



This document is the Statement of Proposal prepared for the Special Consultative Procedure in accordance with Section 83 of the Local Government Act 2002, on the proposed Westland District Economic Development Initiatives to be put forward for funding requests from the Regional Growth Fund or other Investment sources as part of the West Coast Regional Review

THE PROPOSAL:

Westland District Council have completed a workshop to identify our Economic Development initiatives which have been endorsed in a high-level plan to go out for consultation. These initiatives will be put forward for consideration in the Regional Review with the initiatives from Buller District and Grey District. The West Coast Regional economic development initiatives will be finalised by all 3 District Councils by mid-June 2018 and submitted as funding requests to the Regional Growth Fund or other Investors by the end of August 2018. The proposed Westland economic development initiatives are outlined in this document and are open for public consultation.

Proposal is now open for public consultation on Monday 21 May 2018 to 5.00 pm on Tuesday 19 June 2018.

How to make a submission

Any interested person or body is invited to make a submission or comments on the proposed economic development initiatives.

Council will take account of all submissions made when making their final review. There will be a Council hearing in June 2018 for those submitters who indicate they wish to speak in support of their submission.

Please submit your feedback to Council by:

- (1) Delivery to the Customer Service desk, 36 Weld Street, Hokitika

- (2) Post to Chief Executive (Attn: Economic Development Plan), Private Bag 704, Hokitika
- (3) Email to consult@westlanddc.govt.nz
- (4) You can also complete submissions at www.westlanddc.govt.nz

All submissions, including name and contact details of the submitter, will be made available to the public and media on Council's website, unless you specifically request that your contact details are kept private.

All enquiries (not submissions) should be directed to 03 756 9010 or council@westlanddc.govt.nz.

Timetable

Monday 21 May 2018 - submissions open

Tuesday 19 June 2018 (5pm): submissions close

Thursday 28 June 2018 hearing of submissions

Thursday 28 June 2018 - Council meeting to decide on final Westland District economic development initiatives

All submissions will reviewed be internally to determine whether changes to the Economic Development Plan are required.

Don't forget, get your submission to Council by 5:00pm on Tuesday 19 June 2018.

Submit online at www.westlanddc.govt.nz

Background to current Economic Development projects on the West Coast:

West Coast Economic Development Action Plan 2017

In September 2016 a West Coast Growth Study was funded by central government (MBIE) and led by the West Coast Regional Council. The Regional Growth Program was published in June 2017 and the West Coast Economic Development Action Plan 2017 was then issued (available to view on the West Coast Regional Council website <http://www.wcrc.govt.nz>).

The actions that benefit Westland District from this plan:

- Growing the West Coast visitor economy:
 - Extending the Hokitika Gorge experience
 - Future Proofing Franz Josef
 - Tai Poutini Maori Tourism Strategy
 - Culture and Heritage Tourism Development
 - Implementing the West Coast Tourism marketing plan
- Making it easier to do business:
 - Single window regulatory processing initiative
 - Disposal of low conservation value land
- Supporting Economic diversification:
 - Developing sustainable wild whitebait fishery
 - Wind-blown timber from Conservation Land
 - Growing the digital economy
- Improving connectivity and infrastructure:
 - Investment in road resilience
 - Investment in visitor routes
- Developing a regional network of world-class cycle trails

Provincial Growth Fund

The Provisional Growth Fund was announced by the incoming coalition government with a budget of \$1B per year for the next 3 years to enhance regional development. From the Minister Shane Jones “Our first regional packages support the regions most neglected by the last government: in Northland, Tairāwhiti-East Coast, Hawke’s Bay and Manawatū-Whanganui and the **West Coast** of the South Island. We are providing an immediate boost to these areas by investing \$61.7 million into forestry initiatives, tourism ventures, rail and roading projects, and supporting these regions develop their proposals further to help them get off the ground.”

Central Government is adamant it must be a **regional approach** to economic development with consensus on the priorities.

