

Project Brief

Rangitikei Destination Management Plan 2050

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Background:

A Destination Management Plan (DMP) will help us to shape and grow the visitor economy within our district, identify business opportunities, explore what barriers might exist for this growth, and put a plan together for our district to be sustainable and resilient into the future while keeping our community at heart.

This Project is a key action from LTP 2021 -2031 and will uncover three key components in the development of the plan:

- Understanding of the Rangitikei experience – our ‘DNA’, future aspirations, and expectations of the visitor sector in the district, how we facilitate sustainable growth while understanding the infrastructure impacts of increased visitor growth and offer solutions to maintaining infrastructure, minimise negative impact to the community, and share our story with the visitor.
- Determine who our ideal visitor might be, what target segments resonate most with our district and how we attract the right visitor base while being aware of and protecting the interests of our residents.
- Identify business and experience opportunities that might exist in growing the visitor economy in our district to facilitate sustainable growth while taking into account urban and rural development, spatial planning, and key environmental factors.

From this key priority actions will result forming future work activities and will give Council direction in the way it invests in district promotion, events, urban and public spaces that align with the visitor space.

National Context

- Having a Destination Management Plan enables us to apply for funding from the Tourism Levy fee (and possibly opens up other funding sources).
- MBIE are encouraging districts, regions and or organisations to undertake a destination management plan to support sustainable growth, improved productivity, share our environment, culture and history, and leverage the visitor sector to positively support the wellbeing of our communities (social & economic wellbeing) and aligns with the New Zealand – Aotearoa government tourism strategy launched in May 2019 which aims to enrich New Zealand through sustainable tourism growth, underpinned by productive, sustainable and inclusive tourism.
- Destination management plans are a key priority for Tourism industry Aotearoa’s (TIA’s) strategy ‘Tourism 2025 and beyond – A Sustainable Growth Framework

We have engaged TRC Tourism to co-create this work with us.

TRC is a leading international tourism, recreation and conservation planning consultancy based in Australia and New Zealand.

Lead consultant Kylie Ruwhiu – Karawana comes with 20 years' experience working in the tourism sector and is a tourism marketing specialist and has passion and expertise in values-based tourism, specifically Māori and Indigenous tourism experiences. She is also the lead consultant for the Whanganui Destination Management Plan and the Ruapehu Destination Management Plan which offers the benefit of understanding the wider strategic context.

Objectives

To deliver a Destination Management plan that:

- Provides an integrated and achievable plan for Council to facilitate and encourage sector growth, sustainable and environmental tourism, and develop pride of place in our communities.
- Provides a relatable plan for across Council and external stake holders can take ownership of.
- Identifies barriers for growth in the public/private sector.

Run a process that

- Aids in improving relationships between Council, its stakeholders and the community.
- Gives Council a better understanding of aspirations in the community in relation to destination management.
- Will be delivered within budget and on time.

– The core of a Destination Management plan is about people and place and produces a document that is for the district rather than a strategy for council.

We want to work alongside iwi, the public and private organisations to advocate and coordinate across the district to make Rangitikei more compelling and attractive to both visitors and new residents alike while holding pride of place for our community and with sustainability at heart.

Things we want to know:

- What are your aspirations for the Rangitikei
- What do you value the most about the Rangitikei
- What makes Rangitikei unique?
- Do you see any experience opportunities for the Rangitikei?
- What are the barriers/challenges?

For more information feel free to contact jen.britton@rangitikei.govt.nz