



- 2pm - Welcome
- 2:15pm - Tourism Central Otago Update
- 2:30pm - Cam Hayes, Tiaki New Zealand / Tourism New Zealand
- 2:45pm - Ewan Mackie, Real NZ
- 3:00pm - Mark Button, Waipiata Hotel
- 3:15pm - Josie Spillane, Highlands Experience the Exceptional
- 3:35 - Panel Chat
- 4:00pm - Networking and Nibbles

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

Visitor spending growth is well above the 19% rate of inflation which has occurred over the period

86% of visitor spending is by domestic travellers, with international visitors representing 14%

Importance of growing and supporting visitation from international markets for Central Otago is critical, with a softer domestic travel market during 2024

Australian Marketing – direct and through partnerships

Long Haul Markets - Southern Lakes International Marketing Alliance partners (Destination Queenstown and Lake Wanaka Tourism) to ensure representation through Tourism New Zealand activity

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

NPS is considerably higher amongst more recent visitors (+47), although this is two points lower compared with last year's.

NSW and Victoria provided three quarters of all Australian visitors in the past 12 months

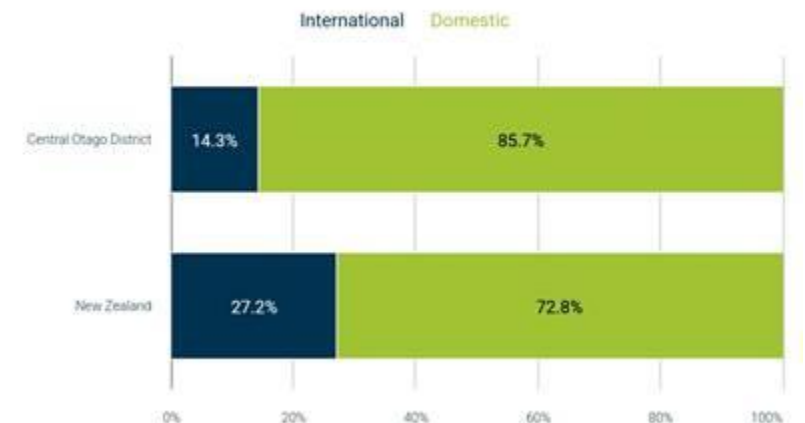
Increases to the IVL and VISA costs

TNZ to focus on off-peak visitation Mar-Nov

“Visitor spending filters into a range of industries as visitors travel, stay, shop, eat, and do activities. The visitor economy can also enhance Central Otago’s brand by exposing travellers to products they can purchase once they return home (e.g. wine) and provides a window into the area for people looking to live, work, or do business.”
Benje Patterson.

Composition of tourism expenditure

% of total, year to March 2023



SNAPSHOT (YE SEPTEMBER 2024)

NEW ZEALAND TRAVELLERS

7 out of 10 New Zealanders travelled domestically






within the past 12 months

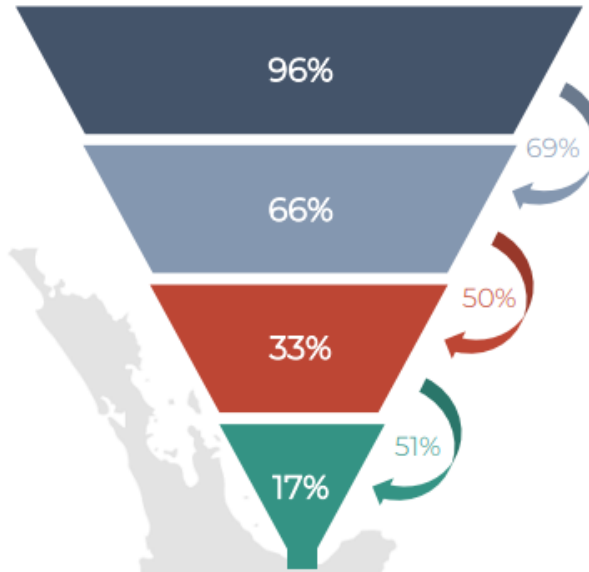


7% of New Zealanders (excluding Central Otago residents) who travelled domestically in the past 12 months visited Central Otago

4% stayed overnight

New Zealand travellers associate Central Otago with...

