



# WESTLAND CULTURAL HERITAGE TOURISM PROJECT (WCHTP)

## PROJECT REPORT

*June 2021*



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## **1. Introduction**

This report presents the outcomes of what has been a challenging but productive project. Covid-19 put a halt to all work in projects involving the international and much of the domestic market. We have moved forward with the projects that are relatively unaffected, or likely to be less affected, by the Covid situation. These are important to the district in adding attractions for the recovery.

Sadly, my partner in this project, David Stapleton, was diagnosed with cancer in August 2020 and passed away in February. This had a major impact on our work last year and his knowledge and thinking is missed.

Recapping the foundation of the project, the aim was to develop the culture and heritage tourism assets in the district from the perspective of three pillars:

1. Commercial Business Development
2. Community Business Development
3. Cultural Heritage Environment

The original scope of the project was the Westland District. A plan was developed for the entire district. It is attached as Appendix 1. This formed the basis of a PGF application that was not successful. The scope of the project was then narrowed to the area between Hokitika-Mahinapua-Ross.

Ironically, some of the projects proposed in this work have been incorporated into the PGF funded Pounamu Pathways project. The document was to have the content for Te Runanga o Ngati Waewae and Makaawhio added by their representatives when time allowed and their own Tourism Strategy was developed. This now appears to have also been incorporated into the Pounamu Pathways project.

The project was to be a model that could then be considered for communities across the other districts on the West Coast and further afield.

The funding gained for this project was seen as seed funding to help develop the attractions and businesses in the district. The challenges with Covid-19 and the passing of David slowed and challenged the project. This work has still, however, become the foundation planning in this sector for the destination planning proposed by Development West Coast. I am working with DWC Tourism's new tourism manager Patrick Dault and he has used this document and our planning as a base document for his work.

Moving forward, we now aim to discuss this with Development West Coast Tourism with a view to exploring funding to advance the projects. Heritage West Coast is also considering Ministry of Culture and Heritage Capability Funding that is available under Covid-19 funding. This may provide a means for many heritage projects across the Coast to be funded.

HERITAGE 23 is the celebration of a number of significant events in 2023, outlined below. This could provide a target date to complete many of these projects and those of other community groups.

## **2. Key Project Outcomes**

Since the inception of this project the work undertaken has included the following:

Overall Planning:

- Major Visitor Market Research undertaken in Hokitika
- District Wide Strategy document developed (attached)
- PGF application developed for the entire Westland Cultural Heritage Tourism Development Project and follow-up discussions with PGF staff. The application was not successful.
- The successful consultation with Heritage New Zealand that saw the Tohu Whenua Landmarks project rolled out across the region.

Hokitika Projects

- Chinese business cluster members identified and first meeting held before Covid-19 closures occurred, halting this initiative
- Initial marketing of Hokitika in a leading Chinese Visitor Magazine
- Initial proposals and advocacy for the saving and restoration of the Government Building. This has been successful with this building now purchased by Heritage New Zealand and \$22 million in funding gained for the restoration.
- Successful inclusion of the town of Hokitika as a Tohu Whenua Landmark of national heritage significance.
- Initial work on the Hokitika Wayfinders Project (that was then taken over by WDC)
- Concept Plan Developed for Hokitika CBD (attached) The proposal is to incorporate this work into the planning being undertaken by the Westland District Council Planning Department.
- Cultural Heritage Precincts Concept Development (attached)
- Successful application to Lottery Environment and Heritage for \$42,314 for 20 historic interpretation panels as part of the Heritage Precinct Walk. This project contributed the 1/3 funding to enable this successful application. David was to prepare these. Sue Asplin and Vaughan Bradley have agreed to prepare the content now.
- Development of the Hokitika Heritage Trail with new signage. The trail signs have been installed. The interpretation panels outlined above will be placed around these. Brochure and online marketing material is yet to be prepared. Additional funding will have to be sourced for this.
- Support for restoration of two historic buildings (Bank of New Zealand and Hokitika Savings Bank)
- Successful Lottery Environment and Heritage funding application for the restoration of the Custom House building. This project made up the 1/3rd funding securing \$46,178. The Council is managing this project.
- Initial planning for the construction of a replica Signal Station Building. Rob Daniel is now planning to advance this project.
- Assistance to develop the Destination Hokitika marketing brochure

- Exploring opportunities with the Luminaries. The understanding is that, to take advantage of the Luminaries, there is quite an involved process around ownership of the name/brand. This is placing limits on this that the museum team have explored.

#### Westland Industrial Heritage Park

- Strategic Planning sessions held with Westland Industrial Heritage Park Committee and Westland District Council senior managers. The Plan is now in draft and will be presented to the Council once completed.
- Planning assistance given for the Big Engine Shed project and a successful Lottery grant gained just over \$49,555. This project provided the 1/3 funding required.
- Assistance with the Lotto Shed and Entry Building Planning. We hope to work further on this if funding is able to be sourced.
- A photo and video shoot funded to gain the marketing imagery required to promote the park.
- Assistance is being given to brochure development. This project is likely to require additional funding to complete the project.
- Incorporation of the park in the Destination Hokitika brochure.
- Assistance with a Marketing Plan and signing up for website and social media assistance with the Government's Digital Enablement funding.
- Help given for a successful Lottery Community Development Grant that gained \$30,000.

#### Mahinapua - Ross

- Mahinapua-Ross cultural tourism business cluster was developed.
- Go Wild business cluster supported with attendance at TRENZ 2020, however, this was cancelled due to Covid-19 just prior to the marketing collateral being developed.
- Mahinapua Loop Concept Proposal Developed and incorporated in the WDC LTP. This is appended to this report.
- Ross Goldfields Information and Heritage Centre Concept and Detail Design Planning was completed and is appended to this report.
- Seven Golden Gullies Concept Proposal developed and is appended to this report. It is also incorporated into the West Coast Wilderness Trail planning and Westland District Council LTP for the trail.

### **3. Financial Position**

The funding for this project has been fully expended. In addition, David and I have both contributed a considerable amount of donated time.

The final drawdown from DWC is pending. This has already been allocated into the three projects that have gained Lottery funding i.e. the Big Engine Shed (\$10,068), the Interpretation Panels (\$42,314) and the Custom House Building (\$13,328).

## **4. Projects Going Forward**

This work has been a catalyst in providing the capability to make a major injection of support into the development of culture and heritage assets in the Hokitika to Ross area.

While relatively unrecognised by many entities at the time, we are now seeing an understanding and appreciation of the value of the sector through DWC Destination Planning and project like the Pounamu Pathways.

Going forward there is a range of work that can be continued to help take these projects further forward. These include:

### Westland Industrial Heritage Park –

- Completing the Strategic Plan.
- Assisting with planning the Lotto Shed and the Entry building
- Completing the brochure and online marketing collateral together with implementing their marketing plan

### Hokitika CBD –

- Incorporating this work into the Westland District Council CBD planning.
- The Custom House restoration that is now being undertaken by the Westland District Council and Heritage Hokitika.
- The construction of a replica Signal station. This project has been picked up by Rob Daniel.
- Design and installation of the interpretation panels now being undertaken by Sue Asplin and Vaughan Bradley.
- A dedicated resource into marketing the town as a destination.
- When international tourism returns, the vision of developing more international signage, working with businesses to help sell into these markets (particularly China) and the development of more cultural tourism packages could be continued.

### Mahinapua –

- Advocacy and assistance to develop the loop track and work with the development of the businesses surrounding this.

### Ross Goldfields Visitor and Heritage Centre –

- Completion of costings, raising of at least one third of the funding for the installation.
- Bring the businesses in Ross together to continue the destination planning is required.

### Pounamu Pathway –

- Merging some projects, as appropriate, into this initiative.

## **HERITAGE 23 - Bringing the Projects Together**

The year 2023 is when a number of significant anniversaries fall (listed below). A concept being discussed is to host a number of significant events in 2023, including an airshow, in this year. A vision is to use this as a date to have all this work and those of groups completed for this occasion. HERITAGE 23, is the year is being called celebrates the following:

- December 1873 - Province of Westland declared.
- August 1923 - The last commercial stagecoach journey through the Otira Gorge and through the Pass, after over 50 years of horse-drawn travel on the old road.
- August 1923 - The first train journey through the Otira tunnel, connecting East to West and opening up the Coast to industrial development.
- November 1923 - The 25th anniversary of the Old Age Pension
- December 1923 - The British and Colonial Exhibition, Hokitika, 15 Dec - 2 Feb, celebrating the opening of East and West Coast.
- December 1923 - First aeroplane flights on West Coast, 1 guinea for 10 minutes, the plane coming over by train. This evolved into the first commercial passenger service.

Components of the Pounamu Pathway projects may also dovetail into this.

## **5.Next Steps**

Our next steps are to meet with DWC Economic Development and Tourism Managers, report on the project to date and discuss the opportunity of further funding as part of the Destination and Events Planning strategies. We are also planning to put forward an application to the Ministry for Culture and Heritage's Te Tahua Whakakaha Cultural Sector Capability Funding. This would be part of a regional application.

Jackie Gurden

In conjunction with the late David Stapleton



# WESTLAND CULTURE *and* HERITAGE TOURISM DEVELOPMENT PROJECT



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## HERITAGE WEST COAST Taonga Pumau o Te Tai Poutini



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# Executive Summary

## Introduction

This report is an important document for the future of tourism in Westland. It lays the foundation for the elevation of cultural and heritage tourism as a pillar in West Coast tourism. The sites proposed to be developed will become the much needed foundation attractions throughout Westland for visitors to stop, for business growth and the creation of new businesses, both at these locations and for companies using these locations to develop their own packaged tour itineraries. For this reason it is important that the attractions are presented to a very high level.

The project can be considered a sister project to the proposed New Zealand Pounamu Centre and new museum in Hokitika. While this new centre will act as a hub for storytelling, the sites proposed for development within this project are the spokes, thus the projects are interlinked.

This project comes at a time when around one million visitors are passing through Westland. While some have little discretionary time, many have indicated they could spend longer if they knew more about what there was to see and do. Demand exists. It is also understood that the West Coast needs more tourism product or market share may decline. Need exists. It comes at a time also when the Government is looking for growth projects and is prepared to invest in these through its Provincial Growth Fund. As a priority (or surge region), the West Coast is looking for projects that will bring economic growth and employment to the communities within it. Opportunity exists.

This report has been prepared for the Project Management Committee of the Westland District Heritage and Cultural Tourism Project. It has also been written to act as a foundation document for funding purposes, including the Provincial Growth Fund, and to assist planning projects such as the Westland District Council's new Hokitika CBD 2070 Working Committee.

When the terms **culture** and **heritage** are used, often **culture** is interpreted as Maori culture and **heritage** is connected with old buildings and relics from the past. In this project the meanings are much wider. **Cultural** refers to our way of life while **heritage** explains how we developed this life style through interacting with our environment. While visitors are attracted by the Coast's scenery, most have some interest in wider cultural aspects, be it the different foods people eat, the way people make their money, the recreational and creative activities and how they enjoy their leisure time.

The initiatives proposed have been shaped by research and consultation. This includes industry analysis, a formal survey with 200 visitors, meetings with around 40 business owners, liaison with representatives from a number of inbound operators and marketers, guides and industry organisations, and government agencies. Also pivotal has been the input of over three years community planning in most of the townships throughout South Westland by the South Westland Communities Development Project. While there have been various projects and strategy planning meetings over the years, this would be the most comprehensive body of district-wide work undertaken in cultural and heritage tourism planning.

The Action and Implementation plan proposed in this report sets out a number of steps to develop the attraction of Westland town environments, particularly Hokitika, with culture and heritage as a foundation. It includes developing a number of existing and new attractions in a leading engaging way, growing existing businesses and utilising these to create a greater economic return for Westland. This project can be seen as a model for the wider West Coast and potentially New Zealand.

Many of the organisational structures and base products are already in place. What they lack is the professional expertise, funding and vision to come together and be elevated, developed in a creative innovative experiential way, managed and marketed commercially and in a dedicated way. This project aims to provide this.

New Zealand, West Coast and Westland tourism visitor numbers and expenditure are at record levels and are forecast to continue steady growth. There is a clear demand by interactive travellers, for which experiencing locations with distinctive heritage and culture is a key attraction. It is estimated that at least 50% of visitors to Westland are in this category.

Over the years millions of dollars has been invested in Westland's rich and distinct cultural and heritage assets largely through the public sector. Few, however, have been proactively developed and marketed into the tourism sector to the extent of commercial attractions or used to elevate the profile of Hokitika and Westland and drive an economic return on that investment.

The outcome anticipated is a magnitudinal step forward in enhancing the district's rich visitor offering and the creation of a new cultural and heritage pillar in the tourism offering in Westland that sits alongside the world-class natural environment and scenery. This is particularly apt at a time when Tourism New Zealand has now recognised the attraction and role of culture and people in New Zealand tourism and is realigning their 100% Pure New Zealand brand to give this greater emphasis.

## Hokitika Visitor Market Research

**T**he plan presented substantially draws from evidence from the visitor research undertaken in Hokitika between January and April 2018. The key points from this are as follows:

The majority of visitors pass through Hokitika en route to other places. They have virtually no knowledge of Hokitika and what it has to offer, location and a stop in the journey being a main driver for their calling in to Hokitika. Many find very little information around the town to direct them to shops and places of interest. While a large percentage of these visitors are on set itineraries, over half indicated they could stay longer. Coupled with this, feedback was received that visitors liked the town and what they had experienced, some expressing that they felt it had a story/history but they couldn't find it. A small section of visitors that had heard of Hokitika or been to the town were returning because of that experience or feedback from other visitors.

In terms of visitor spend, indications from this research and figures from the Ministry of Business, Innovation and Employment and Tourism New Zealand indicate this is a critical issue for this region and district. Spend is in the lowest bracket and disproportional to the percentage of visitors across all countries of origin that visit Hokitika.

The things that people most wanted were canvassed from the list provided. Tasting local food and meeting local people were at the top followed by a self-guided walk around the town and visiting the museum.

When asked about what visitors would like to know about Hokitika responses in order of popularity were:

- Gold rush and gold mining stories
- Explorers, early pioneers and their lifestyles, settlement and the development of the town
- Maori history, customs, mythology and interactions between Maori and Europeans
- People stories including how people live today.
- The economic history of the industries and how the Coast has changed and developed

The key themes from feedback from those in the industry included there being little to do in Hokitika after 4pm, nothing in the evenings and that the town needed to be enhanced.

A number of operators did not believe the town should be focusing on the Chinese market as spend was low, their work was photographed and reproduced and they were displacing higher value tourists. Concerns were also raised with the promotion of the Hokitika Gorge as an icon in that visitors are either bypassing the town or stopping for much less time because of this. An increasing number of Chinese and other visitors are flying in to Christchurch in the afternoon and Hokitika is the first night of their stay in New Zealand.

Feedback was also received that if Westland didn't develop more tourism product it may start to lose market share. A number of inbound operators are understood to be looking for new products however further work is needed to determine the extent of this.

These findings highlight the need and opportunity for Hokitika to elevate its profile and marketing of the commercial and non-commercial attractions it has for visitors. Hokitika has the potential to become its own destination and needs to develop as a stronger stand-alone brand under the regional marketing strategy. Coupled with this is the need to gain a much greater spend and return from visitors into Westland businesses and communities. This must be a key driver of the strategy.

## The Action Plan

The key initiatives proposed under the Action Plan initially for Hokitika and the other townships are outlined below. Within these are projects that are in their infancy through to those like the Westland Industrial Heritage Park development that is well advanced. These are:

### For the Westland District

1. Addressing state highway signage from the entry points (including Castle Hill) to capture visitors already heading to or on the Coast. This is particularly important to promote Hokitika but incorporates the smaller townships.
2. Enhancing the cultural and heritage interpretation and wayfinding in the main townships in Westland and growing these as places for visitors to stop and spend.
3. Assisting with the development of some existing businesses and the potential creation of new businesses, (including artisan tourism) particularly in assisting with marketing and training.
4. Elevating Westland's online and mobile marketing to build on the gaps in the existing local and regional website content and online presence and to proactively promote the towns and businesses, particularly, but not limited to, the new products proposed, throughout the district and capture visitors attention when planning their trip.
5. Engaging a Chinese translation resource to assist with the experience planning; assist town planning, wayfinding and interpretation; support businesses looking to expand products into the Chinese market and to dovetail into the marketing outlined above. This could become part of the sister-city relationship currently being established by Westland District Council.
6. Development of one district wide interpretation mobile app that is embedded into all information, wayfinding and marketing.

### For Hokitika

7. Enhancing the Hokitika townscape and provision of directional signposting and information to promote businesses, an awareness of the visitor offering, drawing visitors through the town and promote longer stay and increased spend. This includes Chinese translation.
8. The development of seven precincts, the central and perimeter town walks with interpretation, some of which doubles as photo stops. This is proposed to include one based on The Luminaries and includes Chinese interpretation. These are to be incorporated into the mobile platform

### Significant Attraction Developments

9. Enhancing the existing attractions and creating new ones at the arrival points and throughout the district including the following significant investments:
  1. A West Coast attraction within the DOC Arthurs Pass Visitor Centre development in partnership with the Department.
  2. A Seddon attraction in Kumara within the Seddon trail outlined below
  3. An attraction at Arahura recognising Ngahue and Kupe and the great fleet and the story of Poutini and pounamu– (if determined by Poutini Ngai Tahu hapū)
  4. The New Zealand Pounamu Centre and Museum in Hokitika – (currently in planning)
  5. An evening attraction for Hokitika – potentially in conjunction with the New Zealand Pounamu Centre
  6. Development of the Westland Industrial Heritage Park – (currently under development)
  7. The Seddon Trail including exploring options for interpretation/incorporating the Government Building and Seddon Statue, the goldfield trail between Hokitika and Kumara, an attraction in Kumara (potentially a development/feature on the site of the Seddon homestead) and the link to Parliament in Wellington.

8. The development of a loop section on the West Coast Wilderness Trail around Mahinapua Lake and Creek, and Ruatapu, to create stunning wetland and heritage rich short ride/way experience and expand the hub of businesses in this area.
9. Development of the Ross Goldfields Heritage and Visitor Centre and a rail attraction on Ross-Ruatapu Rail section of the West Coast Wilderness Trail.
10. An Alpine Fault Centre/geothermal/world heritage feature at Whataroa (and potentially Franz Josef)
11. A commemoration of the landing site of Maui (if determined by Poutini Ngai Tahu hapū)
12. The redevelopment of the Haast Visitor Centre and an icon arrival/departure sculpture in conjunction with DOC and the Haast community.
13. Developing and promoting the Westland Landmarks sites.
14. Investigations into gaining Geopark status for Westland.
15. The development of a district arts, heritage and culture events strategy.

A number of other smaller investment projects are also proposed within specific towns including upgrading the Guy Menzies replica at Hari Hari and the creation of small scale museum/interpretation museums in Okarito and Bruce Bay that community groups would like to set up, operate and maintain, plus heritage interpretation at Franz and Fox Glacier.

The economic benefit of this project is difficult to calculate. In terms of employment creation, it is likely that there will be up to 20 direct positions created between the Mahinapua Reserve development, and the Ross Goldfields Heritage and Information Centre. The project will also support a number of existing businesses, provide the catalyst for new ones and stimulate the revitalisation of the towns. If Heritage and Cultural Tourism growth contributes one third of the total tourism benefit to Westland, the growth generated by 2023 would be an annual expenditure growth of \$ 60 million and direct tourism employment growth of 183 jobs.

## The Implementation Plan

**W**hile appearing a large body of work throughout the district, most of these projects have emerged from community destination planning, virtually all already have community associations and/or heritage organisation keen to be involved in seeing these come to fruition. Westland District Council has also just established a Hokitika 2070 CBD Working Committee into which these plans are already going.

The overall implementation is seen as being undertaken by a small group of specialists in a partnership led by Heritage West Coast together with the Westland District Council in conjunction with a number of organisations. These include, as foundation organisations, Te Runanga o Ngati Waewae and Te Runanga o Makaawhio, The Department of Conservation, Tourism West Coast, Destination Westland, Destination Hokitika and Heritage Hokitika. A number of other organisations will also be stakeholders in individual projects. Nationally these include Heritage New Zealand, Tourism New Zealand, Air New Zealand, GNS Science, potentially Kiwi Rail and a number of international and domestic marketers and inbound tourism operators; most have already been consulted as part of this project. Locally these include the related community, heritage and business organisations. The aim is to utilise, where possible, the huge base of local talent, skills, knowledge and expertise and the structures that already exist. External specialists will also be utilised where required with some already having been consulted, particularly around availability and pricing for experience and mobile app development. While yet to be determined, it is likely this team and partnership will cross over with the New Zealand Pounamu Centre and new Hokitika Museum planning, thus integrating the two projects.

While a full draft project budget has been prepared it is propose this be staged with experience, concept, business and feasibility study planning undertaken for the projects to be determine the viability, sustainability, budgets and timeframes.

The Development West Coast/Westland District Council Economic Stimulus Package grant of \$200,000 is seen as foundation funding. The project sits within the Tai Poutini Economic Development Strategy 2018-2025. It meets the criteria of the Provincial Growth Fund and is recognised as a priority project by the Westland District Council. This provides an opportunity to deliver the full project. Other funding is and would be sought from other sources for aspects of the project including a Lottery Environment and Heritage grant for interpreting the Hokitika Heritage and Cultural Walkway having been lodged.

A summary of the draft Implementation Plan and budget is provided on page 7.

## Implementation Plan

	Key Tasks	Lead and Partner Organisations
Grow Hokitika as a destination	Town and Precinct Development	HWC, WDC 2070 Committee, PNT, Heritage Hokitika
Westland Industrial Heritage Park	Engage Experience Planner, develop concept plans and business case Construction of attractions and infrastructure	WIHP, HWC, DW Museum Director
Arthur's Pass/Otira	Concept planning for West Coast Content into Visitor Centre Upgrade Note: This will be undertaken following the Departments lead and time-frames	DOC, HWC
Seddon Trail	Explore and develop options for incorporation of Seddon Statue and Provincial Government Centre as trail start/end node	WDC, HNZ, HWC
	Undertake feasibility into Seddon homestead/Kumara attraction	HWC, HNZ
	Determine attractions on Goldsbrough Stafford, Waimea Sections of Trail Implementation	HWC, DOC
Arahura	Pounamu and discovery stories Experience/site concept planning, costing, consenting	To be determined by PNT
Mahinapua/Ruatapu	Loop track planning and costing Construction	WDC, DOC, WCWTT, HWC, operators
Ross Goldfields Heritage and Information Centre	Attraction Market Research, Engagement of Experience Planner, Concept and Business Plan developed, Detail Design Installation of new attraction	HWC, Ross Gold Town Destination Working Group, DOC
Hari Hari	Upgrading the Guy Menzies replica	HWC, Hari Hari Community Assoc
Whataroa	Feasibility of Alpine Fault/Kotuku/World Heritage Gateway Centre/attraction	HWC, WDC, Operators
Okarito	Mini Museum Interpretation Centre – Engage Exhibition Designer to develop concepts and assist with installation	Okarito Community Association, HWC
Franz Josef	Interpretive planning and installation	Franz Josef Community Council
Fox Glacier	Interpretive planning and installation	Fox Glacier Community Development Society
Bruce Bay	Maui and discovery	To be determined by PNT
	Mini Museum Interpretation Centre – Engage Exhibition Designer to develop concepts and assist with installation	Bruce Bay Community Hall Board, HWC
Haast	Heritage Interpretation and Iconic Structure (Charlie Douglas, Haast Eagle)	HWC, Haast Promotion Group, WDC
	Concept planning for new Haast Visitor Centre Note: This will be undertaken by the Departments lead within their time-frames	DOC, PNT, HWC
Local Town Interpretation	Engage historians, writer, graphic designer to develop interpretation kiosks and panels for townships Further explore inbound operator opportunities	HWC and Community Organisations HWC
Business Development	Address marketing gaps and websites content	HWC, DH, DW, TWC
	Develop Chinese business cluster, work with CIAL and address China readiness Present initial training and enterprise development opportunities	HWC, DH HWC, DH
Mobile App Development	Engage mobile app developer. Utilise same expertise in 6 above to create content for app	HWC, Heritage Hokitika, Kumara Residents' Trust, Kaniere Residents, Franz Josef Community Association, Fox Glacier Community Development Society
Landmarks	Work with HNZ, DOC and PNT to undertake any site development Linked sites into district, regional and national tourism marketing	HNZ, DOC, HWC, PNT
	Development of PNT sites (Arahura, Bruce Bay, others). The assumption is made that the Landmarks project will determine these with attraction development to follow as directed by PNT	PNT, HNZ, DOC, HWC
UNESCO Geoparks Status	Exploration of Geoparks status and potential development of application	HWC, NZ Geoparks Board, GNS Science
Marketing	Developed in conjunction with projects above	
Events	Developed in conjunction with projects above	

HWC = Heritage West Coast, WDC = Westland District Council, PNT = Poutini Ngai Tahu hapū, DW = Destination Westland, DH = Destination Hokitika, HH = Heritage Hokitika, DOC = Department of Conservation, WCWTT = West Coast Wilderness Trail Trust, HNZ = Heritage New Zealand

## Project Budget

Cost Description	\$ (excluding GST)	
	Stage 1	Subject to Feasibility
<b>Specific Projects</b>		
Hokitika District – Precincts, Kaniere, Rimu	1,510,000	1,900,000
Westland Industrial Park	1,000,000	
Seddon Trail and/to Kumara	580,000	650,000
Mahinapua Ruatapu	750,000	1,000,000
Ross Goldfields	1,070,000	
Hari Hari	130,000	
Whataroa Alpine Fault/World Heritage Feature Feasibility Study	155,000	2,000,000
Okarito Interpretative Centre	180,000	
Franz Josef	50,000	
Fox Glacier	50,000	
Bruce Bay Community Interpretative Centre	150,000	
Haast – Southern Gateway	3,150,000	
Arthurs Pass – Eastern Gateway – Castle Hill, Arthur’s Pass, Otira	365,000	
<b>District Wide Projects</b>		
Marketing collateral, imagery, campaigns, website TRENZ	580,000	
Marketing and Translation Resources	600,000	
Business development and training	150,000	
Events Strategy	300,000	
Mobile App Development	200,000	
New Zealand Landmarks	200,000	
Poutini Ngai Tahu Landmarks	200,000	
UNESCO Geopark Status	50,000	250,000
<b>Project Management</b>		
Project Management Team over the three to four year length of the project (including historians, Poutini Ngai Tahu hapu)	1,200,000	
Project Costs, administration, travel (@\$50k pa)	150,000	
<b>Total</b>	<b>12,770,000</b>	<b>5,800,000</b>



# I. Introduction

## 1.1 Project Background and Origins

This project has its origins in the Heritage West Coast Strategic Vision 2015-25 under Goal 3:

*To encourage further development of cultural / heritage tourism through a regional approach to marketing and promotion of heritage places and heritage attractions.*

Heritage West Coast recognised the depth of cultural tourism assets on the West Coast, the millions of dollars and sheer volume of paid and voluntary time invested in preserving and restoring these assets and the fact that there was little focus on actively marketing these into the visitor sector in the same manner as commercial products are promoted. In essence Heritage West Coast identified this as an opportunity to develop cultural tourism as a new tourism offering amongst in the region's existing world class natural attractions.

The opportunity is seen as spanning three sectors (or pillars): business; community and public sector assets and the wider environment (e.g. townscapes). A key shift is to move Westland beyond sightseeing and static attractions to offering high value participatory experiences that engage visitor interest and generate revenue back into the attractions and communities.

Heritage West Coast gained funding from Development West Coast via the Westland District Economic Stimulus Fund to undertake the project. The main criteria of this funding is to promote employment, generate sustainable economic benefits for the communities of Westland and leverage funding from other sources. The aims of this project align to these incorporating increasing income and employment; longer stays; seasonal and district-wide dispersal; higher levels of spending per visitor from commercial and non-commercial assets; the elevation of cultural and heritage attractions; leverage of new resources and funding and improved understanding and appreciation by local communities of their culture and heritage. Table 1 below presents the framework for the project.