Through the regional mayors and chairs forum, each council has been tasked with putting our best foot forward into what opportunities are out there. Kevin Stratful (Economic Development Manager – West Coast) has been tasked with compiling a regional review. The scope of the work is on private & Development West Coast investment, the Provisional Growth fund and MBIE Growth action plan (already underway).

Westland District Council have completed a workshop to identify our Economic Development initiatives which have been endorsed in a high-level plan to go out for consultation. Buller & Grey Districts will also do the same. Once each District has completed their consultation process all plans will be compiled into a regional review. A Strategy development meeting with all 3 District Councils is scheduled to take place in June with a finalised action plan due by mid-July and submissions for funding completed by the end of August 2018.

The following Economic Development Initiatives for Westland District will be put forward to the Regional Review:

Tourism Initiatives – Westland Heritage

New Zealand Pounamu Centre & Westland Museum

The development of a new Pounamu centre and museum in a modern purpose-built facility to meet cultural needs and relate the stories of the people of Westland. It will enable local people to retain, present, educate, celebrate, understand, appreciate and be inspired by the origins of our identities and learn how our communities have become what they are today. An interactive centre and museum that will hold collection items and provide research facilities and resources and feature stories of international and national significance which belong to Westland or have a place in our history.

At the forefront of this development is the New Zealand Centre for Pounamu. For Maori, the district is home to the most prominent resource of this precious stone. Treasured, and with spiritual significance - New Zealand's highly prized stone - has been used by Maori to denote status and authority, for adornment, and for making peace.

The depth of stories about this place and our people, together with the modern technologies through which these can be told, offers an exciting challenge for the creators of this new museum.

AUDIENCE AND PURPOSE

Development of the new facility has two core audiences and purposes.

- a. The people of Westland. The Centre is to provide a modern purpose-built facility to meet cultural needs, to claim and tell the stories of the people of Westland.
- b. The visitor markets. To promote a sustainable economy and employment by providing a first-class visitor experience that presents the outstanding heritage and culture of Westland and encourages visitors to explore the district. A link to other Westland Tourist Attractions.

Cultural and Heritage Tourism

Westland District has significant opportunities to develop its cultural and heritage tourism assets, grow the visitor offering with visitors engaging with the local people, and increase the economic and employment returns from this. Most visitors know only about the Hokitika Gorge and the Glaciers. There is very little knowledge of other features, including the town of Hokitika. For most visitors Hokitika is simply a stop on the way for lunch or a break in travel. Further, while tourism numbers are growing at rates amongst the highest in the country, this is not being reflected in retail sales. Heritage West Coast research January-March 2018 shows 21% of visitors stay in the town for less than 1 hr and 15% for between 2-4 hours. Further, 18% would stay up to half a day, 23% up to a day and 18% more than a day longer if they knew more about Hokitika and Westland before they arrived.

The project, soundly based on market research & development, will focus on action to develop 3 pillars:

- Commercial business based assets and products
- Community owned & operated / Not for profit Heritage and Cultural Tourism Assets
- Community and public assets and projects in the wider environment (e.g. streetscapes, signage, heritage precincts, cultural landscapes);

The Project creates a network of connected heritage and cultural businesses and experiences, supported Westland-wide by a dedicated marketing resource working on market relationships, web-

site development, population of sites commonly used by visitors to plan trips, a Chinese marketing strategy, guide books and promotional brochures, and collection of big picture local tourism data.

The project will initially develop in Hokitika with, for example:

- Commercial Business –existing and new businesses, staff training, new commercial product development and a Chinese business cluster
- Marketing – highway & street side signage, advertising at icon sites.
- Community owned operated assets; Westland Industrial Heritage Park (Hokitika Museum is presented as a separate but essential project in a related application.
- Town Environment - Beachfront, Quayside and North Spit, CBD and wider Hokitika interpretative walk/cycle way, Hokitika CBD and Seaview Terrace Historic Precincts, Mobile Apps (a *Luminaries* app is the 1st proposed), Mahinapua Creek interpretative centre.

