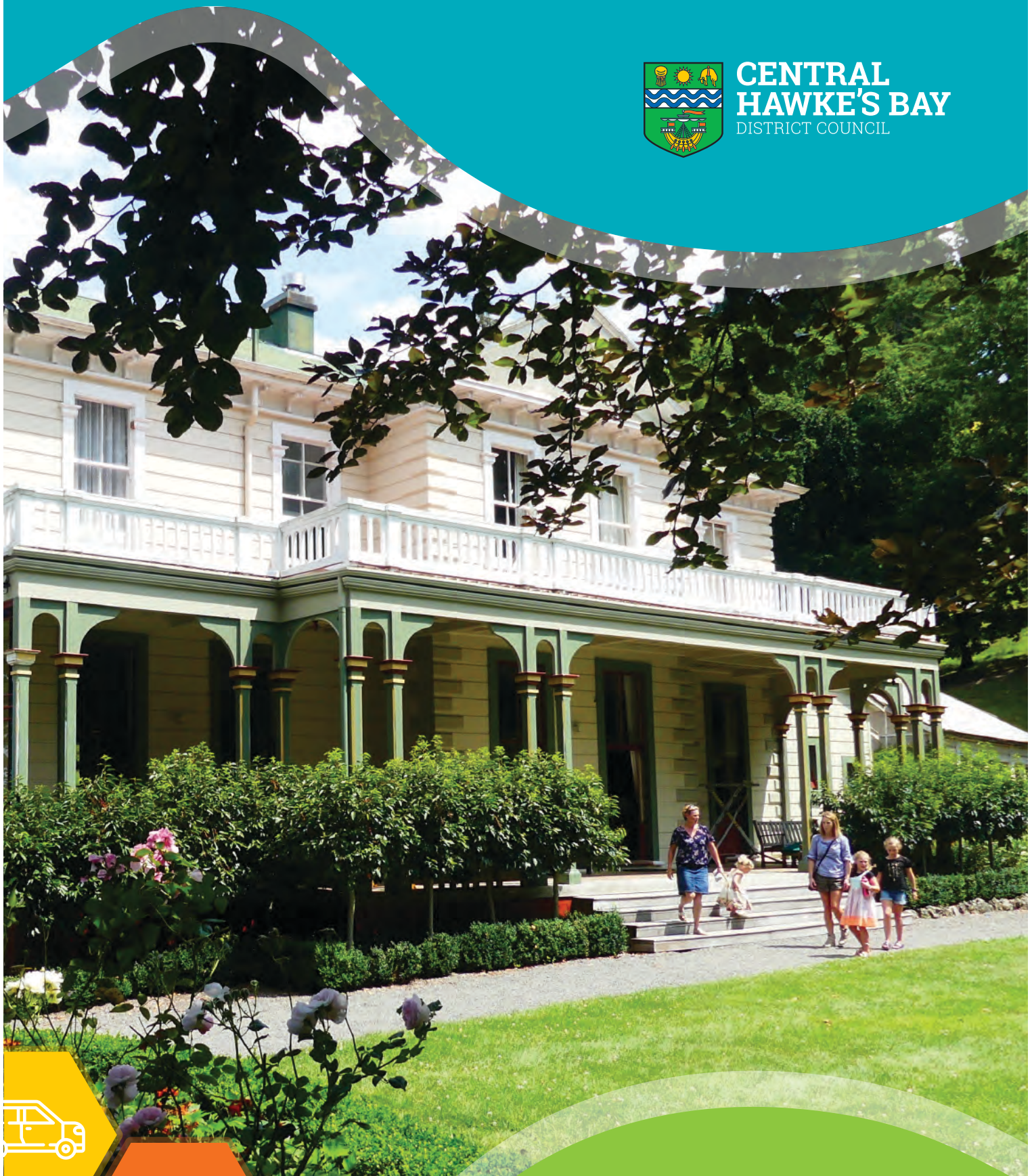




**CENTRAL
HAWKE'S BAY**
DISTRICT COUNCIL



Tourism Destination Plan & Needs Assessment

Together we thrive! E ora ngātahi ana!



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Introduction

Central Hawke's Bay is New Zealand's undeveloped mountains to sea visitor destination. The unique stories of Central Hawke's Bay – both Māori and post European and landscapes provide rich layers of experience. At present visitors are predominantly 'local', from the wider Hawke's Bay region or just beyond. We think there is a social and economic opportunity to share our place more widely.

As we do this we want to protect the things that make our place so great to live in, including the places and experiences that make us so proud to be from here. Project Thrive provides really strong guide rails about what our community wants our future to look like. This document allows us to consider how the visitor economy can contribute to Project Thrive.

The current COVID-19 situation presents an ideal time to consider the Central Hawke's Bay's visitor economy. In a short period of time, the global pandemic has upended the national visitor economy presenting a mixture of challenges and opportunities. It has also driven New Zealanders to explore more of our own backyard.

We have time now to position Central Hawke's Bay to ensure that more visitors results in increased opportunities and prosperity, while mitigating any potential negative impact on our communities and places.

To bring this all together and respond for the success of Tourism in our District, we have created this **Destination Management Plan and Needs Assessment**.

We acknowledge the support of the Ministry of Business, Innovation and Employment's Tourism Infrastructure Fund, which has enabled us to undertake this work.

Destination Management Planning

Destination Management Planning considers the management of all aspects of a destination that contributes to a visitor's experience. It involves understanding the district's unique visitor proposition and the opportunities to capitalise on it, as well as the challenges facing its sustainable growth.

Infrastructure Needs Assessment

The infrastructure needs assessment sits within the destination planning approach. It allows us to understand and develop key actions and investment requirements to address visitor sector challenges and capitalise on opportunities.

We have considered what a visitor is and what this document should be.

A visitor is not just a tourist: Although this document largely focuses on visitors as individuals or groups who visit the Central Hawke's Bay for pleasure, visitors are more than that. A visitor is also a person who visits the district for work, or to see friends and family, or stops to refuel their car.

A living document: This document is designed to be a living document. The visitor economy is continuously changing requiring the public and private sector to continuously plan for and adapt to change. This includes monitoring change and revising actions to positively respond to it.

Good work has been already done: This document builds on a variety of public and private sector work which has already considered and completed, including:

- Central Hawke's Bay Economic Action Plan 2019
- Central Hawke's Bay Tourism Growth and Development Economic Assessment 2019
- Pōrangahau Tourism Opportunities Feasibility Study 2019
- Central Hawke's Bay Draft Integrated Spatial Plan 2020.

The Central Hawke's Bay Visitor Economy – A Current Snapshot

At present tourism in Central Hawke's Bay is characterised by low volume and low value visitors. Most visitors to the district are New Zealanders who mainly live in neighbouring districts.

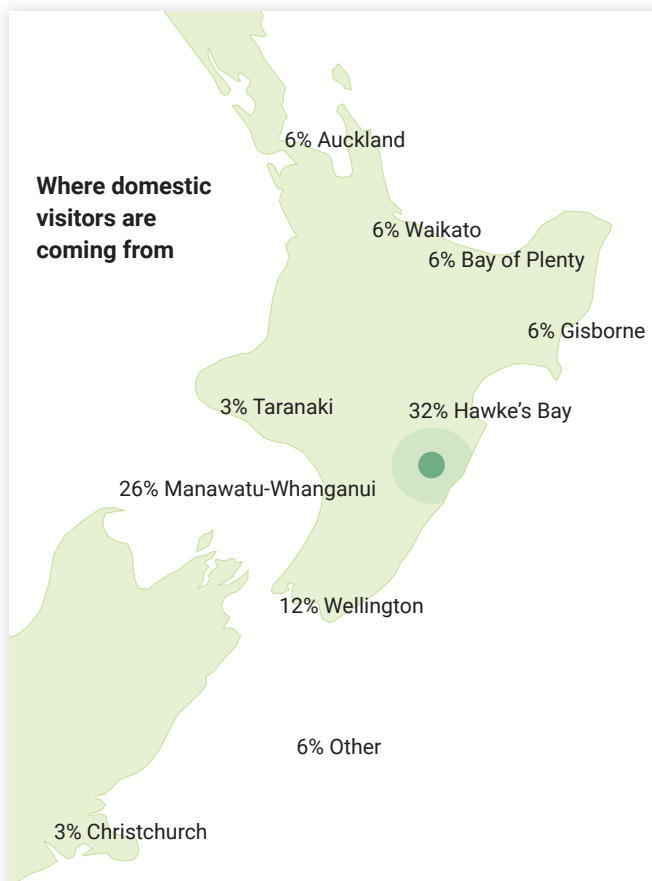
Examining visitor spend gives a strong indication of the nature of the visitor economy, the types of visitors to the district, as well as where they are going and what they are doing. In Central Hawke's Bay, a significant proportion of visitor-related spend is on fuel and over-the-counter food and beverages, which indicates that most visitors spending in the district are only stopping for short periods of time on their way to somewhere else.

Our Visitors

There are 60,000 visitors per year:



- 90% are domestic – with the majority coming from within one to two hours drive including from within the Hawke's Bay Region to the north and Manawatu-Whanganui and Wairarapa/Wellington Regions to the south.
- International tourists are mainly from Europe (excluding the UK) and Australia.
- The last indicators on visitor nights suggests there are around 28,000 visitor nights per year, of which over half are international visitors.



What they are spending on

In 2019 the total visitor spend was \$39 million of which 89% was domestic:

\$39M of which 89% was domestic:



Over 47% of visitor spend is on fuel and other automotive retail needs as well as takeaway food, alcohol, and beverages (NZ average is around 15%).

