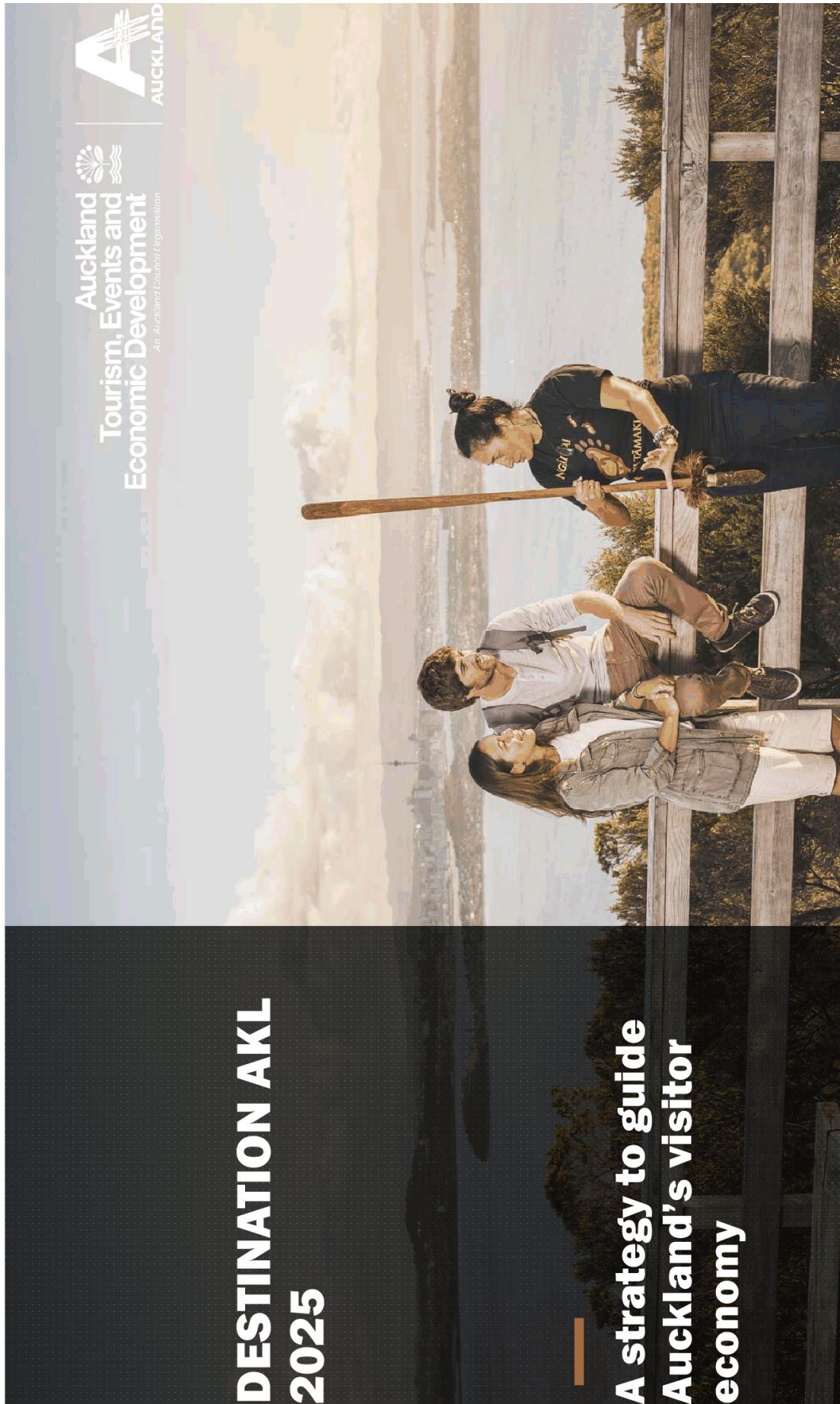


Date: Tuesday 13 March 2018
Time: 9.43am
Meeting Room: Reception Lounge
Venue: Auckland Town Hall
301-305 Queen Street
Auckland

