



TOURISM CENTRAL OTAGO OPERATOR WORKSHOP Speaker Insights

7 November 2024

Highlands Pit Lane Conference Centre
Cromwell

Market Snapshot

Spending by visitors to Central Otago totalled \$282 million in the year ending March 2023

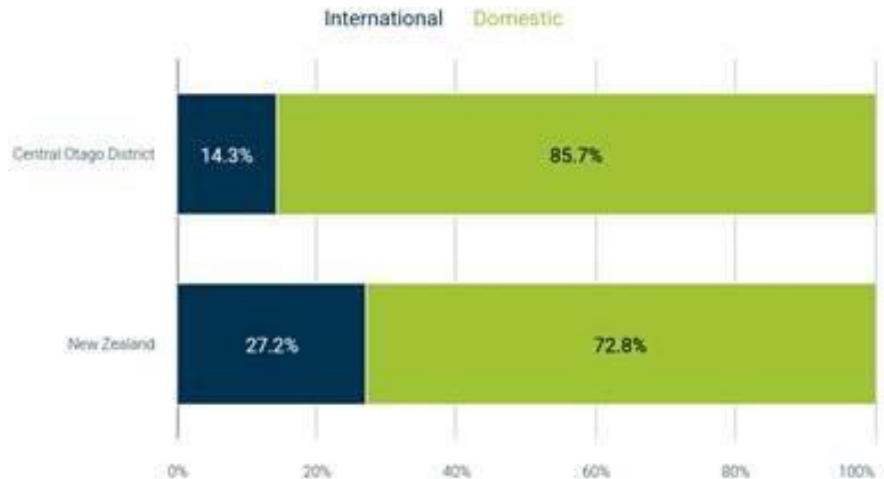
37% above its pre-Covid level from 2019, compared to a 22% increase nationally over the same period

Importance of growing and supporting visitation from international markets with an expected softer domestic travel market during 2024

Domestic visitor NPS is +15 (the same as last year's) versus a regional benchmark of +2

Composition of tourism expenditure

% of total, year to March 2023



Research - past 12 months to YE Sep 2024

NZ travellers

7 out of 10 NZers travelled domestically

7% visited Central Otago

4% stayed overnight in Central Otago

Australian travellers


12% travelled to NZ

7% visited Central Otago

2% stayed overnight in Central Otago

Research & Marketing Funnel

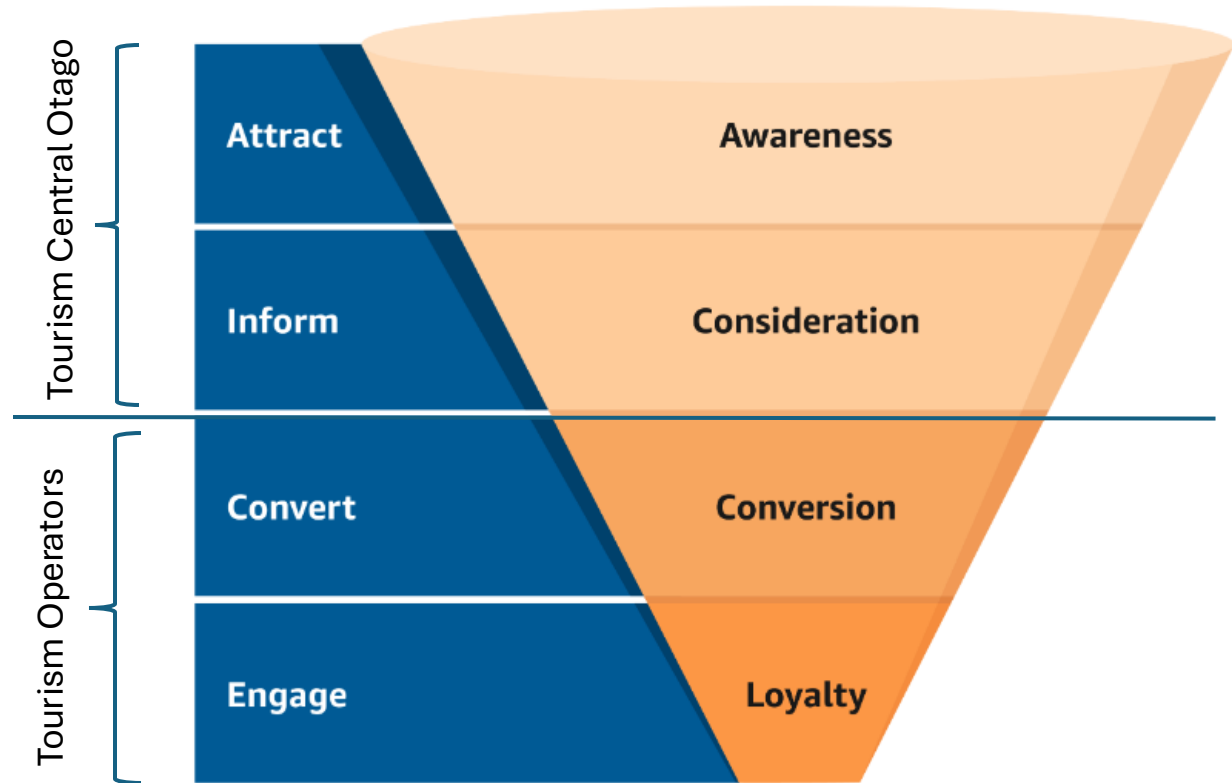
NZ travellers associate Central Otago with:

-  52% Walking & Hiking
-  43% Wineries, Breweries or Distilleries
-  40% Nature, Wildlife & Eco-tourism
-  39% Scenic Sightseeing
-  36% Cycling/Mountain Biking

Australian travellers associate Central Otago with:

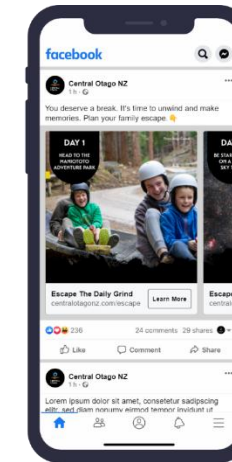
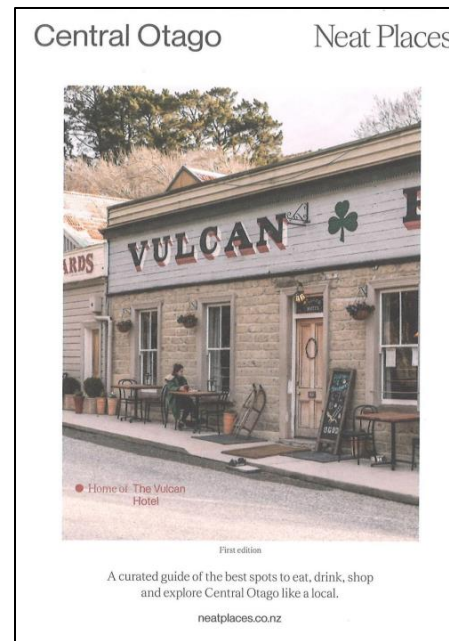
-  38% Walking & Hiking
-  34% Nature, Wildlife & Eco-tourism
-  27% Scenic Sightseeing
-  26% History & Heritage
-  25% Gardens, Parks & Reserves