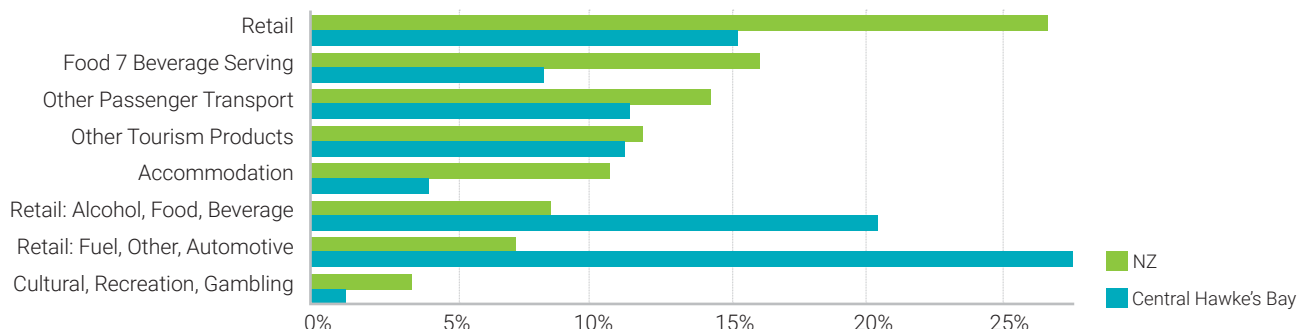


A further 8% is on seated food and beverage offerings such as cafés and restaurants as well as retail other (NZ average is 16%).

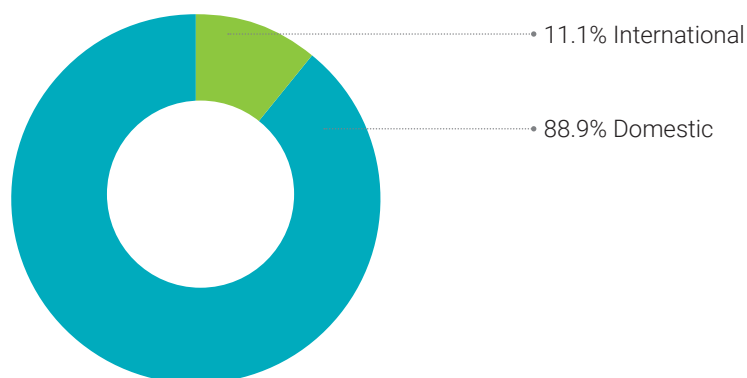


Around 4% was accommodation (New Zealand average is 11%).

Total spend profile of products in Central Hawke's Bay District Year Ending March 2020



Central Hawke's Bay District total spend by International/Domestic Year Ending March 2020



Responding to Tourism and COVID-19

COVID-19 has disrupted the New Zealand visitor market and at the time of the production of this Destination Plan and Needs Assessment, the borders were still closed with no certainty on when widespread global travel would resume. In responding to COVID-19, the tourism industry and Tourism New Zealand is working along Ministry of Business, Innovation and Employment (MBIE), the Department of Conservation and industry stakeholders to:

- **Respond** – Understand the urgent challenges and what is needed to support the industry to be ready for tourism.
- **Kickstart** – Take action to encourage domestic tourism and to encourage international tourism when the time is right.
- **Reimagine** – Create a tourism sector that genuinely gives back more than it takes to New Zealand and work together to manage visitor growth and flow so that all our communities and people benefit.

This Destination Plan and Needs Assessment seeks to address each of those points by taking a step back and understanding the Central Hawke's Bay visitor proposition and then planning actions to respond to COVID-19 and enhance the visitor economy in the future.

Creating a distinctive and attractive Central Hawke's Bay destination

We want to create a place that locals are proud to call home and visitors remember as one of their best trips ever.

Vision

Sharing the best of what the Central Hawke's Bay has to offer whilst preserving our place.

Goals

We want to:

- **Increase the value of the visitor economy:**
 - Lift the proportion of low volume - high value spend and general visitation in order to double the value of the visitor economy in fifteen years.
- **Lift Central Hawke's Bay's profile:**
 - Have a strong, clear, and authentic visitor proposition that aligns with what it means to live in and visit the Central Hawke's Bay.
 - Capitalise on the district's unique selling points and 'hero experiences'.
- **Protect our sense of place and community:**
 - Maintain our welcoming and inclusive character – Manaakitanga.
 - Maintain and improve our natural and built environments – Kaitiakitanga.

Principles

We will:

- **Support mana whenua to achieve their destination and visitor aspirations**
- **Work collaboratively to make the most of home-grown wisdom and experience**
- **Apply the Project Thrive vision, objectives and values to the growth of the visitor economy**
- **Preserve what makes Central Hawke's Bay a special place to live**
- **Enhance and preserve the district's unique characteristics like our:**
 - Diverse environments
 - Close knit communities
 - Authentic and rich culture
 - Strong history
- **Direct investment where it can deliver best value for money and deliver the best outcomes for the district.**
- **Build local capacity and capability to provide more employment opportunities across the District.**



Challenges

To inform the development of this Plan we held a series of focus group discussions. These discussions identified the following seven key challenges facing the Central Hawke's Bay visitor sector.

Challenge 1: Low value – Low volume

Our current visitor market is mainly low volume and low value and does not contribute significantly to the local economy. Low economic return means there is limited investment in the visitor economy.

Challenge 2: 'Grassroots' offerings and capability

The existing visitor experiences are largely undeveloped and 'grassroots'. As such, many of the things to see and do are run by volunteers or people with limited experience in providing visitor products. This is contributing to a varied quality of visitor experiences. To a certain extent the visitor offerings and agencies operate within silos without localised collaboration.

Challenge 3: Isolation and access

The district is relatively isolated and is off the traditional North Island tourist route. The closest visitor market is Napier/Hastings, which is between a 1.5 to 2 hour return car trip. This issue of isolation is also evident within Central Hawke's Bay itself as many of the key experiences are dispersed widely across the district.

Challenge 4: Marketing

The Central Hawke's Bay visitor proposition is currently unclear. There is no distinctive positioning that draws people to investigate further.

Challenge 5: Getting people to stay longer, explore and spend more

Most visitors to Central Hawke's Bay only stop briefly when passing through. Wayfinding within the district and between key points of interest and experiences is poor.

Challenge 6: What is happening after dark, where do I stay, where do I eat?

While there is a variety of accommodation offers, there is not a lot of accommodation. This is a barrier in attracting increased overnight stays and an ability to attract and host events. The low number of overnight visitors cannot support a strong evening economy exacerbating the perception of there being 'nothing to do at night'.

Challenge 7: Visitor infrastructure

As a small Council, the district grapples with widespread historic infrastructure issues. As such, in peak periods there are issues with fit for purpose infrastructure necessary to deliver positive visitor experiences. This includes water supply, toilets, rubbish, and waste disposal in certain coastal settlements. There is inadequate signage and district-wide wayfinding to key points of interest and critical infrastructure like carparking is poor in some areas which impacts on the visitor experience. In addition, visitors who travel in campervans and caravans are a key target market for the district, but the district has no public dump stations and private ones have capacity issues. Central Hawke's Bay is not recognised as a motorhome friendly district by the New Zealand Motorhome Caravan Association (NZMCA) and does not have a NZMCA park restricting visitation from this growing market.

Destination strengths of the Central Hawke's Bay

The Central Hawke's Bay Visitor Proposition

Central Hawke's Bay is often marketed as the 'Hidden Hawke's Bay' by Hawke's Bay Tourism and there is a strong impetus to maintain its character whilst lifting the value of the Districts visitor economy. As such, a challenge is to maintain that sense of discovering something special and unknown alongside the desire to make more people aware of our place and why to visit.

Recent Research post COVID-19 by Tourism New Zealand reveals that 55% of New Zealanders planning on taking a trip in the next 12 months want to visit a place in New Zealand that they have not been to before and are looking for:

1. Place I have **never been before**
2. Spectacular natural **landscapes**
3. Accommodation options to **suit my budget**
4. Opportunities to **relax and refresh**
5. Good local **food and beverage experiences**
6. **Iconic attractions** and landmarks
7. Ideal for **having fun** and enjoying myself

This focussed domestic research provides us with some key insights into aligning our attractors, our market and our destination development. Central Hawke's Bay is well positioned to benefit from an increase in domestic travel over the period of time that international travel is restricted and beyond as travel behaviours change.

Regional Alignment

As a district, Central Hawke's Bay forms part of wider regional Hawke's Bay Visitor proposition and the two are inherently linked. Central Hawke's Bay District is an active member of Hawke's Bay Tourism and enjoys a good relationship and wholly supports the Regional Tourism Organisation.

From a regional perspective, the Hawke's Bay visitor proposition is largely built around Napier and Hastings with a strong focus on food and wine, Cape Kidnappers, Te Mata Peak and nationally recognised regular event calendar featuring Art Deco weekend and various concerts such as the Mission. The district and region share similar types of experience around the outdoors, history, and culture and enjoy a healthy natural tension, whereby the district is reliant on a solid regional visitor economy, but at the same time is competing against other districts which form the region to attract visitors.



Key Visitor Attractors and Hero Experiences

We have identified four key attractors founded on our natural environment and the district's cultural and historic context and way of life and six hero experiences. These attractors have helped focus our action plan responses to our vision. They are also often the inspiration of authentic experiences like events which can help smooth the seasonality of visitors.

1. One-of-a-kind Authentic Culture

Te Taiwhenua o Tamatea is a significant place in the cultural and historic heritage of Ngati Kahungunu¹. Ngati Kahungunu have the third largest iwi population. A large percentage of Kahungunu people live outside the region. Sharing the stories of how the landscape and the people shaped what is Central Hawke's Bay today, is a key opportunity for Central Hawke's Bay for Kahungunu people living outside the region as well as for others.

Particular opportunities to attract visitors looking for an authentic cultural experience include the Ngā Ara Tipuna ki Tamatea project, which reflects a shared desire to re-establish the significance of Māori culture in the Central Hawke's Bay. It is based around telling the stories around six historic pā sites in Waipukurau.

Taumatāwhakatāngi hangakoauauotamateaturipukakapikimaungahoronukupokaiwhenuakitanatahu (the world's longest place name) near Pōrangahau and Te Paerahi and the Rongomaraeroa Marae is another area where mana whenua are investing in sharing their histories and culture with visitors.

An overarching approach to Maori Tourism being developed through the project Ngā Ara Tipuna ki Tamatea, will further develop local opportunities as part of a wider cultural tourism narrative.

2. Off the Beaten Track Natural Environments

Central Hawke's Bay's diverse natural environments provide a wide range of outdoor experiences for visitors. The Conservation Estate of the Ruahine Ranges provides a range of recreational activities including a variety of single day and overnight hunting, walking, tramping, as well as mountain biking. Sunrise Hut is a particular stand out overnight tramp for a variety of ages and abilities.

