a lack of experiences available for visitors to engage with. There needs to be a focus on this development to give visitors a reason to stay, and the ability to spend more money in Tairāwhiti. While increasing supply will enable growth in the visitor-economy, stakeholders, industry, and iwi need to ensure these experiences are complementary, inviting visitors to stay longer.

There is also a need to ensure current experience assets that support the arts and creative sectors are not lost. This includes live music venues, theatre companies, music clubs, events, cinemas, and galleries. These activities and assets have a dual benefit. Many operate after hours which increases the opportunity to draw revenue into the region and can be packaged with other tourism experiences to develop multi-day itineraries.

 Gisborne Waterfront
STRIKE PHOTOGRAPHY



Our Shared Vision for Tairāwhiti

To create a definitive pathway forward for the region, it is necessary to understand where the journey is taking us, essentially what the shared vision is for Tairāwhiti.

The visitor-sector is an enabler for communities within the region, and many have a desire to see the sector grow, offer employment, and deliver compelling reasons for visitors to journey through to the region. There is an expectation that benefits from this growth should be delivered to both the people and the place of Tairāwhiti, and ensure positive impacts socially, culturally, environmentally, economically, and spiritually.

Community sentiment addresses that growth in the sector should not come at the expense of what the people hold most dear. This includes the natural and cultural assets, the ability and freedom to express the culture, arts, heritage and traditions, and the ability to connect with whānau and enable smaller communities to thrive.

Shared Vision

Promote sustainable growth in the visitor economy of Tairāwhiti, enhancing the social, cultural, environmental, economic, and spiritual wellbeing of the community. Preserve and share our unique way of life, fostering a legacy of prosperity and cultural exchange for future generations.

Wainui Beach
STRIKE PHOTOGRAPHY

Aspirations

Facilitate transformative travel experiences, connecting visitors with the region's spiritual essence and cultural heritage.

Foster inclusive tourism for community empowerment and equitable economic opportunities.

Social Pāpori

Preserve indigenous heritage through respectful engagement and promotion of traditional practices.

Cultural Ahurea

I will never be lost, for
I am a seed sown in
Rangiātea¹

Spiritual Wairua

E kore au e ngaro, he
kākano ahau i ruia mai i
rangiātea

Environmental Taiao

Ensure sustainable management of natural resources and landscapes for future generations.

Economic Ōhanga

Build a diversified and resilient economy through regenerative tourism, supporting businesses and a sustainable workforce.

¹Like Hawaiki, Rangiātea is seen by Māori as both a physical place and a spiritual realm – the fount of wisdom about the nature of existence.

Guiding Principles

Growth holds diverse meanings for different individuals, and measuring success varies based on location and social acceptance of tourism.

While the region enjoys a positive social license for tourism, the abundance of culturally and historically significant areas and the expectation of social, cultural, environmental, economic, and spiritual benefits necessitate prudent management of growth. Throughout the planning process, shared principles emerged, guiding strategic priorities:

- **Value our heritage and taonga**
 - > ensure the histories and stories shared are factual and authorised to ensure that they are valued.
- **Lead lives that align with our values**
 - > ensure that tourism does not negatively impact the people within the region but supports their way of life.
- **Embrace the role of hosts with empowerment for our visitors**
 - > uphold manaakitanga, empowering hosts to provide enriching experiences to visitors.
- **Value over volume**
 - > develop and manage growth for the sector, attracting higher value visitors to the destination.
- **Genuine people to people interactions**
 - > deliver experiences that allow visitors to engage with the natural environment and hear the stories from locals, told their way.
- **Tangible and positive outcomes for communities**
 - > provide tangible, visible, and real outcomes for the communities of the region.

Goals

- **Greater alignment and engagement**
 - > foster stronger collaboration and engagement among industry, stakeholders, and communities.
- **Promote social acceptance**
 - > encourage a favourable social acceptance for the visitor economy in the region.
- **Enhance community benefits**
 - > Enhance the visitor economy's potential to generate significant benefits for the community.
- **Champion regenerative tourism practices**
 - > support and promote the adoption of regenerative tourism practices by businesses and communities in the region.