This project is to concurrently roll out into other communities in Westland. Examples include:

- Eastern Gateway to Westland via Arthurs Pass - (Introduction to Westland, Arthur's Pass Discovery, Construction of Gold Rush Highway, Midland Railway and Otira Tunnel (potential sites at Arthurs Pass Township, Otira Gorge highway lookouts, Otira)
- Seddon Trail Development – Kumāra-Kapitia- Goldsborough- Stafford-Hokitika
- Ross - Heritage and Information Centre major upgrade with new interactive interpretation, town enhancement and signage, Town heritage & Donnelly's Creek Goldfields walks, Ferguson's Bush Gateway to South Westland Memorial and viewpoint enhancement.
- Hari Hari - Wanganui Coastal Walkway restoration and interpretation , town enhancements
- Whataroa – Alpine Fault Interpretative Centre Feasibility Study and town enhancements
- Southern Gateway to Westland via Haast, - Visitor Centre upgrade, Jackson Bay Road interpretation and Jackson Bay Revitalisation Plan

Tourism Initiatives – New Tourism Ventures

Cycle Trails

West Coast Wilderness Trail Extension

The trail is currently attracting around 10,000 new visiting riders who spend on average \$207 per day providing an additional estimated \$8 million to the Grey and Westland districts' economy. Further five significant new businesses have been developed with extensions to many more. At least 30 direct jobs have already been created from the trail. Rider numbers are expected to double in the next five years and, with that, further business growth.

The West Coast Wilderness Trail is one of the leading rides amongst the Nga Haerenga New Zealand Cycle Trails Great Rides Network. There is no longevity of funding for the management and enhancement to the trail. This work presently undertaken by the West Coast Wilderness Trail Trust. This includes management, marketing and enhancement of the trail (including the current agreed MGR projects – taking the trail off the Old Christchurch Rd and the Kaniere Road and the high water weirs by Cowboy Paradise; the Milltown section of the trail and accommodation shortfall; Mahinapua Creek interpretative centre and link with Tree Top Walkway and campground, Hokitika CBD and town trail, Shantytown loop and Paroa Estuary).

The Trust is currently working with a grant of \$200k from the West District Economic Stimulus Package, \$15,000 from the Grey District Council Annual Plan, funding from the Official Partners Programme, grants and donations.

Glaciers Experience

9 Glaciers

Feasibility study & business case to review other potential glacier destinations (other than Fox & Franz Josef) – possibly 9 glaciers accessed through Helicopter tours

Franz Josef Gondola

Support industry with the construction of a gondola in Franz Josef.

New Events

Attract new events to Hokitika (in addition to Wildfoods, Driftwood sculptures, Ute Muster etc)

Geo Thermal Hot pools

Creation of Hot pools/Wellness Centre as an outcome of the Geo Thermal project (see Energy Initiatives). There is significant destination interest in health and wellness centres. The creation of a Hot Pools would be centred around a similarly concept like Hamner Springs. Linking it with the other attractions like West Coast Wilderness Trail, West Coast Events and West Coast Culture & Heritage creates an overall significant package for visitors.

Tourism Initiatives – Tourism Promotion

Hokitika as a Hub promoting:

Continuation of the investment in district Heritage to promote Hokitika as a Hub:

“A Cool Little Town”

- Home of Pounamu
- Gold
- Cycling
- Hokitika Gorge
- Business development
- Marketing & Branding

Creating a base to explore the West Coast. Enticing guests to visit other attractions whilst in the region. Increasing the offer package for tourists.

Haast and Jackson Bay as an iconic destination

Create an excellent visitor experience for Haast and Jackson Bay to become a visitor destination at the Southern Gateway to the West Coast as a ‘must-stop’ experience. A Feasibility study and Business Case to look at detailed scoping and planning of opportunities to make a case for any development. Cost/benefit study of concept developments including areas such as upgrading roading & infrastructure, building a boat ramp at Jackson Bay, foreshore upgrade, upgrade of wharf at Jackson Bay, and other required improvements/products and services that would provide an integrated package of projects that build on what already exists, providing employment, and encouraging visitors to stop and stay longer.