The rivers and streams that flow through the district offer cycling and walking opportunities as well as outstanding fishing. The dramatic coastlines and isolated and largely untouched beaches attract visitors and locals year-round. Te Angiangi Marine Reserve is of national ecological significance and one of a few on the east coast of the North Island.

3. Rich and Unique Histories

Central Hawke's Bay has some of the oldest colonial settlement history in New Zealand. Waipawa is the country's oldest inland town and the historic village of Ongaonga is a step back in time with a wealth of historic sites and buildings and a community with a desire to maximise the visitor experience potential. The historic homesteads across the district are another treasure and provide unique experiences from a different time period.

4. Real Country Life and Rural Experiences

The Central Hawke's Bay provides a real country experience and quintessential rural escape. The quiet and scenic country roads are ideal road trips. The quiet, picturesque rural roads are also ideal for cycle touring.

The country pubs and villages, country homesteads and old stations and churches dotted throughout the district provide points of interest along the way. There are other unique experiences including the Backpaddock Lakes Wakeboarding park as well as Taniwha Daffodils which draw visitors to the district every spring. There is also an emerging local providence sector which combined with road trips, the homesteads and boutique hospitality offers provides a real point of difference.



¹www.kahungunu.iwi.nz/tamatea

Hero Experiences

Hero experiences represent and capture the 'essence' of the Central Hawke's Bay visitor destination. These are the 'iconic' attractions and landmarks that a place becomes known for.

They become the catalysts for staying authentic while attracting people to stay longer and spend more. To determine that an attraction is a 'Hero', it needs to:

- Be **unique and iconic** providing a destination with a real competitive advantage over others.
- Reflect what is truly unique or **memorable** about the Central Hawke's Bay.
- **Meet the needs of the target markets** and will bring them to the Central Hawke's Bay.
- Have the potential to attract a high proportion of visitors and are the '**must-do's**' when visiting the Central Hawke's Bay.

Visitor experiences can be developed over time meaning hero attractions can change and we expect this to continue in the future. At the moment there are six identified hero experiences that meet the criteria outlined above:

1. **Te Angiangi marine reserve**
2. **World's Longest Place Name and Pōrangahau cultural experience**
3. **Ngā Ara Tipuna**
4. **Ongaonga historic village**
5. **The historic homesteads**
6. **Road trips that capture the collective diversity of district's unique natural areas, history, culture, and rural fabric.**

The following section describes these heroes and identifies some of the challenges and opportunities for developing them as visitor destinations.

Te Angiangi Marine Reserve

Te Angiangi marine reserve is one of only 33 marine reserves in New Zealand and is one of the most accessible. It covers an area of about 1.3 square nautical miles (446 hectares), extending 1 nautical mile offshore from the mean high-water mark between Blackhead and Aramoana beaches.

What makes the marine reserve exciting from a visitor perspective is the large pool known as 'Stingray Bay' which is an easy walk from Blackhead or Aramoana. At low tide, this bay is almost completely cut off from the open sea and forms a sheltered lagoon, an excellent place for beginners learning to snorkel. Stingray Bay has a fascinating variety of marine life, comprising a mix of fauna and flora including crayfish, pāua, sea coral and reef fish such as moki, butterfish and cod. During calm conditions experienced snorkellers and scuba divers can swim off the edge of the intertidal rock platform.

Challenges	Opportunities
Active access to the marine reserve is only partially formed and is subject to erosion.	Establishing and marketing nearby accommodation options to extend stays.
Communicating the best time to visit the reserve.	Promoting the marine reserve to targeted markets.
A lack of signage along the way makes it possible to miss Stingray Bay at high tide.	Improve active access to the marine reserve.



The World's Longest Place Name and Pōrangahau Cultural Experience

Taumatawhakatangihangakoauauotamateaturipukakapikimaungahoronukupokaiwhenuakitanatahu is the longest place name in the world and truly cannot be replicated elsewhere. It is a key draw card for visitors wanting to get a photo next to the sign of the longest place name in world. Exploring a bit deeper, it is a cultural experience that immerses the visitor in local stories and tikanga.

Guided tours to the location are currently offered by mana whenua who provide storytelling and cultural insights about the history of the land and its cultural significance.

Challenges	Opportunities
Development of the attraction is limited by the capacity, and acknowledged business development knowledge of owners of site.	Unlocking the potential of the private tours and access component of the World's Longest Place Name.
Funding design and access improvements to the peak of 'Taumata' and tourist services and infrastructure.	Unlocking the potential of the wider Pōrangahau cultural precinct (marae stays, teaching, tours).
Remoteness of experience creates specific infrastructure challenges including provision of toilets which are not financially viable.	Linking to Ngā Ara Tipuna ki Tamatea as a phase three project, and leveraging off that projects success.
	Opportunity to leverage off Porangahau-Wimbledon Road Provincial Growth Fund funding to utilise roading solutions which also help solve visitor experience challenges on the road reserve.



Ngā Ara Tipuna ki Tamatea

Ngā Ara Tipuna ki Tamatea is centred around bringing to life and telling the stories around six historic pā sites in and around Waipukurau. This significant cultural heritage project, which received Provincial Growth Funding support will include carvings, digital storytelling and displays to engage visitors and locals through sharing stories of the people of Tamatea and their relationship with the land. The delivery of jobs and wider economic returns were a core component of the Provincial Growth Fund funding support.



Challenges	Opportunities
Hapū capability and capacity to develop and deliver visitor experiences with pace.	Development of visitor experiences and products which are unique and authentic to Tamatea Hapū.
Competing visions and values for the project which may not always prioritise visitor experiences over other objectives, for example environmental regeneration or local education and engagement.	Linking to wider regional (and inter-regional) cultural experiences, for example Napier Maori Tours or Manawatu pa site experiences.
Funding for future phases not being realised.	Development of cultural event opportunities, for example Matariki. Link to Tukituki Trails creates a hugely compelling passive visitor experience which incorporates culture and recreation.

Ongaonga Historic Village

Ongaonga historic village contains a concentration of in situ historic buildings and places that provide a step back in time experience. The town also has a museum which holds a collection of old machinery, tools, and buildings giving visitors another glimpse into the past.

The Coles Brothers Building, sits proudly in the heart of the village. This Category 1 listed building was built in 1878 and housed the Coles Brothers' various businesses including carpentry, surveying, interior decorating and even coffin building for the local undertaker. Local fundraising is focussed on restoring the building to establish it as an anchor destination in Ongaonga.



Challenges	Opportunities
Relying on volunteers, the development of visitor experiences is dependent on availability and time. As such, future proofing the project is important to ensure longevity.	Creating a 'whole of village' experience.
Reaching the funding target for the restoration of the Coles Brothers Building and subsequent restoration projects.	The relationship with Department of Conservation in the historic park can be developed further to create 'gateway to the ranges' experiences.
Poor signage on the highway which downplays the visitor experience.	Opportunity for business and accommodation to leverage off the destination, for example Cafes and historic homestays or boutique motorcaravan parking. Heritage themed events which provide a European counterpoint to the development of Ngā Ara Tipuna.



Historic Homesteads

Central Hawke's Bay is home to six historic homesteads all of which have unique history. They include Wallingford, Oruawharo, Gwavas, Woburn, Ashcott, and Chapelwick Coastal Estate. The historic Homesteads are considered to be hero experiences as collectively they are unique to the Central Hawke's Bay. They some of the old homesteads in New Zealand are all individually privately owned, mainly located near Waipukurau and provide various degrees of visitor offerings. A couple serve as event venues, and allow daytime visitors. Others provide overnight accommodation of differing quality. Wallingford is the most reputable from an accommodation perspective an provides a high-end experience which includes various wine and good events in the year as well as a truffle hunting experience.

Top Three Challenges	Top Three Opportunities
Visitor experiences are wholly dependent upon the enthusiasm and professionalism of the current owner/s, with the possibility of an uneven experience across the homesteads.	Developing the colonial European history as a counterpoint to the pre-colonial stories being developed for Ngā Ara Tipuna.
Distance between many homesteads makes holistic tours which packages them all together challenging.	The homesteads have the potential to be a suite of low-volume high-value bespoke products attracting more spend within the district.
	The homesteads have the ability to play a core role in attracting and hosting events.

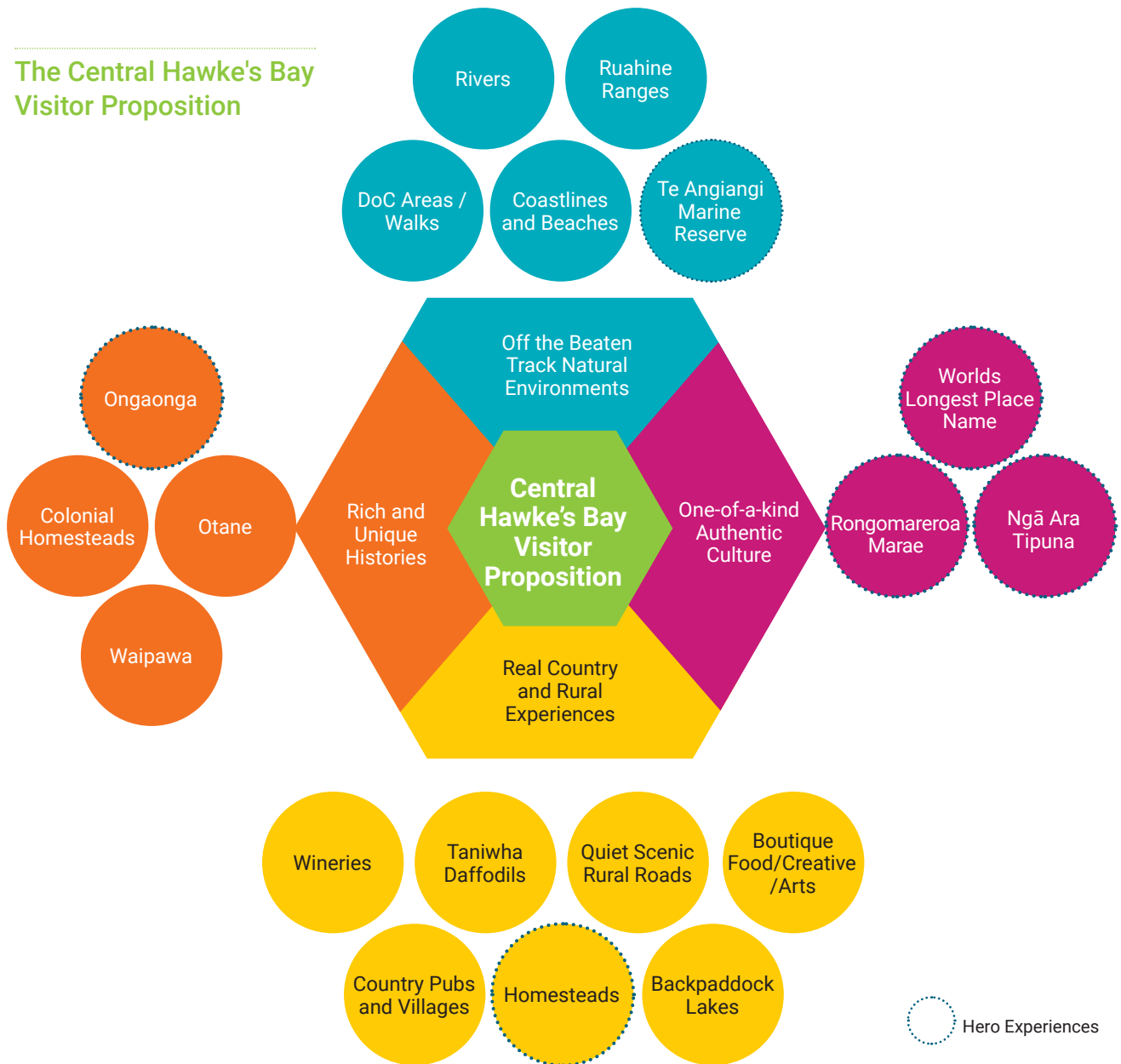
Journeys that capture the collective diversity of district's unique natural areas, history, culture, and rural fabric.

