

Destination Hauraki 2030

| Toia mai tō Waka
| ki Hauraki 2030



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The Hauraki District is alive with stories and natural, cultural and historical taonga, shared by its welcoming people.

People want to experience the beauty of the Hauraki District, so we need to work together as guardians, protecting, enhancing and sharing these taonga and stories in a way that means they can continue to be enjoyed for many generations to come.

We want to align with the New Zealand-Aotearoa Government Tourism Strategy so we can work together with Central Government and benefit New Zealand as a whole. This strategy also complements our Regional Tourism Organisation, Destination Coromandel's Beyond 2025 strategy to allow us to achieve even more together.

To do all this successfully, we have created this strategy, *Destination Hauraki 2030*. It considers the needs of our communities while encouraging us all to work together to create a place that realises opportunities in collaboration with iwi, looks after what makes the District unique and builds on its strengths.



Image: The Coromandel



**He waka kōtuia, kāhore e tukutukua
ngā mimira.**

*A canoe that is interlaced will not
become separated at the bow.*

By working together as one the future
for all can be secured.



Message from the Mayor

| Te Kōrero o te Koromatua

I'm thrilled to present you with our tourism strategy, Destination Hauraki 2030! Tourism is growing in the Hauraki District and opportunities for communities, iwi and businesses are growing alongside it.

This strategy is all about working together to make the Hauraki District an even better visitor destination, now and into the future. It's been fantastic working collaboratively with you all in the development of this strategy and we see this continuing as we bring it to life and work to achieve our shared vision.

The development of the Hauraki Rail Trail in 2012 has definitely been a catalyst for tourism growth in our district, contributing to an initial increase in new businesses, tourism jobs and tourism spend. Now we want to build on that, by offering an outstanding experience that encourages people to stay longer and tell their friends and family.

Our shared focus on destination management will allow us to develop a sustainable and inclusive tourism industry that protects our environment, culture and history, while increasing wellbeing within our communities.

I look forward to watching tourism in our district continue to grow and welcoming more visitors to our special place, now and well into the future.

John Tregidga, JP, MNZM
MAYOR
Hauraki District



E ngā whatukura, e ngā manukura.

Tēnei te mihi atu ki a Koutou katoa.

Harikoa te ngakau i te whakapuaki o tēnei rautaki ahumahi tāpoi, ara te Destination Hauraki 2030. I te whakapiki o tēnei mea te ahumahi tāpoi kei waenganui i te rohe o Hauraki. Ka whakapiki ngā āhei mō ngā pā kainga, ngā Iwi Māori me ngā Kaipakihi hei ora tonu ai i te taha o tēnei tūmomo mahi te ahumahi tāpoi.

Ko te kaupapa nui o tēnei rautaki, kia mahi tahi mātou me whakanui ai te kitenga whānui mō te rohe o Hauraki. Mai tēnei wā tae noa atu ki te ao hurihuri.

I te whakawhanake o te Hauraki Rail Trail i te tau 2012. Kia kite mātou te puawaitanga o tēnei mea te ahumahi tāpoi kei Hauraki. Mai tēnei mea, Ka tipu ngā pākihi me ngā mahi ā tangata hei tautoko te ahumahi tāpoi ki Hauraki.

Ko te whakaaro matua. Me whakanuia mātou te manaaki nui o Hauraki mō rātou mā ngā tūruhi kua tae mai ki kōnei ki Hauraki. Ko te mea nui, mēnā he oranga pai te wairua o rātou mā ngā tūruhi. Kia whakaroa te nohonga o rātou mā kei kōnei kei Hauraki. Mēnā he nohonga pai te nohonga o ngā tūruhi, Kia kōrero pai tā rātou kōrero a Hauraki ki a rātou whānau me a rātou hoa hei akiaki ngā tūruhi, ngā manuhiri kei te hoki mai ki kōnei.

Nā te rautaki tohatoha ōrite, nā te whakaaro tahi, kia whakapuawai te ahumahi tāpoi hei ānga atu ki te manaaki nui o te Taiao, te ahurea me ngā tāhuhu kōrero, me te whakaoranga pai o ngā pā kainga me te orange pai o ngā tangata.

Harikoa te ngakau i te whakapuawaitanga o tēnei mea te rautaki ahumahi tāpoi me tā mātou manaaki ki a rātou mā ngā tūruhi ki tēnei taonga nui o mātou ara te rohe whānui o Hauraki. Mai ēnei rangi tae noa ki te ao hurihuri.

No reira

Tēnā Koutou Katoa

Vision

| Te Tūruapō

The Hauraki District has a sustainable and inclusive tourism industry that contributes value to its communities, environment and visitors.