**Komiti Taiao ā-Hapori Hoki /
Environment and Community Committee
OPEN MINUTE ITEM ATTACHMENTS**

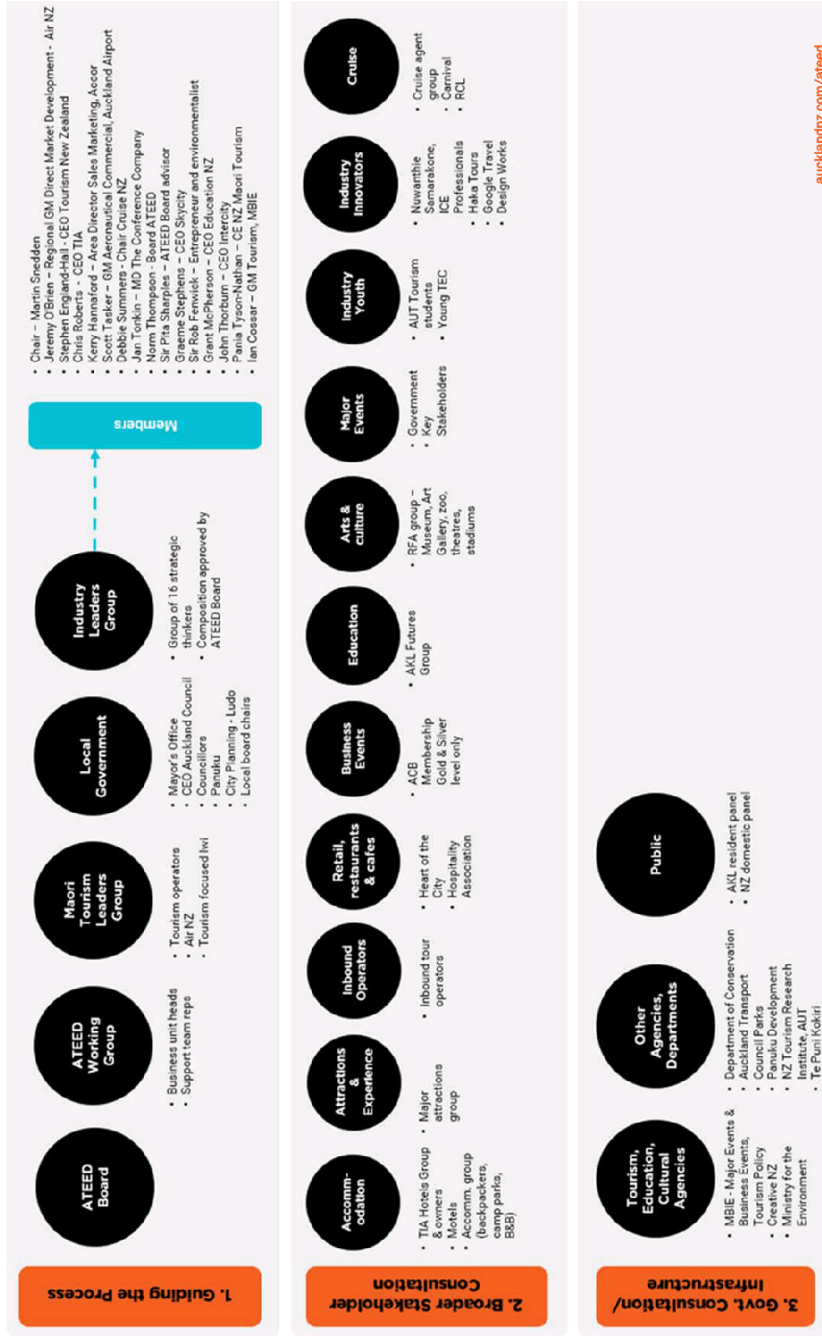
ITEM	TABLE OF CONTENTS	PAGE
9	Destination Strategy update	
	A. 13 March 2018 Environment and Community Committee - Item 9 Destination Strategy Update - presentation	3
12	Summary of Environment and Community Committee information - updates, memos and briefings - 13 March 2018	
	A. 13 March 2018 Environment and Community Committee - Item 12 Summary of Environment and Community Committee information - updates, memos and briefings - 13 March 2018 - Enterprise Booking System - fact sheet	13