Strategic Priorities



Strategic Priorities

The strategic priorities set a pathway to the shared vision of the plan. The recommendations that fall beneath the priorities are designed to maximise the region's strengths and opportunities, while mitigating and managing the challenges.

Governance over this plan will be held by the Tairāwhiti destination advisory group (TDAG), with the support of Trust Tairāwhiti. The TDAG will play a critical role in the implementation of the plan. The group will set the annual activity plan, allocate lead agencies for each action, monitor, and evaluate the progress of the plan, and ensure that lead and partner agencies are working together effectively. By playing these roles, the group will help to ensure that the DMP is successfully implemented, and that Tairāwhiti achieves its shared vision.



①

**Enable
Destination
Management**



②

**Support
Destination
Development**



③

**Protect
Destination
Assets**



④

**Enhance
Destination
Marketing**

Appendix A:

One Year Plan 2024



Strategic Priority One

Enable Destination Management

To grow the visitor-economy the foundation and leadership structure for the sector must be effective. This includes ensuring there is adequate governance over this plan to prioritise the recommendations and assign to the partners, and stakeholders for implementation.

	LEAD	DELIVERY	ACTIONS	SUCCESS INDICATORS
① Effective Destination Management Leadership	TT	Y1	Ⓐ Improve visitor-economy governance and management.	<ul style="list-style-type: none"> ✓ Increased stakeholder satisfaction with governance effectiveness. ✓ Demonstrated impact of sustainable policies on the environment and community. ✓ Regular performance evaluations to track and improve progress.
	TT	Y1	Ⓑ Form the Tairāwhiti 'Destination Advisory Group' to provide governance and leadership over the DMP.	<ul style="list-style-type: none"> ✓ Participation of key decision-makers in advisory group meetings. ✓ Timely decisions and advisory group actions. ✓ Successful initiatives influenced by the advisory group's guidance.
	TT	Y1	Ⓒ Implement and prioritise resource allocation for destination management to ensure success.	<ul style="list-style-type: none"> ✓ Clearly defined roles and seamless communication channels. ✓ Achieved outcomes as defined in the collaboration agreement. ✓ Measurable progress and impact of joint initiatives.
	TT	Y1	Ⓓ Identify and develop plans for transformational projects that will revitalise the CBD.	<ul style="list-style-type: none"> ✓ Transformational projects or initiatives identified. ✓ Action plans developed for each project or initiative.
② Value-sharing Stakeholder Relationships	TT	Y1	Ⓔ Team up with neighbouring RTOs for interconnected visitor experiences.	<ul style="list-style-type: none"> ✓ Aligned objectives and increased cross-regional tourism with neighbouring RTOs. ✓ Growth in visitor expenditure and joint storytelling initiatives. ✓ Demonstrable economic benefits for both regions.
	GDC	Ongoing	Ⓕ Advocate for upgrades to State Highway segments within Tairāwhiti.	<ul style="list-style-type: none"> ✓ Fewer accidents, shorter travel times, and smoother traffic flow on upgraded State Highway segments. ✓ Increased tourism arrivals, economic activity, and public transport ridership linked to improved connections.
	EPL	Ongoing	Ⓖ Partner with airlines to expand air travel options and affordability.	<ul style="list-style-type: none"> ✓ Increased airline and local stakeholder satisfaction with partnership effectiveness. ✓ Demonstrated impact of affordable air travel on regional tourism growth and community economic wellbeing.
	EPL	Y1	Ⓗ Enhance port infrastructure for cruise tourism.	<ul style="list-style-type: none"> ✓ Implementation of infrastructure upgrades, enhancing cruise ship visits and passenger experience. ✓ Joint shore excursions and marketing campaigns demonstrably attracting more cruise passengers and boosting local businesses.
	EPL	Y1	Ⓘ Strategic cruise tourism management.	<ul style="list-style-type: none"> ✓ Establish a shared vision for the cruise economy in Tairāwhiti. ✓ Increase the average daily passenger spend. ✓ Grow cruise tourism in a sustainable way. ✓ Improved public perception of cruise tourism's positive impacts.