The Marketing Funnel

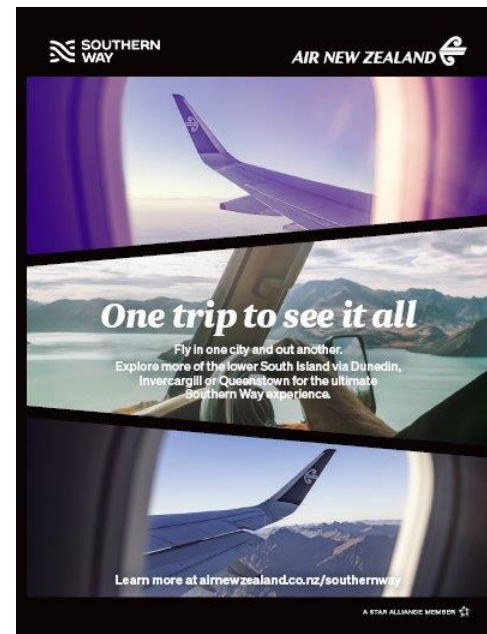
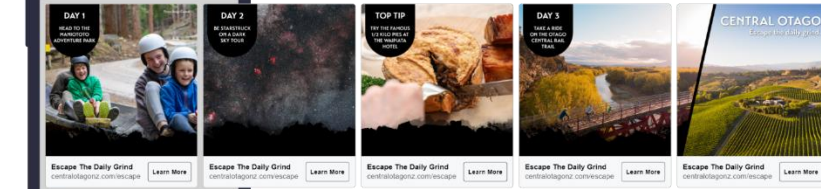


Campaigns & Activity

- Escape Spring Awareness Campaign
- Neat Places – Central Otago edition
- Trails Marketing
 - trailhub.co.nz
 - Gutsy Girls Film Festival
 - Big Bike Film Festival
- Southern Way Collaboration
- Central Otago Business Events
- Finding Balance
- New digital content and blogs
- Travel Trade Engagements
 - Inbound Operator Days
 - TRENZ 2024
 - Southern Lakes IMA
 - TNZ Festival - online UK Trade Agent Training



Escape – Spring Awareness (Digital)



Recent Media



Destination Management Plan (DMP)

Central Otago's DMP is a 50yr plan with 10 Strategies (building blocks) shifting the focus from marketing to destination management

Learn More: <https://centralotagonz.com/destination-management/>

Strategies

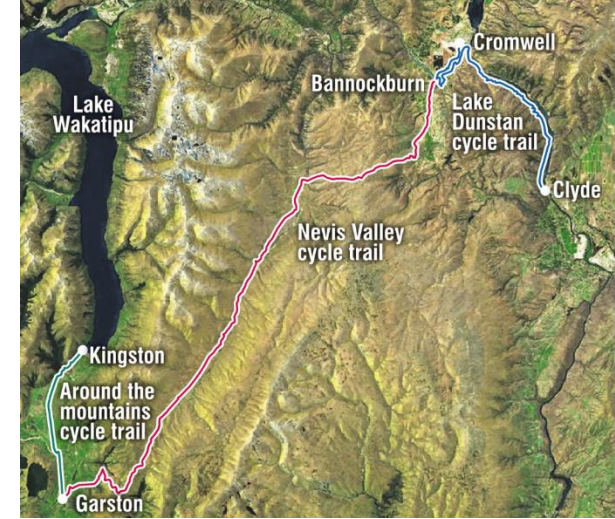
1. Inspiring Environmental Stewardship
2. Next Generation Community Engagement
3. Making a Difference with Placemaking
4. Advancing Workforce & Talent Development
5. Authentic Branding & Customer Engagement
6. Leading Cross-Sector Partnerships
7. High Impact Tourism Alliances
8. Sustainable Funding and Investment
9. State-of-the-art Connectivity
10. Exceptional New Product Development

Projects

Kawarau Gorge Trail -opening 2025

11 MBIE funded events & events framework

“Nevis Valley Heartland Ride” linking Around the Mountains Trail to Central Otago's Trails





tiaki

CARE FOR NEW ZEALAND

— HOW TO CARE FOR NEW ZEALAND —



BE
PREPARED



DRIVE
CAREFULLY



KEEP NZ
CLEAN



PROTECT
NATURE



SHOW
RESPECT

TIAKINEWZEALAND.COM | #TIAKIPROMISE



TIAKI MEANS TO CARE FOR PEOPLE AND PLACE. THE TIAKI PROMISE IS A COMMITMENT TO CARE FOR NEW ZEALAND, FOR NOW AND FOR FUTURE GENERATIONS.

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#TIAKIPROMISE

INTRODUCTION TO TIAKI

Tiaki is a collaborative Māori approach to influencing people's behaviour when in NZ and inviting all people to share a connection to place.