One of the districts competitive advantages are the diversity of its experiences which can be undertaken in a variety of road trips. These road trips are of varying length and interest, but all include multiple differing experiences and capture the essence of Central Hawke's Bay on quiet scenic rural roads. The journeys can be undertaken by car / campervan or in some places by bike.

Challenges	Opportunities
The road trips are self-drive and to accomplish must have own vehicle or hire vehicle from out of region.	Park and ride opportunities for all levels of cyclists to experience quiet rural roads.
Lack of consistent wayfinding and signage.	Establish a memorable suite of journeys throughout the district which visitors can follow.
Rental campervan and cars often do not give insurance if their vehicles have an accident or get damaged whilst being driven on unsealed roads in which there are many in the Central Hawke's Bay.	Day trip opportunities from Hastings and Napier.



The Central Hawke's Bay Visitor Proposition



Hero Experiences and Regional Alignment

The identified hero experiences are unique to the district and form part of the wider regional visitor proposition. We recognise that we need to focus on enhancing our hero experiences as core reasons to visit our district whilst remaining flexible enough to respond to the wider regional branding and marketing proposition.

The Location of Key Experiences

The Central Hawke's Bay has three key zones:

1. **The West:** Broadly from the Ruahine to State Highway 2.
2. **The East:** The Coast to State Highway 2.
3. **The Spine:** Townships and attraction around State Highway 2.

These are explored a little further below:

The West

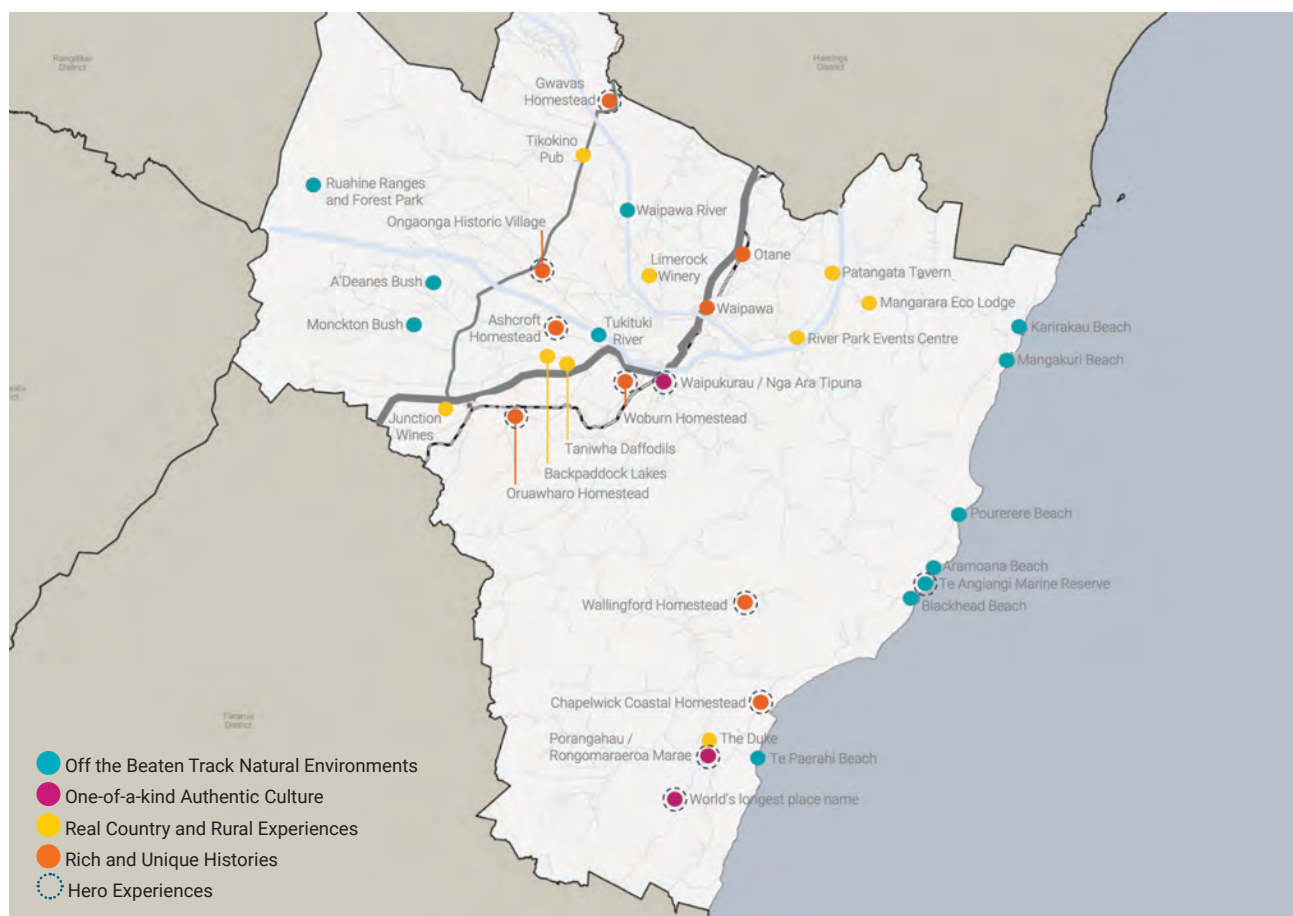
The Ruahine Ranges dominate the western edge of the district. Key experiences in this area are the recreational opportunities within the ranges, as well as the more accessible A'Deanes and Monckton Bush Reserves. State Highway 50 runs through this part of the district with Ongaonga historic village, the Tikokino Pub and the Gwavas Garden and Homestead amongst other key attractions.

The East

The eastern side of the district features an impressive coastline, beautiful isolated beaches, and classic kiwi coastal settlements that are reached through rolling rural landscapes. The southern area of Pōrangahau presents an authentic cultural precinct with the world's longest place name, Rongomaraeroa Marae, and Te Paerahi Beach. The historic Duke of Edinburgh Hotel, bar and restaurant as well as Chapelwick Homestead are located in and around Pōrangahau.

The Spine

The spine of the district is formed by State Highway 2 which carries between 6,500 – 8,100 vehicle movements per day and the districts main urban areas of Waipukurau, Waipawa, and Ōtane. The centres provide most of the district's hospitality and accommodation and visitor services. Key visitor experiences through this central area of the district are centred around the three towns. This is also the part of the district where most spend currently occurs.





Getting To, and Around the District

To understand how to encourage more visitors and more spend we have looked at how they arrive and travel within the district.

Self-Driving



Almost all visitors to the Central Hawke's Bay get to and around the district by driving. This includes private motor vehicles as well as campervans of all sizes and types.



As the fundamental mode of transport around the district, the driving experience needs to be made as easy and interesting as possible. This means:

- District wide clear and consistent signage
- A suite of pre-planned journeys/itinerary)
 - These journeys should be support with:
 - Consistent high-quality road signage and wayfinding
 - High quality paper-based maps
 - Digital-based wayfinding tools
- A safe roading network

Cycling



Alongside the developed off-road cycle paths, the quieter country roads across the district are perfect for cyclists. The increasing popularity of cycle tourism and electric bikes is likely to see the number of cyclists increase in coming years.

Recreational cyclists generally drive into the district, with bikes and experience the district through shorter, focussed cycling trips. In many respects, the Central Hawke's Bay is in a strong position to enhance its position for recreational cyclists due to:

- The Tukituki River Trails and planned extensions
- The Gumtree Mountain Bike Park built by professional track builders
- The opportunity to develop a suite of on and off-road cycling trails between towns and out to key points of interest.

Touring Cyclists are multi day cyclists who travel by bicycle. Some carry their own camping equipment and stay in camping grounds and others stay in a range of accommodation types along the way. There is a network of interregional cycle trails in New Zealand called the 'Heartland Rides'. These rides are planned cycle trails sometimes on dedicated cycle trails or on scenic roads. The Route 52 Heartland Ride runs from Waipukurau to Masterton. There is an opportunity to encourage more cycle tourism by extending this onto Hastings to create a fully linked route from Napier to Wellington or Napier to Palmerston North.



Target Markets

Understanding key target markets is essential in order to make strategic decisions to deliver the best value for money from investment. Across all these markets there are opportunities to increase the number and value of these visitors, particularly as domestic travellers are looking for new experiences.