Strategic Priority Two Support Experience Development

There are distinct differences in the offerings between those within Gisborne, and the potential that exists around the coast and townships of Tairāwhiti. There is an identified lack of experiences within both that, if addressed, would encourage a longer stay and create compelling reasons to visit the region. Increasing supply will enable growth in the visitor economy and opportunities for achieving community aspirations. We must ensure these experiences are complementary and strengthen the unique destination positioning.

	LEAD	DELIVERY	ACTIONS	SUCCESS INDICATORS
③ Enhance Tairāwhiti Visitor Experiences	TT	Ongoing	Ⓐ Enable aspirations of mana whenua.	<ul style="list-style-type: none"> ✓ Increased iwi representation and engagement in planning. ✓ Progress tracking on key iwi-specific indicators. ✓ Feedback from iwi on plan effectiveness.
	TT	Y1	Ⓑ Conduct a gap analysis and identify product opportunities.	<ul style="list-style-type: none"> ✓ Number of potential product opportunities identified. ✓ Percentage of opportunities implemented or in progress. ✓ Customer satisfaction ratings on new products.
	TT	Y1	Ⓒ Create itineraries that leverage the destination's unique selling points.	<ul style="list-style-type: none"> ✓ Number of unique itineraries developed. ✓ Percentage increase in engagement from promoted itineraries. ✓ Repeat visitation rate from satisfied customers.
	TT	Ongoing	Ⓓ Gather and share strong visitor-economy insights.	<ul style="list-style-type: none"> ✓ Quality of data collected and shared through effective methods. ✓ Stakeholder feedback on the usefulness of insights. ✓ Implementation of improvement initiatives based on insights.
④ Empower Sector Capability & Development	TT	Y1	Ⓐ Understand sector workforce development needs.	<ul style="list-style-type: none"> ✓ Percentage of professionals in workforce assessments. ✓ Number of relevant educational courses. ✓ Feedback from professionals on development initiatives.
	TT	Ongoing	Ⓑ Identify and deliver appropriate business support opportunities.	<ul style="list-style-type: none"> ✓ Number of businesses in support programs. ✓ Feedback on the effectiveness of support.
	TT	Ongoing	Ⓒ Offer practical training and guidance to operators.	<ul style="list-style-type: none"> ✓ Assessment results and feedback on training. ✓ Increased operator confidence and expertise. ✓ Improved service quality and satisfaction.
	TT	Ongoing	Ⓓ Encourage participation in industry programs by promoting benefits and providing guidelines.	<ul style="list-style-type: none"> ✓ Number of businesses actively sharing the Tiaki Promise. ✓ Number of businesses signed up to Tourism Sustainability Commitment. ✓ Increase in Qualmark registrations.



Strategic Priority Three Protect Destination Assets

The protection of natural and cultural assets in Tairāwhiti is an important aspiration shared by its communities. The cultural connections and stories offer unique destination positioning. The desire to ensure natural assets are maintained, enhanced, and protected for future generations is strong. The combination of both provides compelling reasons for visitors to choose Tairāwhiti as a destination.

	LEAD	DELIVERY	ACTIONS	SUCCESS INDICATORS
⑤ Preserve Natural Assets	TT	Y1	Ⓐ Support operators to measure their footprint and reduce impacts.	✓ Emissions reduction programme participation. ✓ Overall reduction in environmental impacts of participating operators.
	GDC	Ongoing	Ⓑ Enhance wayfinding signage that acknowledges the significance of each location for visitors and communities.	✓ Ensure input from local communities for the signage is sought. ✓ Reduced instances of disrespectful behaviour and increased visitor awareness. ✓ Mana whenua participation in signage design and content.
⑥ Preserve Cultural Assets	TT	Y1	Ⓐ Work with mana whenua to determine the narratives to be shared with visitors.	✓ Percentage of integrated mana whenua tourism aspirations. ✓ Visitor feedback on cultural authenticity.
	TT	Y1	Ⓑ Work with Māori landowners to understand their aspirations and support their initiatives.	✓ Product development alignment with Māori landowner aspirations. ✓ Community engagement level.