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



AWARENESS

Heard of Central Otago

KNOWLEDGE

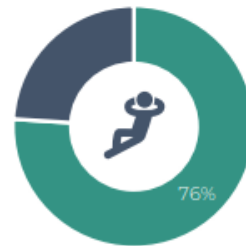
Visited Central Otago or have some ideas about what to do there

APPEAL

Consider Central Otago to be 'highly appealing'

PROPENSITY TO VISIT

Will probably/ definitely visit Central Otago in the next 12 months



76% of New Zealand travellers agree a holiday in Central Otago is an opportunity to slow down and relax



56% of New Zealand travellers agree Central Otago is an ideal place to reconnect with friends and family

SNAPSHOT (YE SEPTEMBER 2024)

AUSTRALIAN TRAVELLERS



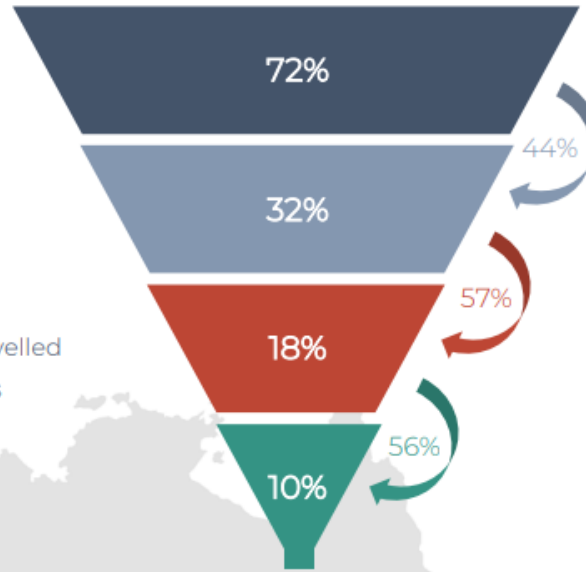
12% of Australians surveyed have travelled to New Zealand in the past 12 months



7% of Australians who travelled to New Zealand in the past 12 months visited Central Otago
2% stayed overnight

Australian travellers associate Central Otago with...

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

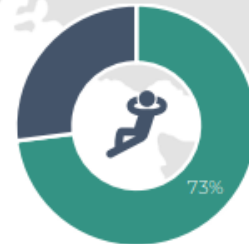


AWARENESS
Heard of Central Otago

KNOWLEDGE
Visited Central Otago or have some ideas about what to do there

APPEAL
Consider Central Otago to be 'highly appealing'

PROPENSITY TO VISIT
Will probably/ definitely visit Central Otago in the next 12 months



73% of Australian travellers agree a holiday in Central Otago is an opportunity to slow down and relax