TABLE 1 SCOPE AND FRAMEWORK FOR CULTURAL AND HERITAGE TOURISM DEVELOPMENT

<b>Hokitika-Westland Heritage &amp; Cultural Tourism Development Project</b> Networks of connected heritage and cultural businesses and experiences throughout Westland, telling Westland's stories and sustaining the economy, heritage & cultural assets and employment.		
<b>Three Sustainable and Linked Pillars</b>		
<b>1. Community and Public Operated Pillar</b>  Enhanced Existing Heritage Assets e.g. Westland Industrial Heritage Park Ross Goldfields Heritage and Information Centre Arthurs Pass and Haast Visitor Centre New Heritage Assets: New Zealand Pounamu Centre and Museum	<b>2. Wider Environment Pillar</b>  Streetscapes and furniture Entry, way-finder, information signs and interpretation. Heritage and cultural sites and landscapes interpreted Self-guided walks Mobile App Tours	<b>3. Commercial Pillar</b>  Existing Businesses Improved sustainability of income and employment. Better utilisation of Westland heritage and culture in products and services. Better meeting of market demand for heritage and cultural products and services. New Products and Businesses For domestic and international markets New Assets New commercial uses of heritage buildings. Improved Business Environment for Other Investors Accommodation, Transport, Retail, Services.
<b>Built on Four Foundations Linking the Three Pillars and the Networks:</b>		
<b>1. Market Development and Partnerships</b>		
Better understanding of domestic and international market opportunities and needs Strong connections and partnerships with Tai Poutini Māori Tourism Strategy, and with policy makers and funders Strong connections with in-bound tourism operators and transport providers and heritage and cultural special interest traveller groups. Adaptation of products to international markets (especially non-English speakers) Heritage and cultural tour itineraries, for groups and independent travellers. Online marketing- web-sites and databases inter-connected, update HWC web-site, build on TWC site. Westland Heritage and Cultural Tourism products represented at marketing events; utilisation of new technologies particularly mobile platforms		
<b>2. Festivals / Events</b>		
Building on existing experience and events and creating new events. Merging of on-line marketing and data bases for greater promotion.		
<b>3. Training and Education</b>		
Hospitality, local knowledge of heritage, culture and attractions – for staff and locals. Working with other cultures and languages.		
<b>4. Resourcing and Funding</b>		
Identify, develop, leverage and implement mechanisms and opportunities for resourcing investment.		

## 1.2 Methodology – How this work has been undertaken

**A**n extensive body of research, consultation and relationship building has been undertaken. This has included:

- Survey work with 193 visitors including 10 translated into Chinese. Sixty three of these were undertaken in the Carnegie Building. The remainder were obtained through contacting people at various times and locations on the street, at the beach, within the Hokitika i-SITE and at the local backpackers. We have also worked closely with Qingxia Liang (Vickyee) at Mountain Jade to gain valuable insights into the Chinese market, hence the lower number of Chinese survey responses.
- Individual meetings with over 40 Hokitika business owners.
- Meetings were held with representatives from Te Runanga o Ngati Waewae and Makaawhio, Destination Hokitika, Heritage Hokitika and members of the Westland Industrial Heritage Park.
- Interviews with several tourist bus drivers and inbound operators.
- Telephone interviews with a number of entities that work with the Chinese market including Christchurch International Airport and United Media Solutions.
- Interviews with Salome Sallehy, a Canadian social media expert and travel writer for the North American market.
- Analysis of national and regional tourism data.
- Meetings in Wellington with Chief Executives and/or senior staff within the Ministry of Culture and Heritage, the Ministry of Business, Innovation and Employment, Heritage New Zealand, Museums Aotearoa, Te Papa Tongarewa The Museum of New Zealand and GNS Science, and in Hokitika with Department of Conservation. These meetings have led to collaborative support and advice.
- Testing some of the concepts proposed for this project with the Chief Executive of Heritage New Zealand on site visit between Kumara and Mahinapua.
- Meetings were also held with Tourism West Coast and the consultants and key members of the Governance Group undertaking the Tai Poutini Māori Tourism strategy.
- Attendance at TRENZ 2018 and making direct linkages with senior staff of Kiwi Rail Tourism Marketing and Tourism NZ head office and overseas offices, Air NZ marketing managers in North America, Australia and Asia, 20 international and New Zealand inbound-tourism providers to Westland, 5 NZ regional and cultural / heritage tourism promoters, 3 providers of on-line and social media providers of tourism information. Access to electronic data-base and contact details and interests of all 700 participants was obtained.
- Close liaison with the Hokitika Museum-New Zealand Pounamu Centre development liaison group facilitated idea sharing.
- The work of South Westland and Kumara communities in identifying heritage and cultural tourism opportunities, with the support of the South Westland and Kumara-Ross community development projects. These include the Haast Tourism Destination Plan and the Ross Gold Town Tourism Destination Plan recognised in the West Coast Economic Development Action Plan 2017.

Analysis of this extensive body of work has been used to formulate the information and draft plan contained within this report.

## 2. Setting the Scene

### 2.1 Westland's Heritage and Cultural Tourism Assets and Opportunities

**B**ased on recent research undertaken by Tourism New Zealand and in other countries, there is an increasing demand in world tourism for visitors wanting to learn more about how the local people live (our culture) and how their history and the geography of their environment have brought this about (our heritage), to interact with local people, learn their stories and be involved in local activities, and to be inspired and have their understanding and attitudes changed by the experience.

Such tourists tend to stay longer, spend more per day and go home more satisfied. Cultural and heritage tourism aims to achieve this and disperse the visitors more widely throughout New Zealand and the West Coast.

Westland has a unique combination and wealth of heritage and cultural stories, sites and activities which contribute to telling the story of New Zealand and its people. They are our sites, our stories, our people and represent the past, the present and into the future.

The initiative of this project is timely, as it has foreseen the emergence of a new realisation of the value of heritage and cultural tourism through a number of recent developments, the greatest being the inclusion of culture and people within the Tourism New Zealand 100% Pure NZ brand.

Tourism has regained the position of New Zealand's second biggest export earner (after agricultural products) with a record of \$11.1 billion (9% annual increase) generated from 3.78 million international arrivals (including 1.9 million holiday makers) for the year ending 30 June 2018.

International and domestic tourism on the West Coast is the second largest employing and earning industries (after agricultural products). Tourism is one of the few industries currently in a growth phase. This growth looks set to continue for the foreseeable future.

On the West Coast, following several challenging years from 2010 for tourism operators the region had by 2015 turned the corner and experienced visitor expenditure growth rates up to 14% per annum, amongst the highest in New Zealand.

For the year ending 30 June 2018 West Coast tourism expenditure reached \$559 million and the growth rate was 9%, the same as the New Zealand rate. Westland District generated \$360 million or 65% of the total West Coast expenditure; compared with Grey \$124 million (22%) and Buller \$75 million (13%)

The West Coast international market expenditure was \$310 million (55.5%) and domestic \$249 million (44.5%). Westland's expenditure was international \$235m (65%), domestic \$124m (35%); Grey international 65%, domestic 35%, and Buller international 59%, domestic 41%. This compares with New Zealand international 41%, domestic 59%.

**Westland District's** main international markets were Australia \$41m; United States \$33m, United Kingdom \$33m, China \$28m, Germany \$25m, Rest of Europe \$38m, Canada \$6m, Japan \$1m, Korea \$1m, Rest of Asia \$24m, Canada \$6m, Rest of Americas \$3m, Africa & Middle East \$2m.

**Westland District's** domestic markets were Canterbury \$34m, Auckland \$17m, West Coast \$15m, Otago \$11m, Wellington \$7m, Waikato \$7m, Bay of Plenty \$6m, Nelson-Tasman \$5m, Marlborough \$4m, Southland \$4m, Manawatu-Whanganui \$3m, Northland \$2m, Hawkes Bay \$2m, Taranaki \$1m, NZ Undefined \$6m.

In terms of international visitor numbers and spend, Australia is the West Coast's largest market, followed by the United States and the United Kingdom and the Rest of Europe.

West Coast commercial accommodation visitor arrivals totalled 984,231 and guest nights totalled 1,411,465. International guest nights totalled 920,843 (65%) and domestic 490,622 (35%).

Westland District commercial accommodation visitor arrivals totalled 598,844 and guest nights totalled 865,801 giving an average stay of 1.45 days. Westland, being on the West Coast route from Christchurch to Queenstown, will also have had passing through a number of additional visitors who over-nighted elsewhere. Adding 20% for the accommodation types missed by the Commercial Accommodation Monitor and the longer stay of their users (bringing the average to 2.02 days), gives an estimate of 719,000 visitor nights and 1,452,000 guest nights. Allowing for visitors over-nighting elsewhere suggests about 1 million visitor arrivals.

China, United States and Germany are forecast to have the highest 2017-23 growth rates.

China, the West Coast's 5th largest tourist market, has grown rapidly, and the growth is forecast to continue. New Zealand is getting more of the affluent Free and Independent Travellers (FITs) - 49 % of total Chinese visitors in 2017. Chinese holiday makers have the highest daily spend of international visitors.

While China offers huge potential, the West Coast is not hanging its hat just on this market, especially when the constraints of the short length of holidays only allow for a very short time in New Zealand, in 2017 on average 9 days. This market cannot however be overlooked as the growing number of returning Chinese visitors do stay longer, and search out places off the normal track. Because most Chinese visitors do not speak English, particular attention needs to be given to translations and recognising cultural differences.

The majority of the West Coast's other markets are also growing with Australia, not surprisingly, remaining the Coast's biggest group.

## 2.2 Visitor Forecasts and Targets

**T**ourism Industry Aotearoa's aspirational New Zealand growth targets established in 2014 in TOURISM 2025 were to grow international tourism revenue at a rate of 6% per year compounded and domestic tourism revenue by 4% per year compounded. This was substantially exceeded from 2014 to 2018.

Tourism West Coast's Tourism Marketing Plan 2017-21 aspires to international tourism revenue growth of 6.1% per year compounded. This has been exceeded. The plan also aspires to:

1. Increase Visitor arrivals from 870,000 to 1.1 million (increase by 230,000 visitors, 26% or 6.5% per year average)
2. Increase tourism expenditure from \$470m to \$810m (increase of \$340m, 72% or 18% per year average)
3. Increase visitor nights by increasing average length of stay from 2.0 to 2.7 (increase by 0.7, 35% or 8.75% per year average)
4. Increase GDP contribution from \$95m to \$157m (increase by \$62m, 65% or 16.25% per year average)
5. Increase tourism employment from 2018 FTE's to 2532 FTE's (increase of 514 jobs. (25% or 6.25% per year average)

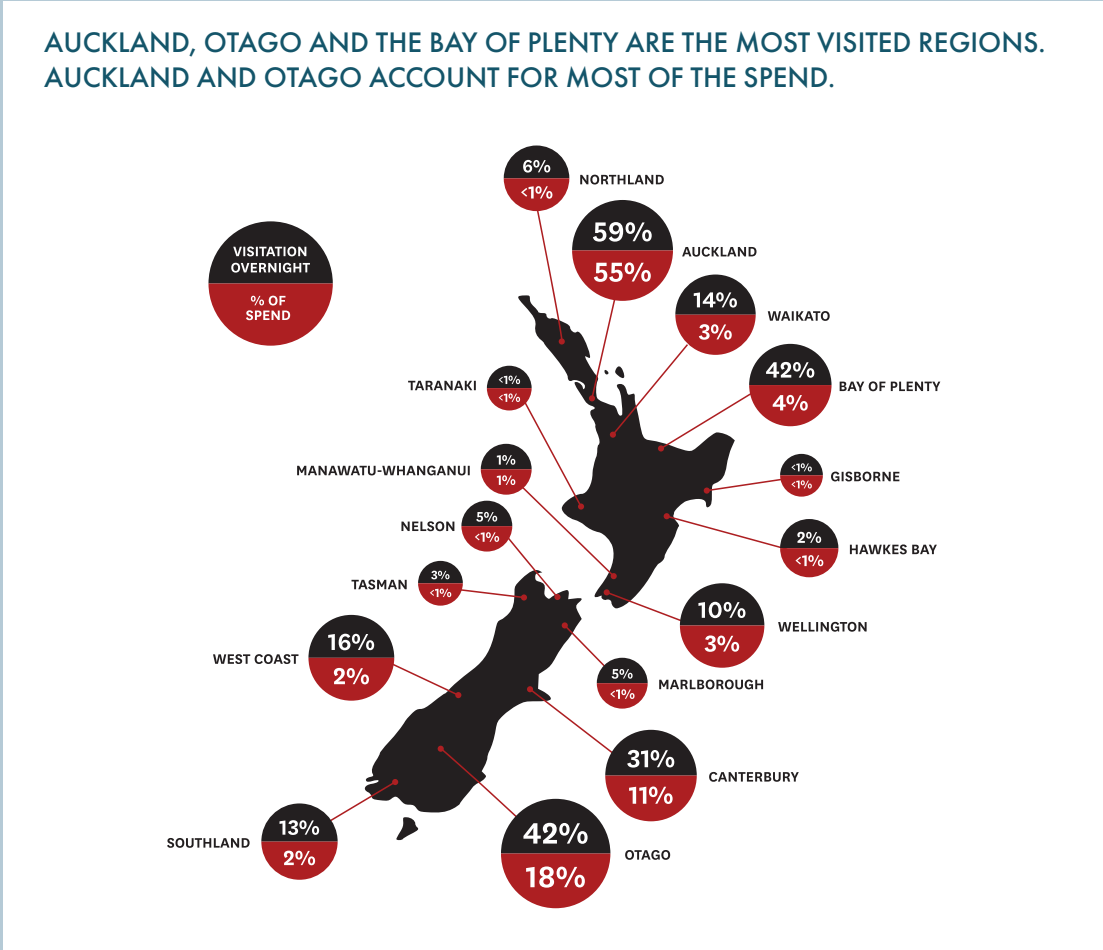
## 2.3 The Critical Issue of Spend

**T**he infographic below (based on MBIE Monthly Regional Tourism Estimates (MRTE) data) focuses on the Chinese visitation and spend in 2017. It highlights one of the potential financial opportunities being missed; 16% of Chinese visitors to New Zealand visit the West Coast (the 6th highest region), but only 2% of total Chinese expenditure in New Zealand is on the West Coast.

Within the MRTE data all spend for merchants which have centralised accounts is attributed to the location with the largest proportion of spending. Some merchants process all transactions in a central location (e.g., rental cars). As it is not possible to determine the origin of all transactions for that merchant all spending for the merchant is attributed to the location with the largest proportion of the merchant's spending. Similarly group tour expenditure might be attributed to the tour operator's head office.

This might partially explain the domination of regions with international airports (Auckland, Wellington, Christchurch, Queenstown and Dunedin) in the expenditure data.

However, comment has been made that the Chinese save their spending until the main centres. If there is truth in that, elevating Hokitika and its products into these markets may well change its positioning and promote the town as a place to spend.



This pattern and opportunity is repeated when other major international markets are considered:

Year 2017	China	Australia	USA	UK	Germany	Japan
% of Visitors to NZ Who Overnight on West Coast	16%	18%	24%	52%	62%	4%
% of NZ Spend on West Coast	2%	2%	3%	3%	6%	< 1%

Source : Tourism NZ – Market Information, 2018

Discussions with inbound tour operators, Tourism NZ and Air New Zealand international market managers and Kiwi Rail Tourism at TRENZ 2018 indicated a strong interest in tourists being provided with information on heritage and cultural tourism opportunities in Westland. Some inbound tour operators already had room in their itineraries into which additional activities could be fitted.

An in depth analysis of the cultural tourism market can be found in Appendix 1. The Hokitika / Westland Visitor survey undertaken by this project in 2018 further details the demand in Hokitika-Westland in Section 3.3 below.

Taking the New Zealand and Hokitika Visitor Survey data together it is estimated that at least 50% of visitors to Westland are interested in some aspect of the local heritage and culture.

## 3. Hokitika Visitor Survey - Tourists En Route

### 3.1 The Survey Results

This survey was largely undertaken on a hardcopy questionnaire by Jackie Gurden and David Stapleton and completed by English speaking visitors. A separate survey was translated into Chinese. These results and other research undertaken into this market are reported separately below.

Of the 183 English speaking responses received thirty four percent of the surveys were undertaken in the Carnegie Building, 15% at the i-SITE, 13% at the beach and 38% on the streets and at the backpackers. Some were in groups. The resulting sample comprised 80% international visitors and 20% domestic. The predominant international make up was UK 23%, German 22%, US 15%, Australia 11%, Canada 6%, Switzerland 6%, France 5%. The predominant domestic make up was Canterbury 32%, Nelson/Tasman 17%, Otago 14%, Auckland 14% and Wellington 14%.

Survey participants were across all ages with the predominant groups 29-39 (32%), 60-69 (28%).

It is important to note in interpreting the results that the large percentage of the sample taken at the museum may over-represent people with interests in heritage on some questions.

**Key Findings** - The following are considered the most important findings from the research and presents a picture of what is happening in tourism in Hokitika and what appears to be required. The Chinese survey responses have been analysed separately.

#### Key Finding 1. En route

When asked why visitors chose to come to the West Coast and Hokitika, for the majority it was part of a New Zealand, South Island or similar holiday and for many it was part of a trip en route to either the glaciers or other destinations. Other things mentioned in why they came to Hokitika included the scenery, landscapes, the history, wilderness, jade/greenstone, gold, Luminaries, ancestor tracking, small towns and fewer people, the Wilderness Trail and tramping. For a number they had some sort of family connection to the Coast. Some also indicated it had been recommended as a great place and some had been before.

#### Key Finding 2. Little Knowledge about Hokitika



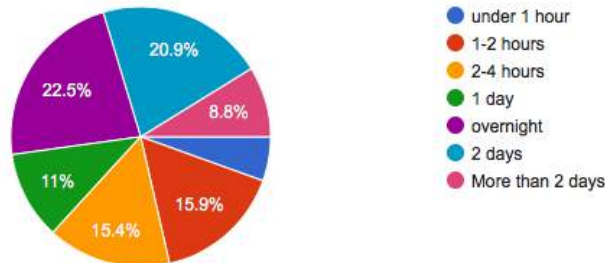
When asked specifically about what they knew about Hokitika, the majority of visitors knew nothing or next to nothing. This figure could be as high as 78%, taking in those that responded with no answer. As above, for most, the town is very much a stopping point on the way to or from the Hokitika Gorge, Franz Josef or places further north and east or had been incorporated as part of a larger tour. Of those that did know something of Hokitika the main things mentioned in order of frequency were: gold or gold related (23), jade or greenstone (20), The Gorge (9),

The Luminaries (7), Wildfoods Festival (5), Glow worms (5) and the Beach (5). Various other things were also mentioned. Eight respondents indicated they had been to Hokitika before.



**Key Finding 3. The Opportunity - How long people are staying and how much longer they could stay**

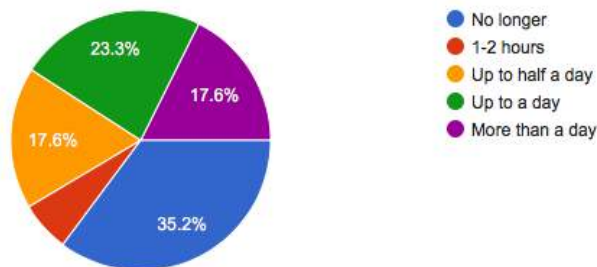
When asked how long people are staying 37% indicated they were staying for less than 4 hours.



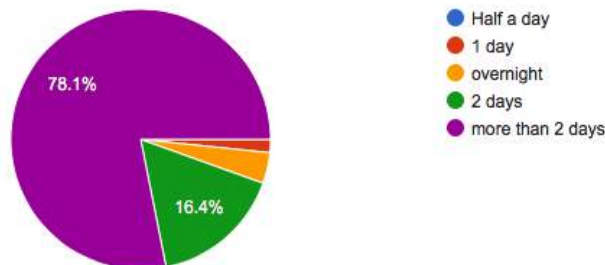
**The Opportunity**

One of the most important graphs is what we would call the **OPPORTUNITY** graph. This reflects how much longer people would stay had they known about Hokitika when they were planning their trip. Sixty five percent of visitors could stay longer, 40% of those for a day or more. For some, that stay could be considerably longer. A similar result was found for the West Coast with most visitors staying more than two days and 40% able to stay for more than an additional day. Again, some indicated the stay could be considerably longer. This is unlikely to be unique to Hokitika and the West Coast however it clearly indicates that many people passing through Hokitika could be captured for longer if they knew more about what Hokitika had to offer. This was also the perception we found when talking with visitors. As they wandered around many seemed to enjoy the town and would have liked to have known more about Hokitika and its attractions so they could have planned a longer stay into their visit.

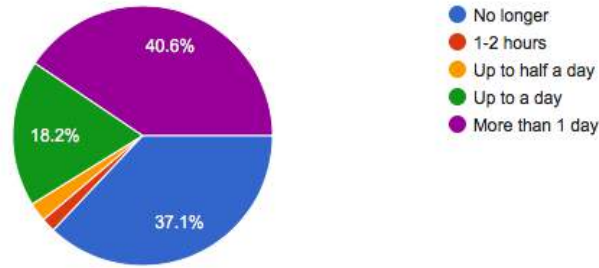
— How much longer visitors could stay in Hokitika



— How long visitors can stay on the West Coast?



— How much longer visitors could stay on the West Coast

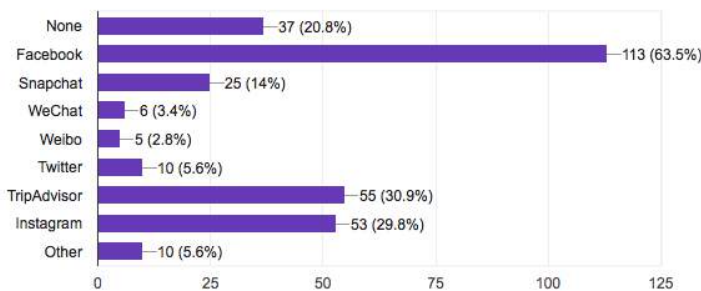


**Key Finding 4. How people plan their trip – Where we should be advertising**

The questions that were then asked were in relation to what people use to plan their trips and where promotion should be placed to reach these people. These included Google, Lonely Planet, Google Maps, Campermate, Wikicamps, Air BnB, guide books, newzealand.com, State Highway signage, DOC Campsites, Youtube, Instagram, Booking.com, travel blogs as well as a number of forums. I-SITES also featured.

In terms of social media, the results are as expected. Facebook continually emerges on top with TripAdvisor and Instagram following. Pinterest didn't feature in the formal survey however it was recognised in interviews with tourists with people making boards with pins of photos of places others have enjoyed and that they planned to visit. Interviews, including one with a marketing professional, indicated this as something quite important in the tourism sector.

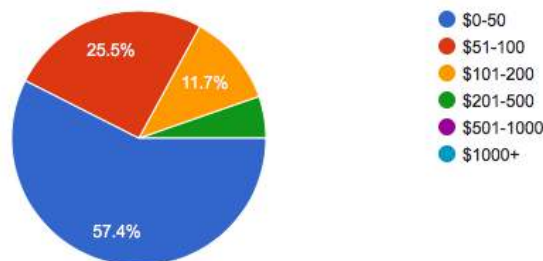
With the exception of the work undertaken by Destination Hokitika on a very limited budget, there is not coordinated resourcing going into marketing Hokitika as a destination.



**Key Finding 5. Visitor Spend**

Visitor spend on souvenirs is low with almost 60% only wanting to spend up to \$50. The main item mentioned was Jade. Other things included, local arts and crafts, wood product, jewellery, paua gifts, wool, merino, possum, post cards, kiwi toys, tea towels, honey and small/family gifts.

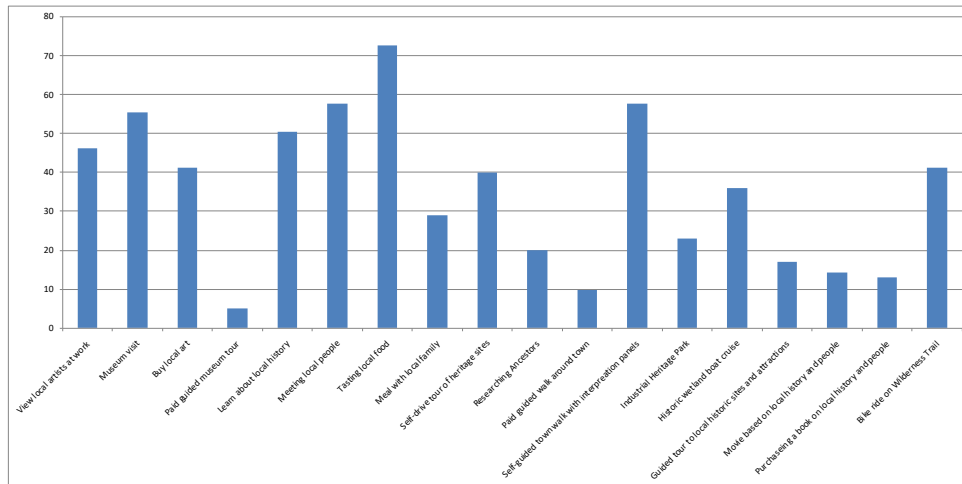
— Amount proposed to be spent on gifts



**Key Finding 6. What visitors would like to do while they are here**

Visitors were given a choice of things they would like to do while they were here. The top four choices were tasting local food, meeting local people, a self-guided walk around town with interpretation panels telling the history and visiting a museum

- Things visitors would like to purchase, see and do



**Key Finding 7. What visitors are interested in knowing about our history and stories**

When asked about what visitors would like to know about Hokitika and Westland, responses in order of popularity were:

- Gold rush and gold mining stories.
- Explorers, early pioneers and their lifestyles, settlement and the development of the town.
- Maori history, customs, mythology and interactions between Maori and Europeans followed,
- Then people stories including how people live today.
- The economic history of the industries and how the Coast has changed and developed was also a theme in the responses.

Individual responses included: anecdotes, dark stories, first-hand accounts, true crime stories, important events in the past, fun facts, more about the Seaview asylum, natural history – flora and fauna, the influence of cultures and the Irish influence were all also mentioned.