Strategic Priority Four Enhance Destination Marketing

There is a lack of awareness about Tairāwhiti among domestic and international visitors. This is not just about the geographic location, but also not knowing what there is to do within the region. To build awareness it is essential there are effective destination marketing campaigns that build on the history, stories and taonga, and highlight the values of Tairāwhiti.

	LEAD	DELIVERY	ACTIONS	SUCCESS INDICATORS
⑦ Build Destination Awareness	TT	Y1	Ⓐ Define the destination positioning and determine the best marketing and development pillars.	<ul style="list-style-type: none"> ✓ Market research insights for destination positioning. ✓ Implementation of sustainable growth strategies. ✓ Collaboration with stakeholders for effective marketing and development.
	TT	Y1	Ⓑ Align brand identity and tone of voice with destination positioning.	<ul style="list-style-type: none"> ✓ Consistent brand identity across all marketing efforts. ✓ Authentic representation of the destination's culture. ✓ Resonance with the target audience through the brand's tone of voice.
	TT	Y1	Ⓒ Enable events that align with the destination's positioning.	<ul style="list-style-type: none"> ✓ Evaluate event relevance to destination positioning. ✓ Measure visitor attendance, satisfaction, and economic impact. ✓ Increase the number of events during shoulder and off-seasons.
	TT	Ongoing	Ⓓ Develop campaigns that attract visitors to all parts of Tairāwhiti.	<ul style="list-style-type: none"> ✓ Consistent brand identity across all marketing efforts. ✓ Authentic representation of the destination's culture. ✓ Resonance with the target audience.
⑧ Align Regional Messaging	TT	Y1	Ⓐ Develop tools, including digital resources, guidelines, and templates, to align with the regional message.	<ul style="list-style-type: none"> ✓ Adoption rate of marketing tools by operators. ✓ Percentage of aligned marketing materials. ✓ Operator feedback on tool effectiveness. ✓ Improved brand consistency.
	TT	Ongoing	Ⓑ Identify appropriate domestic and international partners to expand knowledge of the region.	<ul style="list-style-type: none"> ✓ Number of successful partnerships. ✓ Increase in brand awareness. ✓ Growth in visitors from collaborative promotions.

Appendix B:

Relevant national documents, resources, and strategies

Destination Management Guidelines (MBIE)

Ministry of Business, Innovation & Employment

<https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-projects/destination-management-guidelines/>

New Zealand Aotearoa Government Tourism Strategy (MBIE)

Ministry of Business, Innovation & Employment

<https://www.mbie.govt.nz/immigration-and-tourism/tourism/new-zealand-aotearoa-government-tourism-strategy/>

Tourism 2025 & Beyond (TIA)

Tourism Industry Aotearoa

<https://www.tia.org.nz/tourism-2025/>

DOC Heritage and Visitor Strategy (DOC)

Department of Conservation

<https://www.doc.govt.nz/heritage-and-visitor-strategy>

Living Standards Framework (The Treasury)

The Treasury New Zealand

<https://www.treasury.govt.nz/information-and-services/nz-economy/higher-living-standards/our-living-standards-framework>

New Zealand Tourism Sustainability Commitment (TIA)

Tourism Industry Aotearoa

<https://sustainabletourism.nz/>

Tiaki Promise (TNZ)

Tourism New Zealand

https://www.tiakinewzealand.com/en_NZ/

Appendix C:

Relevant regional documents, resources, and strategies

He Rangitapu He Tohu Ora (TT)

Trust Tairāwhiti

<https://www.trusttairawhiti.nz/public/who-we-are/our-strategic-framework/he-tohu-ora-tairawhiti-wellbeing/>

Tairāwhiti Economic Action Plan (RTRO)

Rau Tipu Rau Ora

<https://trusttairawhiti.nz/assets/Resources/17-Jan-TEAP-Report-Full-Version-v24-single-pages2.pdf>

Tairāwhiti Regional Workforce Plan (MBIE)

Ministry of Business, Innovation & Employment

<https://www.mbie.govt.nz/business-and-employment/employment-and-skills/regional-skills-leadership-groups/tairawhiti/regional-workforce-plans/tairawhiti-regional-workforce-plan-2022/>

Gisborne District Council Long Term Plan (GDC)

