



NEW ZEALAND TOURISM  
RESEARCH INSTITUTE

AN INSTITUTE OF AUT UNIVERSITY



## Outline:

### Hibiscus & Bays - Visitor strategy research programme

The New Zealand Tourism Research Institute at AUT (NZTRI) is working with Hibiscus & Bays Local Board and ATEED on a programme of research to inform the development of a Visitor Strategy to promote and support sustainable tourism development in the Local Board area. In 2018, NZTRI completed Phase One research consisting of a local Tourism Audit (online and on-site), and a database and maps of tourism assets. The database was then used to identify operators and other local stakeholders to form a tourism reference group – the Hibiscus & Bays Visitor Strategy Group (VSG). The VSG email list has grown to 67 ‘interested parties’ with around 25 people attending meetings.

The VSG comprises operators and other local stakeholders who have been brought together to investigate whether there is enough interest to form a tourism group to guide and give input to the Strategy; and to participate in the implementation of the plan should we proceed to Strategy development. The VSG has met formally on three occasions; hosted by local operators and community stakeholders. However, beyond those designated meetings there has been little engagement with each other as a group, or with the Visitor Strategy programme.

Phase Two survey research is currently in progress and seeks visitor and community (residents and business) input to provide deeper insights to inform Strategy development. It was envisaged that the VSG would engage with this aspect of the work e.g. giving input on questions to be asked, asking visitors to fill in the survey. However, while there have been a few active members of the group, there has generally been less engagement with this aspect of Strategy development than we have experienced in other Local Board areas (e.g. Rodney – Matakana/Puhi to Pakiri, North West Rodney, Aotea / Great Barrier Island).

The Local Tourism Audit from Phase 1 reveals many strengths in the destination tourism offerings, but the process has also pointed out several areas where opportunities are being lost and the potential for economic gain and development is not being met. A key message from NZTRI’s Phase 1 [report](#) is that while it is good to create new experiences to strengthen the contribution of tourism to the local economy, the best way to achieve an immediate impact is by the improved performance of existing stakeholders and partners working together and collaborating. When presented with Phase 1 findings, one of the concerns of members of the VSG was that they really do not know a lot about the tourism products across the Hibiscus and Bays areas. They would enjoy an opportunity to find out more about each other.

### Local famil

NZTRI propose a ‘local famil’ of products and points of interest across the Hibiscus Coast and East Coast Bays subdivisions for the VSG. A ‘famil’ tour, or familiarisation tour, is a common tool used in the tourism industry. This is a short tour (usually geared toward the press or travel trade) to familiarise them with the tourism products and attractions of an area. We recommend adopting the idea of a ‘local famil’ to strengthen product knowledge and cohesion of the VSG as a group. The hope is that after the tour the group will become more pro-active, engage at a deeper level with the Visitor Strategy programme, and begin to cross promote and work more collaboratively.

**Scope:**

NZTRI will design and coordinate the VSG Local Famil with input from Local Board and members of the VSG on itinerary, dates etc. We propose the following:

**Route:** After meeting at a central point with plenty of parking, the route will incorporate places visited and activities as identified in the visitor survey data to-date e.g. Regional Parks, Orewa, Browns Bay, Whangaparaoa Beaches, and Silverdale. VSG members will be sent an initial outline of the planned route and invited to provide feedback and participate in the Famil. Members will be given the opportunity to showcase their businesses or tourism products (adventure, heritage, arts, cultural, coastal, accommodation etc).

Date: April 2019

Duration: Half day – up to five hours

De-brief session: An opportunity to debrief on the day of the Famil is vital to offer an opportunity to network and get to know each other after the tour. We recommend that a simple lunch (e.g. sandwiches, coffee) be offered at the end of the Famil. We would ask a member of the VSG to provide a venue FOC (e.g. Snowplanet) and recommend that catering costs be covered by HBLB (see indicative budget below).

Reporting: NZTRI will send a two-page progress update to HBLB on the day's activities and outcomes.

Cost: Should HBLB and ATEED wish to proceed, detailed costs will be advised to HBLB with an addendum to the existing ATEED contract. NZTRI will charge for labour on a cost recovery basis only as a contribution to the work. An indicative budget is given below:

Description	Indicate Budget
Coach hire: (up to 5 hours)	19-Seater approx. \$450 + GST 33-seater approx. \$600 + GST
NZTRI labour to design, coordinate and liaise with VSG, logistics (e.g. coach bookings, organise catering) and facilitate the Famil tour with two NZTRI staff to accompany the group including Project leader Carolyn Deuchar + brief report/update to HBLB	Allow \$2,000
Catering e.g. at SnowPlanet (e.g. 25 people @ \$20 per head)	Allow \$500
<b>INDICATIVE BUDGET: Allow \$3,500</b>	

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