The district's key target markets include:

- Planned Day Visitors – **'Day trippers'**
- Planned Overnight Visitors – **'Weekend Getaways'**
- Unplanned Day Visitors – **'Spontaneous Explorers'**
- Planned Regular Overnight or longer Visitors' – **'Holiday Homers'**
- Planned Multi-night visit in motorhome – **'Motor Homers'**
- **'Planned Visitors'** visiting Friends and Relatives or Business

Planned Day Visitors – 'Day-Trippers'

Who they are

Planned day explorers are domestic and international visitors who are staying outside of the district but have planned to spend a day exploring the Central Hawke's Bay. They are likely to be more mature couples or families with younger children. These planned day explorers are likely to be drawn into the district to experience one or more of the 'hero experiences'. These visitors come to Central Hawke's Bay by car and stay for all or part of the day and leave the district to sleep elsewhere.

Example Itinerary

A Hastings family with young children visit Central Hawke's Bay for a Sunday in summer. They leave in the morning and drive to Otane and visit the Sunday market, picking up some fresh bread and fruit and some local produce. They continue driving to Aramoana Beach, park up and walk to Te Angiangi Marine Reserve to go snorkelling at low tide, exploring the sea creatures at Stingray Bay. They head back north through the scenic rural roads and stop at the Patangata Tavern for an early dinner before continuing along Middle Road back to the Hastings.

Key Barriers to visiting

- Ease of access and driving times.
- Knowledge of what to do in Central Hawke's Bay.
- Wayfinding within the district.

Planned Overnight Visitors – 'Weekend Getaways'

Who they are

Planned overnight getaways include domestic and international visitors exploring a new part of the country and what it has to offer. They are often higher value visitors to a local economy who are looking to experience several of the districts 'hero experiences'. In the context of Central Hawke's Bay these visitors are expected to typically stay one, and sometimes two nights and can eat out two or three times a day. Their accommodation choices are dependent on budget, the higher value visitor will seek accommodation that is an experience itself such as one the districts homesteads or rural stay experiences. Lower value visitors will stay in a local AirBnB or motel in the district.

Example Itinerary

A Wellington couple plan a weekend away in the Central Hawke's Bay in summer. They drive up after work on Friday and arrive late into their accommodation at the Wallingford Homestead. On Saturday they head into Waipawa and have brunch at Nolas and explore the Settlers Museum. They drive to Ongaonga Historic Village and then onto A'Deanes Bush. They return via Waipukurau and explore the Ngā Ara Tipuna ki Tamatea cultural pā site trail, before dining back at Wallingford. After a leisurely Sunday brunch at Wallingford they head to Pōrangahau for a guide cultural experience walk up to the hilltop of the world's longest place name. After lunch at the Duke they head home.

Key Barriers to visiting

- Not knowing what there is to do in the Central Hawke's Bay.
- A perception there is no where to stay and nothing to do at night.
- Capacity of the accommodation sector.

Unplanned Day Visitors – ‘Spontaneous Explorers’

Who they are

Unplanned day explorers are driving through the Central Hawke’s Bay to another destination outside of the district with no fixed plans to stop along the way. These visitors may stop for anywhere between half an hour for lunch, or for up to half a day to visit a key attraction if they find something that appeals to them.

Example itinerary

A couple of friends are driving from Palmerston North to Napier and stop at the BP in Waipawa to refuel. They head across to the Waipawa Butcher for some sausages for the evening which they heard are a ‘must try’. In-store they read about the Limestone Loop. With a couple of hours to spare, they decide to detour to visit the Limerock Wines Vineyard and explore the Ongaonga Historic Village before continuing along State Highway 50 to Napier.

Key Barriers to visiting

- Once arriving Central Hawke’s Bay, not knowing what there is to see and do.
- Poor signage and accessible information about the visitor experiences within the district.

Planned Regular Overnight Visitors – ‘Holiday Homers’

Who they are

Regular visitors to the Central Hawke’s Bay who come into and stay in the district for various lengths of time. This includes people who live out of the district but have a bach within the district and visit it multiple times a year and contribute to the visitor economy. It also includes visitors like the regular outdoors people, who hunt and stay in the Ruahines.

Example itinerary

A Havelock North family with a bach at Aramoana Beach come down for weekends throughout the year. During summer they spend a couple of weeks at the bach. They often explore the marine reserve, play golf at local courses, and make frequent trips into Waipawa and Waipukurau to get food and drink for their stay. They often invite friends or family from further away.



Planned Multi-Night Visit in Motorhome – ‘Motorhomers’

Who they are

‘Motorhomers’ are generally older people who travel in a self-contained vehicle of various sizes and natures. There is an international market for people who travel like this, but for Central Hawke’s Bay the target market is generally domestic. ‘Motorhomers’ are a strategic fit for the Central Hawke’s Bay visitor offering because:

1. Establishing the infrastructure to support them is relatively low cost.
2. These visitors generally have time to travel and are not in a rush, they are interested in exploring new parts of the country, and they like places where there are cheap/free things to do and experience – particularly walks and cycle trails etc. They are not interested in busy and exciting tourist attractions and fancy night life / eateries which Central Hawke’s Bay does not have. They enjoy all the characteristics and experiences which Central Hawke’s Bay provides.
3. They are a domestic market which will continue to grow in size as the aging population increases and more people are retired with more time on their hands to explore parts of New Zealand.

The New Zealand Motor Caravan Association (NZMCA) have nearly 100,000 members. There is a strong alignment between what members are looking for and what Central Hawke’s Bay have to offer. There is also strong trending growth in membership numbers. With COVID-19 restricting overseas travel options, this sector has already seen a notable increase activity in New Zealand. Although relatively low value visitors this sector does contribute to the visitor economy. Motorhomers typically stay two nights and spend on average \$40 per day. In terms of seasonality, although there are summer peaks these visitors are active year-round and generally avoid school holiday periods.

Example Itinerary

An older couple spending one month travelling around the North Island arrive in Waipukurau and book into the camping ground for three nights. Over the next three days they explore all parts of the district and undertake the various walks and cycling trails. Each day they visit the local supermarket to get ingredients for their dinner and lunches. They visit all the settlements in the district and explore the shops. After leaving Waipukurau they drive to Te Paerahi and have dinner at the Duke and stay in the Freedom Camping area at the beach for the night. They next day the drive out of the district onto the next destination.

Key Barriers to visiting

- No Public Dump station.
- No NZMCA campgrounds in Central Hawke's Bay.
- Central Hawke's Bay is not a NZMCA 'friendly town'.

Planned Visitors visiting Friends and Relatives or in town for Business

Who they are

These are domestic visitors who come to the Central Hawke's Bay to visit family, friends, or for work. This is a diverse visitor group. Some may come many times a year and others only once every 10 years. Their length of stay also varies with many visiting just for the day and others staying multiple nights. This visitor market may be single individuals or families. The element that unites them is who or why they are visiting.

Example Itinerary

A group of out-of-region professionals are working in the Central Hawke's Bay on a project. They drive to their rented Airbnb in Waipawa where they will stay for the two nights they are in the area. They arrive late into Waipawa and visit the 4 Square to get breakfast supplies and other needs for their stay. The next day they attended various meetings and site visits within the district and grab lunch from the Subway in Waipukurau. After work go back into Waipukurau and take a quick walk along the Tukituki Trail and then explore around the town centre area before having dinner at a local restaurant recommended by their clients.

Key Barriers to visiting/staying







































- Suitable Accommodation in terms of location and perceived quality.
- Perception of things to do and places to eat and drink in the district.



Visitor Sector Seasonality and Weather

Seasonality and the weather is a core consideration of the visitor economy. In Central Hawke's Bay, the summer season is much busier than winter months which is similar to most other provincial New Zealand areas.

A strong and resilient visitor economy is one that attracts visitors throughout the year and can provide experiences in all types of weather. The diagram below illustrates the seasonality of the key visitor sectors in Central Hawke's Bay as well as whether they are 'wet weather friendly'.

CORE VISITOR OFFERINGS	SEASON				WET WEATHER FRIENDLY
	SUMMER	AUTUMN	WINTER	SPRING	
ONE-OF-A KIND AUTHENTIC CULTURE					
World’s Longest Place Name					✗
Ngā Ara Tipuna					✗
Rongomareroa Marae					✗
REAL COUNTRY AND RURAL EXPERIENCES					
Taniwha Daffodils					✗
Wineries/Country Pubs and Villages					✓
Backpaddock Lakes					✗
Quiet Scenic Roads					✗
RICH AND UNIQUE HISTORIES					
Historic Villages And Homesteads					✗
Ongaonga					✗
OFF THE BEATEN TRACK NATURAL ENVIRONMENTS					
Te Angiangi Marine Reserve					✗
Coastlines and Beaches					✗
Ruahine Ranges					✗
DoC/Bush Walks					✗



Strategic Priorities

From the discussions, previous work, assessment of current profile and exploration of new opportunities we have identified the following six Strategic Priorities.

Strategic Priority 1:

Work together and raise our profile

Work in partnership across the public and private sector to build the Central Hawke's Bay visitor proposition. Build our capability, tell our stories, put us on the map, and send the invite out to experience everything we have to offer.

Strategic Priority 2:

Enhance and leverage from our Hero Experiences

Focus our time and resource building our experiences that are unique to the Central Hawke's Bay and provide a competitive advantage as key reasons to visit.

Strategic Priority 3:

Make it easy to explore our backyard

We need to make it as easy and enjoyable as possible for our visitors get around and experience everything the Central Hawke's Bay has to offer

Strategic Priority 4:

Ensure we have suitable visitor infrastructure in place

We need to ensure that the places people visit have the necessary infrastructure to ensure they have a positive experience.

Strategic Priority 5:

Make it easy to visit and attract people to stay

We recognise that much our target market are people who are travelling through our district and are staying/live in a neighbouring district/region. As such we need to make it easy as possible for these people to visit and encouraging them to stop. In addition, we need to attract people to stay. Our district's visitor experiences are attractive to the lower end of the market which can drive volume, but we also have key experiences that can attract high value visitors.

Strategic Priority 6:

Track our visitors and investment

To adapt and make changes to enhance our visitor economy we need to understand our visitors and our investment in the sector.

The focus of the next section of this Plan is to focus on delivery against each of these Strategic Priorities.