A first time visitor from England responded:

*"I did not realise New Zealand had a gold rush. The information panels at Kumara introduced me to it. The gold rush history makes sense of my visit to Westland, and how the towns and landscapes came to be as they are. I now understand why the architecture of Revell St looks like it came from the "Wild West". I have bought "The Luminaries" and look forward to increasing my understanding, and perhaps coming back".*

**Key Finding 8. What visitors have enjoyed most about Hokitika – The Beach, the Museum, The People**

- The standout feature that visitors enjoy is the beach (52 respondents)
- This is followed by the Museum (30 respondents)
- (It must be remembered in interpreting this that both were main locations for the survey; Carnegie Building 34%, Beach 13%)
- The people / friendly people was third. (23 respondents)
- The driftwood sculpture (19), Hokitika Gorge(18) and the town (16) followed
- Some of the comments on what people enjoyed and which indicate the feel for the town include:
- "the fact that it is a perfect place to relax and rest while on the long journey"
- "The museum and the beach and the whole town's atmosphere"
- "The beach and all the little shops"
- "The people. Very friendly and welcoming"
- "Sitting on the beach watching the surf and sunset with a glass of wine"
- "People 99.9%"

- "Its a cozy little town with friendly people"
- "seaside, town, shops, chat with locals"
- "Beach, meeting locals, the buildings, friendliness of locals, safe feel of town"
- "Beach, beach sculptures, shipwrecks and reclamation of the point, heritage area, old buildings of the town"

### **Key Finding 9. Things visitors thought could be done to enhance the visitor experience**

- Extend opening hours of Carnegie Building
- Information plaques on the old buildings. Bank of NSW/Jade place owner spoke to us about the history.
- Fascinating history
- A guided walk could be interesting
- Bike scooter rentals
- More advertising
- Maybe you could work on more events
- Signs in Chinese explaining what is in shops, quality, uniqueness.
- Southern Alps main peak indicator at river mouth
- Easier access to the beach.
- Nothing. Just be yourselves
- Information centres with a historical background
- Short information plaques explaining history of area. A short information pamphlet at significant sites would have been very helpful. There's been nothing available in Italian language, only Spanish and French.
- Cafes extending kitchen hours
- Keep it local and natural
- Hokitika i-Site needed more West Coast information than other areas.
- If we could get some information at access to the beach and we'll be more interested in exploring the town.
- Probably more road advertising, website
- Continue enhancing old architecture
- We found the experience to be very complex
- I haven't been here long enough to say. However, one visit to a gallery (local) put me off the township with regard to walking through galleries.
- All of NZ needs better signage, directions
- Promote beach sculpture park. Invite international sculptors to work with locals.
- Promote the beautiful landscape
- Shuttle bus to Tree-top canopy and Hokitika Gorge
- Access to rental cars in Hokitika CBD
- Free Wifi
- Keep doing what you are
- More advertising on events
- Less "touristy" products that are found EVERYWHERE! Otherwise you're doing fine. Lovely to talk to local people.
- The Lake or Wild Swimming should be advertised more. It is wonderful. Also maybe a "hunt for your own jade" trip?
- Beach activities. Use the beach to be more than just a small town for a stopover. Create activities on the water or Gorge which are different than all the other places. But stay as a little town as a relaxed break in a travel life.
- It is good just as it is
- Better info. spots, or home page
- Interactive multimedia, your own visitor app
- Billboards / signs in foreign language
- More seating
- 1 or 2 more town benches. Shaded benches and tables at beach.
- A Town walk
- Guided tour around important buildings
- A free shuttle to the Gorge / Lake or the other Glow worm dell
- Better public transport
- More atmosphere, a cool bar, a central grocery store, more to do and see in general. This would be almost impossible to achieve though.
- Some special offers or things which you can nowhere find in NZ. Sunset cruise
- More toilets and rubbish bins at rest areas
- More restaurants open at 16:00pm
- Offers for each budget, seems like the city is more for people with high budget
- More signs about the attractions.
- There is something missing in the little town
- No idea. I like cultural things and local goods
- Activities by the beach. Maybe a jet ski
- More benches along the beach
- We are Muslim - halal food or store selling fish

## 3.2 Chinese Visitor Research Results

The research undertaken into the Chinese visitors comprised valuable input from Vickyee (Qingxia Liang) the Chinese staff member at Mountain Jade accompanied by a small sample of hardcopy surveys that had been translated by Vickyee being filled out. Given the level of information provided by Vickyee her experiences and level of information that exists on the Chinese market, much less weight was put on the surveys.

The following is a summary of the information gained from Vickyee.

The following are the most popular and well known websites used by Chinese tourists before travelling overseas: Ctrip, Qyer, Mafengwo, iTrip, Qunar, Ivmama, Baidu and Tuniu.

Places like Auckland, Rotorua, Tekapo, Queenstown, Dunedin, Milford Sound have had an enormous amount of exposure on these websites, with the help of the Website Management Team and travellers, who are willing to share their travel experience. For Westland, Fox and Franz Josef have a small amount of exposure because of the glaciers. Other places like Hokitika and Ross only have a little. In order to make Westland more well-known and attract more Chinese tourists, getting local tourist attractions further exposed on those websites for a start.

With regards to APPs Alipay has become one of the most popular payment systems in China. More and more Chinese customers use Alipay. It will be beneficial to the enterprises in Westland to start utilizing Alipay as it makes the payment easier and enables the enterprises to have more interaction with Chinese tourists.

While Alipay focuses on the payment, the following APPs would be more helpful and efficient when planning itineraries and for bringing more Chinese tourists to Westland are Ctrip, Qunar, Tuniu, Qyer and Ma Feng Wo.

Wechat and Weibo are the most well-known and popular social media. Facebook and Twitter are blocked in China. To get Westland exposed on those two social media helps to attract more Chinese tourists and "Chinese Locals" who live in NZ.

Wechat functions like a combination with Facebook and Messenger. People chat, post and share things on Wechat. In addition to encouraging people to post things about Westland on Wechat, Official Account could be utilized to do promotion. Official Account is a kind of media platform where the public can get information from, like the Facebook Page. Wechat users like to follow credible Official Accounts and obtain news and information by reading the articles published on those Official Accounts. The first step is to set up an Official Account for Westland and publish articles on Westland. It will take time to get a decent amount of followers. The second step is to cooperate with some famous Official Accounts, and get Westland exposed to more Chinese; including tourists and residents and travel agencies.

Weibo functions more just like Facebook. Chinese usually post their status, events and share to public. It's easier to set up an Official Account on Weibo than on Wechat. Official Account on Weibo functions the same as the private account, but with authentication by the Weibo enterprise.

In terms increased exposure on websites, the popular Chinese travel booking websites are Taobao, Tuniu, cTrip. Qunar and Booking.com. The popular New Zealand site is Bookme.

The visitor survey work undertaken with just 10 Chinese participants supports these findings and what is known about the Chinese visitor:

- The main reasons these visitors have come is the nature, beauty, peaceful life and they want to experience a different world.
- They are predominantly en route to the Gorge and Glaciers and know very little about Hokitika; jade and the Gorge were mentioned.
- In terms of the length of stay and extending this, 40% of the sample were in town for less than two hours and a further 30% for less than 4 hrs. Half could not stay any longer and 30 % could stay for up to 2 hours longer.
- The majority had booked their trip within three months of coming.
- The mobile apps they were using were Magengwo, Qyer and Ctrip. The social media was Wechat, Weibo and QQ and the websites used were Ctrip, Mafengwo and Qyer.
- The places they had visited included the Glaciers, the Gorge, the glow worm dell, Greymouth and the Pancake Rocks.
- The things they were interested in purchasing were jade, wine, honey, fresh local food, seafood, postcards, doll, wool and merino. Unlike other tourists, their spend was higher with 71% indicated they would spend between \$101-\$200 on gifts.
- Having pricing in their own language was considered very important by 30% and quite important by 60%, the remaining 10% believing it was not important.
- The top things they wanted to do were tasting local food, undertaking a guided tour and visiting a museum.
- Half the sample indicated they would like to go out in the evening.

In talking to tour guides accompanying groups it was found that many groups are flying in to Christchurch, bussing across and having their first night in Hokitika. Similarly, for a number of FIT travellers from various countries Hokitika is their first night in New Zealand, after having flown into Christchurch

A group of three young Free and Independent Travellers from Shanghai sought a holiday away from large cities, in a location with small towns and a natural environment. Without using travel agents they located by their own research Westland as their preferred place with Air New Zealand airports at Hokitika and Queenstown being their start and finish points.

Responses to the Business Sector Interviews included the following feedback:

- Prominently promoting to the Chinese market could deter other visitors from coming and spending. The level of promotion and how it is achieved can however be factored into the planning to avoid over representation.
- The Chinese market spend very little and, instead, take photos and copy designs. However, after further questioning, it appears that the aversion by some businesses to Chinese tourists applies mainly to group tours (51% of New Zealand total), not FIT travellers (49% of New Zealand total).
- The Chinese are not the visitor Hokitika wants as they take up the beds of visitors who stay longer and spend more.
- Trips to New Zealand are designed as sightseeing. If the Chinese want to shop they go on specific shopping holidays.
- The West Coast is not seeing the richer Chinese visitors. They are going to Christchurch and down the east coast.
- If Hokitika doesn't develop more products it is going to begin to lose market share.
- There is a gap for things to do after 4pm, for more cafes to stay open longer and for more attractions
- There is very little to do in the evenings and more attractions are needed. Comment was also received that, when visitors arrive, some don't want to go out in the evening, their days are long with early starts and they want to rest. It is noted that 63% of visitors said they would go out to an evening event and visitors are prominent out walking around the town in the evenings, especially along the beachfront and observing the sunsets and night sky.

## 4. The Action Plan - What Needs to Happen

The plan outlined below is what has emerged from consideration of all the discussions and research undertaken.

### Initiative 1 — Signage and Visitor Information

In considering all the data from the Visitor Survey questionnaires, interviews with businesses, inbound tour operators, marketers, and government agencies, one of the leading things required is building Hokitika as a destination and brand.

This involves addressing promotion to people already en route with signage and information on the highways, touchpoints and in the town and assisting with the development and promotion on attractions and businesses including enhancing the wider town environment and precincts particularly with interpretation information and some new features.

These initiatives can be extended out to other communities based on the destination planning undertaken in these communities over the last three years.

The following set of activities has been identified as the keys that need to be undertaken to capitalise on the cultural and heritage tourism opportunities.

Capturing the visitors currently heading to or on the Coast is considered the first priority and likely to have an immediate impact. To do this the following is proposed:

#### 1.1 State Highways

Signage along the State Highways promoting Hokitika and each Westland township and their attractions.

#### 1.2 Touch Points

Signage at the touch points is considered important. The visitor Survey shows that the most popular places visited include Arthurs Pass (from Castle Hill / Kura Tawhiti Recreation Area west) , Haast, Punakaiki, the Glaciers, the Hokitika Gorge, Lake Kaniere, Hokitika Airport, Christchurch International Airport, The Tranz Alpine Train, on the West Coast Wilderness Trail, Tree Top Walkway, Shantytown, DOC Camp sites and Rest areas.

#### 1.3 Hokitika and Surrounds

Areas around Hokitika where signage should be developed include: Hokitika Airport, the Glow Worm Dell, the Hokitika Beach, Quayside and North Spit / Sunset Point, New World and the Hokitika Museum/Carnegie Building.

#### 1.4 Wayfinders

These should be erected on many street corners, outside the museum, at the beach and North Spit / Sunset point. In addition to directional arrows, these could have attached a waterproof space for interchangeable flyers and a small stand for brochures and maps.





### 1.5 Ten Top Things to Do

A list of the top 10 things to do and see in Hokitika and other townships should be developed and promoted prominently at the wayfinders, i-sites and at tourism accommodation, retail and other operators and front-line staff. Coupled with this could be a quick reference list of must see and do attractions.

### 1.6 Hardcopy Creative

Hardcopy brochures, maps, graphics and imagery should be revisited and support the signage at appropriate locations. These should include key retail outlets, the precincts and the interpretative walks proposed below.

### 1.7 Mobile App and Online

Interpretation sites, signage, brochures, maps should be part of a linked strategy with mobile apps and online content using URLs and QR codes which also lead to sources of additional information.



### 1.8 i-SITE Enhancement

While much is said about i-SITES being overtaken by technology and questioning their future, observations are that the Hokitika I-SITE is a valuable touch point and source of information by tourists. What was however proposed was the need to develop ways to present Hokitika / Westland and heritage and cultural attractions much more prominently. Options for consideration include developing a prominent alcove advertising Hokitika attractions and highlighting heritage and culture, potentially using experience technology.

### 1.9 Regional Roll Out

The above wayfinders, interpretation information and mobile app should be rolled out in other townships in Westland as appropriate.

## Initiative 2 — Business Development

Initial steps proposed in assisting the growth of existing businesses include:

### 2.1 Product Development Support

Within the Hokitika /Westland product offering are a number of unique, internationally significant, and /or very high quality cultural and heritage products or those that belong to Hokitika or Westland. These products and their special features should be elevated in the promotion of Hokitika / Westland. Those identified include:

- Pounamu/ Jade – While worked and sold throughout New Zealand this stone belongs to the West Coast and Western New Zealand. The majority of visitors do not appear to recognise this.
- The Gold Room – with its unique Aurora ingot.
- The Possum People, the proposed interpretive product and their uniqueness as the only vertical business in New Zealand offering projects that they have developed from the fur trader to the finished garment.
- The Hokitika Glass Studio – being the largest hand blown glass studio in New Zealand
- Ianz Art – One of the top copper artists in New Zealand
- Nationally and internationally recognised potters.
- Landscape and nature photographers in Hokitika, Whataroa, Okarito and Haast.

There is also a variety of existing or potential new culture and heritage products which could be assisted to expand their sales. One of the gaps that exists is the linking of these businesses with the inbound operators looking for new product. The businesses that could be supported and some of the opportunities include, but are not limited to, the following:

- |  |  |
|--|--|
| — Bonz n Stonz (inter-active creative experience for visitors) | — tourism  |
| — Arahura Greenstone Tours                                     | — Developing and promoting Hokitika / Westland food experiences  |
| — Westland Industrial Heritage Park                            | — Developing and promoting opportunities to meet locals.   |
| — The Hokitika Craft Gallery                                   | — Developing self-guiding itineraries and activities   |
| — Sock World Hokitika  | — Ancestor tracking – based on Hokitika Museum and Proposed Hokitika Gold Rush Pioneer and Migrants Wall of Honour |
| — Mahinapua Scenic Waterways                                   | — Cultural Educational Visits - This is being explored by Westland High School.                                    |
| — Ross Goldfields Information and Heritage Centre              |  |
| — Proposed ex National Bank / Geary Art Gallery and Studio     |  |
| — A number of artists interested in becoming involved in       |  |

### 2.2 Business Training

The need for training in a variety of topics at varying levels was identified and, in many cases, is specific to each business.

- |  |  |
|--|--|
| — Website development and e-commerce                                   | — Incorporating heritage and cultural aspects into business activities   |
| — Social media   | — Knowledge of the geography, heritage and culture of each community and the visitor attractions available, so that this can be passed onto customers. |
| — How to establish Duty Free status                                    | — Sensitivity to the different cultures of visitors.   |
| — How to become China ready/friendly and increase sales to this market |  |
| — Adoption of Alipay   |  |

### 2.3 Support to Conserving Heritage and Cultural Aspects of Businesses

This includes:

- Guidance on funding and methods for conserving heritage buildings
- Incorporating high quality heritage and cultural aspects into businesses.

## Initiative 3 — Marketing and Market Development

The prominent focus of Westland marketing by Tourism West Coast is on the Hokitika Gorge and Glaciers. Much greater promotion needs to be undertaken to elevate Hokitika and the other district townships and attractions to encourage those planning their trip to stop, shop and stay. Relationship, hard copy and digital marketing needs to be expanded.

### 3.1 Relationship Marketing

Through the course of the research representatives from many different entities were spoken to, many of whom were wanting more information on Westland and its products. From this initial work relationships should be picked up with the following:

1. New Zealand's key marketers overseas, e.g. Tourism New Zealand, Air New Zealand, other airlines.
2. Inbound tour operators and marketers.
3. Domestic tour operators and marketers, e.g., group tour operators, Kiwi Rail, Air New Zealand, rental vehicle suppliers, Motor Home Association.

### 3.2 Digital Marketing

Google came up as one of the leading ways visitors plan their trips. Hokitika and Westland has no dedicated marketing resource to provide an active and much stronger online presence across many aspects of promotion. Tourism West Coast is also seeking more cultural and heritage content for their website, particularly itineraries.

The top requirement is to contract a dedicated marketing resource to:

1. Populate the online sites identified in the market research including Lonely Planet, Google Maps, Campermate, Wikicamps, Air BnB, guide books, newzealand.com and Trip Advisor, and en route guides such as Roadtrippers.
2. Upgrade and expand the content (including itineraries) on existing websites including Tourism West Coast, Destination Hokitika, Heritage West Coast and NewZealand.com
3. Develop content for tourism operators' and promoters' websites and run online and social media campaigns.
4. Develop and implement content for marketing tailored to the other (than China) main international markets (Australia, UK, Europe, North America, Asia other than China) and the NZ domestic market.
5. Assist other Westland towns to develop their web and online and wider market presence.
6. Establish, maintain and actively utilise a Customer Relationships Management System (CRM) via Campaign Monitor or similar. Create and implement a collective strategy for gathering a database of people that have touched Hokitika in some way e.g. Wildfoods bookings, attendances at major district events and forums and even retailer promotions. A central tool does not currently exist, but should be created and actively utilised for re-marketing purposes.

### 3.3 Westland Heritage and Cultural Tourism Presence at TRENZ (Tourism Trade Exchange)

This annual event organised by Tourism Industry Aotearoa attracts about 400 international and domestic tourism product purchasers and 300 New Zealand providers. It provides opportunities of direct product promotion and networking, plus key note presentations from industry leaders.

Through this project the Westland Heritage and Cultural tourism operators should look to develop collective products and attending TRENZ annually, in association with Tourism West Coast.

### 3.4 Data Collection and Analysis

Understanding and benchmarking what is happening in the region is important for planning and has been very important in shaping this project. Currently tourism data is being received from Ministry of Business, Innovation and Employment, Tourism New Zealand, Tourism Industry Aotearoa, Tourism West Coast, and NZ Transport Agency however the nature of the feedback from this survey has provided a very clear insight into tourism from a local perspective.

Collection and analysis of the tourism data as it relates to Westland and its communities and to heritage and cultural market and product development opportunities should be ongoing. In addition it would also be useful to work with other data collectors and analysts to better collect and present data relevant to Westland. These include:

- NZ Immigration Visa Data
- Market View - Electronic Transaction Data from Paymark and BNZ (Geographic Basis)
- Visa Data Indicator of Travel Intentions
- Social media mining
- Geozone - GPS metadata taken from Geozone - a group of 20 mobile apps used by free independent travelers

### 3.5 Developing and Promoting Hokitika and Westland's Brand

This research has highlighted the need to build the brand of Hokitika with the icons of the driftwood name and the clocktower. Other features should also be created. The town could also capitalise on Tourism West Coast's *Untamed, Natural Wilderness* brand by building in the people and culture components, *The Luminaries* and *Westland Milk Products* brand with strapline *Nourishment Made Beautifully for Generations* particularly in the Chinese market.

## Initiative 4 — Engaging and Capturing the Chinese Market

The growing Chinese market presents an opportunity that, as the infographic in Section 2 shows, is currently not being capitalised on. While concerns were raised on the nature and longevity of this market it is a too big a market opportunity not to address, albeit, in a managed and controlled, non-overt way. This market also needs special attention because the majority of visitors do not speak English and do need to be directed within the town.

The following are considered important to undertake:

1. Develop a dedicated Hokitika / Westland cluster of business that do want to work actively on the creation of a town / district that is China ready through signage, information, marketing, generic and retailer website development and retail sales.
2. Christchurch International Airport Ltd (CIAL) - South Programme has a programme to assist businesses into the Chinese market, particularly with Alipay and Fliggy. This Heritage and Cultural Tourism project could be the vehicle to drive the CIAL programme and link Hokitika and Westland businesses directly into this. This group proposed above could work with Christchurch International Airport Ltd.
3. Include Chinese translation in the signage and interpretation strategy outlined above.
4. Contract/employ a Chinese translator to work with the business cluster assisting with the above work.
5. Establish and manage a Chinese online strategy that includes the most popular websites, mobile apps, social media sites, official accounts related to New Zealand tourism, China's tourism and travel agencies. A proposal has been received from UMS (United Media Solution) to set up the social media presence.



## Initiative 5 — Developing Public Sector Heritage and Cultural Attractions

Throughout Westland the opportunity exists to expand the cultural and heritage assets and create a network of stories around the major themes of creation and geography of the landscape and seascape, human discovery and settlement, resource utilisation, and the development of the Westland society and culture and its national and international implications. The inter-acting Māori and Pākehā stories will be key strands of the weave. The stories would be told through linking the sites and attractions, with marketing highlighting the linkages and itineraries. This will encourage visitor dispersal throughout Westland and longer stays. In all aspects of this storytelling and interpretation entertainment, fun and experience should be as important as education/information.

The redeveloped Hokitika Museum and proposed New Zealand Pounamu Centre will be an iconic central hub and “high point” attraction of the network.

This section outlines the proposed projects for each of the communities and highlights the major projects identified.

### 5.1 Hokitika

Hokitika’s key heritage significance is its history as the Port, Business Centre and Provincial Capital of the Westland Wilderness Gold Rush of the 19<sup>th</sup> century, a town that in 3 years rose from nothing to the 6<sup>th</sup> largest in NZ with a port with the highest number of immigrants and value of exports. This established Hokitika as one of New Zealand’s main centres and this legacy has given it a prominence and level of services unusual for a small town. This, together with its pounamu and artisan background makes it a key cultural centre and, when coupled with its natural environment and “small town” feel, an emerging tourism destination.

Key physical attributes of Hokitika include:

- The location of the Central Business District (CBD) and significant historic sites and buildings between State Highway 6 and the attractions of the beach and river frontage. Development of historic sites and precincts, the beach and river frontage will help draw visitors through the CBD and its retail, heritage, artisan and service businesses.
- A number of other heritage precincts on the perimeter on the town.
- Opportunities to develop a walkway / cycleway connecting the CBD with the peripheral heritage precincts.

The aspiration is to establish Hokitika Town as a key New Zealand Heritage and Cultural Tourism Destination. The projects proposed provide a foundation for the Westland District Council’s newly established CBD planning to 2070 project.

Along with enhancements to the town and development of heritage precincts, three major projects are proposed.

1. The New Zealand Pounamu Centre and new museum (currently in planning)
2. The development of the Westland Industrial Heritage Park (currently in planning)
3. Development of the Seddon Statue and Government Building as the southern part of the proposed Seddon Trail.

Two heritage walks are proposed to link the precincts. These are a Central Town Walk and a Town Perimeter Heritage Walkway and Cycleway.

#### 5.1.1 The New Zealand Pounamu Centre and New Museum

This project involves the development of a world-class New Zealand Pounamu Centre and new museum proposed for the current MacAndrew Square site in central Hokitika. It also includes the strengthening of the Carnegie Building, proposed development of an art gallery together with colocation of the library and i-SITE on the same site.

The new Museum will create an iconic draw-card of national and international significance to both Hokitika and Westland. It will also undertake the role as a central point for in-depth telling of the Westland stories and a point for dispersing





visitors to linked sites throughout the district. Having quickly grown to become the Westland District's leading project to the Provincial Growth Fund it is being developed as a separate but related project by Westland District Council and is therefore not presented here in detail here.



### 5.1.2 Westland Industrial Heritage Park Development

The Westland Industrial Heritage Park was established in 2002 as an incorporated society originally to save and restore the last of the historic machinery that made Westland what it is today. With the land, buildings and many of the heritage assets owned by the Council, the Park sits as the outdoor equivalent of the Museum.

Unlike many heritage attractions that are static, one of the strengths of the Park is that it is populated by members who can engage with visitors.

The exhibits include the best display of large operational Ruston Hornsby engines in the world, one of New Zealand's last stage coaches to be used in regular service, historic wooden boats, early engines, fire appliances, horse drawn vehicles, tractors, trucks, chainsaws and logging equipment, photographic equipment and much more.

The members provide training in industrial skills and support local community groups with developing and maintaining their assets.

As the Park has grown so too has the aspiration of its members. From being open for visitors at designated hours, the 35 strong (and growing) membership is now working towards the Park becoming another leading attraction in Hokitika and open seven days a week. The new vision includes operating professionally under the Westland District Council's new museum Director to museum standards.

The aim is to be both nationally and internationally recognised for the quality of the machinery, the interaction with visitors and the quality of the displays.

To achieve this, a development plan has been created with an investment of up to \$1 million. Completion of a number of buildings is proposed including:

- An entry building comprising glass frontage housing the replica Fox Moth with an aviation display.
- Enhancement of displays with interactive interpretation including sound, light and video displays beginning with the Big Engine Shed then implemented in other displays in the park.
- Completion of a number of buildings with enhanced displays including the Steam Shed, Fire Engine Shed, Livery and working Blacksmith workshop.
- Completion of a narrow gauge model engineering railway attraction.
- A visitor amenity area.
- Dedicated restoration bays and spray areas.

To capitalise on the above investment experience planning and marketing support is also required.

Much of the building work is already underway and the project is ready for an immediate start if a financial investment is gained. The budget for the project is provided below.

Much of the work is undertaken by volunteers, the Park having a number of experienced Project Managers overseeing the implementation of the work undertaken to date and going forward.



**BUILDINGS**

Extend Brown Shed (Fox Moth/Entrance)	20m x 13m = 260sq.m x \$500	130000
Extend Steam Shed - Lottery Environment and Heritage		150000
Multi Use Garages Kitset & Floor \$70k + Labour		100000
Complete Big Engine Shed		30000
Concrete Floor in Garages		20000
Relocate Office & Jail		20000
Workshop Extension/Blacksmith	14m x 9m = 126sq.m x \$500	63000
Extend Livery	14m x 9m = 126sq.m x \$500	63000
Rebuild temp. Container Shed	15m x 15m = 225sq.m x \$350	78750
2 Bay Extension Garages/Spray Booth estimate		20000
<b>Total</b>		<b>674750</b>

**OTHER PROJECTS**

Completion of Railway		75000
Park Infrastructure Developments - roading, fencing, parking		20000
Interpretation Displays etc. \$25000 x 3		75000
Toilets etc. - new connections - Internal toilets		30000
Water Supply		10000
<b>Total</b>		<b>210000</b>
<b>Overall Capital Project Total</b>		<b>884750</b>
Experience Planning		30000
Contingencies 10%		91400
<b>Total Estimated Cost of Project</b>		<b>1006150</b>

**5.1.3 Seddon Trail: Hokitika – Stafford - Goldsbrough – Kapitea - Kumara - Wellington**

Richard John Seddon was a towering figure in New Zealand politics, as our longest serving prime minister (premier) and the ‘father’ of the Old Age Pension and other pioneering legislation. His politics were shaped on the goldfields of Westland. A ‘Seddon Trail’ from Hokitika to Kumara, following the State Highway and Old Stafford Road, captures some of that story in a tangible way is proposed. The Seddon statues outside the Government Building, Hokitika and Parliament Buildings, Wellington, will provide the start and end points.

A separate linked project is being undertaken to explore the options for the development of the trail’s Hokitika origin in relation to the Seddon statue and Government Building. Other key components of the project include:

- Hokitika Port: Where Seddon first stepped ashore in 1866, as a gold seeker. Next: Additional interpretation required to acknowledge his arrival, and Hokitika’s place as a major immigration centre of the 1860s.
- Seddon Statue: Erected outside the Hokitika government precinct, where Seddon figured prominently for 30 years as Westland County Council councillor and chairman, Mayor of Kumara, and/or MP for the Hokitika, Kumara and Westland electorates.
- Interpretation panel devoted to Seddon’s political life on the West Coast, and photos of the statue unveiling.
- Stafford township: It was here that Seddon gave up gold digging for storekeeping, and began his family. Stafford is also the start of his political journey with the Arahura Roads Board.
- Build replica Arahura Roads Board office, with the walls to tell the story.





- Stafford cemetery: Two of Seddon’s children are buried here, as his uncle, Nathan Seddon.
- Goldsborough: Where Seddon joined 3-4000 others as a gold digger. Once one of the most lively gold towns on the West Coast; now a complete ghost town, but with campsite, gold panning, tunnel walks and gold trails.
- Big Dam: Another gold town where Seddon kept a store, now swallowed up by the bush and inaccessible, but close to the West Coast Wilderness Trail and the Old Stafford Road. Next: Signpost and interpretation at crossroads.
- Kumara: Seddon heritage reserve, site of family home and Seddon’s Queens Hotel, at the head of Seddon Street. When elected the first Mayor of Kumara in 1876, Seddon and the local band climbed on the veranda where they continued the celebration and encore.
- Theatre Royal Hotel: It was on the stage of the Theatre Royal — faithfully restored to original condition — that Seddon cut his teeth as a political orator and performer in local shows.



**5.1.4 Linking the Site and Stories with Walks**

An interpretative walk and cycleway around the town that provides an overview of the history of the town was highlighted in the Visitor Survey as the third most popular thing visitors wanted to do, after tasting local food and meeting local people.

The two existing walks are proposed for enhancement within this project. One is a central town walk the other, the town perimeter walk. Much of the latter is suitable for cycling and this could be completed throughout.

A Central Town Heritage Walk links the proposed New Zealand Pounamu Centre and Museum, and the Central Business District, Port / River/Beachfront and Provincial Government Centre precincts.

The town perimeter walk would build on the existing 7 km route and further highlight the heritage of the wider town and link the CBD, Provincial Government, and Port/River/Beachfront precincts to the Seaview Terrace and Airport Terrace precincts, the Hokitika-Kanieri tramline, historic brewery sites on Gibson Quay, Westland Milk Products, Prosser’s Bush, and Hokitika Racecourse.