Kei te ora tonu te whakapuawaitanga o ngā tāpoi kei waenganui i te rohe o Hauraki. Hei whakanuia mātou ngā taonga o te Taiao, o ngā pā kainga me ngā manuhiri kua tae mai ki Hauraki.





Māori guiding principles for the strategy

| Ngā whanonga pono Māori te Kaitiaki o te rautaki

Destination Hauraki 2030 acknowledges Māori as tangata whenua and recognises the value and importance of developing strong enduring partnerships with iwi.

The three principles echoed during the development of the strategy were Kotahitanga – working together, Kaitiakitanga - guardianship and Manaakitanga – hospitality. These principles have been woven into the heart of this strategy and will guide decision making at every step.

What these principles mean to us:

Kotahitanga

Working together as one to grow the Hauraki rohe (district).

Kaitiakitanga

Together acting as guardians for our natural, cultural and historical taonga, so they are protected now and for future generations.

Manaakitanga

Our manuhiri (visitors) are welcomed into our communities by our people and our tourism operators.

The Hauraki District visitor economy

| Hauraki te whenua, he aute he āwhea



HAURAKI DISTRICT

The Hauraki District sits in the centre of three of New Zealand's largest cities, Auckland, Hamilton and Tauranga.





50%
GROWTH IN
TOURISM
EMPLOYMENT
over the last 10 years*

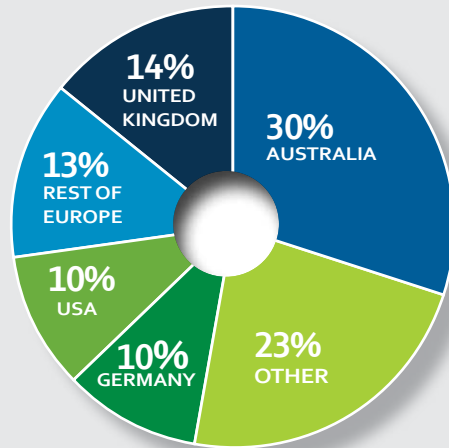


140,000
people explored the
HAURAKI RAIL
TRAIL in 2018



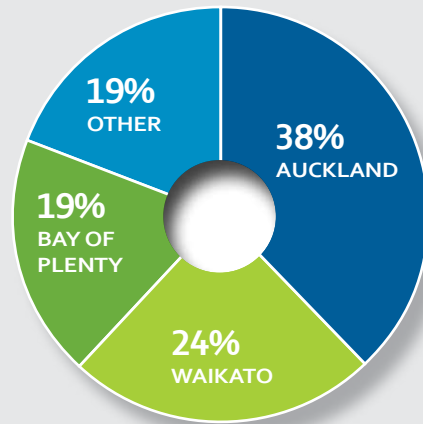
63%
GROWTH IN
TOURIST
EXPENDITURE
over the last 10 years*

Highest spend on
RETAIL and
FOOD AND
BEVERAGE*



INTERNATIONAL MARKETS

made up
14% of total tourism
expenditure in 2018*



DOMESTIC MARKETS

made up
86% of total tourism
expenditure in 2018*

*Source: Infometrics Hauraki District Economic Profile, 2018



Development of Destination Hauraki 2030

| Te Whakawhanake o Toia mai tō waka ki Hauraki

The development of *Destination Hauraki 2030* has been all about collaboration. Through collaboration we have been able to learn more about what is most important to iwi, our tourism operators and our local communities.

The first question asked during the development process was, do we need a tourism strategy for the Hauraki District? With a resounding 'yes!' from those involved, the process of developing *Destination Hauraki 2030* began.

During the development process our stakeholders told us that the industry's strengths include:

- our natural, historical and cultural taonga such as the Karangahake Gorge and Māori culture and stories,
- the vibe of the Hauraki District which includes our people, uniqueness and culture, and
- our location with a high traffic frequency and being between the three main centres of Auckland, Hamilton and Tauranga.

The opportunities that need to be taken hold of include:

- increased product development and creating authentic product, especially around Māori historical connections and stories relating to the whenua (land), te taiao (the environment) and our waterways,
- volunteer run attractions such as the Pūkoro-Miranda Shorebird Centre, the Historical Maritime Park, Goldfields Railway and the Victoria Battery that could become key tourism drivers with increased capacity and capability,
- working together both within the District as well as cross regionally, strengthening relationships,
- making the most of the high visitor numbers and giving visitors the opportunity to spend more (currently our area is a low spend destination), and
- investment into infrastructure to be prepared for increased tourism and provide visitors with outstanding experiences.