Delivering the Plan

Priority Actions / Key Moves

Establish a visitor economy working group	Establish a visitor economy working group. Comprising of influential and constructive leaders within the visitor industry who can oversee key components of the Destination Plan, meet on the regular basis, set and endorse actions, manage relationships, share knowledge, and drive change.
Addressing identified 'hard infrastructure' issues in priority areas	Develop a work programme to further investigate and address identified infrastructure gaps and challenges in priority areas including coastal settlements, Waipukurau, Monckton's Bush and the Ruahine Ranges.
The World's Longest Place Name and Pōrangahau Cultural Experience	Work with landowners on business development and plans – develop a staging strategy and implement.
Signage and wayfinding	Develop and implement a signage strategy.
Uniquely Central Hawke's Bay Road Trips / Journeys	<p>Develop a suite of engaging 'road trips/journeys' in various parts of the district (similar to the Northland Journeys).</p> <ul style="list-style-type: none"> • Road trips should ideally be branded based on experiences and geographic location. • Include driving times. • Maps professionally designed with branding and themes. • Include key experiences, attractions, things to do, places to eat and drink, places to stop, swim, walk, picnic etc. • Location of key facilities such as toilets, petrol stations. • Information and storytelling about key places. • 'Locals tips', 'must dos' and key facts.
Low Value Market – Campervans and Caravans	<p>Engage with NZMCA to understand what the CHBDC Freedom Camping Bylaw needs to prescribe in order to become an a NZMCA endorsed motorhome friendly destination.</p> <p>Review the CHBDC Freedom Camping Bylaw to enable and manage.</p> <p>Identify a suitable location for a council-owned dump station which includes access to potable water.</p> <p>Report back to Council on required regulatory and investment and recommend pathway forward and funding opportunities.</p> <p>Work with NZMCA to identify a suitable area to establish a NZMCA motorhome park. Ideally the location:</p> <ul style="list-style-type: none"> • Is optimally located to support the local economy. • Is strategically located so NZMCA users will utilise key visitor infrastructure such as the Tukituki Trail etc. • Meets NZMCA requirements. • If a suitable location is identified develop and undertake process to enable its use as NZMCA motorhome park – Ownership/Leases, Resource Consents, infrastructure etc.

Action Plan

Short Term = 1 – 2 years | Medium Term = 3 – 5 years | Long Term = 5+ years

Strategic Priority 1: Work together and raise our profile

Work in partnership across the public and private sector to build the Central Hawke's Bay visitor proposition. Build our capability, tell our stories, put us on the map, and send the invite out to experience everything we have to offer.

Action	Description	Who	When
Establish a visitor economy working group	Establish a visitor economy working group. Comprising of influential and constructive leaders within the visitor industry who can oversee key components of the Destination Plan, meet on the regular basis, set and endorse actions, manage relationships, share knowledge, and drive change. (Priority Unlocking Action)	CHBDC, HBT, Informal membership from the sector	Short Term
Develop a marketing strategy	<ul style="list-style-type: none"> Develop a marketing strategy for the Central Hawke's Bay which aligns with Tourism Hawke's Bay. Create a competitive destination visitor proposition. Include an image library for local operators and businesses to utilise. Develop targeted campaign plans. Create a marketing toolkit. 	CHBDC, HBT	Short Term
	Commission professional photography of hero experiences and key locations within the district to use for marketing across all channels.	CHBDC, HBT	Short Term
	Develop and produce a suite of suggested itineraries for target markets.	CHBDC, HBT	Short Term

Strategic Priority 2: Enhance and leverage from our Hero Experiences

Focus on time and resource building our experiences that are unique to the Central Hawke's Bay and provide a competitive advantage as key reasons to visit.

Hero Experience	Action	Who	When
The World's Longest Place Name and Pōrangahau Cultural Experience	Pōrangahau Cultural Precinct		
	Develop governance body to manage and develop local visitor offering, and facilitate central government support to enable capability development to translate vision into action.	CHBDC, Te Puni Kokiri (TPK)	Short Term
	Review and undertake actions identified in Porangahau Tourism Opportunities Feasibility Study 2019, including additional work from Locales, and Stantec to create a cohesive programme of work.	Porangahau Governance body with support from TPK and CHBDC	Short-Long Term
	World's Longest Place Name – Public Land Component		
	Upgrade roadside stopping and sign for WLPN – make it more iconic and memorable. Steps to achieve this include a cultural assessment and funding plan, led by the Porangahau Group with support from Council.	Porangahau Governance body with support from TPK and CHBDC	Short-Medium Term
	World's Longest Place Name – Private Land Component		
	Work with landowners and tour operators on business development and plans – develop a staging strategy and implement. (Priority Unlocking Action). This could include: <ul style="list-style-type: none"> Develop a masterplan showing on-site parking, signage, information panel, toilets, walking track and vehicle access. Seek funding to assist with business planning and implementation, as well as CAPEX and OPEX expenditure. 	CHBDC, Te Puni Kokiri,, Landowners, Tour operators	Short-Medium Term
	Rongomaraeroa Marae		
	Develop suite of local authentic experiences that can be offered as part of Marae stay and target key sectors based on education on Te Reo and Maori worldview and history – cultural awareness, history etc. – Schools, workplaces, etc. Train local guides to undertake experiences to complement this activity.	Porangahau Governance body with support from TPK and CHBDC	Short-Medium Term

Te Angiangi Marine Reserve	Support the Department of Conservation in establishing governance structure for more active community local involvement in managing the marine reserve.	DOC and the Aramoana Trust	Short-medium Term
	Upgrade trail between Blackhead Beach and Aramoana. Provide amenity like seating, particularly around Stingray Bay. Install education signage along the trail including cultural and ecological information about the area.	DOC and the Aramoana Trust	Short-medium Term
	Install better signage at both Blackhead Beach and Aramoana outlining the special ecological features of the marine reserve and recreational opportunities in the area, signage will reflect wider Central Hawke's Bay brand guidelines.	DOC and the Aramoana Trust	Short-medium Term
	Investigate the opportunity to support more accommodation at Blackhead and/or Aramoana to encourage more visitation of the marine reserve.	CHBDC, HBT DOC and the Aramoana Trust,	Short-medium Term
Ongaonga Historic Village	Develop a unique Historic Ongaonga brand with integrated entrance way, and village-wide signage, maps and brochures about the village and surrounding attractions for visitors. Signage will reflect wider Central Hawke's Bay brand guidelines.	Ongaonga Historical Society CHBDC	Short-medium Term
	Develop a masterplan / landscape plan for the main street, incorporating traffic calming, building on the villages historic theme. Investigate way to enhance the historic nature of the village.	Ongaonga Historical Society CHBDC	Short-Medium Term
	Elevate the Coles Building as the main building of historic significance in Ongaonga and seek funding opportunities to invest in the building and turn into visitor attraction.	Ongaonga Historical Society CHBDC	Short-Medium Term
	Identify suitable areas to establish overnight camping in Ongaonga. Potential to create a 'destination' freedom camping area.	Motor Caravan Association, Ongaonga Historical Society, CHBDC, DOC	Short-Medium Term
	Investigate community opportunities to create unique local boutique accommodation that builds on the unique character of Ongaonga.	OOHS, CHBDC, HBT	Short-Medium Term
Ngā Ara Tipuna	Implement actions from Business Development Planning being undertaken as part of the PGF funded project.	Ngā Ara Tipuna operational trust, CHBDC	Short Term

Historic Homesteads	Support the homesteads by ensuring their status is elevated in marketing and visitor proposition promotion of the district.	HBT, Owners	Short Term
Uniquely CHB Road Trips / Journeys	Develop a suite of 'road trips/journeys' in various parts of the district (similar to the Northland Journeys.) <ul style="list-style-type: none"> - Road trips should ideally be branded based on experiences and geographic location. - Include driving times. - Maps professionally designed with branding and themes. - Include key experiences, attractions, things to do, places to eat and drink, places to stop, swim, walk, picnic etc. - Location of key facilities such as toilets, petrol stations. - Information and storytelling about key places. - 'Locals tips', 'must dos' and key facts. (Priority Unlocking Action)	CHBDC, HBT, Governance Groups, Business Owners	Short Term
	Produce hard copy brochures of road trips/journeys maps and distribute to key visitor sector interfaces in Central Hawkes Bay and in the wider region.	HBT	Short-Medium Term
	Produce mobile friendly website / app of road trips/journeys maps, or incorporate into existing HBT website.	HBT	Short-Medium Term
	Undertaken signage strategy (discussed in Strategic Priority 3) and install wayfinding and educational signage for road trips around the district.	CHBDC, HBT	Short-Medium Term

Strategic Priority 3: Make it easy to explore our backyard.

We need to make it as easy and enjoyable as possible for our visitors get around and experience everything the Central Hawke's Bay has to offer.

Experience	Action	Who	When
Signage and Wayfinding	Undertake signage strategy. - Establish design guideline and messaging hierarchy. - Entrance way signage into the villages. - Special Points of information signage. - Wayfinding signage. - Ensure signage strategy is targeted to unlocking hero experience of CHB road trips / journeys. (Priority Unlocking Action)	CHBDC, HBT, Governance group	Short Term
	Install information iSite type signage located in key visitor areas which tells the story of the area, as well as key experiences in the district. Areas for this iSite type signage include: Waipukurau, Waipawa, Otane, Porangahau, and other key settlements.	CHBDC, HBT	Short Term
	Develop a holistic cycling strategy for the Central Hawke's Bay.	CHBDC, NZTA and HBRC, User groups and stakeholders	Short Term
Cycling	Touring / Road Cycling		
	Establish what is required to link the existing Route 52 heartland cycle route with the Napier / Hastings Trails down Middle Road.	HBRC, HDC, CHBDC	Short Term
	Develop suite of road riding itineraries which include a variety of places to see and eat and drink.	HBT, business owners, governance group/s	Short - medium Term
	Mountain Biking / Trail Riding		
	Implement Tukituki Trails priorities and programme.	Rotary River Pathways Trust, CHBDC, HBRC	Short –Long Term
Walking	Support and work with accommodation to ensure that they 'bikers friendly' – places to wash and lock bikes.	HBT, business owners,	Short - medium Term
	Single and multi-day option Coastal Walk (for example the Tora Coastal walk		
	Investigate opportunity to create a multi-day walk between coastal settlements. - Assess potential trail options. - Understand land ownership, negotiate, and advocat. - Identify suitable accommodation options.	HBT, HDC, TDC, CHBDC, Walking Access Commission, Department of Conservation	Short - Long Term

Strategic Priority 4: Ensure we have suitable visitor infrastructure in place.