Tourism needs to be developed and managed in a way that protects the things that matter most to the communities of the region and some of these things are non-negotiable. Tiaki is the guiding light for visitors encouraging positive behaviour

Tiaki is owned, managed and shared by the sector as a whole with no single business owning it.

A shared kaupapa by:



**100% PURE
NEW ZEALAND**



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FREE RESOURCES

Download resources; https://www.tiakinewzealand.com/en_NZ/ - (toolkit link in footer)

TNZ are planning a Free of Charge on-demand mailout of printed Tiaki assets (posters etc), so if interested enter your details in this form: <https://forms.office.com/r/ZsdaQy1Rrs>

Examples of resources



TIAKINNEWZEALAND.COM | #TIAKIPROMISE

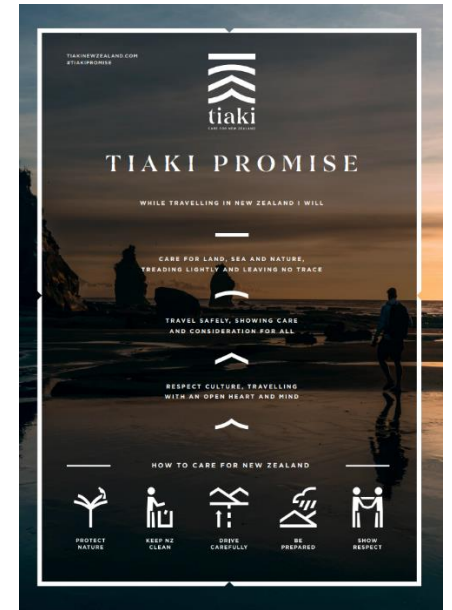
Window Decal



Social Tile



Instagram/Web Tile



A2 Poster



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TIAKINEWZEALAND.COM
#TIAKIPROMISE

IMPLEMENTATION

Inspire your visitors and bring Tiaki to life

Tiaki – learn more:

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

Ways to use Tiaki in your business:

- Print & display Tiaki branding in visitor spaces
- Use Tiaki videos along with your own videos
- Encourage your team to use Tiaki as part of their welcome and/or safety briefing
- Add Tiaki to visitor collateral eg. maps
- Add logo to staff uniforms, hats
- Include branding at check-in / entry
- Use Tiaki tiles in social media
- Tag #tiakipromise

