



GREAT BARRIER ISLAND

A world of its own

Destination Great Barrier Island

PO Box 30

Claris

Great Barrier Island

14th February 2019

Great Barrier Island Local Board

Hector Sanderson Road

Claris, Great Barrier Island

Dear Ms Fordham and Local Board,

Re; 6 monthly Accountability Funding Report on 2018-19 Funding Agreement

Please find enclosed the annual report covering the period July 2018 to December 2019.

Any questions, please do not hesitate to contact me on 4290063 or chair@dgbi.co.nz.

Kind regards,

Paul McGlashan

Date: 14 February 2014



GREAT BARRIER ISLAND

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Destination Great Barrier Island

Claris Airport

Claris, GBI

Accountability Funding Report - 6-monthly report (2018-19)

Report to;

Great Barrier Local Board

Hector Sanderson Road

Claris, GBI

Report prepared by;

Paul McGlashan

Date: 14th February 2019

Report to: Great Barrier Local Board
Hector Sanderson Road
Claris, Great Barrier Island

Accountability Funding Report for the period of; July 2018 to December 2019

1) Summary/ snapshot

Now in its sixth year of operation the Trust continues to drive strongly with its mission of enhancing the economy and sustainability of Aotea through tourism, events and encouraging visitors to buy local. Whilst our aim in the past has been to drive up visitor numbers the Trust is now focusing more on providing a quality and consistent visitor experience.

We continue to attract a strong set of skills and membership from the north, middle and south of the island. In the coming period the we are hoping for stronger representation from partners, particularly iwi (who are in the process of confirming such representation). Due to increased activity levels, DGBI is now meeting monthly. Stakeholders are invited to attend once a quarter.

The period has seen the visitor centre increase its hours and levels of engagement with island visitors as visitor numbers trend upwards. This engagement together with organising new airport signage, seat-back flyers in planes (popular with visitors), branded T shirts for visitor centre staff, formalised distribution of DoC information and improved engagement through the web and social media (helped enormously by social media training from Wanita Fourie) has meant for a busy time for Norm and his team.

We facilitated and hosted visits from journalists and tour operators over the last 6 months – particularly with regards to dark sky tourism.

Over the winter there were early indications of an increase in summer transport and accommodation bookings from both travel and accommodation providers, with the visitor centre reporting relatively high volumes of visitors during the winter months.

Collaboration with the local board on the review and endorsement of the visitor strategy and associated implementation board has been a key achievement over

this period; as has endorsement of the Community Tourism Coordinator role which DGBI sees as pivotal to the strategy's implementation.

Funding has also been an important focus and whilst we were not successful in achieving all our funding objectives, we were successful in raising funds for the first year of operation for the Community Tourism Coordinator role through Foundation North. We hope to apply for a second year of funding in the next period. We also applied for and were successful in obtaining funding from ATEED for a one-month programme of Barrier events in the Winter Festival - Lights out on Great Barrier Island in July 2019. This will be organised in conjunction with the Dark Sky Advisory Group.