Gisborne District Council

<https://www.gdc.govt.nz/council/2021-2031-long-term-plan>

Gisborne District Council Township Plans (GDC)

Gisborne District Council

<https://www.gdc.govt.nz/council/plans-policies-and-bylaws/plans/township-plans>

Tairāwhiti Regional Spatial Plan (GDC)

Gisborne District Council

<https://www.gdc.govt.nz/council/plans-policies-and-bylaws/plans/township-plans>

Tairāwhiti Recreation (GDC)

Gisborne District Council

<https://www.gdc.govt.nz/recreation>

Appendix D:

Tairāwhiti Destination Profile

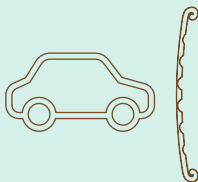
The Tairāwhiti is a region located at the north eastern tip of the North Island of New Zealand. It covers an area of 10,800 square kilometres and the main urban centre in the region is Gisborne.

The Tairāwhiti region is diverse with a wide range of geographical features. The western boundary is formed by the Raukumara Range, a rugged mountain range with peaks of over 1,000 meters. The eastern coast is characterised by sandy beaches, cliffs, and headlands. The interior of the region is a mix of rolling hills and farmland.

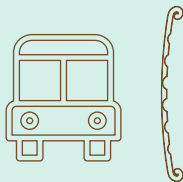
Tairāwhiti has a humid climate with warm summers and mild winters. The average annual rainfall is approximately 1,200 millimetres. The region is also prone to cyclones, which can occur during the summer months.

According to Statistics New Zealand, the population of Tairāwhiti as of June 2022 was 49,100. This represents a 1.6% increase from the 2018 Census. The population of Tairāwhiti is relatively young, with a median age of 37.0 years. This is slightly lower than the national median age of 37.4 years. Tairāwhiti has a high proportion of māori people, with 53% of the population identifying as māori. This is significantly higher than the national average of 16.5%. The population of Tairāwhiti is concentrated in the Gisborne urban area, home to approximately 75% of the region's population. The remaining population is spread out across several smaller towns and rural areas.

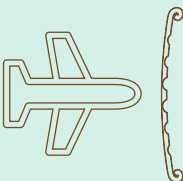
Access



The main drive access into Gisborne is via SH2 from the north and south, or the more scenic SH 35. Due to its geographical isolation, visitors who arrive in Gisborne, have travelled with the intent of visiting the district as there are no other destinations beyond it's borders.



There is a bus terminal in Gisborne with links to Auckland, Manukau, Hamilton, Rotorua, Hastings, Napier, Palmerston North and Wellington. There are no inter-regional bus routes so access from Gisborne city out into the rural areas of the district are limited for those who make their way to the district by bus.



There is an airport within Gisborne which provides air links through to Auckland and Wellington. It has a single terminal with two tarmac gates.

Appendix E:

Tairāwhiti Economic Profile

Economy Gross domestic product \$2,461m 5.4% Growth in 2022	Population Estimated residential population 52,600 1.2% Growth in 2023
Employment Filled jobs 24,650 2.9% Growth in 2022	Māori Māori employment 11,827 5.9% Growth in 2022
Productivity GDP per filled job \$99,842 2.5% Growth in 2022	Pacific peoples Pacific peoples employment 822 4.6% Growth in 2022
Businesses Number of business units 5,460 3.9% Growth in 2022	Skills Highly skilled jobs 9,415 38.2% Portion of total
Tourism Tourism filled jobs 1,739 6.2% Growth in 2022	Living standards Average household income \$121,193 4.9% Growth in 2023

Info source: Infometrics Ltd. (2023). Infometrics website. Retrieved from <https://www.infometrics.co.nz/>

Regional Economy

According to Infometrics (2023), the Tairāwhiti economy grew by 5.4% in 2022, driven by strong demand for agricultural and forestry products from overseas markets, increased visitor numbers to Tairāwhiti from both domestic and international markets, and investment in new infrastructure and businesses in the region.

Employment in Tairāwhiti also increased by 2.9% in 2022, to 24,650 people. This growth rate was lower than the national average of 3.0%, but it was still a positive sign for the Tairāwhiti economy.