IMPORTANT

Tiaki cannot be used on retail/saleable goods



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KEEP NZ CLEAN



PROTECT NATURE



SHOW RESPECT

5 PILLARS INFLUENCING VISITOR BEHAVIOUR

Be Prepared

Drive Carefully

Keep NZ Clean

Protect Nature

Show Respect

Social Licence to operate a Tourism business

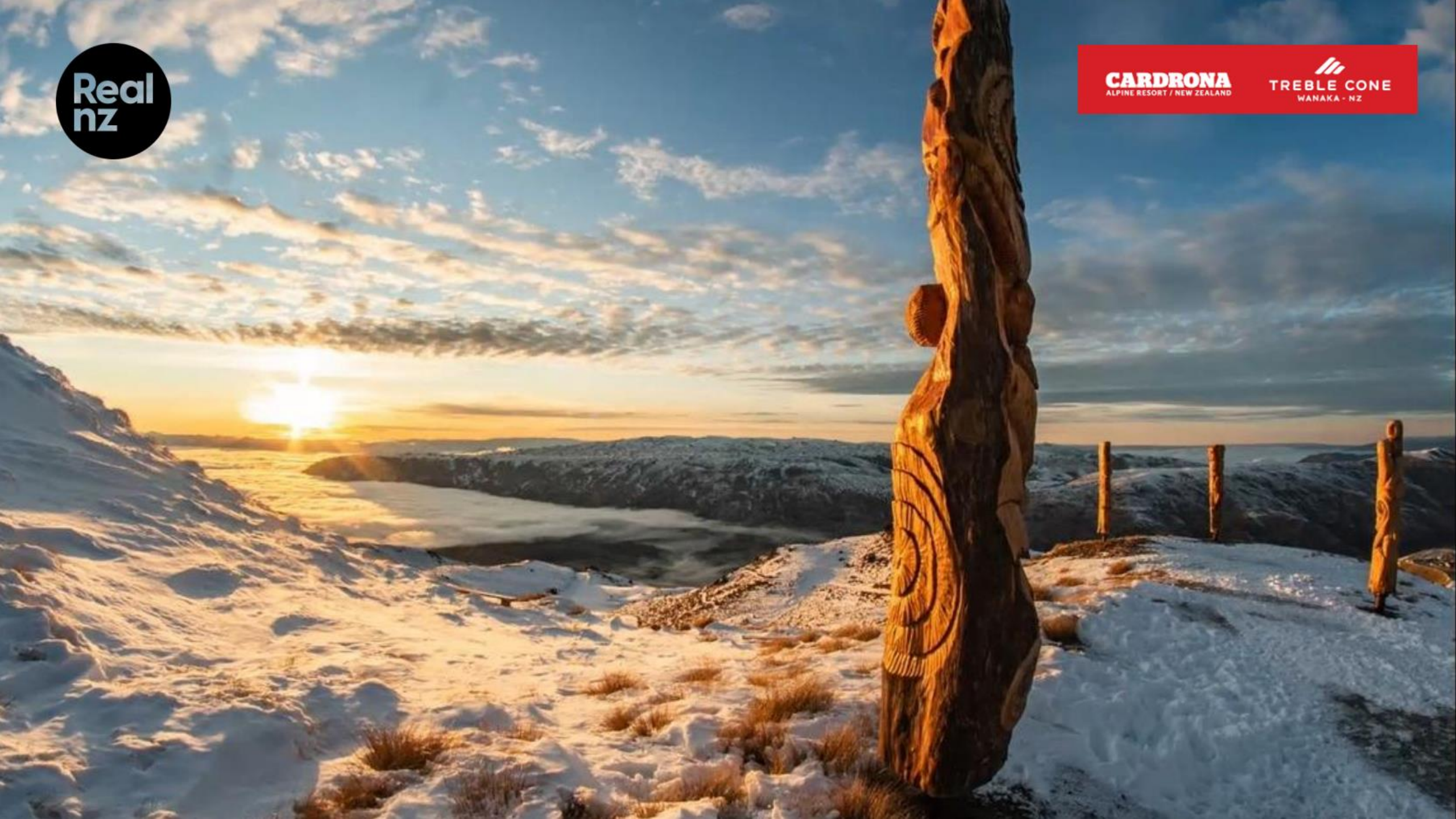
Friction between community and visitors is tenuous around the world. We must stay welcoming as a nation and industry to avoid unwelcoming situations such as;



Barcelona protestors sent a clear message to tourists this summer. Data shows few listened.



**100% PURE
NEW ZEALAND**
TOURISM





Addressing Environmental Challenges

Ski Industry faces real challenges:

Climate change endangers snow;
inconsistent snowfall

Avalanche issues due to sudden snow
accumulation

High carbon emissions and waste
production

Our focus shifted to Waste Reduction

The key to all Realnz's decisions was:

IT MUST BE MEANINGFUL AND CONTROLLABLE

Community & Staff Engagement

Bring your staff and visitors along on the
journey

Conduct regular surveys and seek feedback
from staff and visitors

Work in pre-engagement sharing information;
BYO re-useable bottle / Filter water available