Tourism Initiatives – Tourist Infrastructure

Regional Rail Links

Extension of alpine rail link to include Westport and Hokitika. This will also include new stations along route. This will increase visitor numbers and the dispersal of visitors. Work is already underway with Kiwirail in this regard.

Hokitika Runway Extension

Feasibility study to look at cost of runway extension with cost/benefit analysis and timeframe of project completion. This would enable International flights to access West Coast direct bringing a higher number of visitors to the West Coast. As part of the review the terminal and facilities will also be accessed.

This will also create a rental vehicles base requirement for pick up and drop off for Motorhomes and Cars.

There may be a potential partnership with a major airport or airline.

Finalise Solution for Future proofing Franz Josef

Developing a Business case for the for the Futureproofing of Franz Josef to protect the community and tourism economy from natural hazard Franz Josef is the gem in tourism industry on the coast (Major GDP earner).

The work will include the following:

- 1) Stakeholder consultation to agree a preferred programme
- 2) Programme Business Case (PBC) development for the preferred programme
- 3) Development of a cabinet paper on the way forward

Also included in the funding request will be the cost of a full time project manager to oversee the project.

Tourism is an important sector for the West Coast and particularly for Westland. The environmental value inherent in the wider Franz Josef area drives this industry.

In 2016, 700,000 visitors arrived at the glaciers (Franz and Fox). This number represents roughly 20% of total visitors to New Zealand in the same year. The wider Franz Josef area has a resident population of 510 people. The visitor night to resident ratio of around 2.9:1 (2.9 visitors per day, per resident) is one of the highest, if not highest, in New Zealand.

Franz Josef has faced issues over a long period of time with flooding from the Waiho River to the south of the township and faces potentially serious consequences in the event of a major earthquake on the Alpine Fault. Although infrastructure improvements continue to be made (for example, stop bank repairs, raising of the Waiho River bridge), these are only temporary measures and require ongoing maintenance.

The Options Assessment was completed in October 2017. Consultation with the community on the packages and options for the future commenced in November 2017 and was completed in late January 2018. While the consultants had worked closely with the Franz Josef Working Group throughout the process of identifying the options and packages, this was an opportunity for the wider community to be involved in the process.

Strategic Case for the Haast to Hollyford Road

Feasibility study and Business Case for the development of a Highway from Haast to Hollyford as a privately financed, publicly regulated toll road structured on a Build/Own/Operate/Transfer basis. The demand for a scenic South Island wilderness access road would alleviate the congestion on the Milford Road. This 136km road saves 355km when driving from Haast to Milford and traverses through 3 conservation areas: the Fiordland National Park, Mt Aspiring National Park and the Te Wahipounamu World Heritage Area. The design will minimise environmental damage and maximise the visitor experience. This initiative will regenerate Haast and the surrounding areas with an increase in employment opportunities.

Land/Sea & Environmental Initiatives – Horticulture

Expand Horticulture – West Coast Horticulture Study

Support for a New Zealand Trade and Enterprise feasibility study on Horticulture opportunities within the region.

Niche Horticulture e.g. Mushrooms & Wasabi

Review opportunities in the Horticulture space.

Land/Sea & Environmental Initiatives – Fishing

Fish Farming

Westfleet Salmon Farm - A region-wide economic development with a salmon farm in Westland, harvest and processing facilities in Grey and potential to establish satellite farms throughout the Coast, including a site of interest in Buller. Creates sustainable employment and commercial diversity – aquaculture has a minimal representation on the West Coast. The initiative leverages West Coast clean water and has the potential to generate tourism and educational opportunities. It has the potential to become a \$30m+ industry utilising clean water and innovative people.