Progress to Date / specific projects and outcomes

Project Name	Project objective	Progress so far/ key performance indicators (figures/ stats)	Summary of outcomes – what difference has your organisation made?	Highlights and challenges	Looking forward- how you will improve on what you're doing over the next 6 months?
Administration of the DGBI trust and it's community activities	Ensure continuity and efficiency of trust operations	<p>New board elected</p> <p>Developed DGBI strategy</p> <p>Facilitated development of the visitor strategy and implementation plan</p> <p>Obtained funding from Local Board for visitor strategy implementation</p> <p>Obtained funding for Tourism Co-ordinator (from Foundation North)</p> <p>Continued social media training sessions provided by Wanita Fourie</p> <p>Implemented Mailchimp-based stakeholder database to provide for direct / email campaigns and communication to operators, businesses, service-providers, partners and other stakeholders.</p>	<p>Visitor strategy and implementation plan endorsed</p> <p>Tourism Coordinator role endorsed</p> <p>Social media training has been well received and effective for businesses and the visitor information centre staff. Wanita ran monthly training sessions with individual businesses and groups in July, August, Sept, Oct, Nov and Dec – and starts again in Feb 2019. Group sessions have been attendance of between 12 and 20. Wanita is well liked on the island.</p>	<p>Key highlight has been endorsement of the visitor strategy and obtaining of funding for visitor strategy implementation – esp. Tourism Coordinator.</p> <p>Challenges include lack of consistent partner (airlines, Seaklink, iwi) attendance at board meetings – in particular lack of formal representation from mana whenua.</p>	<p>The Tourism Coordinator role will be appointed in February 2019 and will begin execution of the visitor strategy implementation plan. This will include development of the visitor's pledge, establishment of Team Aotea, building relationships with key stakeholders, businesses and community groups, further development of the visitor information centre, further development of the web site and social media channels, facilitating training for business and community, build and market a calendar of established events etc.</p> <p>Improved partner representation on the trust.</p>
Operation of the Information Centre	Ensure all visitors have a positive experience and encourage them to buy local	<p>Visitor centre contract with Norm Winger is working well. Norm is a natural communicator and passionate about the island and its people. The number of visitors is increasing, the level of visitor engagement is very high and sales revenue is increasing (with major contributors being Brochure display, Printing, Website and Facebook advertising, inventory items).</p>	<p>High level of traffic through the visitor information centre with lots of visitor conversations and information handed out.</p> <p>A total of 3,381 distinct visitor interactions in the period June to January rising from 213 in June through to 750 in December and 1018 in January.</p> <p>95% of people interacting with the visitor centre are visitors who are on island for a holiday. Most of these interactions have a component of DoC information re</p>	<p>Additional visitor centre hours have allowed for increased levels of engagement.</p> <p>Maintenance of visitor statistics are now giving us monthly data on visitor numbers and demographics – local vs NZ vs overseas (breakdown by country).</p> <p>Location of the visitor centre in a corner of the airport is challenge as it is difficult to see,</p>	<p>Increased use of the web site and social media channels from promotion of operator services events.</p> <p>Look to build a standalone information centre adjacent to the airport that can provide a high quality visitor experience</p>

			<p>tracks and access to the conservation park.</p> <p>Highest percentage of overseas visitors are from the USA, China, England and Australia.</p> <p>Visitor centre staff now trained in social media and web site content creation/delivery. Facebook followers are up to 4,201 and video posts are being viewed between 1000-3000 times.</p> <p>Visitor centre now trained to deliver DoC information pamphlets</p>	<p>however new signage has improved visibility.</p>	
<p>Maintain, improve, develop the www.greatbarrier.co.nz website</p>	<p>Increase the profile of GBI as a tourist destination</p>	<p>Web site www.greatbarrier.co.nz continues to work well. Over this period there has been incremental growth in users to the site with 10,104 users (equating to 13,561 sessions and 87,456 pageviews) visiting over the 6 month period. Up from 1682 users per month in July to 2191 users per month in December. 70% of these users finding the site by organic search vs 14% going direct, 12% by referral and 4% by social media. 74.4% of users from NZ, 6.1% from USA, 5.8% from Australia, 2.3% from UK, 0.9% from Germany. Average time users spent on the site is 2 minutes 48 seconds. 85.5% of these users were new to the site with on 14.5% returning. From a google search perspective pages on greatbarrier.co.nz have an average search result position of 9.8 over the</p>	<p>Steady increase in users visiting greatbarrier.co.nz over the 6 month period.</p> <p>65 invoices sent out to local operators for listings on greatbarrier.co.nz</p>	<p>Key challenge is convincing operators of the value of listing their services on the web site.</p> <p>Some issues with finding operators and services easily – will require some optimisation of the site's navigation / user interface.</p>	<p>By regularly publishing site and per-operator page level statistics we hope to show value to operators of being listed on the site.</p> <p>By increasing site referral and referencing to other sites we hope to improve the ranking of the site in google searches.</p>

		6 month period - with a total of 8.23K clicks and 215K impressions, resulting in a click to impression ratio of 3.8%.			
Maintenance of welcome signs, as required	Ensure visitors are directed to the visitor centre at Claris airport	New signage placed inside and outside Claris airport directing people to the visitor information centre		Key challenge is directing visitors landing with Barrier Air since passengers are directed to the right of terminal to pick up bags rather than inside.	Two more signs to be erected at the airport.