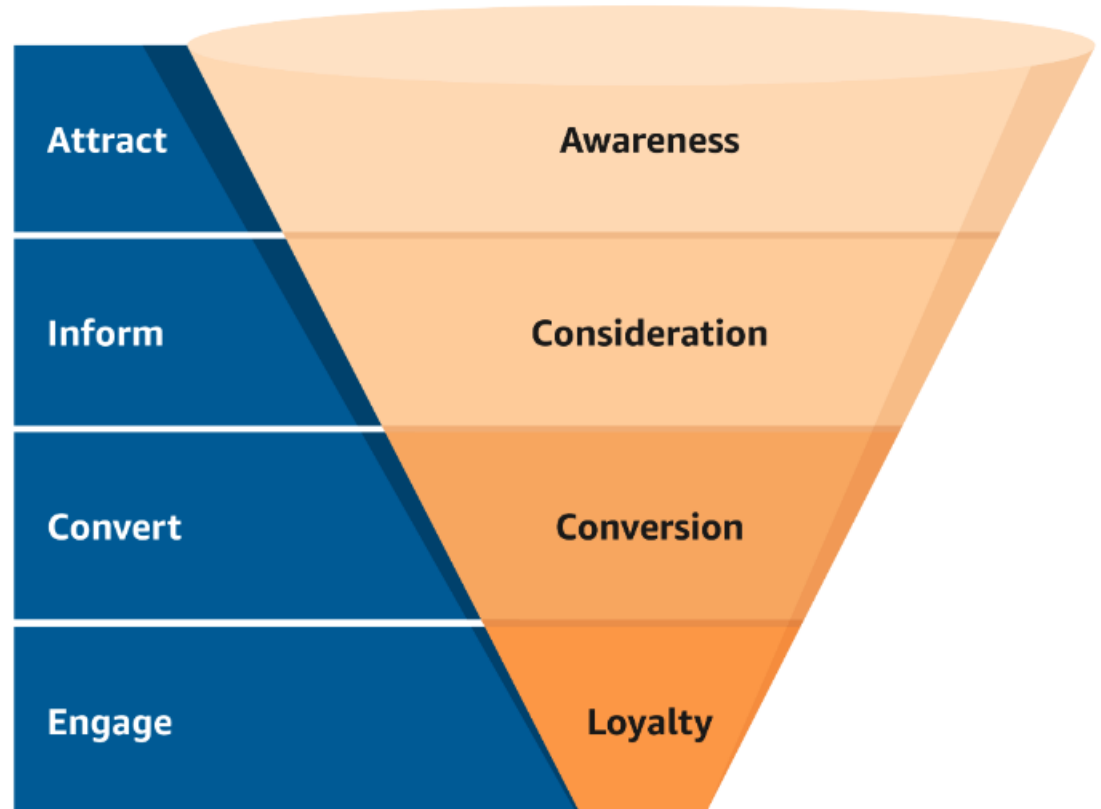


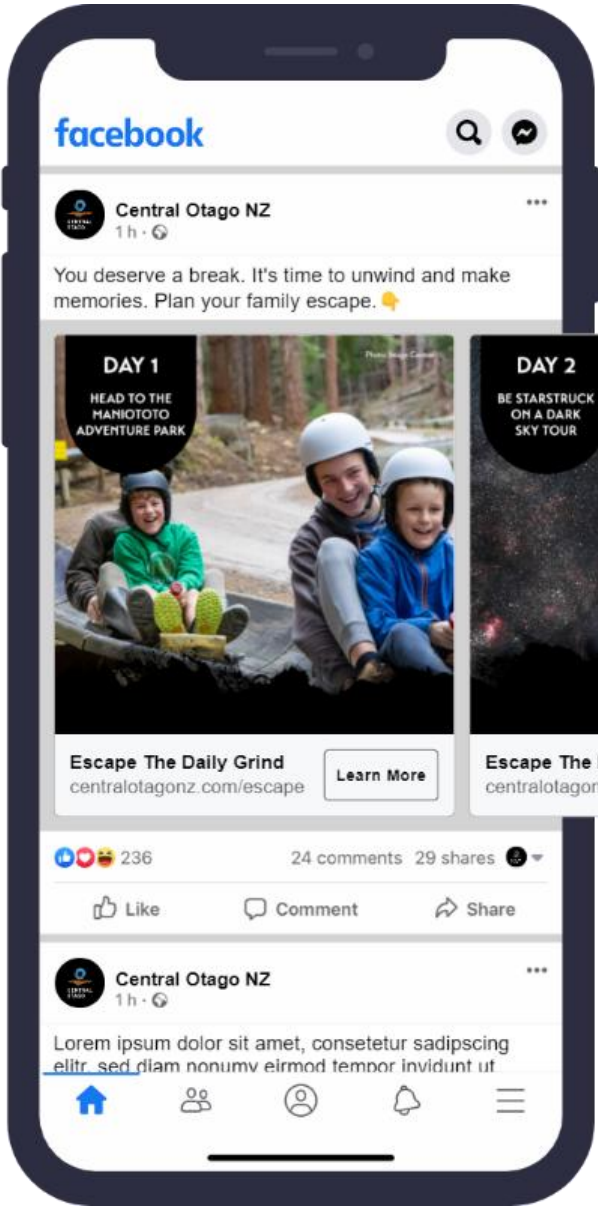
59% of Australian travellers agree Central Otago is an ideal place to reconnect with friends and family