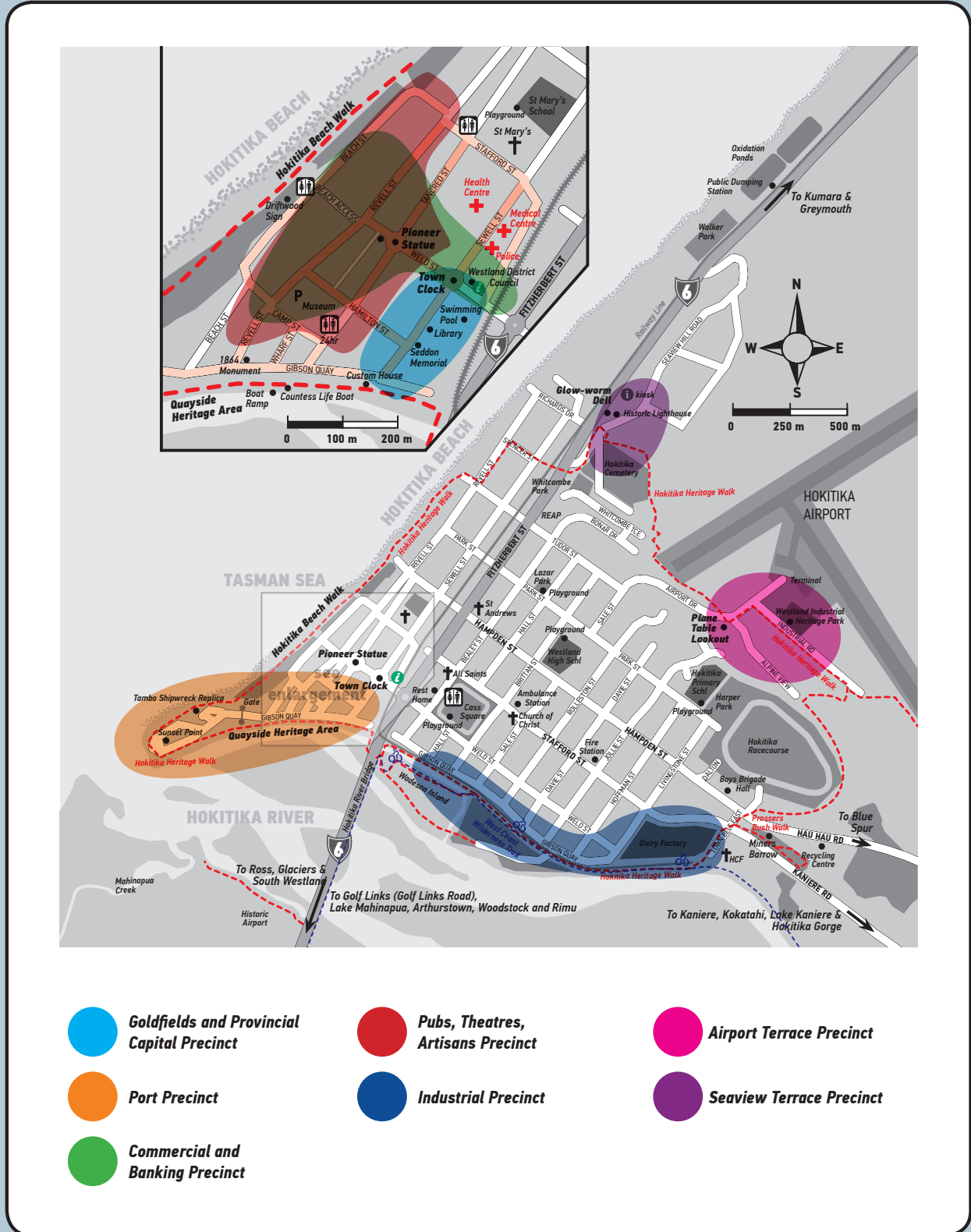
Both walks would require upgrading, marketing, maps, brochures, inclusion in the way-finders, interpretation and potentially include a Luminaries tour. The content would also be incorporated into a district wide mobile app tour with the potential utilisation of Augmented Reality.

The heritage precincts outlined below form the backbone proposed interpretation strategy and the key nodes and attractions in, what would become a very popular addition to Hokitika’s product offering.



5.1.5 Seven Heritage Precincts:

Seven precincts are proposed to be developed with features created and linked by self-guided interpreted walks. These are outlined below.



1. CENTRAL BUSINESS AND ARTISAN PRECINCT

This will highlight the Hokitika’s business centre history and the development of its artisan centre.

**Key projects include:**

- New Zealand Pounamu Centre and Museum redevelopment project and Carnegie Library (Heritage NZ List Category 2). This project will create a key iconic draw-card to both Hokitika and Westland, and a point for dispersing visitors to linked sites throughout Hokitika and Westland.
- Recognition of the goldfields banking centre, by conserving and interpreting the history of the Four Banks - Heritage NZ List Category 2 former bank buildings in the Hamilton, Revell, Camp St area; Bank of New South Wales, Bank of New Zealand, National Bank of New Zealand, Hokitika Savings Bank. The Bank of New South Wales building (IanzArts) is strategically located and visible as an anchor at the south west end of the CBD. With more prominent branding it could be an additional draw card for visitors through the town.
- Recognition of the commercial and entertainment history by conserving and interpreting the history of the three Heritage NZ List Category 2 buildings; Renton Hardware, Prestons, Regent Theatre. Developing and interpreting the Luminaries and Revell St Crooked Mile stories (including Gold Rush origin and nature of street, hotels, fires) via panels and mobile app.
- Promotion of the artisan and craft industry and retail businesses that now also occupy the Weld, Sewell, Tancred, Revell, Hamilton and Camp streets area.

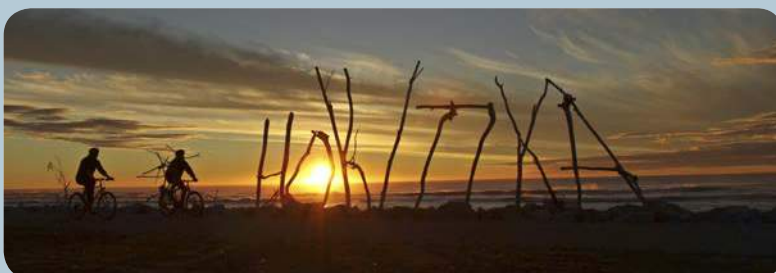


2. PORT, RIVER, BEACHFRONT

This project aligns with the Westland District Council’s beachfront master planning and will highlight Hokitika’s role as the chief gold-rush port, shipping, port safety and engineering, and gold rush immigration. The river-side and North Spit locations provide ideal viewpoints for telling both the Māori and scientific landscape creation and geographic stories, and to introduce the Māori discovery stories, and the first European sighting of New Zealand by Abel Tasman (with installations designed and located to deal with vulnerability of the North Spit to sea erosion). The Beachfront provides opportunities to expand the Revell St story to the seaward side, and tell stories of beach erosion cycles, and the Driftwood and Sand Sculptural Festival.

**Key projects include:**

- Link Custom House (Heritage NZ List Category 2) and Gibson Quay heritage area with North Spit, with interpretation and way-finders.
- Provide a visual invitation to the area from CBD and State Highway 6 Hokitika Bridge by erecting a vertical element in the form of replica sailing ship masts along river side aligning with north-south streets.



- Provide a visual invitation to the area from the Quayside, Beachfront and State Highway 6 Hokitika Bridge by erecting a vertical element in the form of a replica of the signal station based on a section of the river training wall at North Spit.
- Upgrade and make more authentic the Tambo replica to tell shipping stories.
- Establish a Westland Wilderness Frontier Pioneers and Immigrants Wall of Honour and Commemoration of Nationalities from Quayside to North Spit, linked to an ancestor tracking business at Hokitika Museum.
- At North Spit, interpret Māori and scientific creation and geographic stories; uplift, glaciations, erosion, deposition, weather, rainfall, river, sea currents. Provide Southern Alps peak indicator and Giant Rain Gauge to indicate rainfalls of Hokitika Catchment relative to other regions
- Provide Beachfront signage and wayfinders, interpretation (why Revell St faces away from beach, beach erosion cycles, Driftwood and Sand Festival).
- Investigate feasibility of a Sculpture Park, linking to Driftwood and Sand Festival.
- Link the precinct to the Luminaries story.

### 3. PROVINCIAL GOVERNMENT CENTRE

This will highlight Hokitika's role as the administration centre of the West Canterbury Goldfields, County of Westland, Province of Westland and central government departments from 1876. The Seddon Statue (Heritage NZ List Category 1) will provide a start / end point for the proposed Seddon Trail following Seddon's career; Hokitika- Stafford-Goldsborough-Kumara- to the Seddon Statue at Parliament Buildings, Wellington.



#### *Key projects include:*

- Interpreting the stories of the Provincial Government Centre, including the 1866 Supreme Courthouse and Government House , Chief Post Office, the 1908 Government Building and Courthouse (Heritage NZ List Category 1), and the Town Clock South Africa War Memorial and Commemoration of Coronation of King Edward VII) (Heritage NZ List Category 2). Link to The Luminaries, Charles Explorer Douglas, and famous Court trial stories.
- Determining options for utilising the 1908 Government Building as a key heritage icon for Hokitika/Westland and the start and end point of the Seddon trail.

### 4. INDUSTRIAL PRECINCT

This will highlight Hokitika's role as an industrial centre from the time of the Goldrush to the present. Eastern Gibson Quay will be the representative focus. Although industry also occurred and now operates in other locations, Gibson Quay was the site of Hokitika's first sawmills (one utilised boilers from a wrecked steamship), 3 of its at least 7 breweries and cordial factories, and now Westland's largest manufacturer and export industry Westland Milk Products Ltd. Along the Quay ran the Kanieri-Hokitika horse-drawn passenger tramline, which was later used by sawmills and now is part of the KiwiRail system transporting Westland's milk products to the world.

#### *Key projects include:*

- Installing panels interpreting the stories of Hokitika's industry, focussing on the first sawmills, breweries, and Westland's dairy farming and milk products, as part of the Hokitika Heritage and Cultural Walkway



## 5. SEAVIEW TERRACE

This will highlight the sites of the Hokitika Gaol, Seaview Psychiatric Hospital (one of the first villa style psychiatric hospitals in the world), Westland General Hospital, Hokitika Cemetery, Hokitika Lighthouse (Heritage NZ List Category 2, Fenian Demonstrations site, Parihaka Prisoners' Memorial.

### Key projects include:

- Explaining the role of the Hokitika Gaol in detaining the Parihaka Prisoners.
- Link to Luminaries story.
- Further developing existing cemetery tours.
- Developing an astronomy experience site.



## 6. AIRPORT TERRACE

This will highlight the Westland Industrial Heritage Park, New Zealand's First Airliner replica memorial, Air Terminal aviation photo displays and the Plane Table site as an additional viewpoint for telling both the Māori and scientific landscape creation and geographic stories, and to introduce the Māori discovery stories, and the first European sighting of New Zealand by Abel Tasman.

### Key projects:

- Developing the Plane Table site as a viewpoint for telling both the Māori and scientific landscape creation and geographic stories, and to introduce the Māori discovery stories, and the first European sighting of New Zealand by Abel Tasman.

## 7. SOUTHSIDE HOKITIKA

The final precinct involves the development of the Southside Aerodrome site and commemoration of New Zealand's first commercial aerodrome and air service. Making the South Westland Air Service memorial more attractive, visible from SH6 and West Coast Wilderness Trail, open up view to Hokitika River, provide a picnic area.



### 5.1.6 Evening and Night Experiences

The Visitor Survey showed 63 % of respondents were interested in evening and night time attractions. The New Zealand Pounamu Centre and Museum is likely to provide such an experience however the following are proposed as key projects to further investigate:

#### Key Projects:

- A sound and light show depicting heritage and culture.
- Lighting heritage buildings and sites (e.g., Tambo replica, Signal Station, ship masts) to highlight their features.
- Night-time tours (of town and cemetery)
- Development of the astronomy tours, possibly at Seaview which has minimum light pollution.
- Creating window displays and signage to explain the special nature of products. This is considered important as many visitors tour the town in the evenings.

### 5.1.7 Other Enhancements of the Town Environment

Further suggestions were made by businesses and community groups some of which are currently underway since the research was undertaken and works in with the precinct planning.

#### Key Projects:

- Establish a traffic flow and parking plan.
- Shining the brass dome of the clocktower
- Enhancing the gardens and footpaths
- Adopting a colour scheme, repairing and painting shop frontages and verandahs in line with this
- Tidying up and creating a plan for enhancing Wharf Street and the south west area of town.

## Westland Townships – Visitor Dispersal and Attractions

### 5.2 Eastern Gateway to Westland via Arthurs Pass/Otira

Apart from some limited displays in the Arthur's Pass Department of Conservation Centre and Institute of Professional Engineers NZ panels in the Otira Gorge, there is nothing to inform visitors of the heritage and culture west of Arthur's Pass and the reasons for construction of the Gold-rush road and the Midland Railway Line.

#### Key Project:

- Provide interpretation to introduce Westland and its attractions, the Māori use of the Pass, the European discovery of Arthur's Pass, rapid construction of Gold Rush Highway to Hokitika, the Midland Railway and Otira Tunnel (when opened in 1923 the longest railway tunnel in the British Empire). Potential sites include Castle Hill-Kura Tawhiti Recreation Area, Arthurs Pass Township, Deaths Corner and Candy's Bend lookouts, Otira Township.
- Within the next year the Department of Conservation is looking to upgrade the Arthurs Pass Visitor Centre. While previously not considered, through this project the stories and attractions on the West Coast and Westland are proposed to be incorporated into the interpretation.

### 5.3 Kumara-Waimea Goldfields

Kumara – Premier's Gold Town is nationally significant as one of the later great West Coast gold rushes and the home of Richard John Seddon, who became Premier of New Zealand 1893-1906.

#### Key Projects:

- Feasibility study of Seddon Heritage opportunity on the Homestead site or elsewhere in Kumara.
- Develop a town heritage walkway based on existing interpretation panels – wayfinders, brochure, map.
- Link to Seddon Trail

### 5.4 Arahura

Arahura is internationally significant as a key origin of pounamu. Poutini Ngāi Tahu tradition tells that it was one of the New Zealand landing places of Polynesian voyagers Ngahue and Kupe and that they took pounamu back Hawaiiki which was used in carving later migration waka. It is the site of Arahura Marae.

#### Key Projects:

- To be determined by Ngāti Waewae hapū.

### 5.5 Kaniere-Rimu Goldfields

Kaniere was one of the key goldfields of the Hokitika area and is one of the few major West Coast goldfields that is not well recognised. Rimu was the site of the last 19<sup>th</sup> century West Coast gold rush.

#### Key Projects:

- Kaniere Township Interpretation Kiosk and Panels. Heritage Hokitika and members of the Kaniere community are working on this project.
- Rimu Heritage Area and Viewpoint – Interpret Landscape Creation Stories and goldfields.

### 5.6 Mahinapua/Ruatapu

The Mahinapua Scenic Reserve contains a world-class wetland and whitebait sanctuary that joins with the historic gold-rush waterway from Hokitika to Lake Mahinapua to Ruatapu and to Ross. The site is recognised as an important site for Maori, an important European historic site for its gold dredging, sawmilling, flax milling and contains the Heritage NZ Category 1 historic Mahinapua road rail bridge. Most importantly for cultural and heritage tourism, the Reserve is located adjacent the state highway with around one million visitors passing per year. It is also one of the highlights of the West Coast Wilderness Trail that is already attracting around 7,000 – 10,000 visitors per year.

With the development of a loop cycle track and bike hire available the location has the potential to become the only short readily accessible rider wilderness track on the West Coast. This would enable passing visitors to hire a bike and have an immediate quick world class nature, culture and heritage experience. This development would also expand and link at least four other existing businesses, these being the The West Coast Scenic Waterways, The West Coast Tree Top Walkway and Café, the Mahinapua Hotel and a local art studio and have a visitor experience. Opportunities also exist for the exploration of a sawmill interpretation experience. This area has the potential to become a major tourist hub in the same way the Hokitika Gorge has but with existing commercial operators around it.

Planning for this development is in the early stages with the Westland District Council, Department of Conservation, West Coast Wilderness Trail Trust and one of the main commercial operators having met to discuss the project.

#### **Advancing the project will require:**

- Determining options for the trail route
- Experience concept and business planning
- Establishing a Mahinapua Creek Interpretation Centre adjacent to the restored Mahinapua Rail Bridge (Heritage NZ List Category 1) to explain the natural and cultural history.
- Establishing the car park and amenity area, and potentially
- Establishing “Mahinapua” branding and business group for the area.



## 5.7 Ross

Similar to Mahinapua, Ross is on the main tourist route heading to the glaciers and Queenstown and is also the northern gateway to South Westland and the southern start /end point of the West Coast Wilderness Trail. It has untapped visitor potential.

Ross was the first major Westland goldfield and led to the establishment of Hokitika as a port and supply centre. Known as the Ballarat of Westland, Ross is the most diverse goldfield in New Zealand with every type of New Zealand gold deposit and mining method. Mining continues to the present day.

This is recognised in the Ross Goldfields Historic Reserve and the Ross Historic Area listed by Heritage New Zealand and the community owned Ross Goldfields Information and Heritage Centre business. In the 1990s the Government and Development West Coast invested significant funds in developing these assets. Further investment is now needed to bring them to their full heritage and cultural tourism potential. The community is developing a memorial to Chinese goldminers.

The Ross Gold Town Tourism Destination Working Group has compiled the Ross Gold Town Iconic Tourism Destination Development Plan which is recognised as a Potential Future Action in the West Coast Economic Development Action Plan 2017, now carried over to the West Coast Economic Development Strategy 2018-25.

The Ross Goldfields Information and Heritage Centre Society is a community owned and operated not-for-profit business that operates the key commercial gold panning attraction and interpretation centre. The gold panning operation currently has over 8,000 visitors, many in regular Chinese bus touring groups that also lunch at the local hotel. While being relatively successful for a small not-for-profit, the Centre management reports that most visitors who drive up the street, park in the car park and use the toilet do not enter the Centre or undertake the walk around the goldfields site. Sometimes the car park can be full with no one inside the centre. There is scope for much more commercial development to provide a much greater economic and employment return to the community from the Centre. The Centre requires a major redevelopment, interactive experiences, interpretation and products enhanced and a greater investment in professional management and marketing.

### Key Projects:

- The key initiative identified, and a priority project is the redevelopment of the Centre beginning with work in experience planning to develop the concepts for the new attraction combined with market research and promotion into the range of new tour companies and visitor markets.

### Other enhancements include:

- Wayfinder links between the business centre on State Highway 6, the Goldfields Reserve and Heritage Centre, the West Coast Wilderness trail and the Ross Beach and improved town signage.
- Gold Town Heritage Walking Trail Interpretation and Signage.
- Northern Cemetery Hill – Heritage Interpretation and Viewpoint – Landscape Creation stories.
- Ross-Ruatapu Rail Section of the Wilderness Trail interpretative recreation of the railway line.
- Gateway to the South Westland, 1965 Centennial & Pioneers Memorial and Lookout, Fergusons' Bush, open up and interpretation.





### 5.8 Hari Hari

Hari Hari is a key site for interpreting aviation history (the landing of the first solo crossing of the Tasman Sea by Guy Menzies), and the forestry sawmilling and conservation history. Dairy farm visits are already available and there is further scope for New Zealand rural lifestyle attractions, fishing, hunting, walking and cycling.

The township is spread along 1.5 kilometres of State Highway 6 and there is a need for better linking visitor and services and attractions at opposite ends of the township.

#### Key Projects:

- Guy Menzies Landing Site and Aircraft Replica display upgrading, signposting, interpretation
- Forest management, Sawmilling and West Coast Accord History Interpretation- Community Centre site

### 5.9 Whataroa

Whataroa is a key site for telling the stories of the Kotuku (the rare White Heron) and the Alpine Fault being the only naturally exposed fault line site on the planet (Gaunt Creek fault line exposure and Whataroa River Deep Drilling geological research) and the forestry sawmilling and conservation history. Helicopter scenic flights reach unique areas of the Southern Alps. It is adjacent to Westland National Park, at the northern end of the Te Wahi Pounamu South West New Zealand World Heritage Area. There is scope for New Zealand rural lifestyle attractions, fishing, hunting, walking and cycling.

#### Key Projects:

- Alpine Fault Interpretation/White Herons Centre Stage 1 Feasibility Study
- Gaunt Creek Alpine Fault Exposure and Whataroa River Deep Fault Drilling Site Interpretation
- Forestry, sawmilling and West Coast Accord history interpretation at the Community Centre site

### 5.10 Ōkaritō

Ōkaritō is a former gold rush port and town, flax milling and timber milling centre. It is now a quiet seaside village adjacent to one of New Zealand's most significant saltwater lagoons and Westland National Park, at the northern end of the Te Wahi Pounamu South West New Zealand World Heritage Area. It is a key location for interpreting New Zealand's conservation story. Lagoon boat tours and kayaking, kiwi tours, walking, fishing, bird watching and holiday accommodation are provided. The small resident population welcomes visitors interested in the cultural and natural heritage, but wishes to control visitor numbers and impacts but provide better information and interpretation.

#### Key Projects:

- Developing a Visitor Information Kiosk – Trig carpark
- Interpretation, wayfinders - township wide
- Donovan's Store (Oldest building on the West Coast) restoration completion
- Developing a Mini - Museum managed and maintained by the community association



### 5.11 Franz Josef

Franz Josef is Westland's major tourist centre, based on the Glacier. The local cultural heritage is interpreted is at the Visitor Centre. However, there is scope for further interpretation in the wider area.

#### Key Projects:

- Tatara Cycleway Heritage Interpretation - Gold mining, Tatara Power Stations, Landscape Creation
- Alpine Fault Interpretation

### 5.12 Fox Glacier

Fox Glacier is also a major tourism centre. There is little public interpretation of the heritage and culture of the area. The Fox Glacier Community Development Society would like to be able to provide interpretation at its recently opened Community Centre which also serves as the postal centre.

#### Key Project:

- Community Centre Interpretation incorporating goldmining, mountaineering, visitor industry and beef cattle farming

### 5.13 Bruce Bay

In Poutini Ngāi Tahu tradition Bruce Bay is Te Tauraka Waka a Maui – the first New Zealand landing place of the Polynesian explorer Maui, an internationally significant story. European settlement was based on gold mining, sawmilling and cattle farming. Bruce Bay Beach has been recognised by the Automobile Association as one of New Zealand's 10 Best Loved Beaches. It is one of the few places in South Westland that State Highway 6 is adjacent to the sea. The opportunity exists to recognise the significance of this site, however this should be determined by local iwi.

#### Key Projects:

- Maui Landing -Site Interpretation - to be determined by Te Runanga o Makaawhio
- Mini-Museum at Community Hall proposed to be developed and managed by the local community

### 5.14 Haast

Haast is important as the Southern Gateway to Westland and is on the edge of Mt Aspiring National Park and the Te Wahi Pounamu-South West New Zealand World Heritage Area. It is the point of welcome for north travelling visitors.

Haast comprises many small settlements spread over a large area of State Highway 6 and the Jackson Bay Road. Jackson Bay has the potential to be a significant attraction, with a strong Māori and European settlement history. The Bay is attracting attention as a destination for small, special interest cruise ship operators.

The Haast Visitor Centre was developed in the 1990s to be a focus for visitors and to direct them to local attractions and south to Jackson Bay. It is no longer fit for purpose and is being proposed in this project to be part of a much greater set of welcoming features that include an icon photo stop sculpture.

Haast Promotions Group Inc has compiled the Haast Iconic Tourism Destination Development Plan which is recognised as a Potential Future Action in the West Coast Economic Development Action Plan 2017, now carried over to the West Coast Economic Development Strategy 2018-25.

#### Key Projects:

- Haast Visitor Centre Interpretation and Visitor Information Upgrade – Currently not fit for purpose as a visitor gateway, DOC and Business Information Centre
- Haast Village – Beach Dennis Rd Walkway Development (to connect two business centres) and provide heritage interpretation (Aviation, Settlement, Whitebaiting)
- Haast Iconic Structure e.g. Charles Douglas memorial, J von Haast memorial or Haast Eagle\* at the Haast Village Domain visible from SH 6
- **Haast-Jackson Bay Rd Interpretation**

\*The Giant Haast Eagle was first recognised scientifically by J von Haast. Noted explorer, Charles Edward Douglas, claims in his journals that he had an encounter with two raptors of immense size in Landsborough River Valley (probably during the 1870s) and that he shot and ate them.



## Initiative 6 — Events Strategy

**H**eritage related events are continually occurring throughout the region. The West Coast could have capitalised on national events such as Te Ha 1769 – 2019 Sestercentennial – 250<sup>th</sup> Anniversary of the Conception of a Nation and specific voyage commemorations Maui, Ngahue, Tasman, Cook, and Goldrush Discoveries. Local artists have raised the aspiration of developing art events in Hokitika to attract visitors. The Hokitika Driftwood and Sand Festival is an icon event that is managed on a shoe string.

Destination Westland has just developed an events role and this project could work in collaboration with development and support of events.



## Initiative 7 — Linked Projects - Working Collaboratively with Other Initiatives

There are a number of national and international projects this project is already, or could be working alongside to elevate their presence on the West Coast. These are outlined below.

### **Landmarks Tohu Whenua**

This is a partnership between the Ministry for Culture and Heritage, the Department of Conservation and Heritage New Zealand. Heritage West Coast is already actively working with the West Coast Landmarks project to seek recognition of key West Coast landmarks, including townscapes, as New Zealand Landmarks.

### **UNESCO Geo Parks**

UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. It would give much more international prominence to the significance of not only the natural environment but also its rich cultural and heritage features.

Heritage West Coast has already held discussions with the New Zealand delegate on this committee and believe the potential exists for parts of Westland to be recognised as a Geopark.

The actions required to advance this are to work with New Zealand Geoparks Board and GNS Science to apply the Geopark guidelines to recognise West Coast areas of international geological significance and relate them to the cultural heritage and consider applying for UNESCO status.

### **Tourism New Zealand and Tourism West Coast Branding**

With Tourism New Zealand introducing people and culture into their marketing Westland should look utilise their international marketing network to promote Westland heritage and cultural tourism products.

Similarly, Tourism West Coast's Marketing Plan 2017-21 with the brand *Untamed Natural Wilderness* Brand Positioning can be incorporated and their website will be utilised to promote itineraries and give more prominence to culture and heritage tourism.

### **Tai Poutini Māori Tourism Strategy**

While this strategy has not yet been released the two bodies of work will take in integrated approach on many things.

### **Eat New Zealand**

Where appropriate the relationship with Eat NZ to promote distinctive Westland products and cuisine should be developed.

### **Air New Zealand Marketing Partnerships**

The opportunity exists to further develop the relationship with Air NZ Marketing and International Regional Managers to promote Westland heritage and cultural tourism.

### **Kiwi Rail Tourism**

With Kiwi Rail exploring a train journey between Westport and Hokitika the opportunity exists to work with the company as it will be seeking and a key feeder into Hokitika and Westland cultural tourism product to make this venture successful.

## 5. Economic Benefit of Cultural and Heritage Tourism

*Calculating the economic benefit of a project like this is challenging and based on assumptions. Much of the result of this work will be dependent on the level of resourcing applied to attraction development, marketing and business development.*

Increasing the spend from existing visitors is seen as one of the key economic benefits of this project, particularly in Hokitika. This will create business and employment growth. This will be achieved by providing a greater number and variety of products, dispersing visitors throughout Westland and across seasons and elevating promotion. The redevelopment of the Ross Goldfields Heritage and Visitor Centre could, for example, create up to 10 new direct jobs as could the development at Mahinapua Creek coupled with support to four businesses.