Mussel Farming – review potential opportunities to promote Mussel farming in the region

Shrimp Farming - is an initiative that would be borne out of the low-cost heat source provided by the Geo thermal power project. Similar example in Taupo web link:

<http://www.hukaprawnpark.co.nz/>

Fish Quotas

Crayfish – support a regional review of crayfish quotas for the West Coast

Deep Sea fishing – support a regional review of Deep Sea fishing quotas for the West Coast

Land/Sea & Environmental Initiatives – Agriculture

Niche Livestock

Review opportunities with alternative livestock varieties and breeds that provide a point of difference

Organic Farming

Review initiatives in other agricultural areas

Land/Sea & Environmental Initiatives – Minerals

Secondary processing - Garnet mining

Garnets are one of the only natural abrasives not being replaced by synthetic materials. Simon Bridges quoted in 2015 to say “Whilst most of the prospecting and exploration for garnets in New Zealand is still in its infancy, and will take several years of work to understand if there are commercial viable quantities of garnet for mining, this interest is very promising for the West Coast”

The West Coast Minerals Strategy from May 2016 stated: From the West Coast Mayors and Chairs - “We are seeking to attract further investment in the development of our mineral resources from mining companies with a demonstrated commitment to environmental and cultural best practice, who can also make a contribution to our communities, while protecting our exceptional and stunning natural environment and unique built heritage. We are also committed to working alongside those investors who have already seen the potential here and are now operating in the region. Their contribution to our economy, and communities, is a major part of our sustainable and resilient future.”

Land/Sea & Environmental Initiatives - Forestry

Tree Planting

Review the possibility of planting timber on low conservation value land to future proof the West Coast milling businesses. Continued employment in West Coast timber mills. Linked with the Government initiative of 1billion trees in 10 years

Wind-blown native timber

Continuation of the special legislation to enable recovery of high value native timber blown over during Cyclone Fehi & Geta on West Coast public conservation land.

Energy Initiatives - Geothermal

Geothermal Study

Phase two of the work underway with GNS - Focused investigation, drilling and testing.

Project leader GNS Science has secured enough funding to make a start on the six-month project that aims to identify the areas of greatest potential for development of geothermal heat for direct use such as in horticulture, hot pools, accommodation facilities, and industrial applications. The possibility of small-scale electricity generation will also be considered as part of the outcome of the study.

Surface expressions in the form of hot springs are common along the 500km length of the Alpine Fault. Scientists have known about hot water and heat from the backbone of the Southern Alps for a number decades and the outcome of the Whataroa-based Deep Fault Drilling Project in 2014, has raised its profile. At Whataroa scientists encountered water hot enough to boil at 600m depth.

Depending on the outcome of phase 1 study, phase two would involve fieldwork on high priority sites and the final phase would be the development of pilot projects that businesses could tap into.

Major upside to Westland/West Coast:

- Potential Power Generation with renewable energy source
- Low cost heat source for multiple uses i.e. horticulture, manufacturing, shrimp farming etc.
- Development of Mineral Hot pools (Spa) – Tourism & Health.
- Low heat source for domestic and commercial consumers

Energy Initiatives – Hydro

Waitaha Hydro

Support for the proposal for Westpower to build a hydroelectric power scheme on the Waitaha River. The \$100 million scheme would be the West Coast's largest, generating enough electricity to power about 12,000 households. It is planned for the Waitaha River. This would provide increased regional energy supply, self-sufficiency and reliance. Reliance is a critical aspect for the future of the West Coast economy and it is high susceptible to natural hazards.

Has a significant impact on local employment, incomes and expenditure during construction and to a lesser extent during the schemes operation.

This scheme will help sustain employment in the key growth sectors for the Westland District and West Coast regional economies by providing increased confidence for business investment through a more reliable and cost effective electrical supply.

Energy Initiatives - Biofuels

Hydrogen Production & CPO upgrade plant on the West Coast

There are several opportunities on the West Coast to deploy low cost renewable energy and high purity water in Proton Exchange Membrane (PEM) electrolysis for production of hydrogen and oxygen gas.

One such opportunity in Westland is to deploy energy from the proposed Waitaha Hydro Scheme for the PEM electrolysis of pure water from the proposed Okuru Enterprises water scheme.

This would provide Okuru with an option to use their water in NZ without the need to export. Hydrogen produced from this local water source that would otherwise run to ocean waste may support a CPO upgrade plant on the West Coast that may ultimately satisfy the entire south island demand for heavy transport fuel.