Campaigns & Activity

- Escape (Spring Awareness Campaign)
- Neatplaces
- 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 UK Trade Famil (Virtual)

The Marketing Funnel





Escape The Daily Grind
centralotagonz.com/escape

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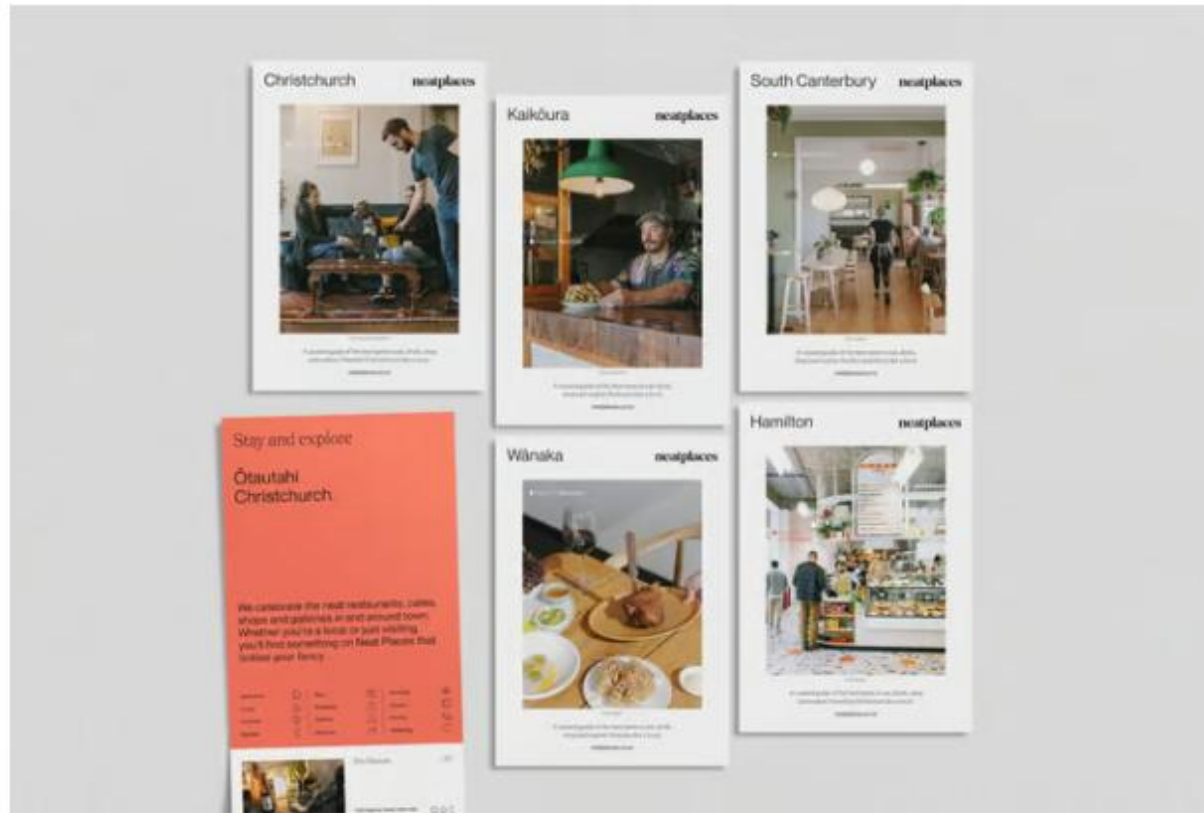
Learn More



Escape The Daily Grind
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Learn More

Neat Places Pocket Guides



SOUTHERN WAY

AIR NEW ZEALAND

One trip to see it all

Fly in one city and out another.
Explore more of the lower South Island via Dunedin,
Invercargill or Queenstown for the ultimate
Southern Way experience.