AUCKLAND TOURISM, EVENTS AND ECONOMIC DEVELOPMENT

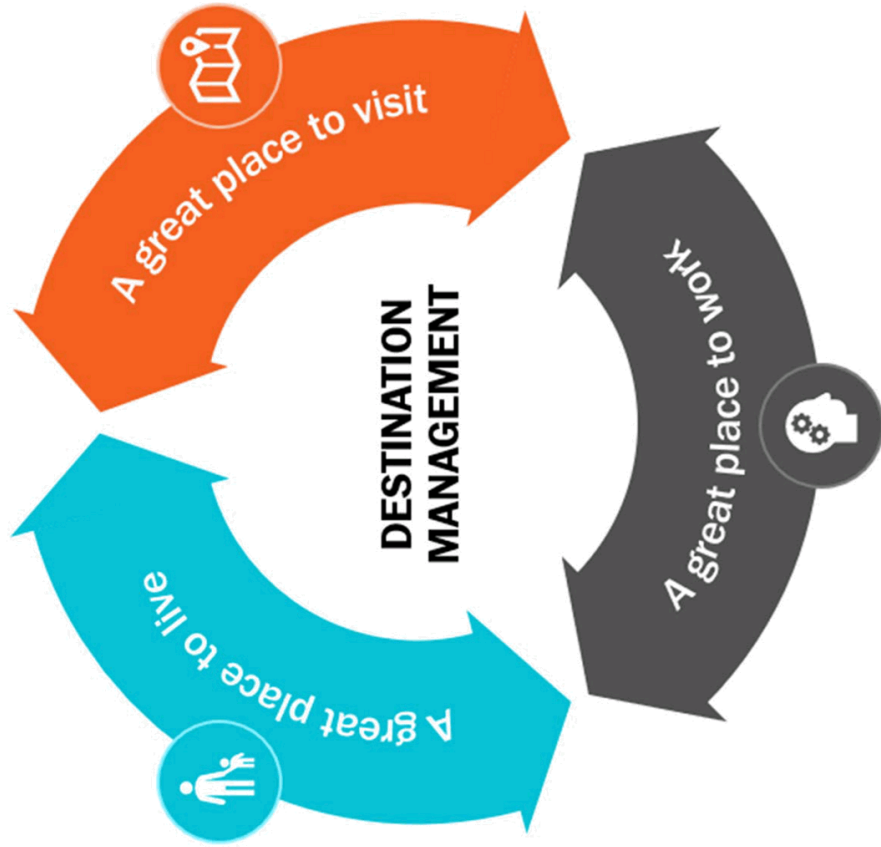
CONSULTATION

2



AUCKLAND TOURISM, EVENTS AND ECONOMIC DEVELOPMENT

THE DESTINATION MANAGEMENT LIFECYCLE



AUCKLAND TOURISM, EVENTS AND ECONOMIC DEVELOPMENT

4

INCREASED FOCUS ON DESTINATION MANAGEMENT

- Destination management is the co-ordinated management of ALL elements of a destination in order to promote:
 - Inclusiveness and sustainable economic growth
 - Resource efficiency, environmental protection, response to climate change
 - Cultural values, diversity and heritage

Successfully managing Destination Auckland requires dialogue and engagement among private sector, public sector and other stakeholders.

aucklandnz.com/steed

AUCKLAND TOURISM, EVENTS AND ECONOMIC DEVELOPMENT

OUR VISION FOR DESTINATION AUCKLAND

To ensure Auckland remains a great place to live, work and visit it must be:

- A unique city
- An interesting city
- An environmentally sustainable city
- A connected city
- A skilled city
- An insightful city

aucklandnz.com/steed

AUCKLAND TOURISM, EVENTS AND ECONOMIC DEVELOPMENT

ATEED'S ROLE

Guardianship

Destination Management

Coordinate the private and public sector efforts to deliver on the strategy.

Advocate for higher standards of sustainable practices across the industry

Advocate for greater visitor friendly wayfinding and transport connectivity

Lead a Maori tourism development and capability program

Coordinate regional cluster groups to increase regional dispersal

Destination Marketing

Lead the development of Auckland stories creating a narrative and a unified positioning, incorporating the stories and cultural heritage of iwi.

Lead data centric digital marketing campaigns targeting high value holiday visitors with a focus off peak

Lead the creation of world class destination content for distribution on owned and third party platforms

Partner to attract business events that align with high value growth sectors and focus on off peak

Partner to attract or deliver major events during shoulder and winter seasons

Lead the attraction of international students and their families, and encourage skills and talent development to benefit Auckland

aucklandnz.com/ateed

ATEED'S STRATEGIC FRAMEWORK

7



SUMMARY

- Widen the scope of the previous Auckland Visitor Plan 2021, **from an ATEED focused visitor marketing plan to a Auckland-wide destination strategy**, recognising the success to date of attracting more visitors and increasing spend and **acknowledging the pressure this growth is having on infrastructure, the environment, and residents.**
- **The strategy touches all facets of the visitor economy;** public and private sectors, promotion and product development, public infrastructure and private investment, human capacity needs, values and principles, Iwi and other cultures, sustainability outcomes and the overall positioning of Auckland.
- The strategy has been **informed by extensive consultation and research** with community, industry, wider stakeholders and local and central government agencies.
- The ability to deliver this strategy is dependant on the **active collaboration and efforts of all stakeholders.**
- **Destination AKL is a strategy for Auckland**, with ATEED as the guardian and key driver of its implementation. A detailed ATEED plan for Major Events, Business Events, Tourism and International Education will follow.