Training/Skills Initiatives

Technology, Innovation and Enterprise Hub

The Technology Innovation Hub will be:

- a centre of innovative learning and mentoring;
- a shared workspace for entrepreneurs,
- a highly resourced makerspace; and,
- a gateway for international and adult skills training
- a centre of innovative learning and mentoring;

It's Goals:

1. Elevate digital skills across youth, community and business in Westland;
2. Give the community the opportunity to be kept abreast of technological developments; and,
3. Improve employment opportunities for youth through upskilling

This initiative will also ensure Adult learning and improved skills through technology training; be a Partner with Tai Poutini Polytechnic to offer training to out of region businesses; and become a Partner with Te Papa to offer Outreach experience for high school students and community members

Westland High School is proposed as the site of The Technology Innovation Hub. The school currently has a number of purpose built technology classrooms. This includes two ICT classrooms and a graphics classroom. With the changing nature of digital technologies it is proposed that through careful planning and design the current classrooms could be renovated to become interconnecting classrooms and home of The Technology Innovation Hub.

Civil Aviation Training Hub

The establishment of a rotary flight school at Hokitika Airport to service the flight training needs of the greater West Coast and lower South Island.

Major upside to Westland/West Coast:

Rotary flight training would assist with the provision of pilots for the local tourist, government agencies and agriculture industries, all of whom rely strongly on rotary operators.

Job creation for locals.

Attraction of national and international flight training students to the West Coast with region wide economic benefits (i.e. for every dollar spent on flight training a further 4 dollars are spent in the local community).

Department of Conservation (DOC) Rangers Training

Support for the creation a National Training centre of excellence for DOC Rangers. Discussions underway between DOC and Tai Poutini Polytech.

Elderly Housing Initiatives – Retirement Housing

Retirement Village

Support any business ventures with aspirations of developing a retirement village within the region. The support could be in the form of underwriting the development. The region is not well equipped to support the majority of locals in the elder years – this includes medical care and dementia care. The following map highlights that there are no retirement villages on the entire West Coast. Many coasters are actually leaving the region in their later years due to this fact.



Pensioner Housing

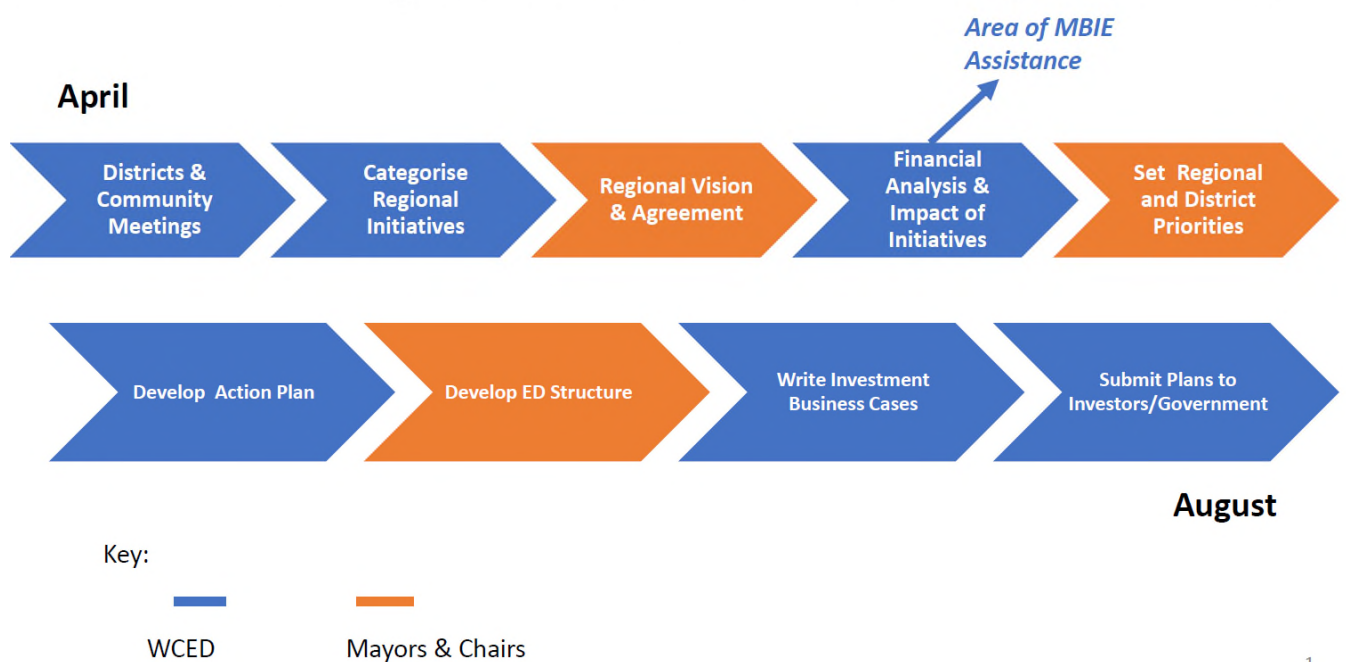
Currently there is a very long waiting list for council owned pensioner housing. The development of further housing owned and operated under council control would go a long way to relieve the pressure on housing pensioner-housing shortage. Council already has land available for this but lacks the ratepayer base to proceed with building a significant portion of these in the near future. This would also assist with the governments aspirations of building 100,000 affordable homes across the country.