Learn more at airnewzealand.co.nz/southernway

A STAR ALLIANCE MEMBER



Gutsy Girls Adventure Film Tour - NZ

28 July · 🌐



Keen on a longer biking holiday in New Zealand? Here are the best multi-day rides in NZ! 🚲

Did you know? 🙌 When the Otago Central Rail Trail opened in the year 2000 it was New Zealand's FIRST off-road cycle touring route. The Rail Trail was formed by redeveloping an old, disused railway line into a multi-day walking and cycling trail that passes through a series of small country towns. It's now become affectionately known as the 'ale trail' because of all the country pubs! 🍷... See more



Media

The best winter holiday in NZ if you can't ski or snowboard

By Lee Slater
1 Aug, 2024 07:00 PM · 4 mins to read

Save Share



Boardwalk through the beautiful wetlands of Lake Waihoia. Photo / Will Nelson

New Zealand is famed for its winter skiing but sometimes the snow doesn't play ball. The South Island's cool new Clutha Gold Trail Great Ride extension makes a perfect Plan B, writes Lee Slater

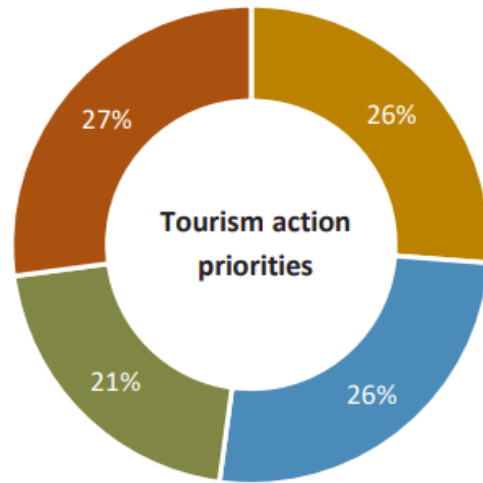
The Clutha Gold is now twice as nice thanks to 62km of new trail between Lawrence and Waihoia. This extension shines a light on even more Otago treasures, including a historic railway station and tunnels, and unsung small towns.



A DESTINATION MANAGEMENT PLAN FOR CENTRAL OTAGO

honouring the past, embracing the present, navigating the future





A positive economic impact

e.g. providing jobs/employment; creating opportunities for entrepreneurship and development of tourism businesses; contributing to other sectors of the local economy through visitor expenditure



A positive impact on the environment

e.g. building understanding and an appreciation of the natural environment; contributing funds for conservation; encouraging volunteer activity such as tree-planting; creating demand for active transport



A positive impact on individuals

e.g. providing new and enjoyable experiences for locals and visitors; providing opportunities for recreation and physical/mental health benefits; encouraging cross-cultural exchange; providing opportunities to learn new skills



A positive impact on communities

e.g. creating amenities, services and events for local people to enjoy; building vibrant communities; generating local pride

The Strategies (the building blocks)



Based on CODC's partnership with Kāi Tahu and the journey we have shared in the development of this DMP, rather than develop a singular strategy that highlights the relationship with mana whenua, we have embedded the values and thinking across all strategies.

The 50 year plan: Future States

10 Year plan: Strategies

12 month plan: Activations

THE AMBITION

When visitors experience our world, sharing a moment with our people and our places, they become an extension of our community - loyal advocates and believers in our causes and our dreams for generations to come.

We know this as whanaukataka - or kinship - and we believe that it is by creating this strong sense of connection and common purpose that tourism can make a lasting difference.



DMP Projects

Additional focus has been put on Education & Capability, partnerships, Experience Development and Destination Stewardship – where we can leverage the attention of our visitors, the contribution they make to place (economically and socially)

- Trails Demand Forecast Report
- Events Framework
- Regional Collaborations (IMA, Southern Way, Trails, Media)
- Heartland Ride - Nevis Valley
- Enhanced CRM and website content

Honouring the past, embracing the present, navigating the future

Ko Te Toa i a Tini i a Mano o Te Takata

We possess the strength of many, it is the contribution of the multitudes that ensures success