Enterprise Bookings Phase 2: Questions & Answers for Governing Boards

1. Why are we encouraging online digital uptake with our customers?

From our research, our customers want to be able to use our services online. This initiative supports our strategic goal of making our services smart and easy for our customers¹.

We are targeting the following online uptake by 2019:

- Regional Parks - 70%
- Sports parks - 100%
- Events permit applications - 100%

2. How is online booking fair and equitable to all our customer's needs?

Customers will be able to access our services via an additional online channel. In addition, our customers will now be able to pay in 20 Service Centers, (instead of 1 based in Bledisloe).

Regional Parks accommodation will retain its **existing booking rules** around maximum night stays, and adjacency rules for bookings at campgrounds and baches. For example, a customer will not be able to book multiple baches at the same park online. The purpose of these rules is to allow for fair access to these facilities.

All bookings will be confirmed once payment is received. Through our research we found this is best practice in booking other types of accommodation online², and will ensure our facilities are utilised.

The wider community will also now have access to make a one off or casual booking across selected sports fields.

3. What's going to happen to customers who want to pay by cash only?

Customers who prefer to pay by cash can book in person at one of our 20 Customer Services Centres.

4. How many cash customers are there in Regional Parks?

We do not have any data to suggest that customers prefer to pay by cash. If we are aiming for 70% online uptake, we could assume that 30% may prefer to book in person.

The intention of the project is to increase online booking uptake. Customers will be able to access our services via an additional online channel. In addition, our customers will now be able to pay in 20 Service Centers, (instead of 1 based in Bledisloe). Traditionally on day

¹ Auckland Council Strategy #3 Smart and easy for our customers

² Comparison with booking.com, expedia.co.nz, doc.govt.nz (Department of Conservation), AirBnB.co.nz and BookaBach.co.nz

arrival at campgrounds without making prior bookings are the main may people prefer to pay cash. However, it is an existing business rule that we cannot take cash payment at a regional park.

5. How many Sports Parks do we have?

- 260 Sports Parks (within each park there are multiple fields)
- 17 Regional Sports Parks Organisations (RSOs)
- 644 Sports Clubs (includes Summer, Winter and All Year Round)

6. How many Regional Parks do we have across Auckland?

- 26 Regional Parks

7. How many people did you involve in the feedback sessions?

- 1187 Regional Parks customers were involved in the discovery work to identify their needs which helped inform our technical requirements and approach.
- 11 people from Auckland Council who deal directly with our customers have been released for up to 2 days a week since August 2017 to work on the project to ensure the change is successfully embedded into 'business as usual' post go live
- 4 regular sports and regional parks customers and were involved in user testing in December 2017, plus 2 Customer Services Representatives who will be using the system.
- We have been working across over 10 different teams (including CCO's) to support our council behaviors Serve, Collaborate, Develop and Achieve. We have had one Business Transition Lead working across the operational teams to ensure our people and our customers are ready to adopt and embed the changes. The focus has been around what working practices, business rules and processes need be in place to ensure a great bookings experience for all.

8. What are the key risks or issues that you need to be aware of?

- All bookings will be confirmed once payment is received. Through our research we found this is best practice in booking other types of accommodation online³, and will ensure our facilities are utilised.
- Through our discovery work with customers, we found out that our Interactive Voice Response (IVR) payment system was the number 1 complaint about the telephone bookings service⁴. Taking on board this feedback, we will no longer be offering over the phone payment.
- Customers will now be able to book a campground or bach 6-months in advance, from any point in the year. We are removing our seasonal booking windows for all accommodation bookings to enable us to manage peak volumes.

³ Comparison with booking.com, expedia.co.nz, doc.govt.nz (Department of Conservation), AirBnB.co.nz and BookaBach.co.nz

⁴ Regional Parks Survey 2016 (1187 customers)

9. What else do I need to be aware of other than the online bookings service

As part of the Auckland Council website redevelopment programme, the Auckland Council app was decommissioned some members of Rodney District Council preferred to use the mobile app. Wendy Beban (Head of Digital Transformation) is working closely with the Rodney District chairperson (Beth Houlbrooke) to resolve this.

10. What do we need from you?

To advocate for the new online bookings service across Auckland.

11. Questions to Penny & Alf

What do you think Councilors' will most want to know about?