Conduct waste audits to identify and
implement effective changes

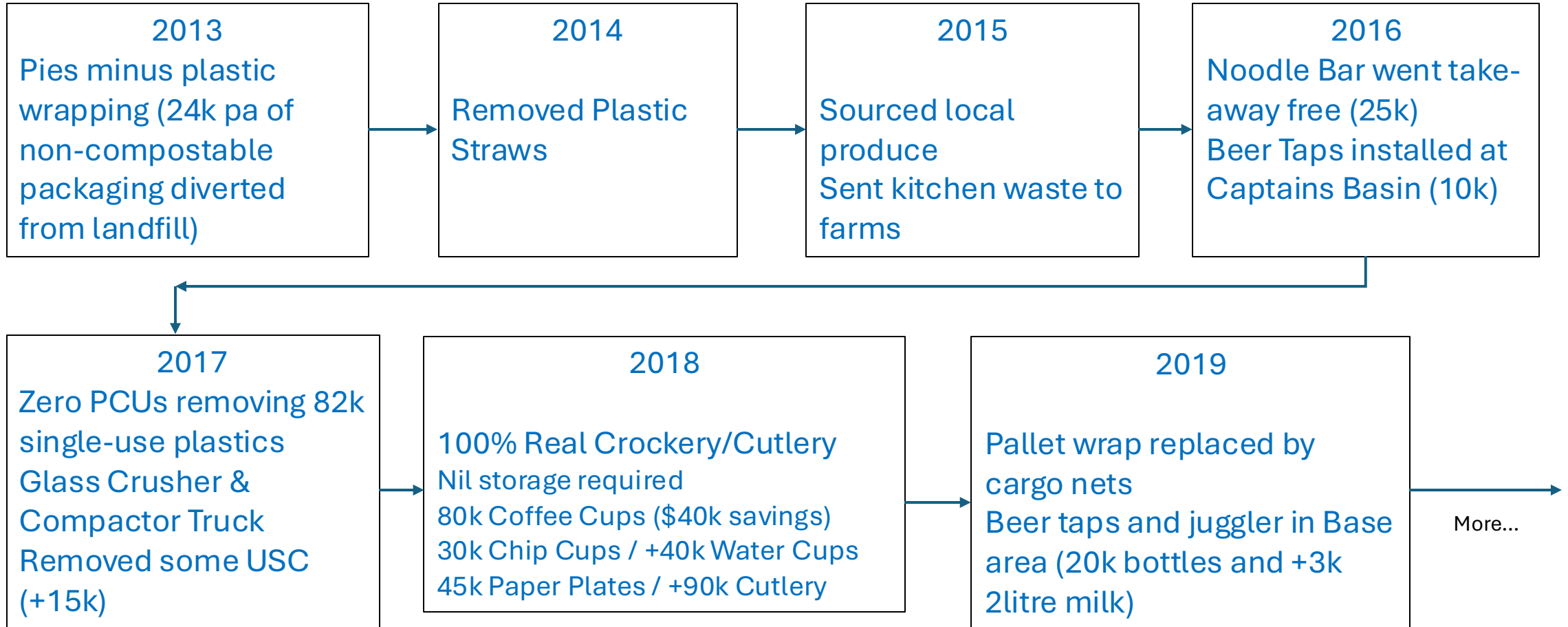
Remove landfill bins and encourage visitors to
take their rubbish away (don't sell pre-
packaged items as it's not okay to set visitors up
for failure)

RealNZ's Waste Journey 2013-2023



“Environmental Sustainability has to match up with our Economic Sustainability”

Ewan Mackie, GM Treble Cone & Sustainability Manager, Real NZ





“It’s wrong to sell something that you then ask your customer to sort out”

Ewan Mackie, Treble Cone Ski Area Manager & RealNZ Sustainability Lead

2020

Zero plastic bottles, started formulating Procurement Policy and holding suppliers accountable – impact on supply chain, long lead times essential – ask your suppliers, what ‘alternative’ packaging can you supply?

Small changes can have a big impact!