We need to ensure that the places people visit have the necessary infrastructure to ensure they have a positive experience. The destination management plan and needs assessment identified the following 'hard' infrastructure issues which require action and funding.

Experience	Action	Who	When
Te Paerahi	Wastewater		
	Wastewater infrastructure at Te Paerahi is inadequate and significant improvements are required for the area to address both servicing and cultural issues associated with the site.	CHBDC	Medium – Long Term
Kairakau	Potable Water		
	There are potable water capacity and potentially safety issues in peak periods at Kairakau Beach as the current infrastructure struggles to keep up with demand. Central Hawke's Bay District Council is investigating how the situation can be improved, but further investment is required to increase storage capacity at the settlement or alternatively that a carry in – carry out philosophy is adopted.	CHBDC	Medium – Long Term
Pourerere	Potable Water		
	The water supply at Pourerere Beach is an issue. The water supply at the camping ground (both public and freedom) are not potable. There is a current water supply feed from a nearby farmers supply but this arrangement is not suitable for the long term. There is the need for a new supply to ensure secure and potable water for the popular beach settlement. Similarly like Kairakau, there are opportunities for a philosophy to carry in /carry out and fully self-contained services.	CHBDC	Medium – Long Term
	Public Toilets		
	The public toilets are an ongoing issue which is linked to the water supply. There are regularly blockages etc. There are no showers in the area and not enough pans to cater for peak use. Over summer Central Hawke's Bay District Council needs to provide 6-8 port-a-loos in order to support visitation to the beach which is not a suitable long-term solution.	CHBDC	Short - Medium Term
	Road Safety		
	The road within Pourerere needs traffic slowing intervention to increase safety during busy summer months. Temporary speed bumps have been installed in previous summers and a more permanent solution is required.	CHBDC	Short - Medium Term

Whangaheu	Public Toilets		
	There are currently no public toilets at this beach settlement which makes the beach unsuitable for visitors.	CHBDC	Short - Medium Term
Monckton's Bush	Parking Area		
	There is the opportunity to further elevate Monckton's Bush as a visitor experience by providing suitable overnight parking.	DoC	Short - Medium Term
	Public Toilets		
	The toilets at Monckton's Bush are not fit for purposes and require upgrading to support enhanced visitation and visitor experience.	DoC	Short - Medium Term
	Access		
	The swing bridge to the access the walk is currently closed, having been previously removed for safety reasons. It needs to be upgraded to ensure safety and improved visitation.	DoC	Short - Medium Term
Waipukurau	Motor caravan Facilities and Dumpstation		
	Waipukurau currently has no dedicated motorcaravan parking facility with a suitable dump station and access to potable water. A suitable location of a facility needs to be identified which attracts people to stay and encourages them to utilise local services, hospitality, and amenities.	CHBDC, NZMCA	Short Term
	Public Toilets		
	Suitably located public toilets are required along the Tukituki Trails.	CHBDC, HBRC	Short – Medium Term
Ongaonga	Motorcaravan Facilities and Dumpstation		
	Investigate the opportunity to develop a 'destination' motorcaravan park in the historic settlement of Ongaonga to encourage increased visitation to support commercial opportunities in the village.	CHBDC, NZMCA	Short Term
Ruahine Ranges	Enhanced signage and facilities		
	The recreational trails and tracks within the Ruahine Ranges can be improved with enhanced signage, defined points of access and better equipped huts.	DoC	Short - Medium Term
Porangahau	Roading		
	Pah Road leading to Rongomaraeroa is unsealed which reduces the quality of visitation. The road needs to be sealed so that rental vehicles can access the Marae.	CHBDC	Short - Medium Term

Strategic Priority 5: Make it easy to visit and attract people to stay.

We recognise that much of our target market are people who are travelling through our district and are staying/live in a neighbouring district/region. As such we need to make it easy as possible for these people to visit and encouraging them to stop. In addition, we need to attract people to stay. Our district's visitor experiences are attractive to the lower end of the market which can drive volume, but we also have key experiences that can attract high value visitors.

Experience	Action	Who	When
Low Value Market	Engage with NZMCA to understand what the CHBDC Freedom Camping Bylaw needs to prescribe in order to become an NZMCA endorsed motorhome friendly destination. <ul style="list-style-type: none"> - Review the CHBDC Freedom Camping Bylaw to enable and manage. - Identify a suitable location for a council-owned dump station which includes access to potable water. - Report back to Council on required regulatory and investment and recommend pathway forward and funding opportunities. (Priority Unlocking Action). 	CHBDC, Motor Caravan Association	Short Term
	Work with NZMCA to identify a suitable area to establish a NZMCA motorhome park. Ideally the location: <ul style="list-style-type: none"> - Is optimally located to support the local economy. - Is strategically located so NZMCA users will utilise key visitor infrastructure such as the Tukituki Trail etc. - Meets NZMCA requirements. - If a suitable location is identified develop and undertake process to enable its use as NZMCA motorhome park – Ownership/Leases, Resource Consents, infrastructure etc. (Priority Unlocking Action). 	CHBDC, Motor Caravan Association	Short Term
	Review existing CHBDC freedom camping sites and whether those with suitable facilities (toilets and showers) could be repositioned to allow camping.	CHBDC	Short Term
	Review other key visitor destinations (coastal settlements, scenic areas etc.) and assess whether they are suitable to establish freedom camping and other camping on-site.	CHBDC	Short Term
	Investigate the district's competitive position to secure a regular school / youth camp programme from neighbouring districts. Utilising existing camping grounds or similar accommodation and the district's various outdoor and cultural experiences.	CHBDC	Short Term

High End Market – Weekend experiences	Strategically promote unique accommodation experiences that enhance the CHB visitor proposition: <ul style="list-style-type: none">- Historic Homesteads.- Rural Farm Stays and Eco-Lodges.	HBT	Short Term
	Support venues and services (i.e. walnut lane) that are uniquely positioned to provide for weddings and Meetings, Conventions and Incentives industry.		
	Ensure there is continued or improved CHB content in existing campaigns i.e. the Wedding Collective.		
	Ensure that the quantity and quality of accommodation is adequate to support this.	HBT	Short Term
Night-time Activation	Develop a night-time activation strategy – providing experiences and to do in the evening. <ul style="list-style-type: none">- Night skies and star gazing.- Ngā Ara Tipuna at night.- Light cycling tracks.- Activate town centres.	HBT, CHBDC	Short –Long Term
Encouraging people to stop	Implement Town Centre Master Planning to identify ways to enhance the towns of Waipukurau and Waipawa encouraging people to stop in them.	CHBDC	Short –Long Term
	Implement traffic slowing interventions through Waipawa and Waipukurau.	CHBDC	Short –Long Term
	Signage to Ongaonga.	CHBDC	Short Term
Events Strategy	Complete the regional event capability assessment. Led out by Sports Marketing Australasia.	Regional Events Group	Short Term
	Develop an overarching and comprehensive event investment strategy.	CHBDC	Short Term
	Establish an annual Tukituki Cycling Series or event, or investigate developing the Little Easy further.	CHBDC, HBT	Short Term
	Continue to develop the Spring Fling and raise its profile in the regional suite of events.	CHBDC, HBT	Short Term
	Target attracting / bidding for events for organisations/sports who require quiet rural roads: <ul style="list-style-type: none">- Road Cycling.- Car and Motorcycle clubs.	CHBDC, HBT, Regional Events Group	Short-Medium
	Target and/or establish regular outdoor-related events – Hunting and fishing competitions.	CHBDC, HBT, Regional Events Group	Short-Medium
	Target and/or establish regular rural / agricultural events – wood chopping, tractor pulling, A&P shows etc.	CHBDC, HBT, Regional Events Group	Short-Medium
	Establish a historical-related event that coincides with Napier’s Art Deco weekend.	CHBDC, HBT, Regional Events Group	Short-Medium

Strategic Priority 6: Track our Visitors and Investment

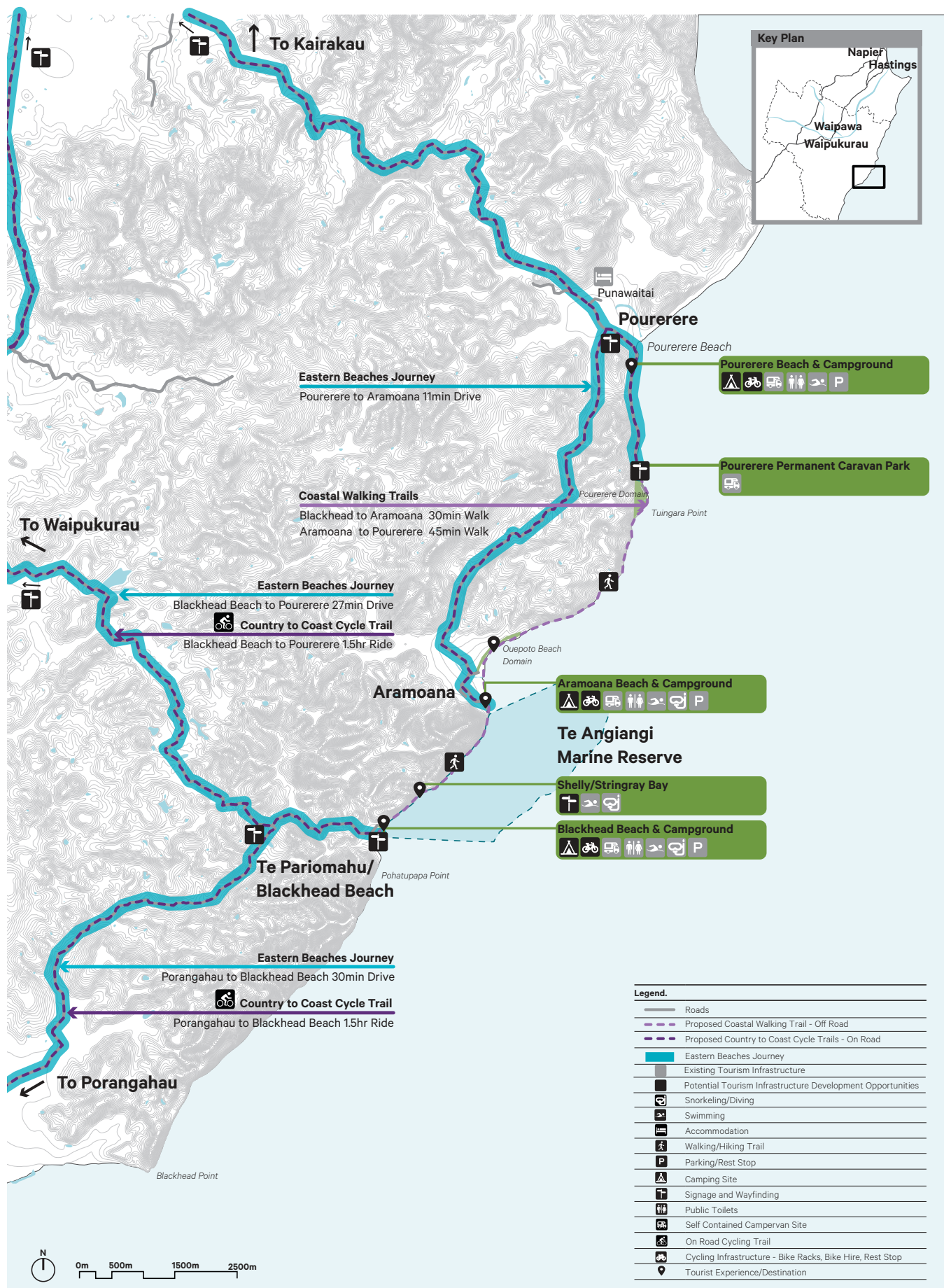
To adapt and make changes to enhance our visitor economy we need to understand our visitors and our investment in the sector.