The unemployment rate in Tairāwhiti fell from 6.6% in 2021 to 3.9% in 2022. This decline in unemployment was due to strong job growth in the primary industries, manufacturing, and tourism sectors.

Mean annual earnings in Tairāwhiti were \$60,355 in the year to March 2022, which was lower than the national average of \$69,585. However, mean earnings in Tairāwhiti increased by 5.1% over the year to March 2022, compared with an increase of 5.6% in New Zealand.

The main industries in Tairāwhiti are primary industries (agriculture, forestry, and fishing), manufacturing (food and beverage processing, wood processing, and metal fabrication), tourism (accommodation, food and beverage services, and recreation and cultural activities), retail, healthcare, and education.

The outlook for the Tairāwhiti economy is positive. GDP growth is expected to continue in the coming years, driven by growth in the primary industries and tourism sectors. Employment growth is also expected to continue, and the unemployment rate is expected to fall further.

There are some challenges facing the Tairāwhiti economy. These include a relatively small and isolated economy, a high proportion of people who are self-employed or unemployed, and a lower-than-average skill level in the workforce.

Visitor Economy

According to Infometrics (2023), the tourism sector employed an average of 1,739 people in Tairāwhiti in 2022, accounting for 7.1% of total employment in the region. This is up from 7.3% in 2000. Employment growth in the tourism sector in Tairāwhiti has averaged 1.1% per annum between 2000 and 2022, compared with an average of 0.2% per annum in New Zealand. In 2022, the tourism sector in Tairāwhiti saw an employment increase of 6.2%, compared to an increase of 2.6% in New Zealand.

The tourism sector contributed \$56.3 million towards GDP in Tairāwhiti in 2022, accounting for 2.3% of the region's economic output. This is up from 1.0% in 2000. Growth in the tourism sector in Tairāwhiti has averaged 6.1% since 2000, compared with an average of 5.7% in New Zealand. In 2022, economic output in the Tairāwhiti tourism sector increased by 6.4%, compared with an increase of 4.3% in New Zealand.

Total tourism spending in Tairāwhiti reached \$151.8 million in 2022 but was down by 0.1% from the previous year. In contrast, spending increased by 1.4% in New Zealand. International visitors contributed 6.9% to tourism spending in Tairāwhiti in 2022, while domestic visitors contributed 93.1%.

The visitor economy in Tairāwhiti showed signs of recovery in 2022 but remained below pre-pandemic levels. Total guest nights increased by 5% to 327,600, while total tourism expenditure increased by 5% to \$84 million.

Domestic tourism continued to be the main driver of the visitor economy, accounting for 85% of guest nights and 75% of tourism expenditure. International tourism showed stronger growth, with guest nights increasing by 15% and expenditure increasing by 10%.

Key markets for Tairāwhiti tourism in 2022 were: Auckland, Wellington, Waikato, Bay of Plenty, Hawke's Bay, and Australia.

Appendix F:

Social Pinpoint

Listening to the Community

Destination Development section:

"We need more public seating and access to wifi at bays, as well as improved signage."

"We need to start with the building blocks of teaching tourism in schools and making it look like a great employment opportunity."

"We need to encompass all sectors that make up the tourism experience, even those working at gas stations, who become the ambassadors for the region for tourism."

Destination Positioning - What makes us unique? section:

"Our isolation and the need for improved infrastructure."

"The resilience, creativity, humour and easy-going nature of our people."

"The many pearls of our region, such as the surf, the sun, the beautiful rivers, the rockets, and the walking and cycling opportunities."

Enable Destination Management section:

"The need to teach te reo in schools so that young people can know the stories of our region and become the kaitiaki of our treasures."

"The need for a community change in mindset to see tourism as a valuable part of the economy."

"The need for people and funding to get the building blocks of a successful tourism industry in place."

Protect our Natural and Cultural Assets section:

"The need to strike a balance between providing access to natural and cultural assets and protecting them."

"Iwi should lead the discussions around protection of these assets."

"We need to ensure that any commercial activities are sustainable and do not damage the assets."



www.trusttairawhiti.nz