In attempting to measure the possible economic benefit one potential scenario for forecasting the impact of developing heritage and cultural tourism in Westland District can be based on the following assumptions for 2018-23:

### 2018 Westland District Base Levels:

- Annual Over-nighting Visitor Arrivals: 719,000
- Average length of Stay: 2.02 days
- Annual Visitor nights: 1,452,000
- Annual Expenditure: \$360 million
- Expenditure per visitor night: \$248
- Average expenditure per visitor = \$501
- Direct Tourism Employment: 1100 FTE (Tourism West Coast Fact Book)

### Westland District Growth Forecast 2018-23:

- Expenditure Growth 10% per annum (average) or 50 %
- Direct Tourism Employment Growth directly related to Expenditure Growth 10% per annum (average) or 50 %

### 2023 Westland District Forecast Levels:

- Annual Expenditure increased by \$180 million or 50% to \$540 million

This could be achieved by:

- Increasing Expenditure per Visitor night by 10% to \$ 273
- Increasing Average Length of Stay by 25% to 2.5 days (Tourism West Coast's Marketing Plan forecasts 2.7 days by 2021)
- Increasing Average expenditure per visitor by 36 % = \$683
- Increasing Annual Visitor Arrivals by 10% to 791,000
- Increasing Annual Visitor Nights by 36 % to 1,977,500
- Increasing Employment by 550 or 50% to 1650

Heritage and Cultural Tourism growth contributing 1/3<sup>rd</sup> of total growth would generate by 2023:

- Annual Expenditure growth of \$ 60 million
- Direct Tourism Employment growth of 183

## 6. Implementation Plan

The project has been developed to focus across the Westland District. The aim is to assist with overall business growth, particularly in Hokitika, and develop a platform of key cultural and heritage attractions with enhanced interpretation, albeit at a lower level within the townships.

Importantly, this project can be seen as a sister project to the New Zealand Pounamu Centre and new Museum, the new centre providing the hub and these associated sites, the spokes. The interrelationship between the projects provides the crossover of skills, knowledge and expertise.

Heritage West Coast has established a management committee for this project planning to date. Implementation of the actions presented is proposed to be undertaken in conjunction with a number of lead organisations for which a separate management committee is proposed to be formed. Partners on that would include Heritage West Coast, Westland District Council, Poutini Ngai Tahu hapū, DOC, Destination Westland, Destination Hokitika and potentially, Tourism West Coast.

Underneath that, the actual implementation is proposed to be undertaken by a small professional team with skills across West Coast historic knowledge, Poutini Ngai Tahu hapū, business, experience, design, collection, marketing and Chinese tourism planners. The aim is that as much of the work is undertaken at a local level, however, outside experience planners and mobile app developers are proposed to be engaged and initial discussions have been held with some potential providers.

The projects will be taken through the concept, business case, develop and detailed design process.

The table opposite presents the implementation from a high level.

While some of the initiatives can be implemented with the Development West Coast \$ 200,000 grant, the application being lodged with the Provincial Growth Fund is critical in determining the actual scale of the work able to be implemented. Additional funding is also proposed to be sought for many projects. A Lottery Environment and Heritage grant for interpreting the Hokitika Heritage and Cultural Walkway has been lodge.



## Implementation plan

	Key Tasks	Lead and Partner Organisations
Grow Hokitika as a destination	Town and Precinct Development	HWC, WDC 2070 Committee, PNT, Heritage Hokitika
Westland Industrial Heritage Park	Engage Experience Planner, develop concept plans and business case Construction of attractions and infrastructure	WIHP, HWC, DW Museum Director
Arthur's Pass/Otira	Concept planning for West Coast Content into Visitor Centre Upgrade Note: This will be undertaken following the Departments lead and time-frames	DOC, HWC
Seddon Trail	Explore and develop options for incorporation of Seddon Statue and Provincial Government Centre as trail start/end node	WDC, HNZ, HWC
	Undertake feasibility into Seddon homestead/Kumara attraction	HWC, HNZ
	Determine attractions on Goldsbrough Stafford, Waimea Sections of Trail	HWC, DOC
	Implementation	
Arahura	Pounamu and discovery stories	To be determined by PNT
Mahinapua/Ruatapu	Experience/site concept planning, costing, consenting	WDC, DOC, WCWTT, HWC, operators
	Loop track planning and costing	
	Construction	
Ross Goldfields Heritage and Information Centre	Attraction Market Research, Engagement of Experience Planner, Concept and Business Plan developed, Detail Design Installation of new attraction	HWC, Ross Gold Town Destination Working Group, DOC
Hari Hari	Upgrading the Guy Menzies replica	HWC, Hari Hari Community Assoc
Whataroa	Feasibility of Alpine Fault/Kotuku/World Heritage Gateway Centre/attraction	HWC, WDC, Operators
Okarito	Mini Museum Interpretation Cetnre – Engage Exhibition Designer to develop concepts and assist with installation	Okarito Community Association, HWC
Franz Josef	Interpretive planning and installation	Franz Josef Community Council
Fox Glacier	Interpretive planning and installation	Fox Glacier Community Development Society
Bruce Bay	Maui and discovery	To be determined by PNT
	Mini Museum Interpretation Cetnre – Engage Exhibition Designer to develop concepts and assist with installation	Bruce Bay Community Hall Board, HWC
Haast	Heritage Interpretation and Iconic Structure (Charlie Douglas, Haast Eagle)	HWC, Haast Promotion Group, WDC
	Concept planning for new Haast Visitor Centre Note: This will be undertaken by the Departments lead within their time-frames	DOC, PNT, HWC
Local Town Interpretation	Engage historians, writer, graphic designer to develop interpretation kiosks and panels for townships	HWC and Community Organisations
Business Development	Further explore inbound operator opportunities	HWC
	Address marketing gaps and websites content	HWC, DH, DW, TWC
	Develop Chinese business cluster, work with CIAL and address China readiness	HWC, DH
	Present initial training and enterprise development opportunities	HWC, DH
Mobile App Development	Engage mobile app developer. Utilise same expertise in 6 above to create content for app	HWC, Heritage Hokitika, Kumara Residents' Trust, Kaniere Residents, Franz Josef Community Association, Fox Glacier Community Development Society
Landmarks	Work with HNZ, DOC and PNT to undertake any site development Linked sites into district, regional and national tourism marketing	HNZ, DOC, HWC, PNT
	Development of PNT sites (Arahura, Bruce Bay, others). The assumption is made that the Landmarks project will determine these with attraction development to follow as directed by PNT	PNT, HNZ, DOC, HWC
UNESCO Geoparks Status	Exploration of Geoparks status and potential development of application	HWC, NZ Geoparks Board, GNS Science
Marketing	Developed in conjunction with projects above	
Events	Developed in conjunction with projects above	

HWC = Heritage West Coast, WDC = Westland District Council, PNT = Poutini Ngai Tahu hapū, DW = Destination Westland, DH = Destination Hokitika, HH = Heritage Hokitika, DOC = Department of Conservation, WCWTT = West Coast Wilderness Trail Trust, HNZ = Heritage New Zealand

## 7. Budget

A draft project budget is attached below. Recognised upfront is the need for a high level planning team to lead the project, design of the attractions and marketing. Many projects are in their early phases and require a staged approach to determine the actual final budgets.

Cost Description	\$ (excluding GST)	
	Stage 1	Subject to Feasibility
<b>Specific Projects</b>		
Hokitika District – Precincts, Kaniere, Rimu	1,510,000	1,900,000
Westland Industrial Park	1,000,000	
Seddon Trail and/to Kumara	580,000	650,000
Mahinapua Ruatapu	750,000	1,000,000
Ross Goldfields	1,070,000	
Hari Hari	130,000	
Whataroa Alpine Fault/World Heritage Feature Feasibility Study	155,000	2,000,000
Okarito Interpretative Centre	180,000	
Franz Josef	50,000	
Fox Glacier	50,000	
Bruce Bay Community Interpretative Centre	150,000	
Haast – Southern Gateway	3,150,000	
Arthurs Pass – Eastern Gateway – Castle Hill, Arthur's Pass, Otira	365,000	
<b>District Wide Projects</b>		
Marketing collateral, imagery, campaigns, website TRENZ	580,000	
Marketing and Translation Resources	600,000	
Business development and training	150,000	
Events Strategy	300,000	
Mobile App Development	200,000	
New Zealand Landmarks	200,000	
Poutini Ngai Tahu Landmarks	200,000	
UNESCO Geopark Status	50,000	250,000
<b>Project Management</b>		
Project Management Team over the three to four year length of the project (including historians, Poutini Ngai Tahu hapu)	1,200,000	
Project Costs, administration, travel (@\$50k pa)	150,000	
<b>Total</b>	<b>12,770,000</b>	<b>5,800,000</b>



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# Appendix I. Setting the Scene

## 1.1 Westland's Heritage and Cultural Tourism Assets and Opportunities

**B**ased on recent research undertaken by Tourism New Zealand and in other countries, there is an increasing demand in world tourism for visitors wanting to learn more about how the local people live (our culture) and how their history and the geography of their environment have brought this about (our heritage), to interact with local people, learn their stories and be involved in local activities, and to be inspired and have their understanding and attitudes changed by the experience.

Such tourists tend to stay longer, spend more per day and go home more satisfied. Cultural and heritage tourism aims to achieve this and disperse the visitors more widely throughout New Zealand and the West Coast.

Westland owns a wealth of and unique combination of heritage and cultural stories, sites and activities which contribute to telling the story of New Zealand and its people. They are our sites, our stories, our people and represent the past, the present and into the future.

The initiative of this project is timely, as it has foreseen the emergence of a new realisation of the value of heritage and cultural tourism through the following recent developments:

- **Tourism New Zealand announced in May 2018 refreshment of its 100% Pure NZ brand** to showcase NZ's people and culture, their way of being and the warm welcome they extend. Tourism NZ will work with stakeholders to incorporate people and culture into NZ's tourism brand."
  - *"Tourism is an increasingly competitive market and New Zealand is a niche destination. To ensure we continue to attract high value visitors we need to highlight our unique point of difference and that is our people and culture", said Chief Executive Stephen England-Hall.*
- **Tourism West Coast Marketing Plan 2017-21 – Untamed Natural Wilderness Brand Positioning**
  - Benefits: Sense of being and feeling of freedom, pioneering and being at one with nature. Challenging nature and experiencing how it was for the past pioneers and fortune hunters.
  - Insight: People who want to experience the rugged and wild reality of what nature offers and how past pioneers and adventurers have attempted to tame it.
- **West Coast Economic Development Action Plan 2017**

The Westland Heritage and Cultural Tourism Project is recognised as related action underway, with the potential to be extended West Coast wide. The Project has now been carried over to the Westland District Economic Development Strategy 2018, the Tai Poutini Economic Development Strategy 2018-2025 and related Provincial Growth Fund applications.
- Tai Poutini Māori Tourism Strategy – a pathway telling Māori cultural stories, linking attractions and tourism operators, supported by a marketing strategy
- **Landmarks**

The Landmarks Whenua Tohunga initiative is a partnership between the Ministry for Culture and Heritage, the Department of Conservation and Heritage New Zealand. It aims to showcase New Zealand's historical and culturally significant places using a unified approach to signage and marketing.

One of the main aims of the initiative is to support regional development through increased tourism, creating opportunities for local businesses and supporting high-quality visitor experiences. Recognition gives people a reason to visit places and stay longer.

The initiative aligns with the Government's tourism strategy, particularly through a focus on regional and seasonal dispersal and to grow visitor numbers. The initiative is currently at an early stage. It was piloted in Northland in 2016/17 and Otago in 2017. It is currently being prepared on the West Coast. Many of the sites chosen are expected to be within this Project's network of linked sites identified in this report.
- **Geoparks**

UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international

geological significance are managed with a holistic concept of protection, education and sustainable development. A UNESCO Global Geopark uses its geological heritage, in connection with all other aspects of the area's natural and cultural heritage, to enhance awareness and understanding of key issues facing society, such as using our earth's resources sustainably, mitigating the effects of climate change and reducing natural disasters-related risks. Geoparks can be based on significant geological processes, features, periods of time, historical themes linked to geology, or outstanding geological beauty. The creation of innovative local enterprises, new jobs and high quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.

- **Eat New Zealand** - a new collective of New Zealand's chefs, producers, media, tourism and event operators, inspired to create a national platform to promote and champion our best food, drink, and culinary tourism opportunities, in each region.

## 1.2 The National and Regional Situation

**T**ourism has regained the position of New Zealand's second biggest export earner (after agricultural products) with a record of \$11.1 billion (9% annual increase) generated from 3.78 million international arrivals (including 1.9 million holiday makers) for the year ending 30 June 2018.

International and domestic tourism on the West Coast is the second largest employing and earning industries (after agricultural products). Tourism is one of the few industries currently in a growth phase. This growth looks set to continue for the foreseeable future. On the West Coast it is one industry in which a major stimulus will create quick and significant returns.

On the West Coast, following several challenging years from 2010 for tourism operators the region had by 2015 turned the corner and experienced visitor expenditure growth rates up to 14% per annum, amongst the highest in New Zealand.

### **Expenditure For the year ending 30 June 2018:**

**West Coast** tourism expenditure reached \$559 million and the growth rate was 9%, the same as the New Zealand rate. Westland District generated \$360 million or 65% of the total West Coast expenditure; compared with Grey \$124 million (22%) and Buller \$75 million (13%)

The West Coast international market expenditure was \$310 million (55.5%) and domestic \$249 million (44.5%). Westland's expenditure was international \$235m (65%), domestic \$124m (35%); Grey international 65%, domestic 35%, and Buller international 59%, domestic 41%. This compares with New Zealand international 41%, domestic 59%.

**Westland District's** main international markets were Australia \$41m; United States \$33m, United Kingdom \$33m, China \$28m, Germany \$25m, Rest of Europe \$38m, Canada \$6m, Japan \$1m, Korea \$1m, Rest of Asia \$24m, Canada \$6m, Rest of Americas \$3m, Africa & Middle East \$2m.

**Westland District's** domestic markets were Canterbury \$34m, Auckland \$17m, West Coast \$15m, Otago \$11m, Wellington \$7m, Waikato \$7m, Bay of Plenty \$6m, Nelson-Tasman \$5m, Marlborough \$4m, Southland \$4m, Manawatu-Wanganui \$3m, Northland \$2m, Hawkes Bay \$2m, Taranaki \$1m, NZ Undefined \$6m.

The higher spending and closer regions, particularly Canterbury, are the easiest to reach per dollar investment and quickest to influence in term of booking a holiday to the region.

In terms of international visitor numbers and spend, Australia is the West Coast's largest market, followed by the United States and the United Kingdom and the Rest of Europe.

### **Visitor Numbers For the Year Ending 30 June 2018:**

Statistics New Zealand's Commercial Accommodation Monitor defines Commercial Accommodation to include hotels, motels, backpackers and camping grounds, but excludes, guest houses, bed and breakfasts, Air BnBs, holiday homes, freedom campers, and staying with friends or family. This could under estimate total numbers by 20%

**West Coast commercial accommodation visitor arrivals** totalled 984,231 and guest nights totalled 1,411,465 (compared with 1,376,902 for year ending 30 June 2017). This gives an average stay of 1.43 days. International guest nights totalled 920,843 (65%) and domestic 490,622 (35%). The Tourism West Coast Marketing Plan 2017-21 states the average stay in 2017 was 2.00 days, allowing for the other accommodation types.

**Westland District commercial accommodation visitor arrivals** totalled 598,844 and guest nights totalled 865,801 giving an average stay of 1.45 days. Westland, being on the West Coast route from Christchurch to Queenstown, will also have had passing through a number of additional visitors who over-nighted elsewhere. Adding 20% for the accommodation types missed by the Commercial Accommodation Monitor and the longer stay of their users (bringing the average to 2.02 days), gives an estimate of 719,000 visitor nights and 1,452,000 guest nights. Allowing for visitors over-nighting elsewhere suggests about 1 million visitor arrivals.

## Tourism New Zealand's "Understanding Our Visitors" data provides valuable insights to New Zealand's main international markets, as set out below.

	Source Market							TOTAL
	Australia	China	USA	UK	Germany	Japan	Rest of World	
Total Arrivals	1,467,000	408,000	320,000	246,000	104,000	102,000	1,020,500	3,667,500
% of Arrivals	40.0%	11.1%	8.7%	6.7%	2.8%	2.8%	27.8%	100.0%
Free Independent Travellers		49%						
Group Visitors		51%						
Forecast Growth Rate 2017-2020 % per year	3.2%	12.1%	6.0%	2.8%	5.8%	4.7%		
Purpose of Visit – Numbers								
Holiday	595,000	303,000	207,000	113,000	77,000	68,000		
Visiting Friends & Relatives	564,000	51,000	59,000	110,000	14,000	11,000		
Business	190,000	17,000	22,000	10,000	4,000	7,000		
Education	7,000	10,000	9,000	1,000	2,000	7,000		
Conferences	41,000	3,000	6,000	2,000	1,000	2,000		
Other	69,000	23,000	17,000	10,000	6,000	7,000		
Purpose of Visit - %								
Holiday	41%	74%	65%	46%	74%	67%		
Visiting Friends & Relatives	38%	13%	18%	45%	13%	11%		
Business	13%	4%	7%	4%	4%	7%		
Education	0.5%	2%	3%	0.4%	2%	7%		
Conferences	3%	1%	2%	1%	1%	2%		
Other	5%	6%	5%	4%	6%	7%		
Average Length of Stay – Days								
Holidays	11	9	13	25	44	9		
All Visitors	10	18	15	26	47	16		
Stay Days –million								
Holidays	6.400	2.700	2.700	2.800	3.400	0.621		
Total	14.400	7.400	4.900	6.600	4.900	1.600		
Holiday Visitors								
First Time	43%	91%	88%	77%	82%	76%		
Repeat Visitors	57%	9%	12%	23%	18%	24%		
Average Spend per Visitor \$NZ								
Holiday	\$2,519	\$4,091	\$3,942	\$4,988	\$5,580	\$3,180		
Total	\$1,901	\$4,068	\$3,977	\$4,377	\$5,277	\$3,120		
Average Spend per Visitor Day								
Holiday	\$229	\$455	\$303	\$200	\$127	\$353		
Total	\$190	\$226	\$265	\$168	\$112	\$195		

China, United States and Germany are forecast to have the highest 2017-23 growth rates.

China, the West Coast's 5th largest tourist market, has grown rapidly, and the growth is forecast to continue. New Zealand is getting more of the affluent Free and Independent Travellers (FITs) - 49% of total Chinese visitors in 2017. Chinese holiday makers have the highest daily spend of international visitors.

While China offers huge potential, the West Coast is not hanging its hat just on this market, especially when the constraints of the short length of holidays only allow for a very short time in New Zealand, in 2017 on average 9 days. This market cannot however be overlooked as the growing number of returning Chinese visitors do stay longer, and search out places off the normal track. Because most Chinese visitors do not speak English, particular attention needs to be given to translations and recognising cultural differences.

The majority of the West Coast's other markets are also growing with Australia, not surprisingly, remaining the Coast's biggest group. Also, Rest of Europe, Germany and Rest of Asia are showing strong returns along with traditional markets of USA and UK.

Australia has a high proportion of visitors to friends and relations. These visitors are also interested in visiting various other parts of New Zealand while here. Victoria, New South Wales and Tasmania in particular have had strong historical commercial and migration links with Westland dating back to the gold rushes, which could be highlighted as a heritage and cultural attraction.

Germany and United Kingdom provide the longer stayers and overall higher spenders.

### 1.3 Visitor Forecasts and Targets

**T**ourism Industry Aotearoa's aspirational New Zealand growth targets established in 2014 in TOURISM 2025 were to grow international tourism revenue at a rate of 6% per year compounded and domestic tourism revenue by 4% per year compounded. This was substantially exceeded from 2014 to 2018.

Tourism West Coast's Tourism Marketing Plan 2017-21 aspires to international tourism revenue growth of

6.1 % per year compounded. This has been exceeded. The plan also aspires to:

1. Increase Visitor arrivals from 870,000 to 1.1 million (increase by 230,000 visitors, 26% or 6.5% per year average)
2. Increase tourism expenditure from \$470m to \$810m (increase of \$340m, 72% or 18% per year average)
3. Increase visitor nights by increasing average length of stay from 2.0 to 2.7 (increase by 0.7, 35% or 8.75% per year average)
4. Increase GDP contribution from \$95m to \$157m (increase by \$62m, 65% or 16.25% per year average)
5. Increase tourism employment from 2018 FTE's to 2532 FTE's (increase of 514 jobs, 25% or 6.25% per year average)

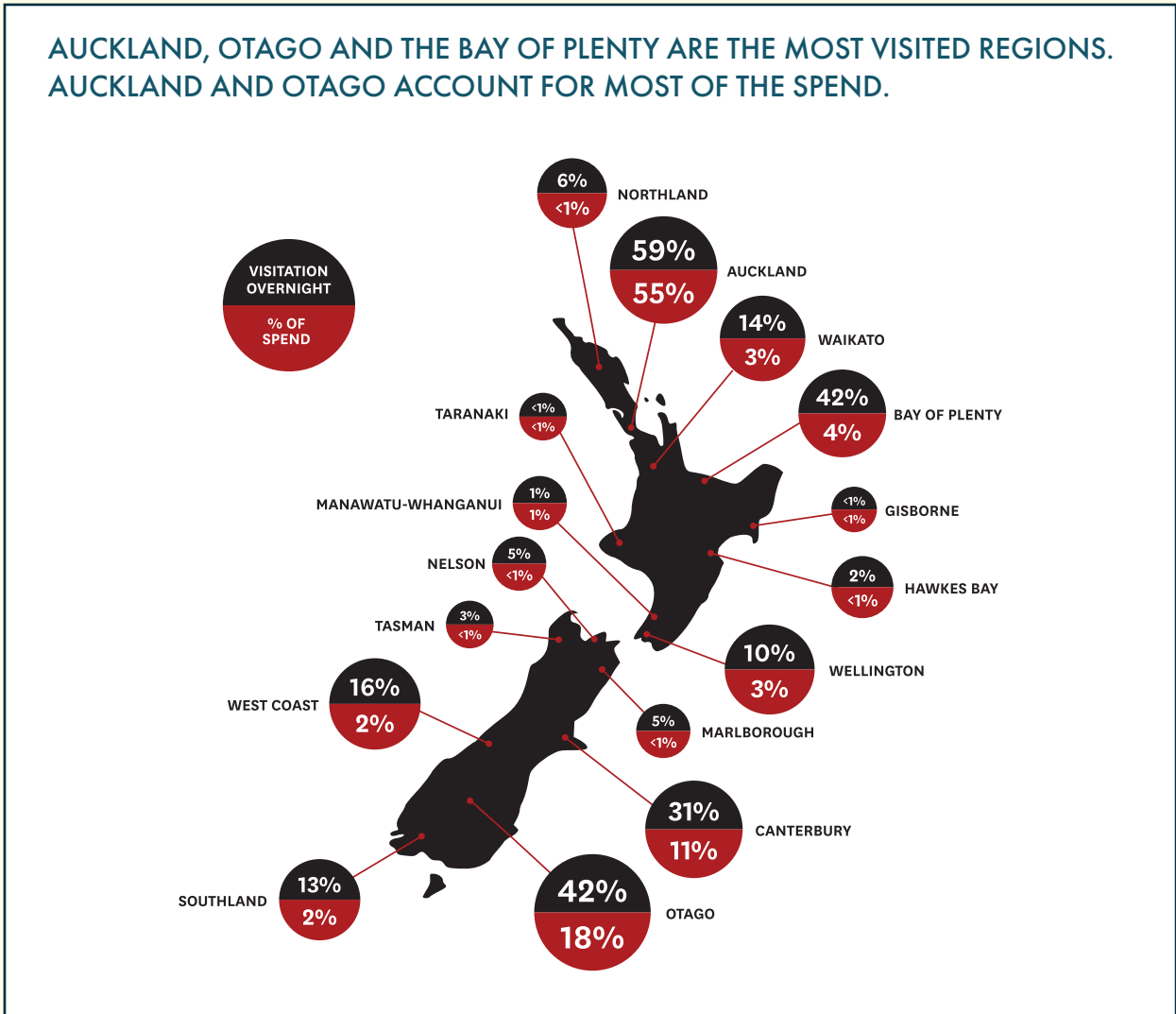
### 1.4 The Critical Issue of Spend

**T**he infographic below (based on MBIE Monthly Regional Tourism Estimates (MRTE) data) focuses on the Chinese visitation and spend in 2017. It highlights one of the potential financial opportunities being missed; 16% of Chinese visitors to New Zealand visit the West Coast (the 6th highest region), but only 2% of total Chinese expenditure in New Zealand is on the West Coast.

Within the MRTE data all spend for merchants which have centralised accounts is attributed to the location with the largest proportion of spending. Some merchants process all transactions in a central location (e.g., rental cars). As it is not possible to determine the origin of all transactions for that merchant all spending for the merchant is attributed to the location with the largest proportion of the merchant's spending. Similarly group tour expenditure might be attributed to the tour operator's head office.

This might partially explain the domination of regions with international airports (Auckland, Wellington, Christchurch, Queenstown and Dunedin) in the expenditure data.

However, comment has been made that the Chinese save their spending until the main centres. If there is truth in that, elevating Hokitika and its products into these markets may well change its positioning and promote the town as a place to spend.



This pattern and opportunity is repeated when other major international markets are considered:

Year 2017	China	Australia	USA	UK	Germany	Japan
% of Visitors to NZ Who Overnight on West Coast	16%	18%	24%	52%	62%	4%
% of NZ Spend on West Coast	2%	2%	3%	3%	6%	< 1%

## 1.5 The Demand for Heritage and Cultural Tourism

**D**ata on the demand for heritage and cultural tourism is limited. Much of it is dated and / or based on a more restricted view of the meaning of "heritage" and "cultural" than envisaged by this Project.

The heritage and cultural traveller is one aspect of the concept of the interactive traveller:

Tourism New Zealand: Interactive Travellers: Who are they? Of all the travellers in the world, the target that best fits New Zealand's needs is a group we call 'Interactive Travellers' - they are New Zealand's ideal visitors. What is an Interactive Traveller? Interactive Travellers are regular travellers who consume a wide range of tourism products and services. They are travellers who seek out new experiences that involve engagement and interaction, and they demonstrate respect for natural, social and cultural environments.

How many International Interactive Travellers are there in 3 key markets:

- United States: Total market = 221 million, Interactive Travellers = 12.9 million. Target Market = 6%
- Australia: Total market = 16 million, Interactive Travellers = 1.4 million. Target Market = 9%
- United Kingdom: Total market = 50 million, Interactive Travellers = 4 million. Target Market = 8%

**Contiki Tours** *"The millennial traveller is looking for an authentic holiday experience, where they can really immerse themselves in the culture of a location."*

### Colmar Brunton : Demand for Cultural Tourism Summary of Research Findings 2010-11

In 2010-11 Colmar Brunton undertook research for Tourism New Zealand. The research findings include:

#### **Interest in Activities when Travelling Internationally**

International visitors to New Zealand are most interested in the activities that New Zealand is best known for, namely: natural wonders, physical outdoor activities and wildlife activities.

The cultural products that generate the most interest are learning about the way of life of people from a different culture, experiencing a country's local cuisine, sites that are important to a country's history and historic buildings.

Interactive Travellers are significantly more likely than other travellers to be interested in:

- Natural wonders
- Physical outdoor activities
- Wildlife activities
- Learning about the way of life of people from a different culture
- Experiencing a country's local cuisine
- Sites that are important to a country's history
- Sites that are important to a country's indigenous people
- Historic buildings
- Exhibitions of national history.

#### **International Visitors**

A summary of international visitors' participation in cultural products was provided for each RTO.

**Tourism West Coast**

The top five cultural products in this area were:

- Shopping for souvenirs (44%)
- Local cuisine (32%)
- Sites important to New Zealand history (20%).
- Historic buildings (11%)
- Buying a New Zealand book (11%). West Coast is the only region that had this placed in the top 5.

**Domestic Visitors**

A summary of participation levels was provided below for each macro region:

*South Island Marketing Alliance (Christchurch and Canterbury Marketing, Tourism West Coast, Tourism Dunedin, Tourism Southland, Mackenzie Tourism and Development, and Central South Island Tourism)*

The top five cultural products in this macro region were:

- Local cuisine (45%)
- Historic buildings (28%)
- Sites important to New Zealand history (28%)
- Arts & craft markets (27%)
- Shopping for souvenirs (26%).



