

# Shaping our **TOMORROW**

Ngā rā anamata

LONG TERM PLAN 2018-28

- FACT SHEET -



## SHOULD WE INCREASE OUR INVESTMENT IN TOURISM AND EVENTS?



### Background

A consistent theme in the community feedback generated through Whakatāne Ki Mua and our annual community surveys is that increased funding should be provided for economic development, tourism and events.

A key point of difference for our District is the opportunities it presents for tourism. We have been marketing Whakatāne as the Gateway to White Island/Whakaari and have some opportunities to increase our focus in this area. This would bring more tourists to our District and create benefits for our retail, transport, accommodation, hospitality, culture, arts and food production sectors.

The Whakatāne District has experienced a strong upswing in popularity as a tourism destination, with the number of guest nights recorded in local accommodation venues rising by 26.9% between 2015 and 2017. Over the past three years, the total tourism spend in the Whakatāne District has grown at an average of 9% per annum, to \$126 million in 2018.

### Current funding

The Council currently provides approximately \$490,000 to fund tourism and events activities each year. Current funding supports:

- **Tourism Bay of Plenty** – which focuses on promoting the region through international marketing and major national domestic campaigns
- **Domestic marketing** – including Visitor Guides, seasonal campaigns in spring and autumn to increase visitors in the traditionally quieter shoulder seasons, as well as general advertising to support walking, cycling and golf
- **The White Island/Whakaari project** – continuous promotion and advertising (including signage and billboards) of our unique and iconic international attraction
- Events development and promotion – recent examples include, Whai Ora Spirited Women, Oxfam Trailwalker, the Local Wild Food Challenge, Sunshine and a Plate and the Junior Rugby League Festival. Event guides are also produced for distribution through the summer months.



Have your say - Kōrero mai

BY 5PM, 23 APRIL 2018

## Proposed funding increase

During the process of developing the LTP budgets, the Council agreed to include a proposed funding increase of \$150,000 for tourism and events promotion.

It is proposed that additional funding will come from:

- A \$100,000 increase in the 'district growth' rate (this is a targeted rate paid by commercial and industrial properties in the District) and;
- \$50,000 from the Harbour Fund.

## How would the increased funding be spent?

Subject to feedback through the consultation process, the additional funding could be allocated against the following projects/initiatives.

### 1. Tourism Product Development (including):

- a. White Island/Whakaari project strategy implementation
- b. Supporting Iwi and Māori-owned tourism business aspirations
- c. Assist in the development of experiences to support Whakatāne as the 'Kiwi Capital of the World', in conjunction with Whakatāne Kiwi Trust, DOC and Iwi,

### 2. Tourism Data Insights and Destination Management:

- a. Additional support for Tourism Bay of Plenty key strategic projects, which will produce specific information and actions for the Whakatāne District.

### 3. Proposed Event Funding (including):

- a. Support for growth and promotion of Tier 2 events (events that attract more than 2,000 visitors) through a contestable fund
- b. A New Event Fund, so that bids can be made to secure new events from third parties.
- c. Event development for existing events, or new events such as a White Island/Whakaari Festival.

## What are the benefits for business and the wider community?

- Increased product development and new and improved visitor attractions, which will encourage more frequent visits from a wider range of visitors who will stay longer and spend more, thereby encouraging more business confidence and investment in retail and tourism.
- Increased spend in retail, hospitality and accommodation sectors in shoulder seasons.
- Event growth to attract more visitors during shoulder and off-peak seasons.
- More opportunities for community development, including experiences, skills and job opportunities.

## How do we compare to other districts?

The 2015/16 Local Government New Zealand report – 'Value for Money? Tourism Spend in New Zealand Local Government' – found that New Zealand councils spent \$140.3 million on the tourism industry in 2015, an average of \$37.90 per head of population. In contrast, the Whakatāne District Council's current spending on tourism is \$14.24 per head of population.

***Our Long Term Plan consultation document – 'Shaping our tomorrow – Ngā rā anamata' – is seeking feedback on this and other key questions.***

***This is your chance to 'have your say' before Council members decide on the best way forward.***



Tell us what you think by 5pm Monday, 23 April 2018

Shaping our Tomorrow Ngā rā anamata LONG TERM PLAN 2018-28

 **WHAKATĀNE**  
District Council  
*Kia Whakatāne au i ahau*

[whakatane.govt.nz/ltp-2018](http://whakatane.govt.nz/ltp-2018)