Three key focus areas (we call them pillars) resulted out of workshops/hui that were held with stakeholders and highlight the priority areas of *Destination Hauraki 2030*.

They are:

1. Destination Management
2. Product Development
3. Destination Marketing

We adopted our Economic Development Strategy *Toward 2025* in 2016. *Destination Hauraki 2030*, is an extension of the Destination Hauraki pillar in that strategy.

During the development of *Destination Hauraki 2030* we were mindful of key regional and national strategic directions. Documents that have guided and influenced it include:

- Destination Coromandel's *Beyond 2025* strategy,
- Central Government's *New Zealand-Aotearoa Government Tourism Strategy*, and
- Tourism Industry Aotearoa's *Tourism 2025 & Beyond* framework.

Destination Hauraki 2030 aims to complement Destination Coromandel's *Beyond 2025*, allowing us to work together more closely with them as our Regional Tourism Organisation to achieve our goals and theirs.

Tourism Industry Aotearoa was involved in the development of Central Government's *New Zealand-Aotearoa Government Tourism Strategy* so both of their strategic documents have strong synergies. Through collaboration with these organisations on *Destination Hauraki 2030*, this strategy is interwoven with these same philosophies, with actions identified that will directly impact our local area.

For information on:

- Our Economic Development Strategy *Toward 2025* please visit:
https://www.hauraki-dc.govt.nz/assets/business_docs/EcoDevStrat.pdf
- Destination Coromandel's strategy *Beyond 2025* please visit:
<https://www.thecoromandel.com/assets/DC-Corporate-Document-lowres.pdf>
- Central Government's *New Zealand-Aotearoa Government Tourism Strategy*:
<https://www.mbie.govt.nz/immigration-and-tourism/tourism/new-zealand-aotearoa-government-tourism-strategy/>
- Tourism Industry Aotearoa's *Tourism 2025 & Beyond* framework:
<https://tia.org.nz/assets/d5156c4126/Tourism2025-and-Beyond-v2>



Destination Hauraki 2030 objectives

| Ngā whāinga o Toia mai tō waka ki Hauraki 2030

Together with the Māori principles, there are seven outcomes that guide *Destination Hauraki 2030* and its actions. Stakeholders and iwi shared with us their aspirations about what we want to achieve together. These were used to develop objectives that will help us align as an industry and strive towards common goals.

Inclusive economy

We want our district to be a prospering place, where everyone is able to benefit from tourism and access the opportunities that are created by it.

Collaboration and connection

We work together and increase communication to build strong, enduring partnerships as well as raise capacity and capability to grow tourism in our district.

Authentic product

We share the things that make our district unique and develop authentic product that tells our stories.

Welcoming communities

We have a welcoming, hospitable culture where guests from New Zealand and all around the world feel embraced by our communities, are looked after, respected and provided with outstanding experiences.

Available insights

We share key visitor data, identified pinch points, visitor perceptions and other tourism information with stakeholders so informed decisions can be made and opportunities for development and dispersal are identified.

Enhanced environment

We protect, respect and enhance Papatūānuku and our natural, cultural and historical taonga.

Prepared, planned and ready

We are proactive rather than reactive in our response to infrastructure needs, and because of our planning and monitoring, we are ready for our visitors to come.



Pillars of Destination Hauraki 2030

| Ngā poutokomanawa o Toia mai tō waka ki Hauraki

During the development of *Destination Hauraki 2030*, three clear priority areas or pillars were identified as being the areas that were going to contribute to achieving the vision and objectives of this strategy.

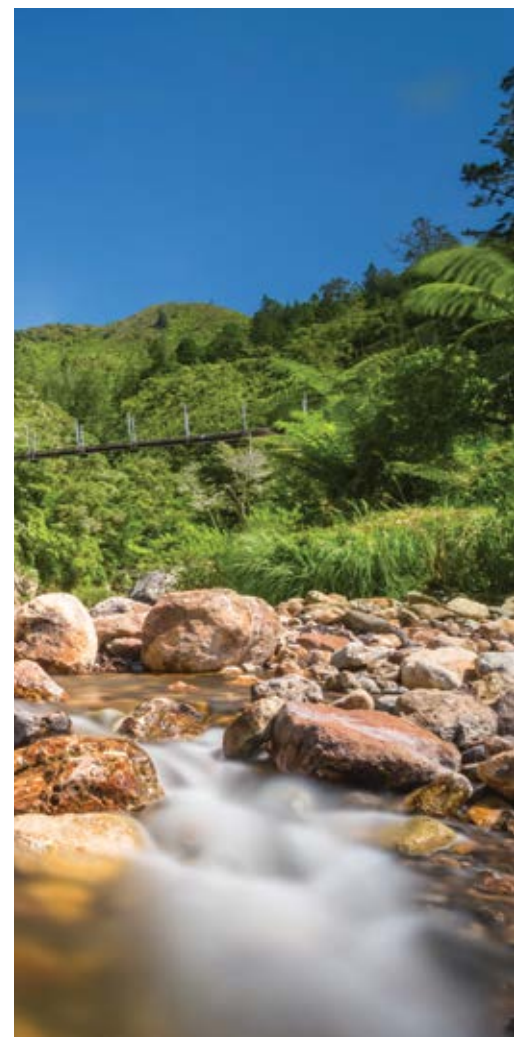
The three pillars are:

- Destination Management
- Product Development
- Destination Marketing

Where the actions under the pillars have significant financial implications for us, they will be subject to more detailed business case development and planning processes.



Image: The Coromandel





DESTINATION MANAGEMENT

Image: Jodi Pascoe

Destination management is constantly growing in importance and has been recognised as a key focus in the *New Zealand-Aotearoa Government Tourism Strategy*.

For our district, destination management is about Kaitiakitanga, creating a sustainable future for our communities and our natural, cultural and historical taonga. We have an important role to play, being responsible for much of the infrastructure used by our visitors, but just as importantly, iwi, tourism operators, our communities and a number of other tourism related organisations and government of all levels will need to work in collaboration – Kotahitanga to achieve our objectives.

Key objectives for this pillar:

- Collaboration and connection
- Available insights
- Enhanced environment
- Prepared, planned and ready
- Welcoming communities
- Inclusive economy

How we will achieve our objectives:

- Encourage tourism stakeholders to sign up to Tourism Industry Aotearoa's *Tourism Sustainability Commitment*.
- Develop communication channels and improve Kotahitanga between iwi, tourism operators, government at all levels, other tourism related organisations and communities so that everyone is aware of developments in tourism and can work together more effectively.
- Work together with other Waikato councils, the Regional Economic Development Agency (Te Waka)

and other organisations to support tourism related projects and initiatives that will benefit our district, the greater Waikato and New Zealand.

- Tikanga Hauraki will guide tourism in our district and iwi are involved in tourism developments and decision making.
- Be aware of funding opportunities, assess their fit to local tourism priorities and develop or support the development of applications.
- Inform tourism related activity through the sharing of latest data insights.
- Kaitiakitanga of Hauraki whenua (land) and taonga becomes a key aspect of tourism within our district and campaigns such as the *Tiaki Promise* which educate visitors on how to care for New Zealand are promoted.
- Ensure tourist related infrastructure is considered in our planning processes.
- Engage with our communities to increase their understanding of tourism, involve them in decision making and encourage them to be proud and welcoming 'ambassadors' of their area.
- Support the provision of visitor information services within our district.
- Promote responsible camping in our district in collaboration with the New Zealand Motor Caravan Association, Tourism New Zealand and Tourism Industry Aotearoa.
- Promote technological advances that could increase visitor experience and support projects such as the installation of free WiFi in the main streets of the Paeroa, Waihi and Ngātea town centres.
- Support initiatives that reduce labour shortages in the tourism industry.

Māori Tourism in the Hauraki District

Developing Māori tourism in Hauraki is seen as a key focus and opportunity for Hauraki Māori as tourism progresses in our district.

Māori have a strong and unbroken connection with Hauraki that dates back to the beginning of time. For Māori, Hauraki is filled with amazing stories and practices that firmly connect them to the whenua (land) and moana (sea). This connection influences the way they view and care for te taiao (the environment). Hauraki Māori have a special and deep understanding of our district and sharing this with our visitors will set this rohe (place) apart from the rest of Aotearoa.

Hauraki Māori are excited about tourism progressing in our district and see the benefits they can bring to the industry which includes creating rich, authentic and engaging experiences for manuhiri (visitors). They can also share their understanding and customs around Manaakitanga which can provide a base for how tourism is done in Hauraki, for example, the opportunity to ensure all tourists are welcomed into the region appropriately, according to how Hauraki Māori would welcome guests into their own marae.

Exciting opportunities await Hauraki as Māori look to develop key tourism ventures that will attract tourists to our district and share their special knowledge and understanding of tourism with others working in the industry. Hauraki Māori have had and will continue to have strong participation in and influence on this strategy *Toia mai tō Waka ki Hauraki 2030* (*Destination Hauraki 2030*).





PRODUCT DEVELOPMENT

We aim to provide our visitors with an outstanding experience they will want to share with family and friends, and product development has important role to play in improving this experience.