## Tourism New Zealand “Understanding Our Visitors”

In 2018 Tourism New Zealand published survey data for 2017 showing:

1. The Actual Top Activities of International Visitors
2. The Top Activities International “Active Considerers” Want to Do. (An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and NZ is one of the top 5 destinations they would most like to visit).

The categories to choose from that best fit cultural and heritage tourism were limited, but are listed in the table below in red. It appears that the topic “To Inter-act With People of Different Cultures / Lifestyles” was asked only in the Germany and Japan surveys.

### NEW ZEALAND INTERNATIONAL TOURISM MARKET -Year Ending September 2017

Source : “UNDERSTANDING OUR VISITORS” - Tourism New Zealand, April 2018

	Source Market					
	Australia	China	USA	UK	Germany	Japan
<b>Top Activities for Visitors</b>						
Museum / Art Gallery	44%	45%	49%	71%	70%	35%
Farm / Orchard		65%				
Māori Cultural Experience / Activity	34%	71%	61%	69%		25%
Bars / Night Clubs	34%					
Walk / Hike / Tramp	73%	72%	87%	86%	98%	57%
Scenic Boat Trip	46%	49%	54%	68%	68%	43%
Scenic Tour Bus or Train		52%	41%			49%
Observing Wildlife	71%	81%	80%	92%	95%	69%
National Park	62%	60%	64%	84%	94%	61%
Beach	51%	65%	59%	78%	93%	
Geothermal Park		60%		62%	81%	26%
Hot pools		47%		52%	68%	
Gondola / Cable Car	46%			52%		36%
Glow Worms			50%		64%	26%
Glacier				53%	67%	
<b>What Do Active Considerers Want from a Holiday in New Zealand?</b>						
To Have Fun & Enjoy Myself	64%	53%	53%	60%		40%
To Learn & Explore New Things	62%			61%	58%	
To Broaden My Mind		59%	59%	49%	64%	39%
To Interact With People of Different Cultures / Lifestyles					64%	37%
To Get in Touch With Nature		70%	70%		68%	69%
To Take a Break from Routine Life	55%					
To Feel a Sense of Adventure				43%		
To Be Excited					49%	
To Feel Relaxed	55%	53%	53%	53%		51%
To Feel Refreshed	51%					
Indulge & Pamper Myself		54%	54%			

*A growing trend in the USA market is finding the “Real New Zealand” in the smaller, quieter areas, with interesting histories and environments identified Hokitika is an example of this. I booked a 2 night visit to Hokitika for family and friends. The motel receptionist asked why we were staying for more than 1 night as there is nothing to do here. We stayed for 4 as there was so much to do. Kathy Hill. Air NZ, Manager Wholesale and Business Events – North America, at Auckland International Airport International Travel Summit, Dunedin, May 2018*

Discussions with inbound tour operators, Tourism NZ and Air New Zealand international market managers and Kiwi Rail Tourism at TRENZ 2018 indicated a strong interest in tourists being provided with information on heritage and cultural tourism opportunities in Westland. Some inbound tour operators already had room in their itineraries into which additional activities could be fitted.

The above results indicate a significant and growing demand in New Zealand for interactive tourism and heritage and cultural tourism.

The Hokitika / Westland Visitor survey undertaken by this project in 2018 further details the demand in Hokitika-Westland in Section 3.3 below.

Taking the New Zealand and Hokitika Visitor Survey data together it is estimated that at least 50% of visitors to Westland are interested in some aspect of the local heritage and culture.

# Overview of the Westland Cultural Heritage Tourism Development Plan

## Westland Industrial Heritage Park

- Experience Development & Marketing

## Hokitika

- CBD Redevelopment & Marketing
- Wayfinders
- Precinct Walk
- Chinese Business Cluster

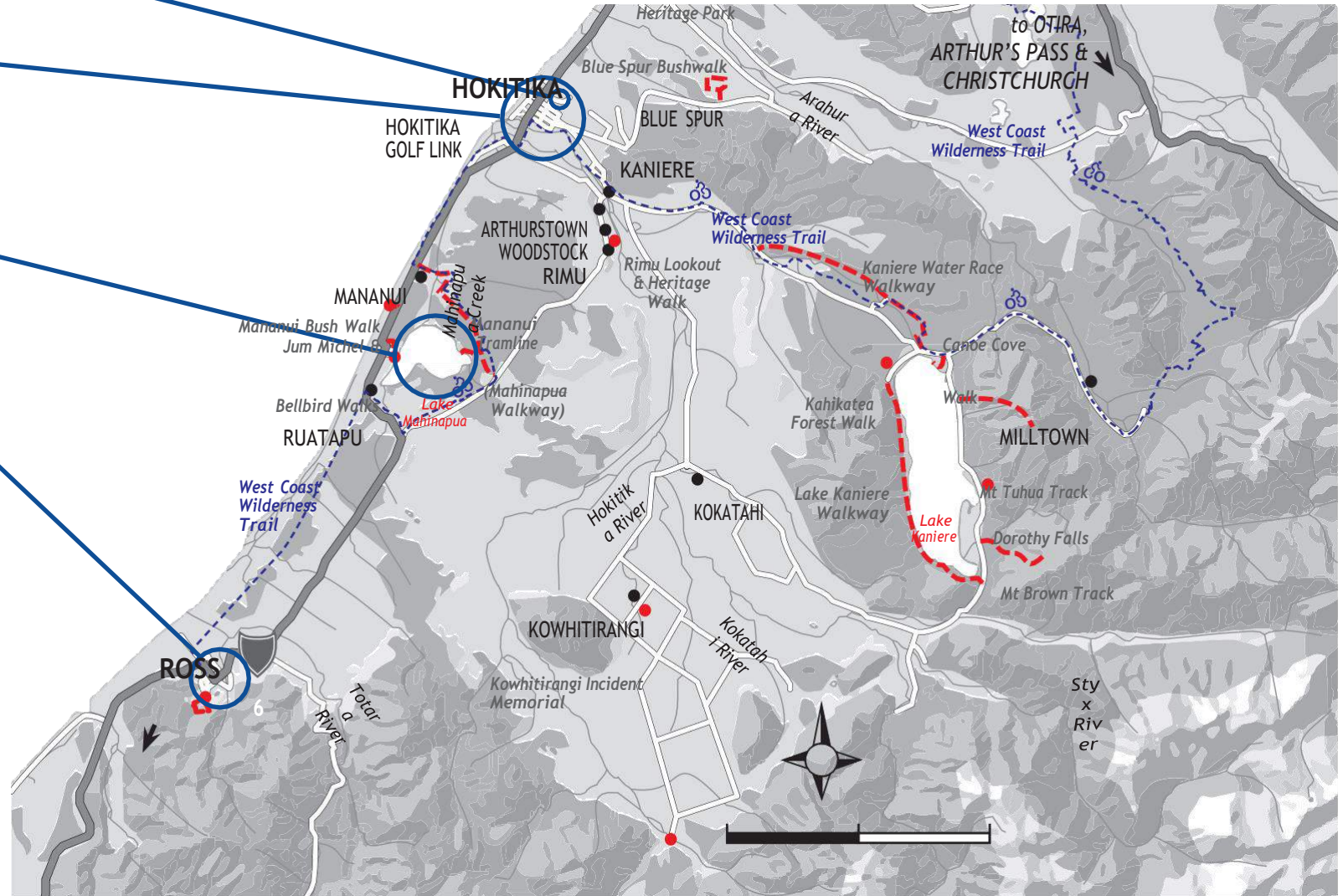
## Mahinapua

- Natural & Cultural Heritage Attraction Development
- Go Wild Hokitika Business Development

& TRENZ 2020

## Ross

- Destination Plan
- Ross Goldfields Heritage Centre & Experience Development



# Hokitika Revitalisation Plan

## Pounamu Centre, New Museum, Library and Cultural Hub

Integrated Planning of Facilities and Stories

## WAI – Seating Project

Tidy up, promote and expand

## Weld Lane Cover

## Westland District Council Beachfront Development

Landscaping, car parking and toilets

## Illuminating Gold Rush Hokitika

Mobile App, Street Frontages, Furniture, Lighting, Interpretation

## Commercial and Banking Precinct

- Four banks upgrade
- Ship mast replicas as visual attraction

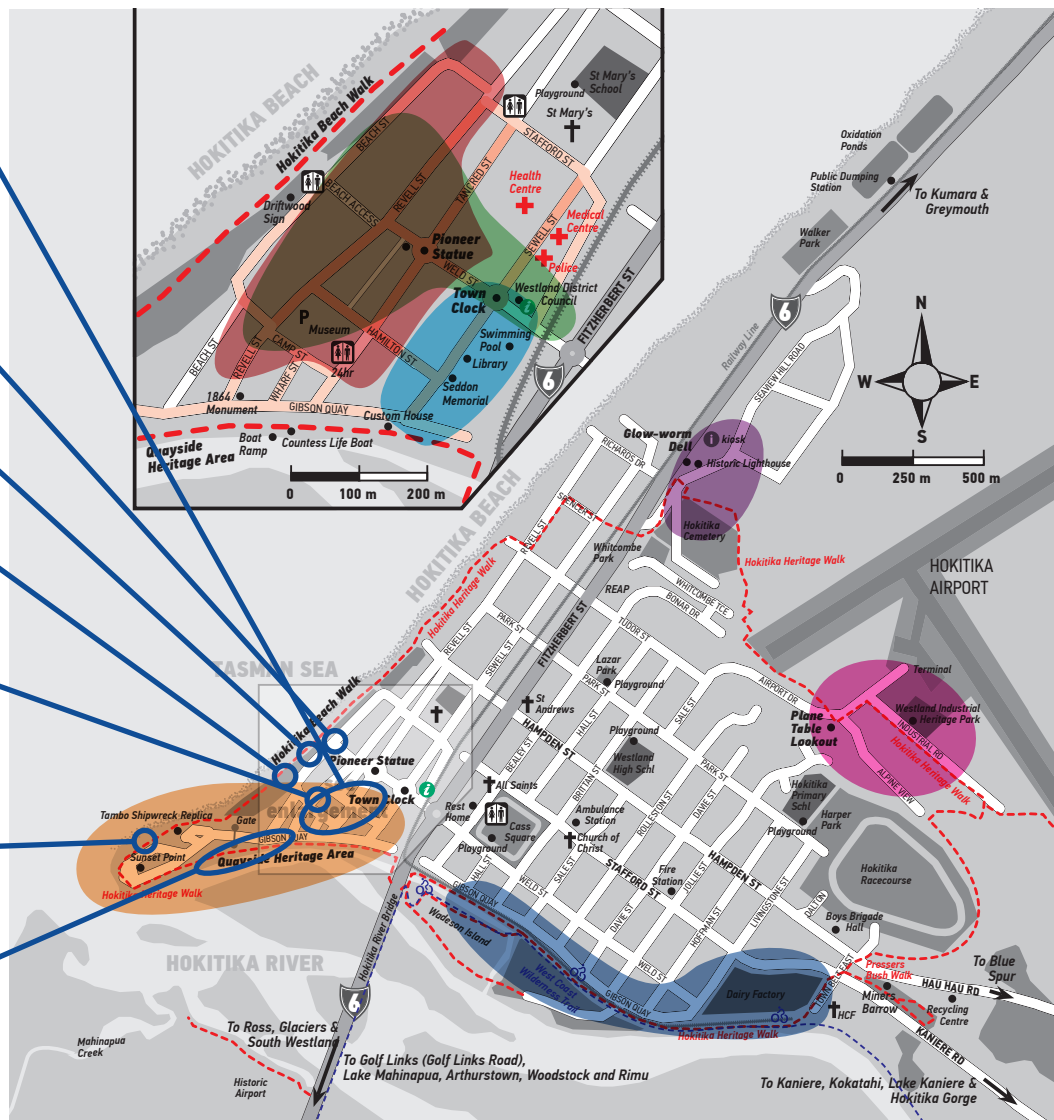
## Port Experience Destination Plan

### North Spit / Sunset Point

- Raising and enhancing the Tambo
- Rebuilding the Signal Station

### Gibson Quay Heritage Area

- Pioneer Wall of Honour
- Custom House Enhancement
- Cycle Trail link
- Relocation of White baiting Interpretation
- Tohu Whenua Pou
- Relocate Flag poles



## Projects/Stakeholders

- Westland District Council – Utilities, Services, Visitor and Transport Planning
- Beachfront Project
- HWC Precinct Walk
- Destination Hokitika – Wayfinders and Signage Project
- Heritage Hokitika – Gibson Quay Development
- Tohu Whenua
- WAI Seat Project
- New Museum, Carnegie Building, Pounamu Centre, Library, Visitor Hub
- Hokitika Driftwood and Sand Festival
- Lion's Club
- West Coast Wilderness Trail
- Westland Industrial Heritage Park
- Totalisator Project – Hokitika Racing Club
- Seddon House – Seddon Trail start/finish point
- 4 Banks – Private Projects



# CDB Hokitika Cultural and Heritage Precincts

Includes panels for 10 of Hokitika's 18 Heritage NZ List Cat. 1 & 2 Sites marked \* below.

## Goldfields and Provincial Capital Precinct

1. Site overview – whole block, Government House, Supreme Court, Government Buildings, Chief Post and Telegraph Office, World Meteorological Heritage Observatory
2. Government Building \* Cat 1.
3. Seddon Statue\* Cat 1 - Seddon Story and start of Seddon Trail to Stafford, Goldsbrough, Kumāra and Seddon Statue at Parliament Buildings, Wellington.

## Port Precinct

4. Riverbank - Origin and meaning of "Hokitika" Māori navigation and discovery stories and role in goldrush.
5. North Spit – European Discovery Stories – Abel Tasman 1st sighting of NZ North Spit
6. North Spit – Gold Rush Ports Overview – Roadstead, River, Up-River Freight and Passenger Service, Vessels and Challenges.
7. Signal Station and River Training Walls and Breakwaters – Replica structures.
8. Customhouse \* Cat 1. – Customs, Trade, Multi-nation immigration, unusual arrivals / departures / stories.

## Commercial and Banking Precinct

9. Revell St South – Story of Crooked Mile – Commercial Overview
- 10 & 11. Gold Rush banking - gold buying and smelting - 4 former banks; BNSW\*, BNZ\*, NBNZ\*, Hokitika Savings Bank \* all Cat.2
12. Renton Hardware Building \* Cat. 2 – stories of retail / wholesale trade and warehousing.

## Entertainment (pubs, theatres, casino) and Artisans Precinct

13. Revell St Central – entertainment overview – 82 of Hokitika's 102 hotels, fires, red light district, Revell Street widening, development of artisan businesses.
14. Regent Theatre \* Cat. 2 – stories of all 5 theatres

## Industrial Precinct

15. Gibson Quay @ Davie St. Breweries, sawmills, Kanieri-Hokitika Tramway stories.
16. Westland Milk Products History

## Racecourse

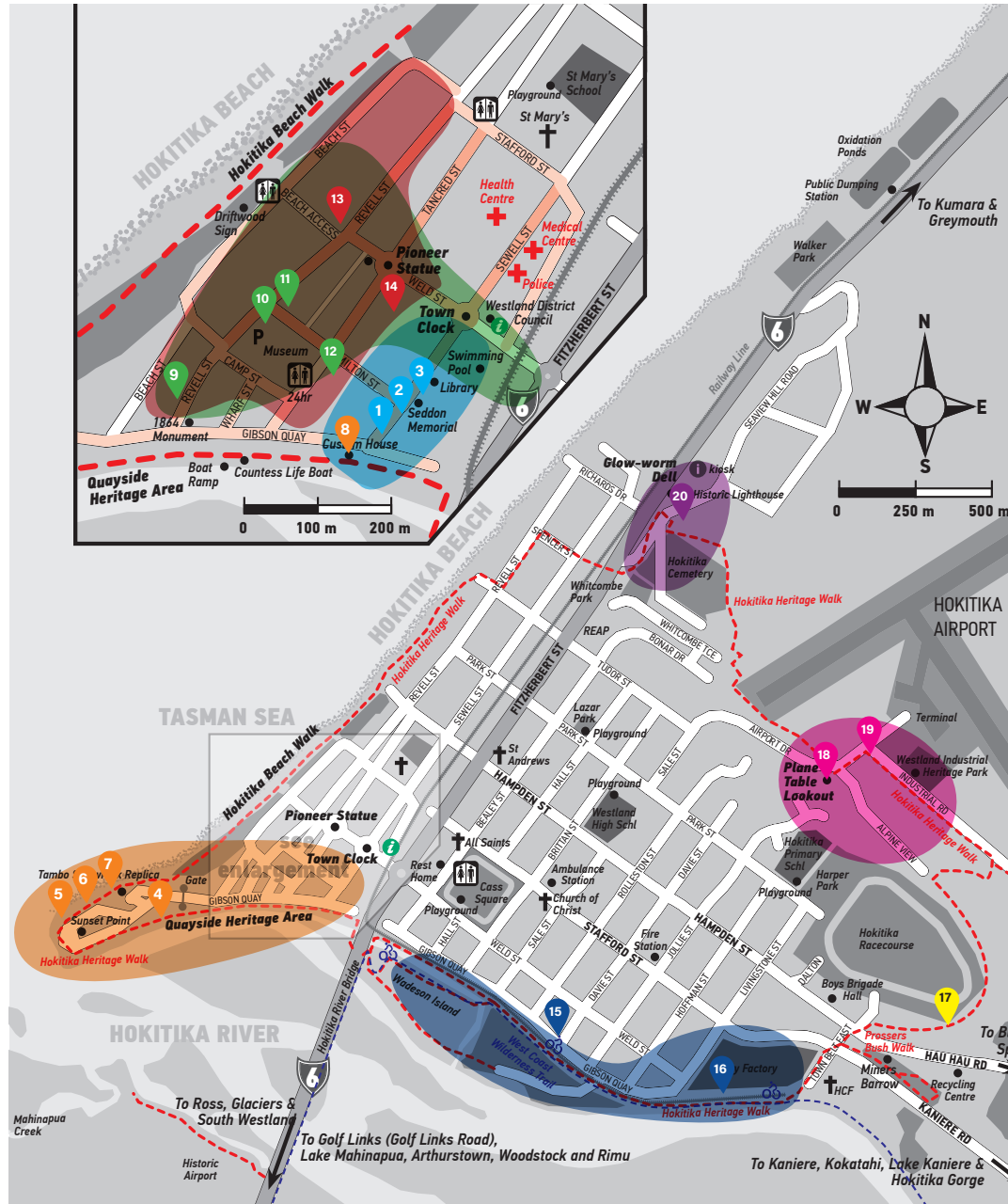
17. Horse racing history – referring to Totalisator Building \* Cat 1

## Airport Terrace Precinct

18. Airport Drive / Plane Table site ? NZ 1st commercial air service, visual link between Southside Aerodrome and Hokitika Airport. Link to Fox Moth replica?
19. Westland Industrial Heritage Park.

## Seaview Terrace Precinct

20. Panihaka Prisoners' Memorial (explanation of history and international significance. Irish Fenian disturbances; cemetery protests and dispatch of Armed Constabulary and Royal Navy to quell feared uprising. Links to existing panels for Cemetery (Includes Cat.2 Mausoleum), Hospitals, Gaol and Lighthouse\* Cat. 2.



# Hokitika CBD Wayfinders and Directional Signs

The way finder and directional signs are designed to provide a double benefit. To visitors they will advise what is in Hokitika and how to get to what interests them. For the businesses, they are designed to encourage visitors to walk around town, spending more time in Hokitika and going past more businesses and spending more money.

The current concept design for the way finders is:



The directional signage is proposed to replace a range of diverse signage including signage for Council assets such as public toilets and the museum. There would be up to six arrows in each direction. The priority for these would be district amenities, landmarks and community services such as the medical centre. Additional places would be managed by Destination Hokitika and available for individual businesses.

The yellow letters on the map above represent way finder signs and the red numbers indicate directional signs.

# Cultural Heritage Walkway Upgrade

## Seaview

Link between Seaview intersection and beach/town requires signage



## Cemetery

Link required



## Link Beach & Town

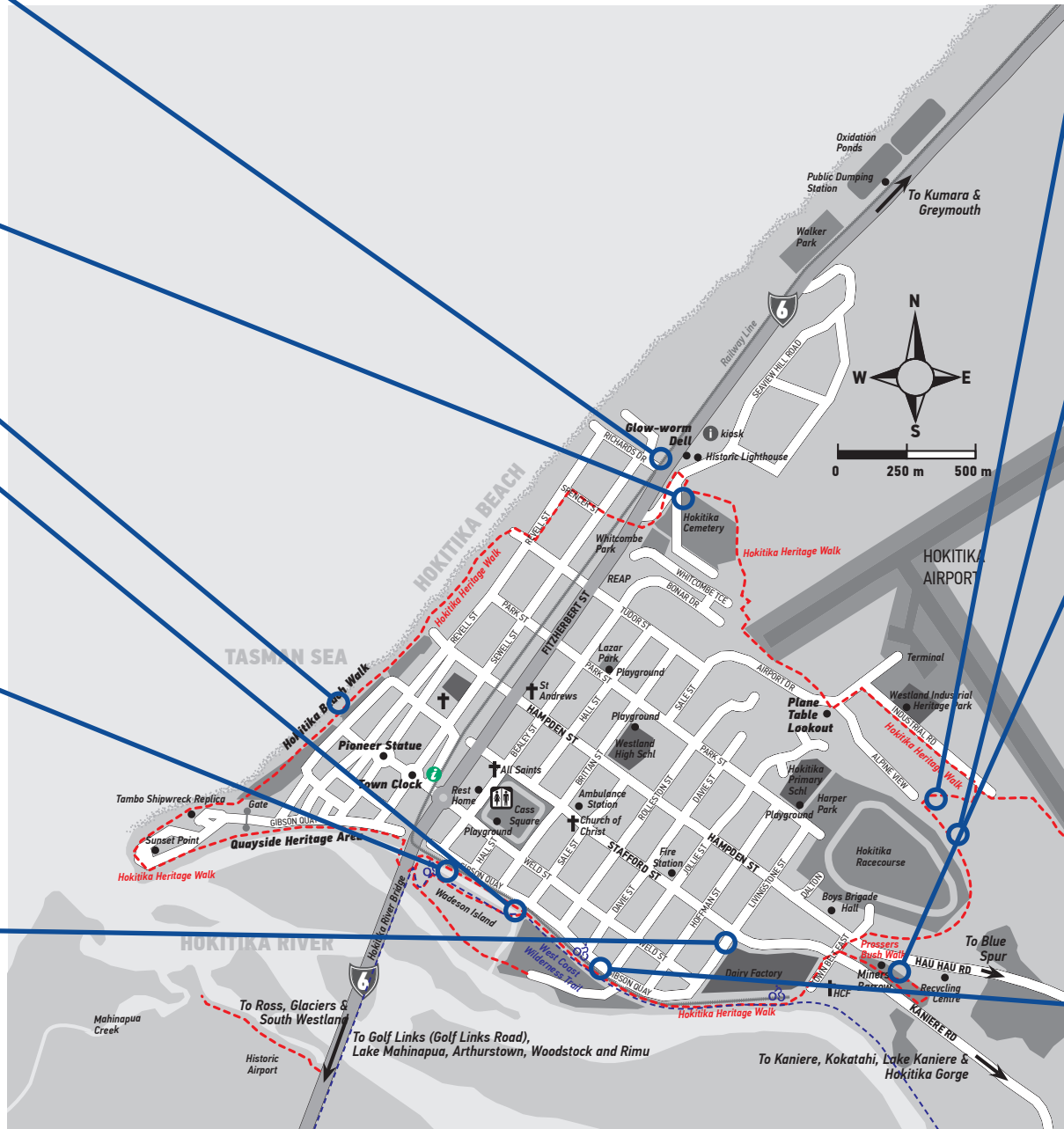
## Cycle Trail Link

Clearly linking signs for cycle trail riders around loop and to i-Site. Possible small track development work.

## Interp Panel Upgrade



## Interp Panel Upgrade



## Minor Trail Repairs



## Interp Panel Upgrade

Unrelated Signage from old trails to be removed.



## Prossers Bush

& Town Belt East Direction Signage, enhancement of interpretation, possible upgrade of band rotunda/picnic shelter in future. Potential installation of toilet.



## Remove old wayfinding





# Beachfront Development



# North Spit / Sunset Point & Gibson Quay

## Walkway from Fitzherbert St

to Customhouse to North Spit / Sunset Point

- Upgrade existing walkway
- Obtain views to river and mountains – align seating with view shafts
- Extend walkway and timber delineation structures to North Spit / Sunset Point Extend Pioneer Wall of Honour
- Install replica ship masts as visual attraction from SH6 and CBD
- Relocate Whitebait Interpretation to Pierson Esplanade
- Extend West Coast Wilderness Trail –to North Spit – safely integrate with walkway

## Replica Signal Station

and Training Wall – Viewing Platform, Interpretation Node and Visitor Shelter

- New structure built into Sunset Point raising and carpark development, utilising new levels.
- Provide attraction visibility from SH6 and Gibson Quay / Revell St cnr
- Provide power supply for night lighting.
- New interpretation – Southern Alps peak indicator, Maori navigation stories, Abel Tasman first sighting of NZ, navigation safety and river training walls and breakwaters, roadstead transfers of passengers and freight.
- Visitor shelter incorporated in design.