2021

Removed plastic packaging from fresh produce
Implemented Tupperware return system
Base Bar went plant-based
Nude Confectionary or compostable packaging
NO landfill bins

2022-23

Diverted 21.5 tonnes of food waste from landfill
Removed soft drink glass from range/Sourced kegs of juice
Recycling milk bladders
Removed eftpos receipts
Oil filtration

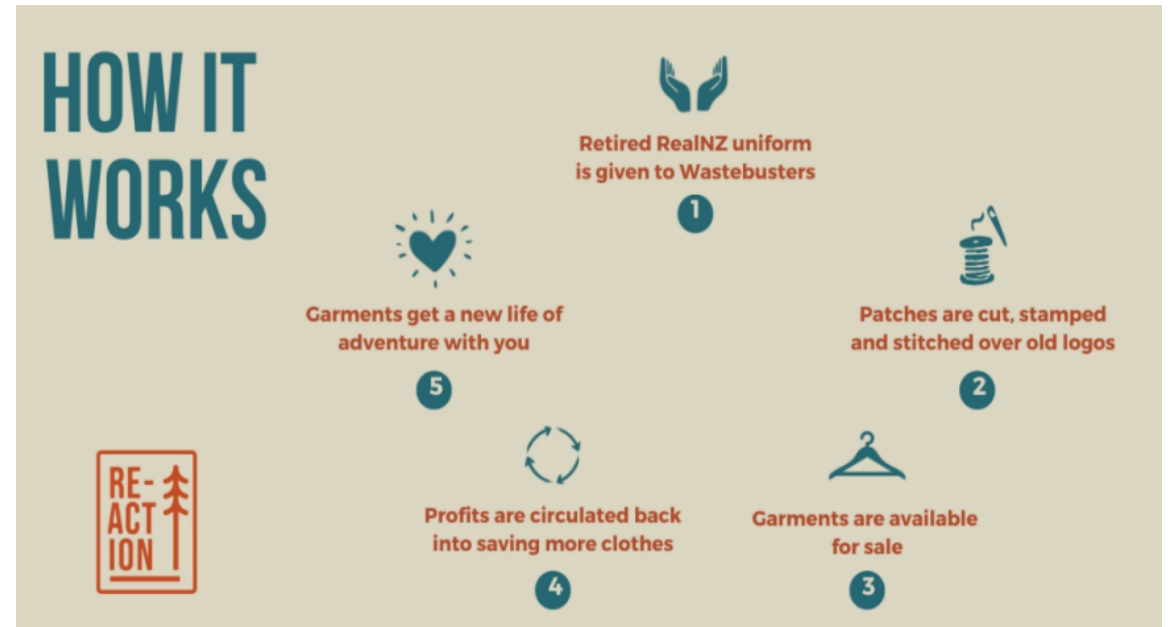
2024

Watch this Space!
Planning to continue doing awesome things

There are enough clothes on the planet right now to dress the next six generations

Recent Initiative and Outcomes

- Repurposed old RealNZ uniforms
- Worked with Wanaka Wastebusters who patch and sell garments – creating jobs
- Reduced textile waste going to landfill
- Branded RE-ACTION
- RE-ACTION clothing is perfect for recreational skiers
- Recycled clothing ‘on trend’
- RE-ACTION just opened a shop in the French Alps



RECOGNISE THAT YOUR BUSINESS CAN DO SOME GOOD

Involve your staff/make it fun. Share ideas. Do an audit. Add Sustainability to meeting agendas. Share the journey with visitors. Celebrate the wins.

FUTURE PLANS - RealNZ

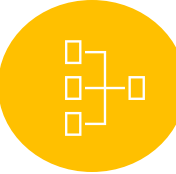
Awaiting new technology can be frustrating. Sometimes there are impacts a business cannot change such as continued use of diesel generators and vehicles

Make a difference by looking at efficiency improvements eg. stop drivers from idling vehicles

Easy Steps to Change



Monitor & Measure



Manage to Change



Measure Again & Celebrate

NZinc is 20 times more powerful than a business removing coffee cups!
Start doing good and Sharing your Story



From Cycle Visitor to Business Owner – Mark Button

Foundation and Values

Being well researched was key

Identified opportunity in accommodation and food

Chose Waipiata – right distance for overnight stay and avoided setting up in competition