The two main focuses are on promoting and supporting new tourism business development in our district and engaging with and building capacity and capability of existing tourism operators and their businesses.

For visitors to come, there needs to be attractions and infrastructure to support their stay and their experience.

Key objectives for this pillar:

- Collaboration and connection
- Inclusive economy
- Authentic product

How we will achieve our objectives:

- Encourage collaboration within the tourism industry to work within and across district boundaries to create tourism packages that will increase visitor experience and length of stay.
- Develop and maintain strong working relationships with government agencies such as the New Zealand Transport Agency, Department of Conservation, New Zealand Trade and Enterprise and the Ministry of Business, Innovation and Employment.
- Support further investigation and collaboration on the Waikato Regional Cycle Trails Business Case.

- Identify tourism game changers for our district through an opportunities plan.
- Actively promote and support new tourism related business development in our district with a particular focus on unique and authentic experiences that embrace the principle of Kaitiakitanga and will create jobs.
- Build capacity and capability within the tourism industry to enhance existing business' understanding of Manaakitanga, to provide visitors with an outstanding experience.
- Engage with and support iwi in the development of authentic tourism product, the telling of their stories and in the development of their own economic development/tourism strategy.



The Hauraki Rail Trail

The Hauraki Rail Trail has been a real game changer for tourism in our district.

It's a great example of what can be achieved when councils work together across boundaries on a project to enhance our local areas, from health and wellbeing through to economic development.

Since the opening of the Hauraki Rail Trail in 2012, the Hauraki, Thames-Coromandel and Matamata-Piako District Councils, have met frequently with the Hauraki Rail Trail Charitable Trust which is the governing body of the Trail to seek constant improvement and implement new ideas that will increase visitor experience and safety on the trail.

Entrepreneurial spirit has been sparked with the development of new accommodation, cafes and restaurants and other attractions to add to visitors' experience.

The economic benefits of the Hauraki Rail Trail, with its approximately 140,000 users as of 2018 has exceeded expectations. This strategy aims to continue to support new businesses to establish along the Trail or offer off-trail experiences as well as work with existing businesses to up their game and provide outstanding experiences to their customers.

For more information contact:

Hauraki Rail Trail Charitable Trust

Diane Drummond, CEO

Email: diane@haurakirailtrail.co.nz

Website: <https://haurakirailtrail.co.nz/>





DESTINATION MARKETING

Destination marketing has the ability to bring visitors into our district and can support destination management too, by influencing when visitors come and where they go.

Our district is marketed under the brand 'The Coromandel' with the tagline "*good for your soul*". This is led by our Regional Tourism Organisation, Destination Coromandel who are also funded by the Thames-Coromandel District Council. Destination Coromandel's vision and mission seek to attract year-round visitation to 'The Coromandel' and to become New Zealand's must visit destination.

Through the development of additional quality product, Destination Coromandel and our visitor information services can market and promote the Hauraki District at another level and encourage an increase in visitor spend

Key objectives of this pillar:

- Collaboration and connection
- Authentic product
- Prepared, planned and ready
- Inclusive economy

How we will achieve our objectives:

- Increase the awareness and use of the "*good for your soul*" tagline in our district.
- Promote the engagement of our district tourism industry with Destination Coromandel.
- Share developments in tourism with our communities.
- Promote opportunities for tourism development as identified in the opportunities plan once completed.
- Use marketing as a destination management tool by focusing marketing on the shoulder and low season and on areas that will have the most value to communities, not areas already under pressure from tourism.

The Falls Retreat

When Emma and Brad from The Falls Retreat first arrived in New Zealand 10 years ago, they visited a small property called Goose Farm in Waikino and instantly recognised the potential. A mix of vision and hard work has led to the creation of their successful tourism business – The Falls Retreat, offering a restaurant, accommodation, weddings, workshops, cooking school and events.

Their business has been built on good quality food, a warm welcome and a paddock to plate ethos, which means most of the food is produced on their property or sourced locally.

“We want to give people a personal, unique experience that they tell their friends and family about and come again,” says Emma.

The Falls Retreat has also been prepared to try out new ways of doing things to improve their business and, as they put it, “work smarter, not harder”. Through engaging with Te Waka, Waikato’s Regional Economic Development Agency’s Business Growth Advisors they were able to make connections with specialists who could help them achieve this. It has also given them the confidence to assess options for diversification and refinement of their product.

“We love running our business in the Hauraki District. There are so many supportive organisations working hard to help businesses like ours, from the Council to Destination Coromandel and of course Te Waka, we are excited about the future of tourism here in our destination, Hauraki.”



Images: The Falls Retreat



For more information on this strategy, contact:
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