## Tambo Shipwreck Memorial

- Restore visibility from SH6, Gibson Quay/Revell St cnr, and Weld Lane – lift structure above new ground level?
- Restore power supply and lighting – night-time attraction.
- Restore anchor, chain, name plates, origins plaque.
- Make more authentic – ship’s wheel, hatch covers, deck cargo (coal sacks, barrels as seating, tables).
- New interpretation.
- Repair damage / general maintenance

## Beachfront Walkway

from North Spit / Sunset Point to Weld Lane

- Develop walkway
- Extend West Coast Wilderness Trail –to Weld Lane – safely integrate with walkway.
- Extend Pioneer Wall of Honour

## Countess of Onslow Lifeboat

- Upgrade boat shed
- Improve display of boat
- New interpretation
- Install lighting

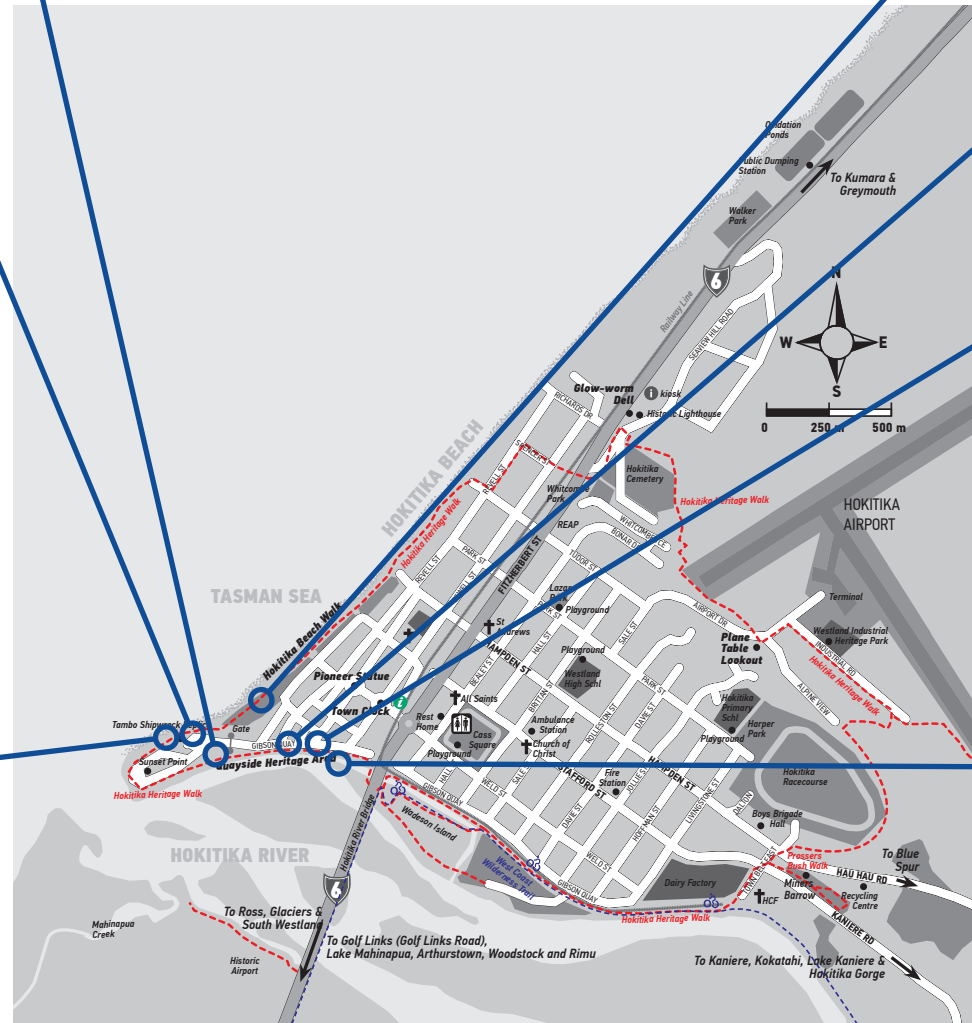
## Gibson Quay Heritage Area

Emporium and Capital Interpretation Node (& Preferred Tohu Whenua Pou Site) – Tancred St Viewing Platform

- Renew lighting
- Upgrade viewing platform
- Obtain views to goldfields, river entrance, Tambo, Seddon House / Government Building, Pioneer Monument
- New interpretation panels – origin and meaning of “Hokitika”, reasons for Tohu Whenua – Landmark significance
- Tohu Whenua pou
- Relocate Weighbridge Station nearby

## Customhouse Trade and Immigration Centre

- Restore & maintain Customhouse – original colours, name plate, signs, flagpole
- Landscape grounds
- Make existing Migrant country flagpoles more visible from SH6, CBD and North Spit / Sunset Point
- Commence Pioneer Wall of Honour
- New interpretation



# WAI / Seats Project

## Awe Rongomau

(Feathers of Peace)

## Henry & Pat Pierson



## The Unfinished Projects

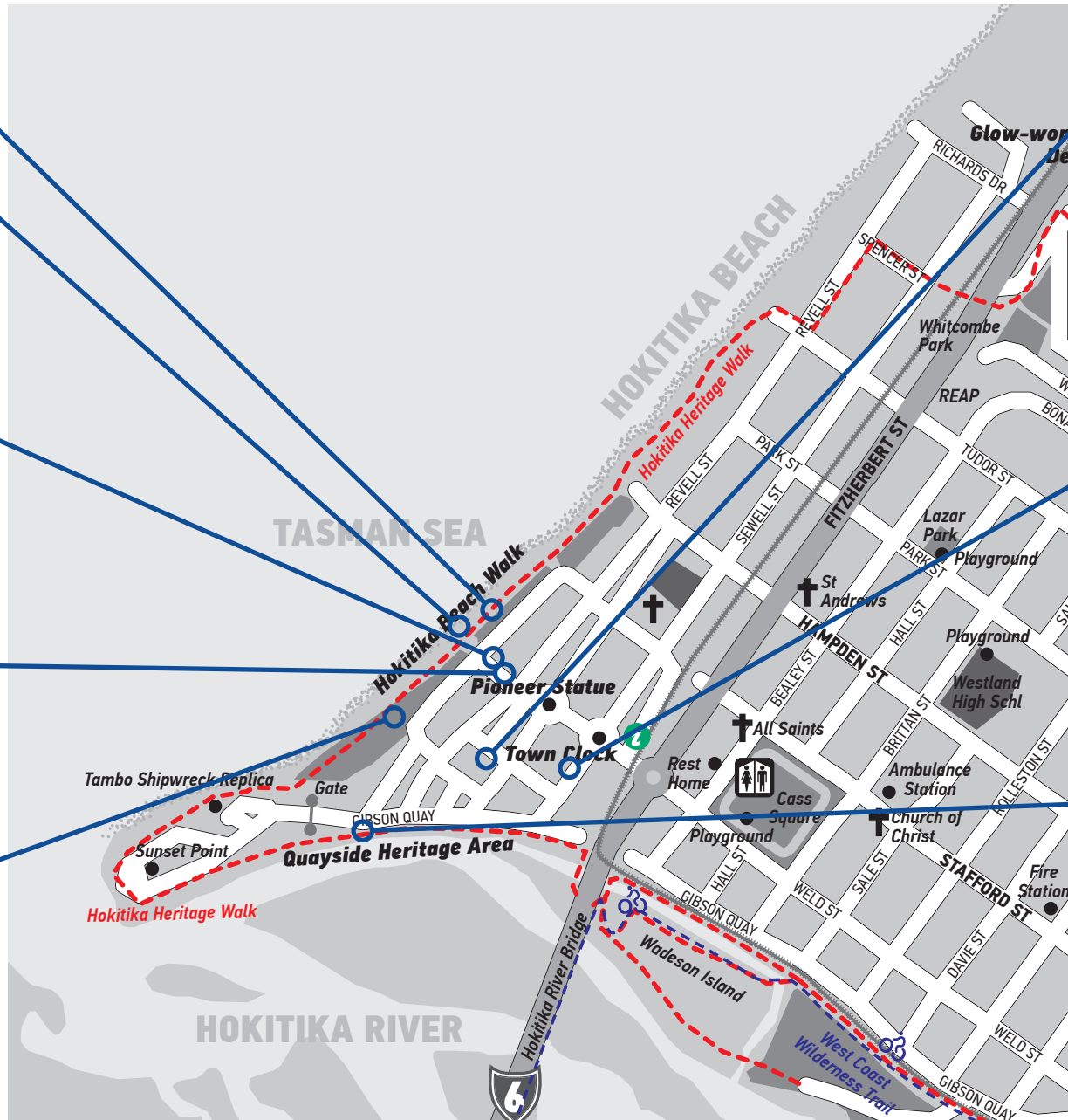
(Mort Cruickshank)



## Westland Women



## Olson Family



## Teichelman Seat



## Pause



## Waves of Humanity



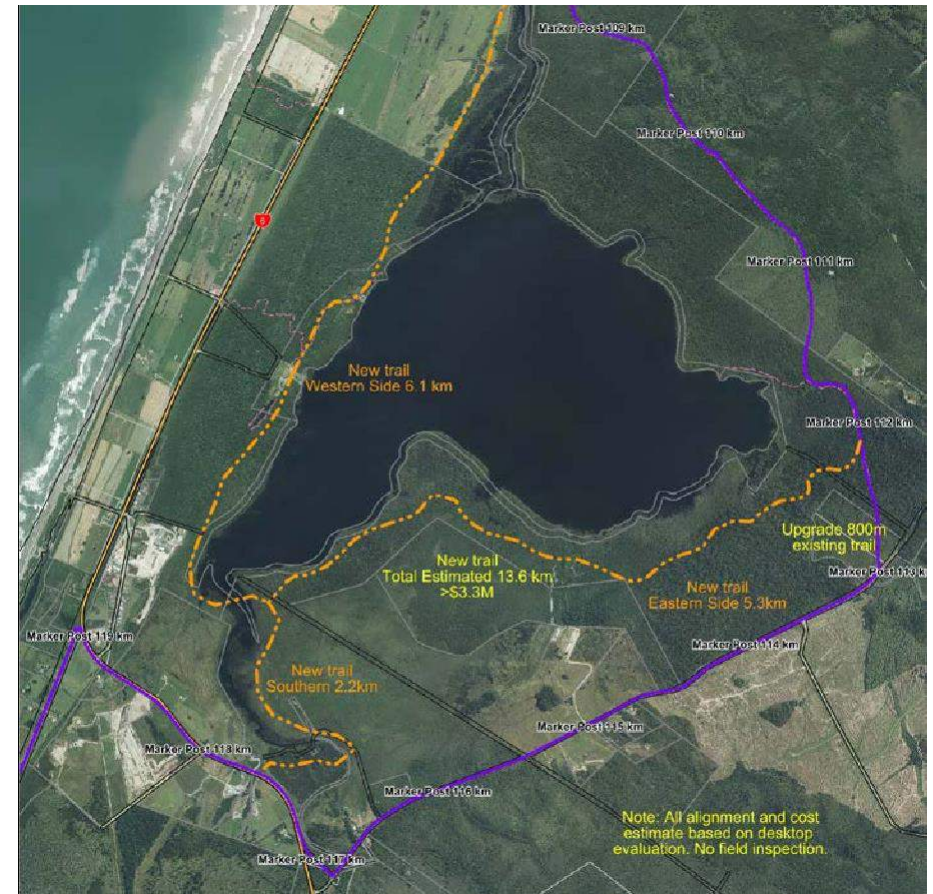


# Mahinapua

**Aim:** Develop a Linked Group of Natural and Cultural Heritage Attractions and Businesses to Support the Hokitika-Mahinapua-Ross area as an Iconic Visitor Destination with increased visitor numbers, stays and expenditure.

**Actions:**

1. Mahinapua Business and Marketing Group  
Develop co-operative development and marketing among about 20 businesses in the area between Hokitika Mahinapua and Ross.  
Develop opportunities for accommodation, food, guiding, transport, arts, recreation, complementary activities, etc, businesses within this area  
Connect with Go Wild Hokitika collective, Destination Hokitika, and Ross Gold Town Destination development group.  
Attend TRENZ 2020
2. Establish Round Trip Opportunities with New Cycling / Walking Loops.
  - 2.1 Develop 2-hour return off-highway cycling route linking natural and cultural heritage areas.
  - 2.2 Develop longer Around Lake Mahinapua walking/ cycling route off-highway, incorporating 2.1
  - 2.3 Link with return options via Mahinapua waterways or road transport.
3. Mahinapua Waterways Link to West Coast Tree-Tops Walk  
Develop landing place and short walk from Lake Mahinapua to Tree-Tops Walk.
4. Mahinapua Visitor and Natural and Cultural Heritage Interpretation Centre  
Develop visitor and Interpretation centre at junction of State Highway 6, West Coast Wilderness Trail and Mahinapua waterways, near Mahinapua Heritage Railway Bridge.
5. Develop Linkages With Ross Gold Town Destination via West Coast Wilderness Trail and Totara Waterways







# The **Mahinapua Loop** Concept Plan



Prepared for initial consultation by Heritage West Coast Westland Culture and Heritage Development Project, Westland District Council, Department of Conservation and West Coast Wilderness Trail.

May 2020

# 1. Status of this Concept Document

This Concept document has been prepared at a high level to document the initial thinking behind, what is being promoted as, the Mahinapua Loop Trail. It captures the planning in the Heritage West Coast Westland District Cultural and Heritage Tourism Development Project, the West Coast Wilderness Trail, the Department of Conservation, the Te Mahere Whakahaere o Te Tawiri a Te Mako Lake Mahinapua Management Plan and the current position and aspirations of the commercial businesses in the Mahinapua area. It provides a context for discussions with Te Runanga o Ngati Waewae and Makaawhio and Te Runanga o Ngai Tahu and other stakeholders including the West Coast Fish and Game Council and potential funders.

# 2. The Mahinapua Loop Concept

## *The Opportunity – Six Commercial Businesses – up to 20 Experiences*

The Mahinapua Scenic Reserve contains a world-class ecological wetland area and whitebait sanctuary. Recognised by Maori as an important mahinga kai or food gathering area, the lake is respected as a wahi tapu site and recognised in the claim settlement as a Deed of Recognition site, wahi tapu, and a wahi taonga site. An historic gold-rush waterway from Hokitika to Lake Mahinapua to Ruatapu and on to Ross, the location was an important European historic site for gold dredging, sawmilling and flax milling. It also contains the Heritage New Zealand Category 1 Listed historic Mahinapua Creek Railway Bridge. Most importantly for cultural and heritage tourism, the Reserve is located adjacent the state highway which, until Covid-19 saw around one million visitors passing per year, something expected to return over time. It is also one of the highlights of the West Coast Wilderness Trail that is attracting around 7,000-10,000 visitor per annum, over 80% domestic travellers.

With the development of a loop cycle track and bike hire available, the location has the potential to become the only short readily accessible rider wilderness track on the West Coast. This would enable passing visitors to hire a bike and have an immediate quick world-class nature, culture and heritage experience. Coupled with the trail, water options between Mahinapua Creek, The Tree Top Walk and Shanghai Bay have been proposed. This development would also expand and link at least six other existing businesses. These are The West Coast Scenic Waterways with planned interactive, wellness centre and whitebait breeding sanctuary, The West Coast Tree Top Walkway and Café, their proposed Zipline experience, Precision Helicopters glacier sightseeing, Bonz and Stone carving, a new confidential business development, the historic Mahinapua Hotel and the Ruatapu Sawmill Experience. This area has the potential to become a major tourist hub in the same way the Hokitika Gorge has but with existing commercial operators around it.



### 3. Current and Planned Commercial Attractions

#### *West Coast Scenic Waterways*

Established 2014 following the development of the West Coast Wilderness Trail through their property, owners Cindy and Gavin Hopper quickly saw the combination of natural wetlands, native rainforest, wildlife, and heritage sites to create a boat cruise, kayak hire and accommodation on Mahinapua Creek. From this vision the Hoppers have developed a popular attraction offering:

- boat cruises
- kayak hire (5 tandem, 8 singles)
- bike hire (2 E-bikes, 12 mountain bikes)
- BnB hosting up to 6 guests
- 5 accommodation units hosting up to 16 visitors
- breakfast, lunch and dinner purchased by around 90% of guests

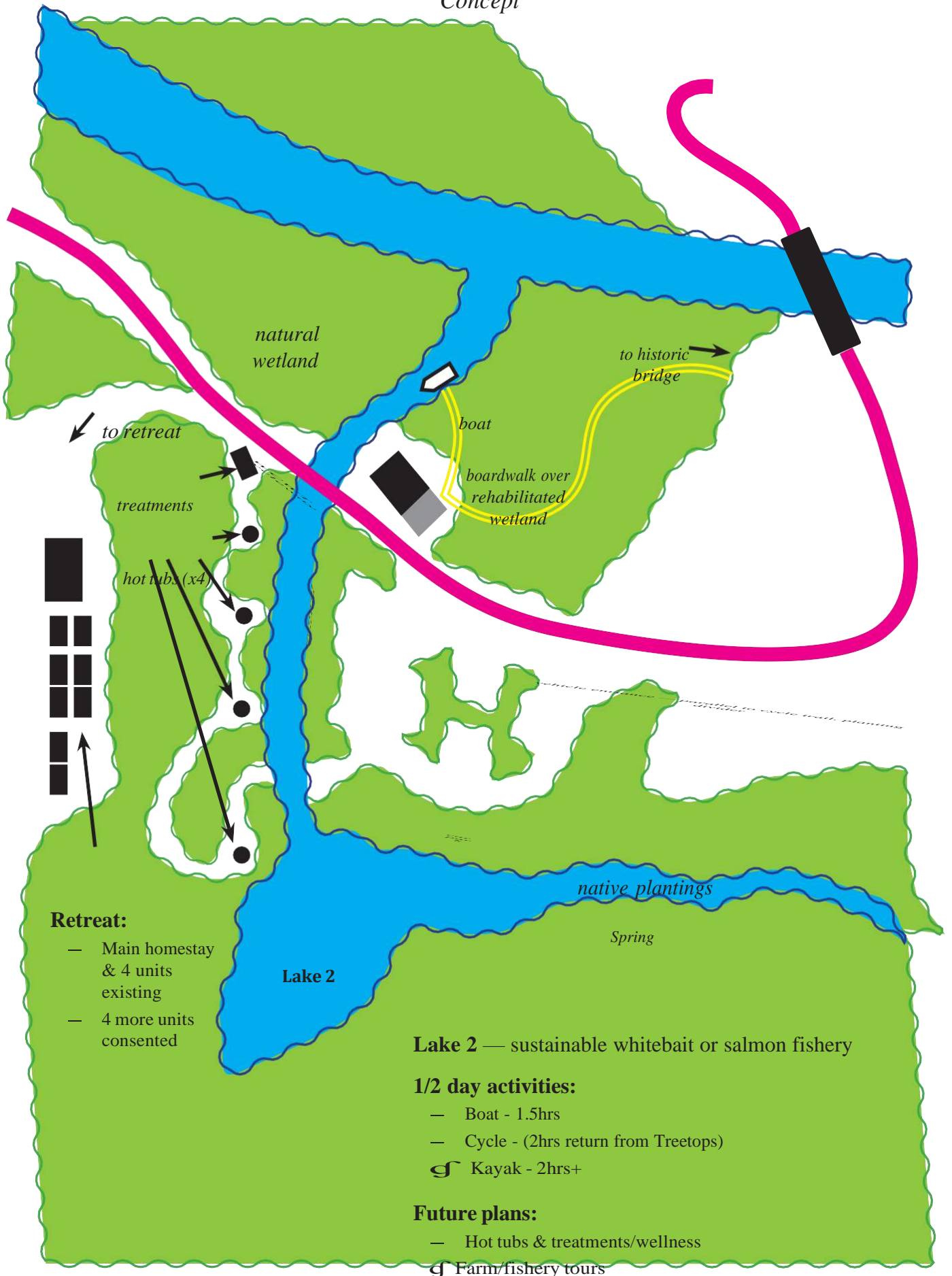
The couple have consent for a further 4 units hosting up to a further 12 people.

But the Hopper's plans don't stop there. Their love and respect for the environment, healthy living and the history of the area has been the catalyst for:

- the Boat House Interactive Centre (Already consented)
- 4 Hot Tubs
- A wellbeing spa
- A Café with paddock to plate dining
- Acquaponics with sustainably farmed whitebait
- Art and Craft area
- Self-contained overnight camping
- Guided Tours



West Coast Scenic Waterways Development  
Concept



natural wetland

to retreat

treatments

hot tubs (x4)

boat

boardwalk over rehabilitated wetland

to historic bridge

native plantings

Spring

Lake 2

**Retreat:**

- Main homestay & 4 units existing
- 4 more units consented

**Lake 2** — sustainable whitebait or salmon fishery

**1/2 day activities:**

- Boat - 1.5hrs
- Cycle - (2hrs return from Treetops)
- ☞ Kayak - 2hrs+

**Future plans:**

- Hot tubs & treatments/wellness
- ☞ Farm/fishery tours



### *West Coast Tree Top Walk and Café with new Zipline proposed*

West Coast Treetop Walk and Café offers an exhilarating treetop adventure among temperate rainforest giants of Mahinapua coupled with a café. Established in 2012 at a cost of \$3 million, the attraction is amongst the leading man-made tourist activities in Westland. In addition to their existing offering the company has plans and Consent to develop a Zipline attraction onsite. Other businesses are also setting up on this site as it strives to be a visitor attractions base and hub.



### *Precision Helicopters*

With operations in New Plymouth, South Waikato and Hokitika, Precision Helicopters provide commercial, agricultural and tourism air services. Their West Coast business currently operates from helipads at the Hokitika Gorge and their home base north of Ross. A pad has been laid and the company have yet to apply for a resource consent to operate 1 hour glacier and backcountry tours from the site. Operating from this location will enable them to tap into the existing Tree Top and cycle trail markets but also offer flights to FIT and groups undertaking the loop ride.

### *Bonz n Stones*

Bonz n Stones has set up a satellite carving Studio and Gallery for the Tree Top site location. Visitors will have the opportunity to design and carve their own pieces from pounamu, aotea, bone and shell carvings under expert guidance from the onsite studio.

### *Ruatapu Sawmill Experience*

Tours of up to 10 visitors have begun in conjunction with the West Coast Tree Top Walk management. Aspirations are to grow this product over time.

### *The Mahinapua Hotel*

The iconic New Zealand pub is one of the highlights of the travellers on the Kiwi Experience buses. The hotel has opened its door to the public, mainly as a lunch and afternoon product in the 2018 season. The owner, through their manager, is looking to capitalise on and utilise the surrounding area and businesses. What and how that will take shape is unknown however consecutive hotel managers have signalled the hotel's interest in the development.

## **4. The Mahinapua Loop Track Development Plans and Options**

### *The Proposed New Loops*

At the time of the design and construction of the West Coast Wilderness Trail, DOC identified the opportunity to improve this section through the construction of the track around Lake Mahinapua. Documented in DOC's Lake Mahinapua Experience Development Plan (EDP), the benefits included providing the opportunity for people to connect with Lake Mahinapua itself, linking the trail directly with the West Coast Treetop Walkway and reduce the portion of ride on the Woodstock – Rimu Road. The quality of the ride would also encourage both locals and visitors to ride this section as a standalone day trip. The construction did not proceed due to budget constraints and priority given to improving safety of riders and reducing other sections of trail which follow roads.

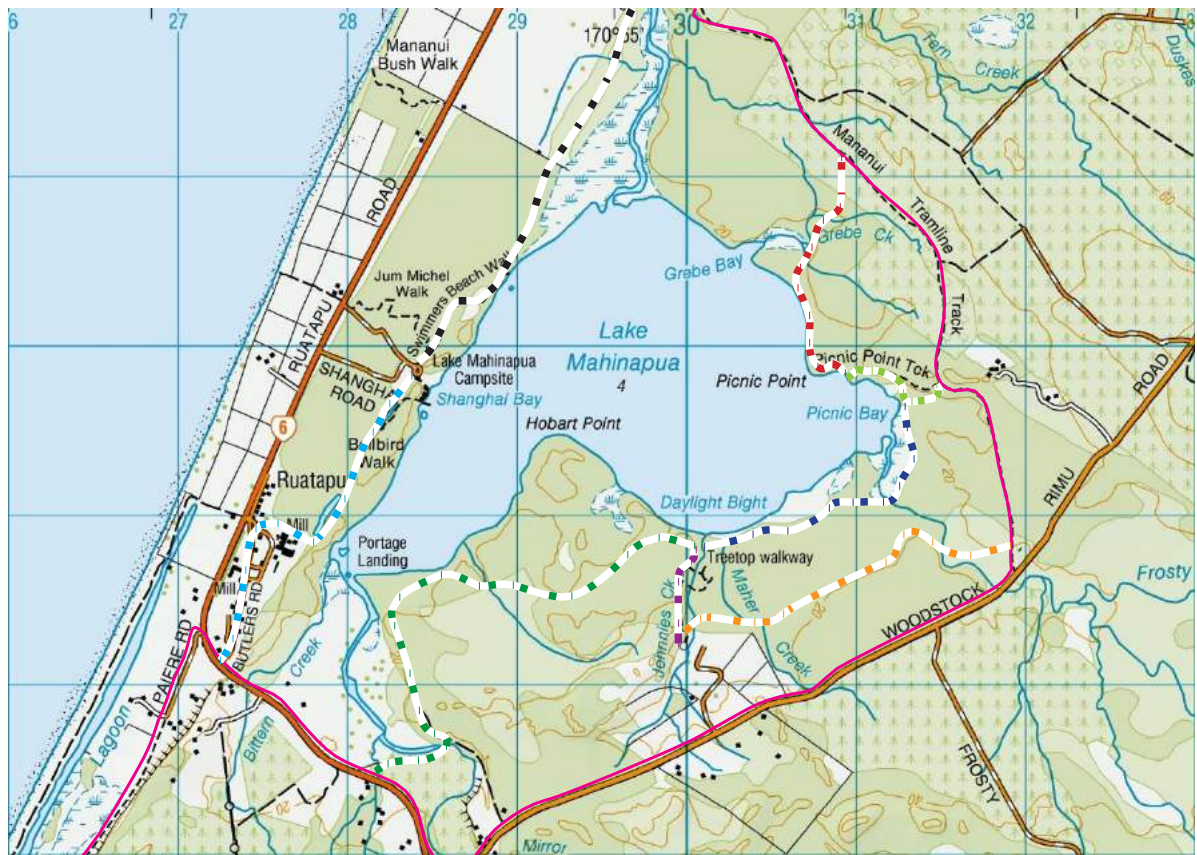
In February 2020 the Department started strategically thinking about expanding the suite of short walks and day hikes it promotes in the Region and developing and promoting "best day rides" including a Lake Mahinapua Loop.

A desktop exercise has mapped nine proposed loop options. These include:

- Shorter loop options that incorporate upgrading the Picnic Point track to grade 2 cycle track and providing loop options on the north of the lake linking the walkway directly with the Treetop Walkway and back to the State Highway
- Complete loop options that go around the entire lake.


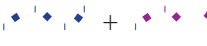






All options provide the opportunity for visitors to connect with natural, scenic and cultural heritage and use existing infrastructure e.g. car parks, café, toilets for both locals and visitors to safely explore the area as either a day ride or part of the Westland Wilderness Trail. The option to traverse the lake to a number of points also exists.

The following map shows all options available.



### Estimated Track Lengths

The options proposed present a number of components that could be linked, all with their own benefits. Desktop pricing has been undertaken and is presented below. Staging is also a possibility if full funding doesn't exist.

Track section	Length	Cost (removed)
	0.5 km	
	2.8 km	
	3.5 km	
	2.2 km	
	0.5 km	
	2.0 km	
	1.5 km	
	3.3 km	

Abridged for commercial reasons



# Ross Goldtown Destination Plan Action Points



Large Feature (possibly a machine) as key icon feature for the town

Lake Walk Developed

Chinese Garden Completed

Seven Golden Gullies Walk / ride developed



1. Ross Goldfields Heritage and Information Centre Redevelopment to a key visitor attraction.  
Including:

- 1.1 3 sided video theatre experience focusing on:
  - Mt Greenland and oldest geological formation in NZ
  - 19th to early 20th Century gold mining
  - 2000 remining of the lake area
  - Today's operations
  - The future importance of minerals

- 1.2 Roddy Nugget Interactive feature


- 1.3 Interpretative Mining Models - including Geological Explanation

2. Enhanced Gold Panning Experience including Interactive Modern Gold Screen
3. Town Icon
4. Chinese Garden Completed
5. Mont D'Or and 7 Golden Gullies - Walk/ Ride being explored. Complementary to Water Race Walk and Osmond Walk.

# Ross Goldfields Information & Heritage Centre

*Developed & Detailed Design*

12 January 2021

  
by soyun park & louis edwards

# Design Statement

The design for the visitor centre will portray the abundant local history of Ross in an engaging, active way through the use of graphics and displays in order to encourage greater audience interest and numbers.

Graphical elements will be used to enhance and support the key historical timeline events within designated areas.

The focus will be on creating a natural flow through the building from the retail centre to the exhibition space.