Engaged with: DoC, isite, Qualmark, Tourism Central Otago

Implemented Resbook online system for guest autonomy and became Qualmarked

Adopted “A World of Difference” Values and a “YES” policy

Tussock Lodge, Waipiata Hotel, Waipiata Motels and introduced BBQ packs

Focused on consistent hours at Waipiata Hotel to rebuild goodwill

Sponsored community events and provided meeting spaces



Expansion

'Yes' Policy converted to Growth

- Staff increased from 40 to 60
- Sponsored a school student
- Meal service grew from 100 to 325 meals
- Created theme nights to attract customers
- Leveraged international staff and introduced menus and dishes that were of their culture
- Ancient kitchen created limitations. Invested in new equipment and renovations

Navigating the Pandemic

Launched Waipiata Eats

- Received 150 cancellation emails
- Promised staff job security
- Reset operations and launched 'Waipiata Eats' for locals - drive-through and delivery
- Delivered 140 meals on first day in 2.5 hrs
- Extended services during the second lockdown with Lion Breweries deliveries



Innovative Solutions / Community

Diverted Surplus Food

- Addressed food surplus by repurposing lamb shanks into pies
- Developed Wai-Pie-ata brand
- Held Pie and Pint nights
- Engaged locals for favourite pie flavours
- Increased foot traffic to 2000 per week until winter
- Gained national attention through a Stuff reporter's article

Looking Ahead

'Wai-Pie-ata' goes national

- Established Waipiata Pie Company with nationwide delivery
- Maintained quality control and competitive pricing
- Fabricated a food caravan to manage kitchen overflow
- Addressed staff access issues with diverse hiring
- Continued focus on recycling and sustainability





Highlands

EXPERIENCE THE EXCEPTIONAL



OUR COMMUNITY - Josie Spillane

Proud to Lead Highlands

We made a Choice to
Make a Difference

Driving statement:
“How do we say yes?”

Focused on CSR
'community' social
responsibility

12 yrs working for Cure
Kids: incredibly rewarding

Giving back to the
Community where we
operate

Important to give more
than we take

Early Days we were
figuring out how to run a
racetrack

Hosted Free Community
Events
– Easter Egg Hunt and
Christmas Concert

CSR: CORPORATE to COMMUNITY SOCIAL RESPONSIBILITY



INITIATIVES & MANAGEMENT ADVICE

We Are Community

Be Responsive

Pandemic Stresses
Social Worker for Youth
(Salary paid for 5yrs)

Driver Training
Always 'on' at Highlands

'STREET SMART'
Relaunched following
Kelan Stroud's fatal accident

Funding \$750,000 over
3 years for
'STREET SMART'
Also lobbying Central
Government
Require legislation for
'Youth Driver Training'
Save lives & Reduce road toll

5 Key Principles
of Business

Use it
Don't Abuse it

Treat it as Your Own

Leave it Better than you
Found it

Be True to Your Word

Don't be a Dickhead
(and don't tolerate
dickheads either!)

PANEL QUESTIONS

- Ewan Mackie, RealNZ
- Cameron Hayes, Tourism NZ
- Mark Button, Waipiata Country Hotel
- Josie Spillane, Highlands



Easiest ways a business can start making changes?

Do what you can - it's okay to start small!

Customer feedback

People want to know about your sustainability practices

“addressing tyre waste”

Conversations

Normalize sustainability talks; make it a regular staff agenda item

“food waste sent to chickens/pigs”

Small steps

Start with one small part, then move on

“palletisation instead of wrapping”

Supply chain

Include elements of your supply chain/partners

Holistic approach

Importance of the sum of all parts

“visitors planting trees as part of experience”

Direct feedback received?

Lots of operators doing
great work –
share your stories!

Doing well for your
brand by doing good
is not a dirty
outcome

Don't hide what
you're not doing;
highlight what you
are doing

Develop core values.
Live those values.
Align decisions to values.

Online content – tell
your stories

Business benefits
and viability are
important

Measures around environmental changes?

Proof –
good for business

Waste Audit

Net Promoter Score
from customer feedback

Gamify the process,
keep it fun

Waste collection invoicing
may provide stats

How to harness a connection into schools?

There will always be a place in the tourism industry.

Work experience can count towards their studies

Can call on them to come back and help when needed

Word of mouth / shoulder tap

6 years of service through high school and varsity years



That's a Wrap!