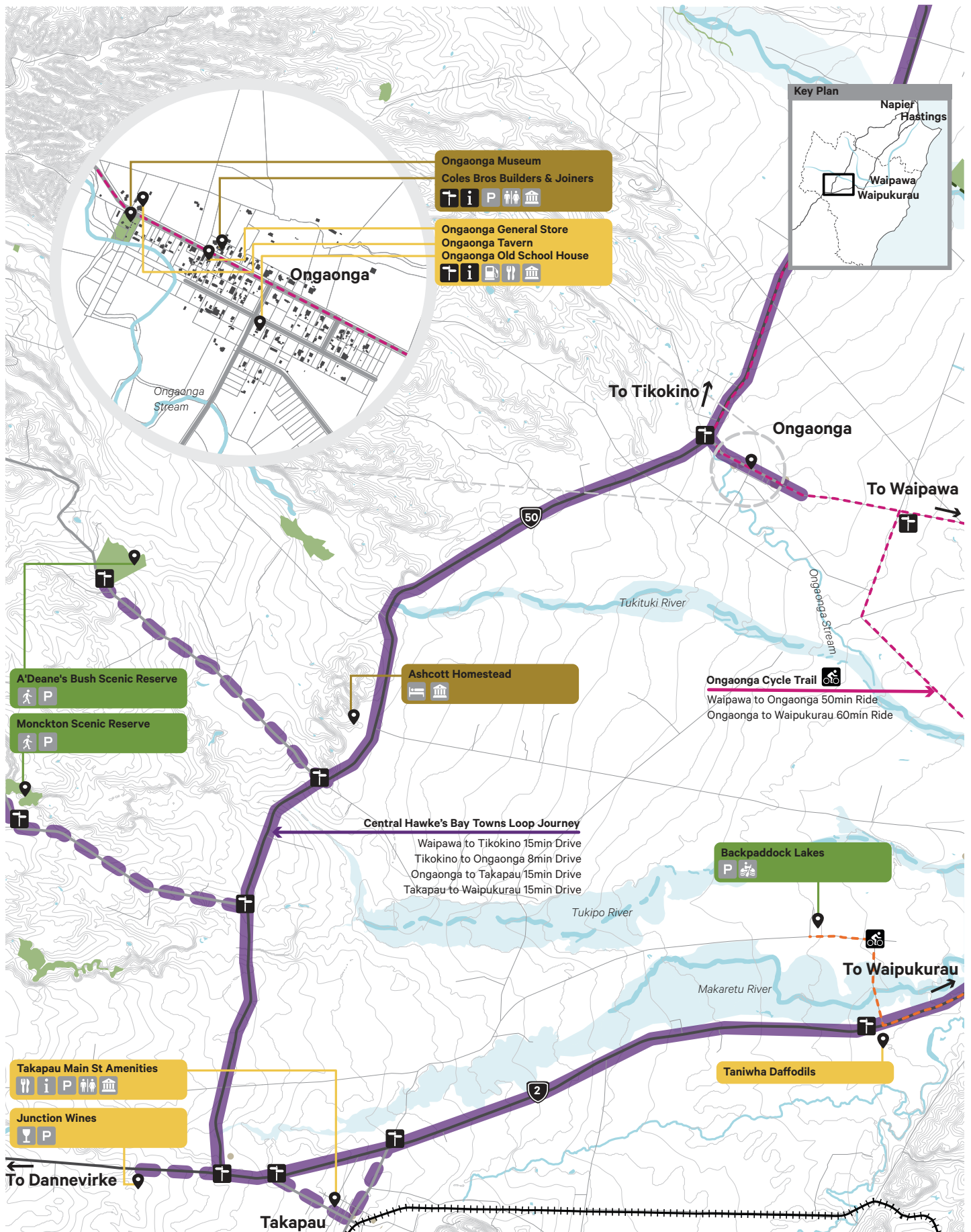
Experience	Action	Who	When
	Develop a monitoring framework to capture data and evidence to understand changes in the sector and inform investment, beyond the current data gathering (for example MBIE MRTes).	HBT, CHBDC	Short Term
	Establish and monitor an investment database for all significant private and public visitor related projects in the Central Hawke's Bay. E.g. Department of Conservation related investments, Hawke's Bay Tourism, key private investments.	Governance group	Short Term
	Ensure this investment database is well communicated to ensure a coordinated approach to investment and activity.	HBT, CHBDC, Governance group	Short Term

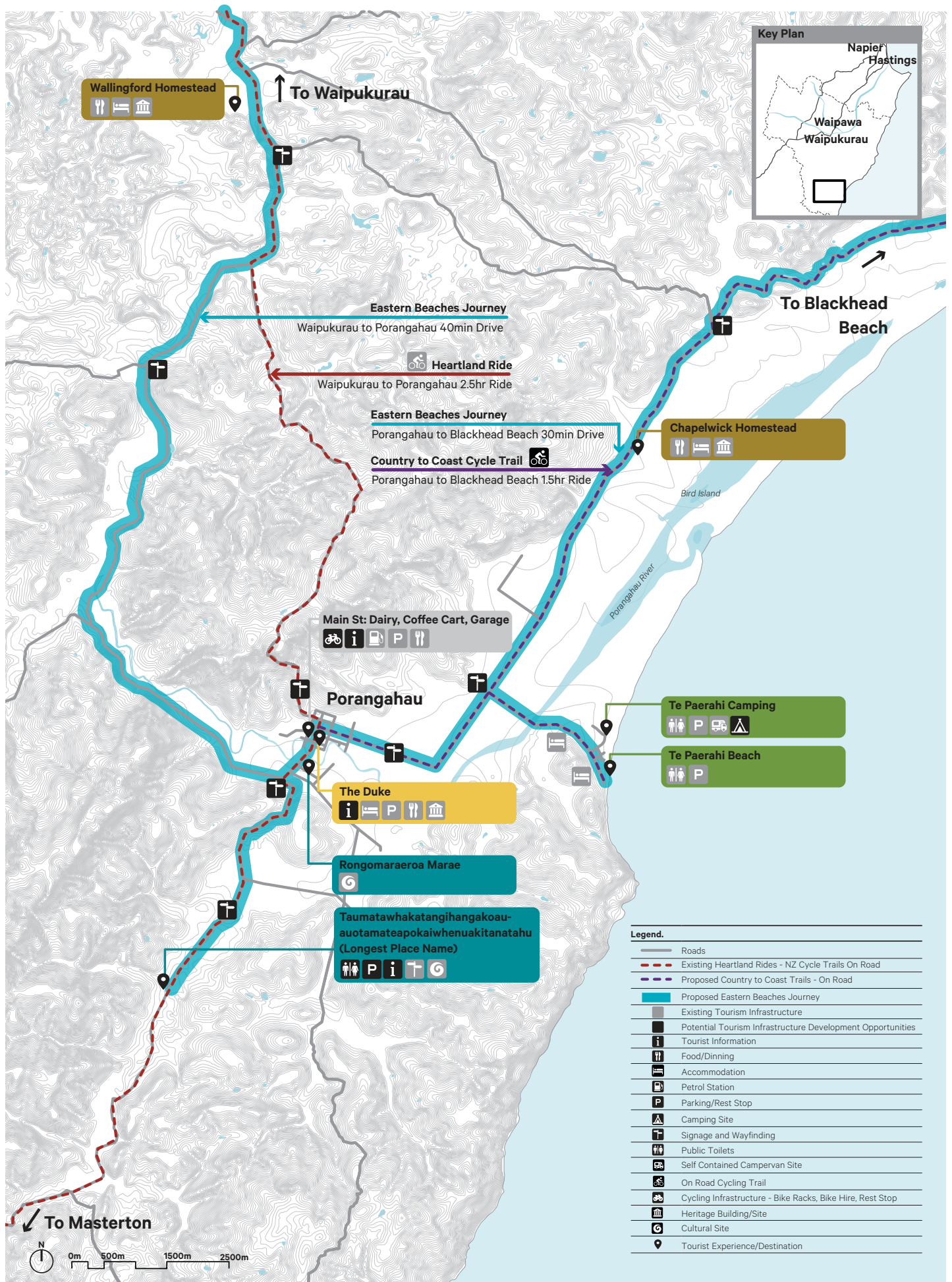
List of Abbreviations

CHBDC = Central Hawke's Bay District Council
 NZMCA = New Zealand Motor Caravan Association
 HBT = Hawke's Bay Tourism
 DoC = Department of Conservation
 TPK = Te Puni Kōkiri
 PGF = Provincial Growth Fund
 MBIE = Ministry of Business, Innovation and Employment
 MRTes = Monthly Regional Tourism Estimates
 HBRC = Hawke's Bay Regional Council

Appendices: Destination/Journey Mapping









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