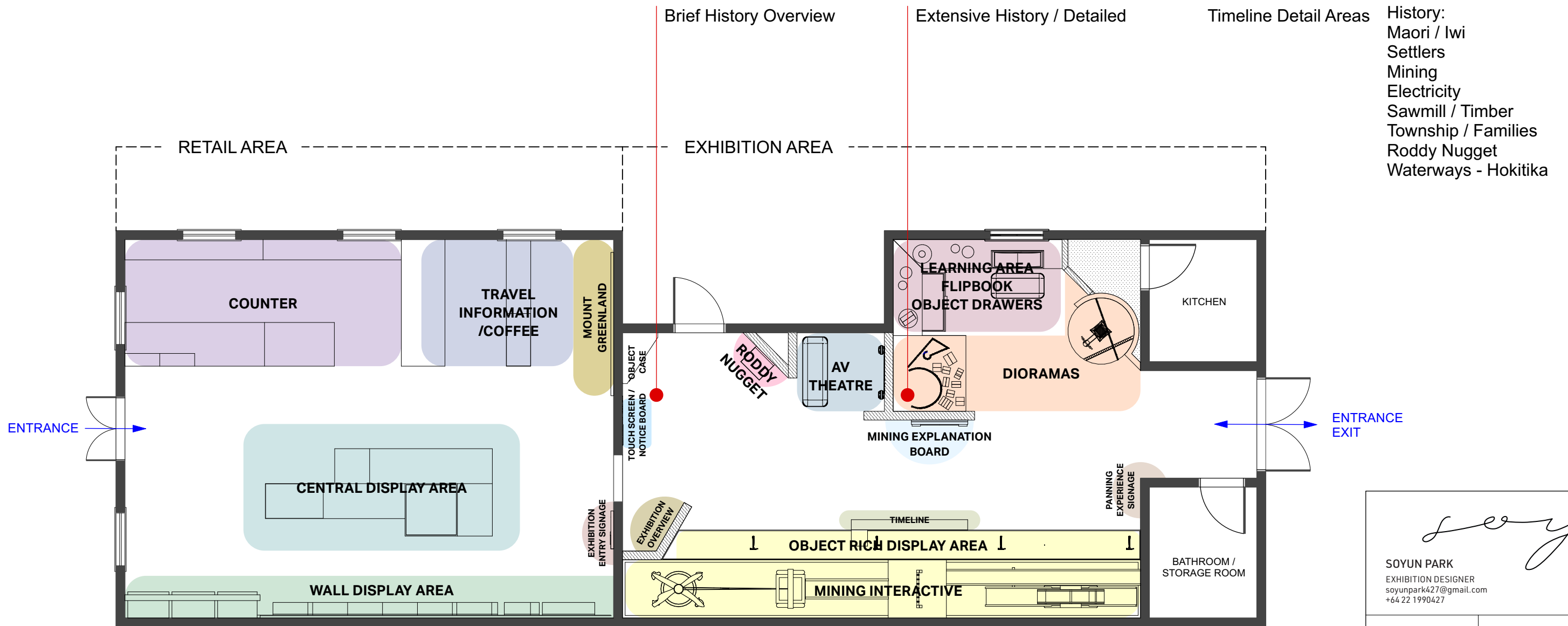
By digitalising the historic archive and enabling access to this information through audio visuals visitors will be given an immersive user experience.

Overall, visitors to the space will have an intuitive interaction.






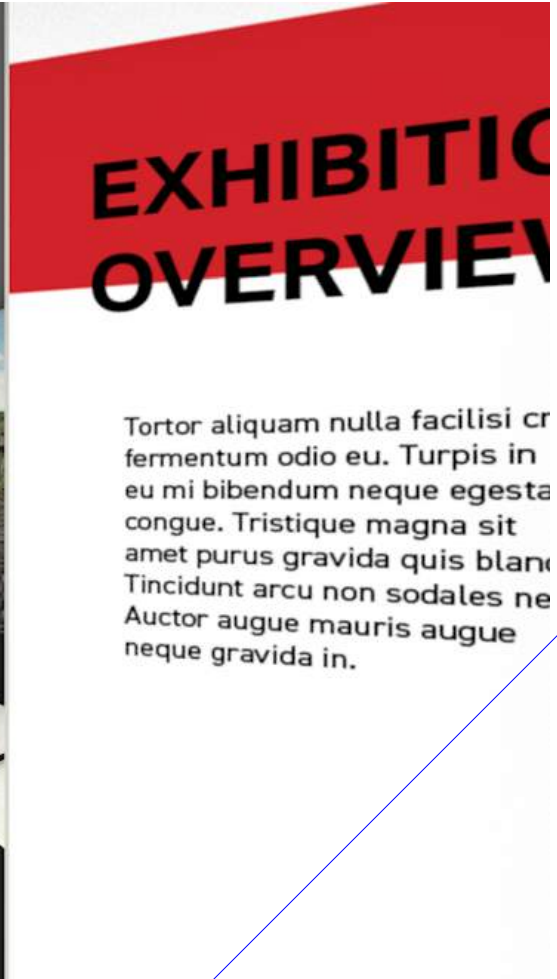




Note: Timeline relates to history the other side of the room  
 Displayed objects (object rich display area)  
 relate to mining interactive model

3 SEGMENTAL FLOOR PLAN  
 Scale: 1:70

 <b>SOYUN PARK</b> EXHIBITION DESIGNER soyunpark427@gmail.com +64 22 1990427	
PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Segmental Floor Plan
DESIGN PHASE	Developed+Detailed Design
DRAWING #	DVL-PLN03
DRAWING SCALE	1 : 70 @A3
ISSUED DATE	12 JAN 2021
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards
All dimensions need to be checked on-site. Graphics indicative only. units: mm	



Suggesting to not use during visitor hours.

Suggesting headphones to stop sound in other spaces.



Directional speakers can be used.

*soyun*

SOYUN PARK  
EXHIBITION DESIGNER  
soyunpark427@gmail.com  
+64 22 1990427

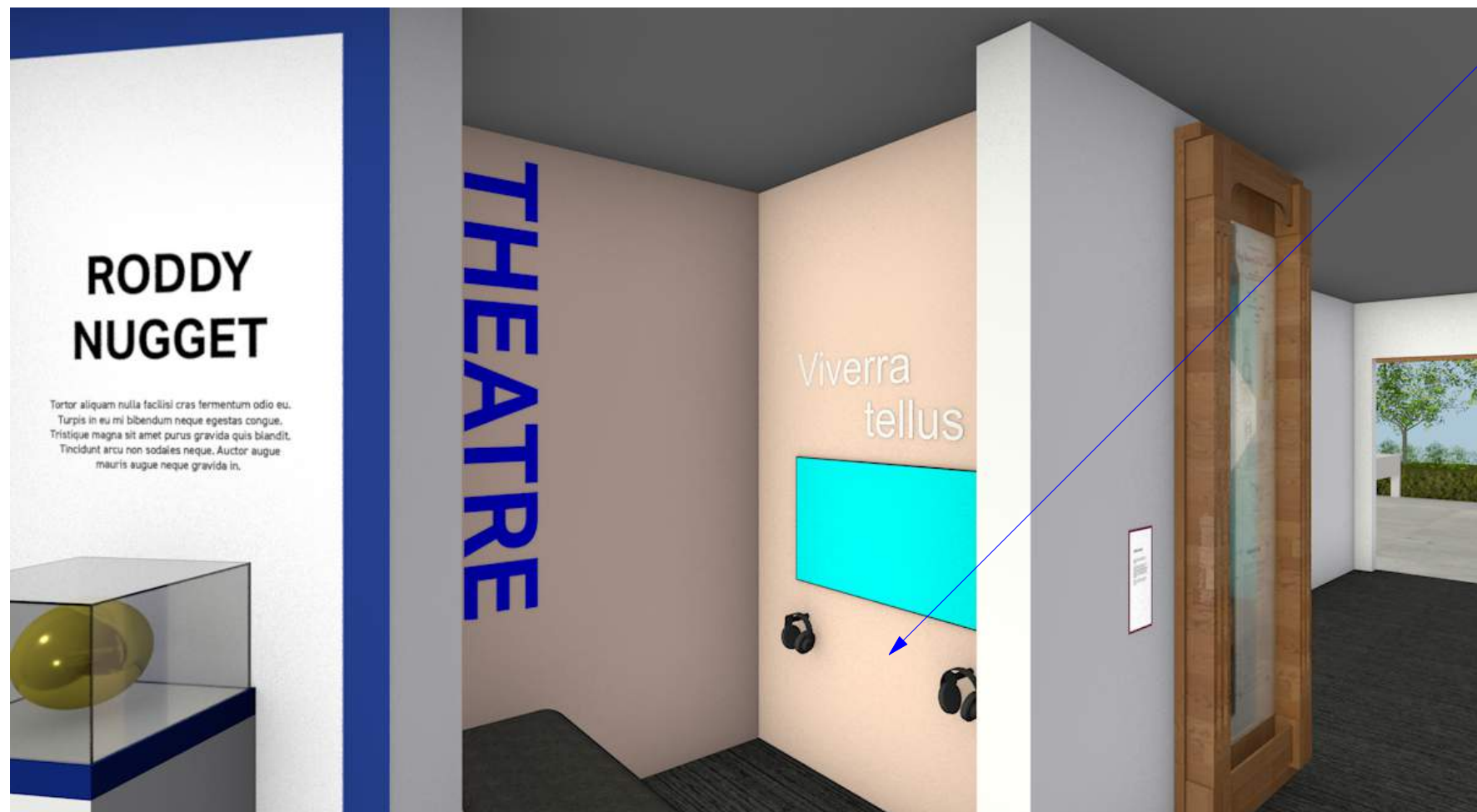
PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Developed Design Visual
DESIGN PHASE	Developed & Detail Design
DRAWING #	DVL01-PLN03
DRAWING SCALE	
ISSUED DATE	12 JAN 2020
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards

All dimensions need to be checked on-site.  
Graphics indicative only.

units: mm



Suggesting headphones to stop sound in other spaces.



Directional speakers can be used.

*soyun*

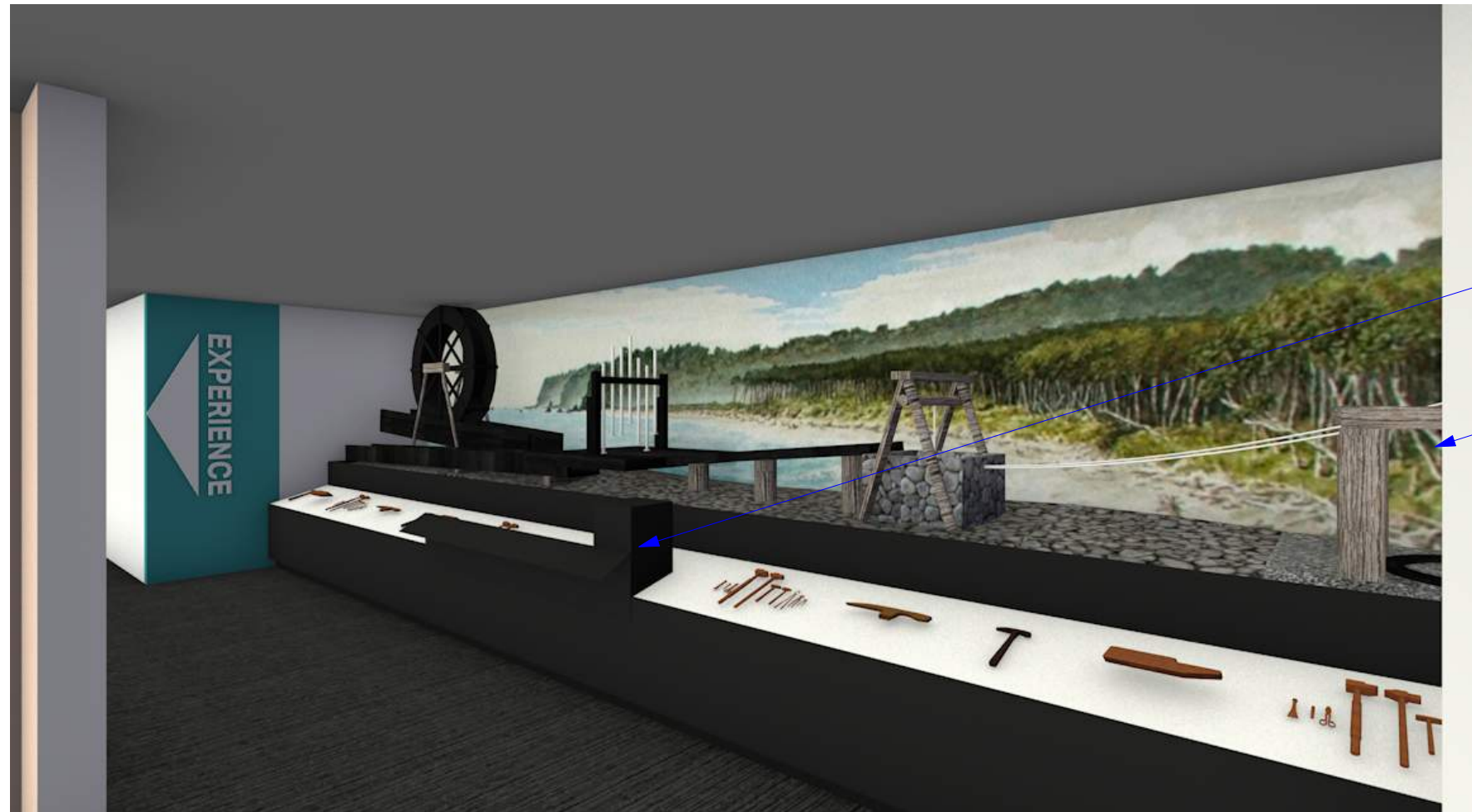
SOYUN PARK  
EXHIBITION DESIGNER  
soyunpark427@gmail.com  
+64 22 1990427

PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Developed Design Visual
DESIGN PHASE	Developed & Detail Design
DRAWING #	DVL-VIS02
DRAWING SCALE	
ISSUED DATE	12 JAN 2020
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards

All dimensions need to be checked on-site.  
Graphics indicative only.

units: mm





Coin slot.


Note: Possibility of revamping the mural, adding or brightening - Matte finish paint.

(Current mural cant be seen in direct light because of gloss paint.)

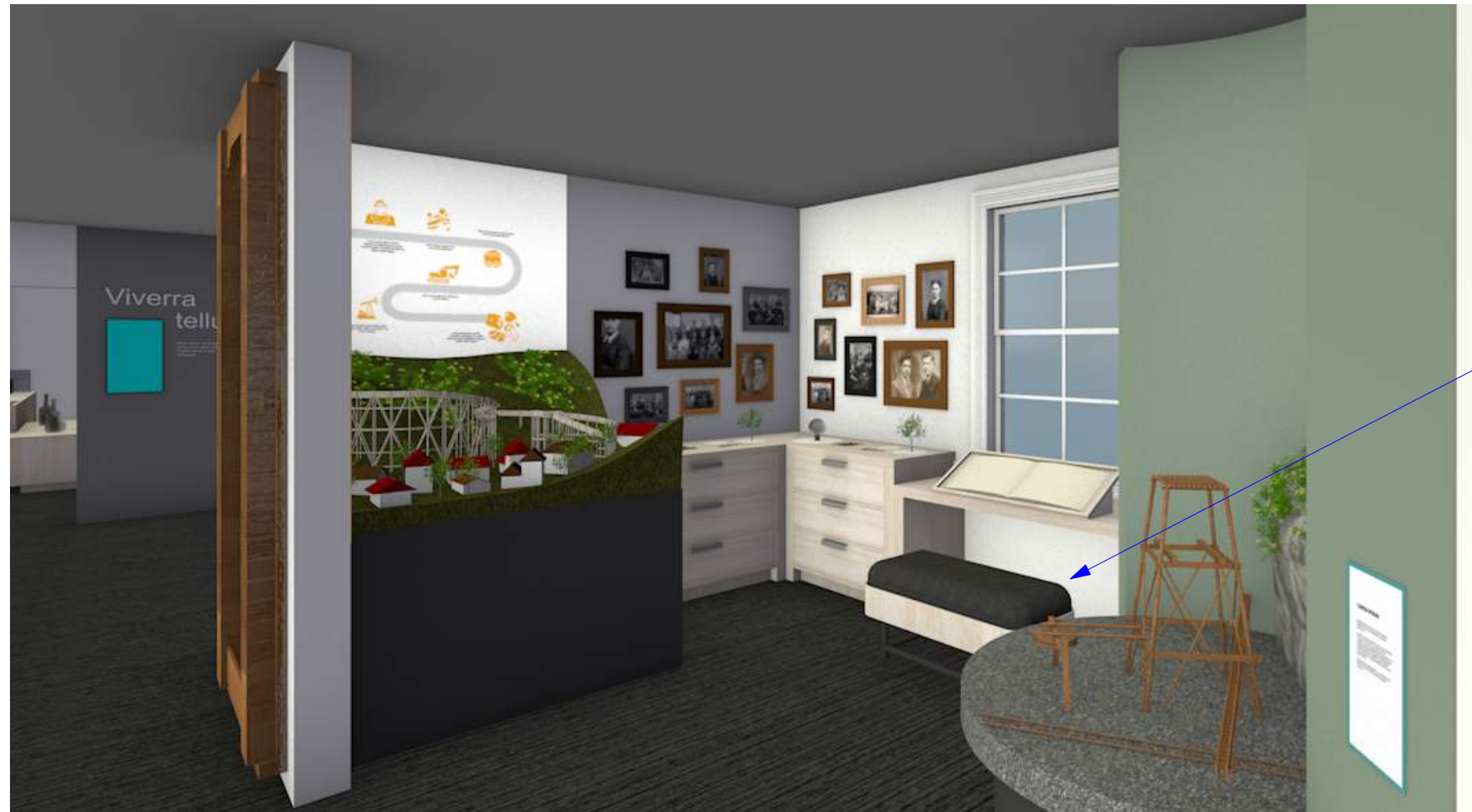
Marksartnz.

Needs to be cleaned / touched up.




 <b>SOYUN PARK</b> EXHIBITION DESIGNER soyunpark427@gmail.com +64 22 1990427	
PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Developed Design Visual
DESIGN PHASE	Developed & Detail Design
DRAWING #	DVL-VIS03
DRAWING SCALE	
ISSUED DATE	12 JAN 2020
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards
<p>All dimensions need to be checked on-site.          Graphics indicative only.</p> <p>units: mm</p>	





Suggest off the shelf chair or bench.



 <b>SOYUN PARK</b> EXHIBITION DESIGNER soyunpark427@gmail.com +64 22 1990427	
PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Developed Design Visual
DESIGN PHASE	Developed & Detail Design
DRAWING #	DVL-VIS04
DRAWING SCALE	
ISSUED DATE	12 JAN 2020
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards
<p>All dimensions need to be checked on-site.          Graphics indicative only.</p> <p>units: mm</p>	



*soy*

**SOYUN PARK**  
 EXHIBITION DESIGNER  
 soyunpark427@gmail.com  
 +64 22 1990427

<b>PROJECT TITLE</b>	Ross Visitor Centre
<b>DRAWING NAME</b>	Developed Design Visual
<b>DESIGN PHASE</b>	Developed & Detail Design
<b>DRAWING #</b>	DVL-VIS05
<b>DRAWING SCALE</b>	
<b>ISSUED DATE</b>	12 JAN 2020
<b>ISSUED FOR</b>	Review
<b>REVISION</b>	
<b>DRAWN BY</b>	Soyun Park & Louis Edwards


All dimensions need to be checked on-site.  
 Graphics indicative only.

units: mm





Clothing rack.

 <b>SOYUN PARK</b> EXHIBITION DESIGNER soyunpark427@gmail.com +64 22 1990427	
<b>PROJECT TITLE</b>	Ross Visitor Centre
<b>DRAWING NAME</b>	Developed Design Visual
<b>DESIGN PHASE</b>	Developed & Detail Design
<b>DRAWING #</b>	DVL-VIS06
<b>DRAWING SCALE</b>	
<b>ISSUED DATE</b>	12 JAN 2020
<b>ISSUED FOR</b>	Review
<b>REVISION</b>	
<b>DRAWN BY</b>	Soyun Park & Louis Edwards
<p>All dimensions need to be checked on-site.          Graphics indicative only.</p> <p>units: mm</p>	





Mount Greenland.

Introducing exhibition here,  
leading into exhibition  
space.

Coffee table / coffee  
machine.



*soyun*

SOYUN PARK  
EXHIBITION DESIGNER  
soyunpark427@gmail.com  
+64 22 1990427

PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Developed Design Visual
DESIGN PHASE	Developed & Detail Design
DRAWING #	DVL-VIS07
DRAWING SCALE	
ISSUED DATE	12 JAN 2020
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards

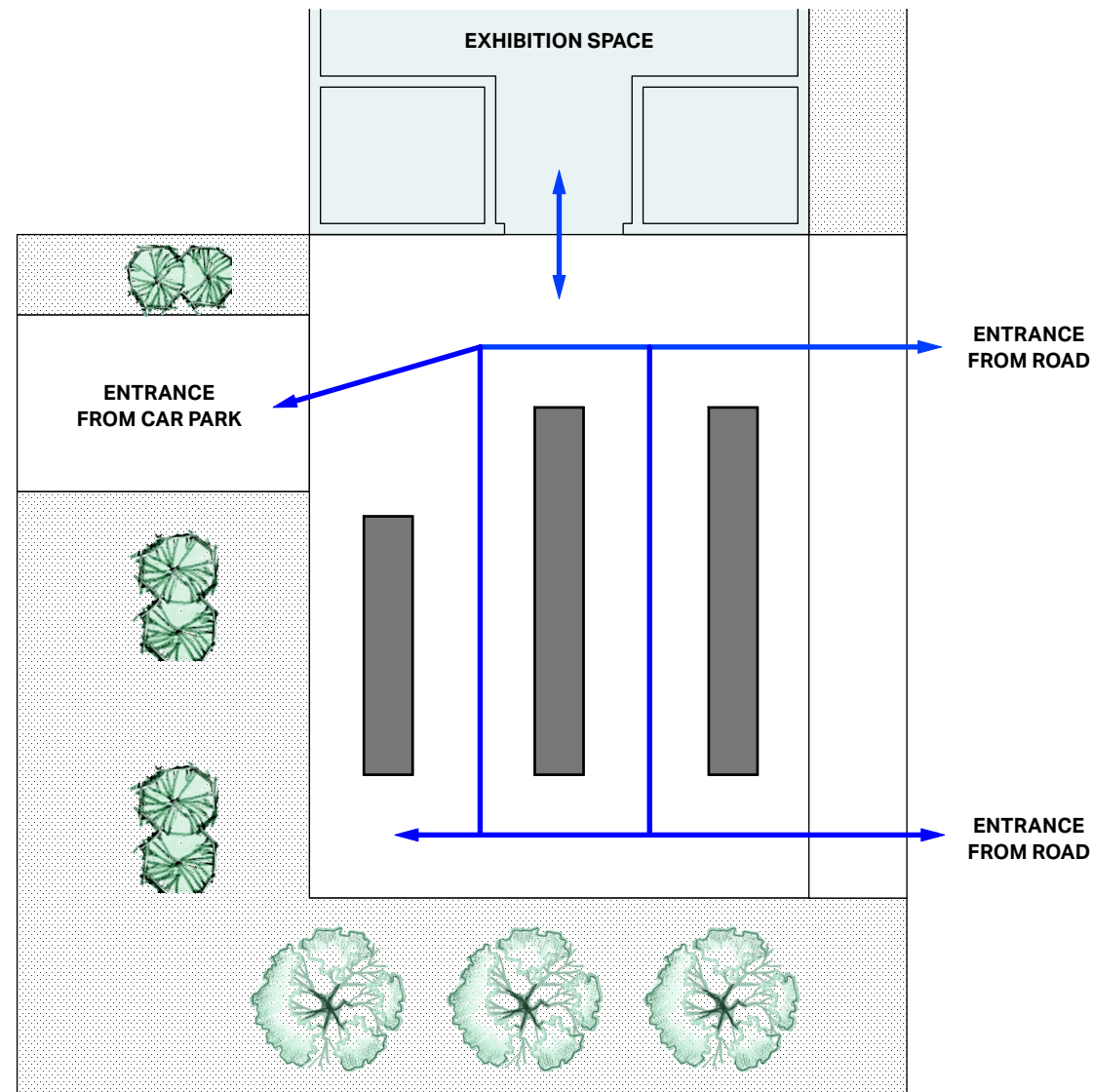
All dimensions need to be checked on-site.  
Graphics indicative only.

units: mm





# Exterior Design




1 FLOOR PLAN - EXTERIOR  
Scale: 1:100

Resene  
Pale Slate  
N81-004-060

Widen / make new entrance from the upper carpark.

Slatted timber roof lining.  
Lighter exterior paint scheme.

Native planting.  
Remove all the chains.

 <b>SOYUN PARK</b> EXHIBITION DESIGNER soyunpark427@gmail.com +64 22 1990427	
PROJECT TITLE	Ross Visitor Centre
DRAWING NAME	Exterior Design
DESIGN PHASE	Developed & Detailed Design
DRAWING #	DVL-PLN03
DRAWING SCALE	1 : 70 @A3
ISSUED DATE	12 JAN 2021
ISSUED FOR	Review
REVISION	
DRAWN BY	Soyun Park & Louis Edwards
<p>All dimensions need to be checked on-site. Graphics indicative only.</p> <p>units: mm</p>	

The use of corresponding signage to the visitor centre will unify the visual aspects around the town.

Material suggestions:  
Steel, local timbers - last well in environment, low maintenance, non toxic, cost effective



The photo opts around the lake are adequate and we would suggest not much is needed in this regard.

Currently the exhibition space is lacking natural light. We suggest the windows are left as clear as possible.

# Suggestions



## Priority Project Identification Form

<b>Project Title:</b>	West Coast Wilderness Trail – Seven Golden Gullies		
<b>Project scope, description &amp; reason:</b>			
Seven Golden Gullies is an approximate 5.4km extension to the trail along the southern hills at Ross. Proposed as part of the 150 year celebrations in 2015, the trail traverses seven significant gullies from the 1860s gold mining era.			
<b>List Project Deliverables</b>			
<ol style="list-style-type: none"> <li>1. Gain landowner approvals, design and construct the trail along the hillside gullies.</li> <li>2. Gain landowner approvals, design and construct the trail across the SHW, down to the sea, upgrade the existing beach road back to the Ross Beach Road to link with the existing trail.</li> </ol>			
<b>Project Manager:</b>	Group Manager	<b>Sponsor:</b>	Chief Executive
<b>Estimated Budget:</b>	\$ 880,000	<b>Procurement method:</b>	
<b>Construction Year :</b>	October 2028	<b>Construction Period:</b>	12 months
<b>Funding Component Breakdown:</b>		<b>Amount \$</b>	
Approximately 3.3km trail along hillside gullies		\$ 650,000	
Upgrade of 2.1km beach section		\$ 200,000	
Interpretation panels		\$ 30,000	
<b>Other Resources – Staff, Facilities, External:</b>		<b>Their Role/ Details:</b>	
Local contractors		Support and construction	
<b>Key Tasks/Milestones</b>	<b>Officer Responsible</b>	<b>Expected Start Date</b>	<b>Duration</b>
Land owner approvals			2 months
Set out gully realigns			2 months
Tender and Construct			8 months
<b>Project ID:</b>		<b>New Asset ID:</b>	

While providing an impressive historical highlight at the southern start/end of the trail, this project is designed to develop Ross as a destination, provide an attraction and keep riders in Ross and spending for longer.

Travelling south of Ross, the seven gullies encountered are German, Sailors, Blockade, Swipers, Clearwater, Scanlans and Donoghues.

Donoghues Gully saw the discovery of gold in July 1864 by Michael Donoghue and his prospecting party. This led to the development of the prosperous mining village of Ross. The town was so rich in gold it became known as the Ballarat of Westland. Over the years these gullies have seen all kinds of mining, from pans and cradles, underground, hydraulic sluicing, dredging and beach mining. The 'Mont d'Or' was believed to be the most successful alluvial mining claim in New Zealand. The area endured mining right through to the dredging boom of the early 20th century where it continues today adjacent the trail.

Not only do these gullies share a wonderful gold rush history but some locals, those who have camped in them or wandered through at night, report unexplained and mysterious noises that lead to speculation that the ghosts of old diggers may still haunt these hills!

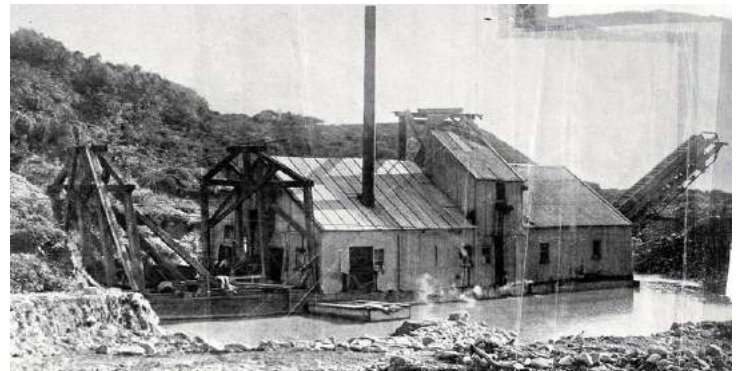




Donoghues ca 1868



Impressive elevator plant on Donoghues



The largest steam-powered gold dredge in New Zealand at the time, was floated on the pond at Donoghues in 1902.