APPENDICES

1. Timetable for West Coast Regional Economic Development Plan
2. Statistics that informed us of insights for the basis of our Economic Development planning

1. The following chart shows the process for the Development of the Regional Economic Plan:

Process for Regional Economic Development Plan



2. Key Economic Indicators/Facts

Westland District Economic Drivers

Main Economic Drivers (exported from District)

- Minerals
- Dairy (including Dairy Manufacturing)
- Tourism
- Forestry, Fishing, Agriculture

GDP 2017 = \$245.4M

Dependant Economic Drivers (industry supporting the MEDs)

- Construction
- Property
- Transport/Freight
- IT/Energy
- Professional Services
- Manufacturing
- Retail
- Other

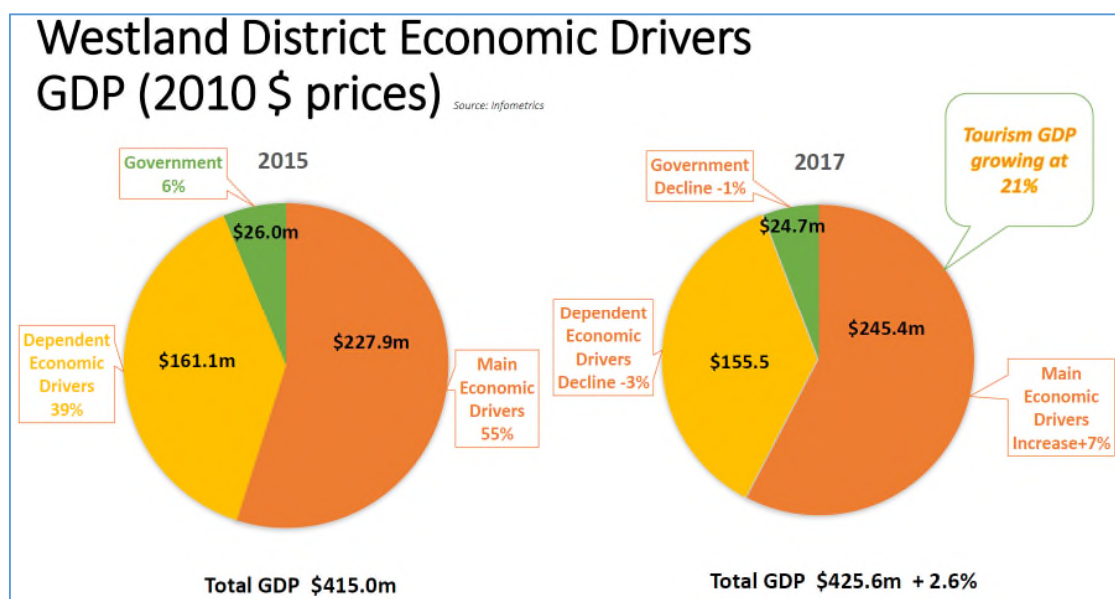
GDP 2017 = \$155.5M

Government Functions

- Health
- Educations
- Government Services

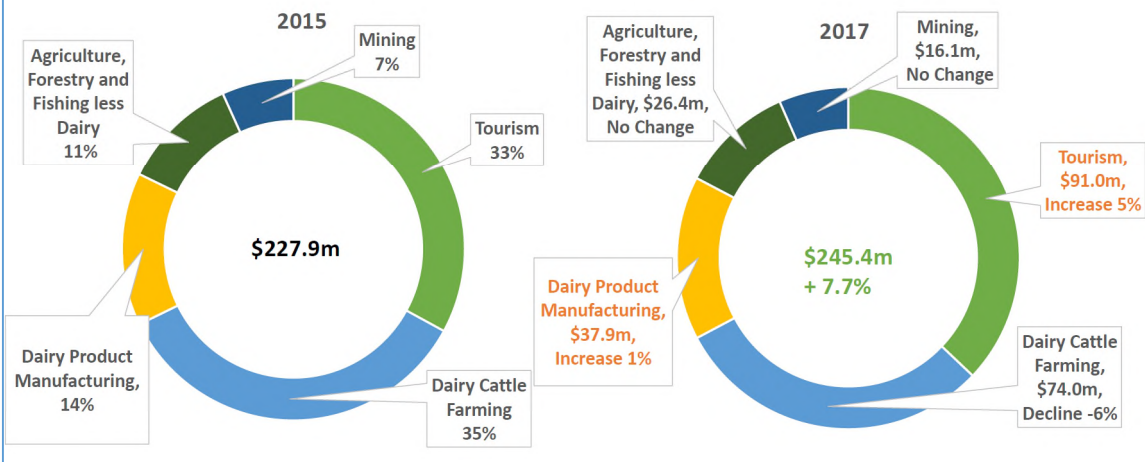
GDP 2017 = \$24.7M

TOTAL GDP 2017 = \$425.6M

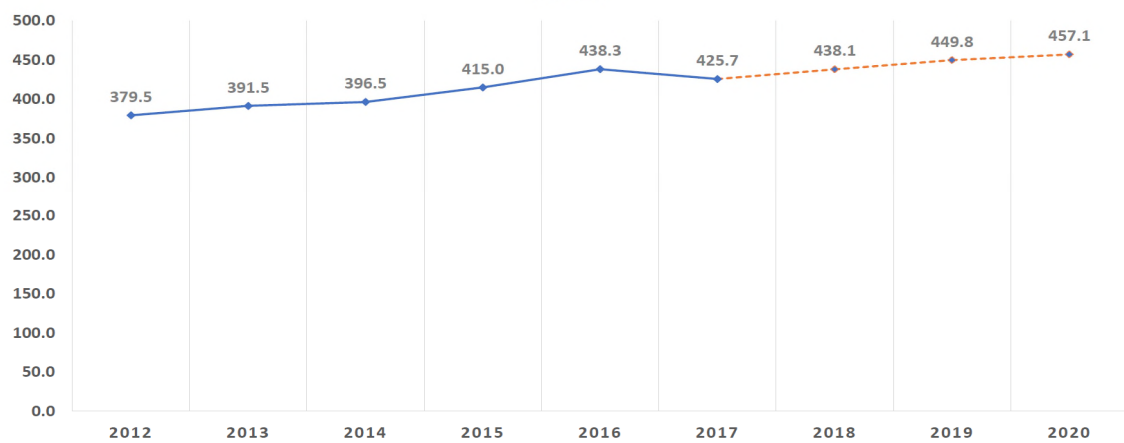


Westland District Main Economic Drivers – Category Shares GDP (2010 \$ prices)

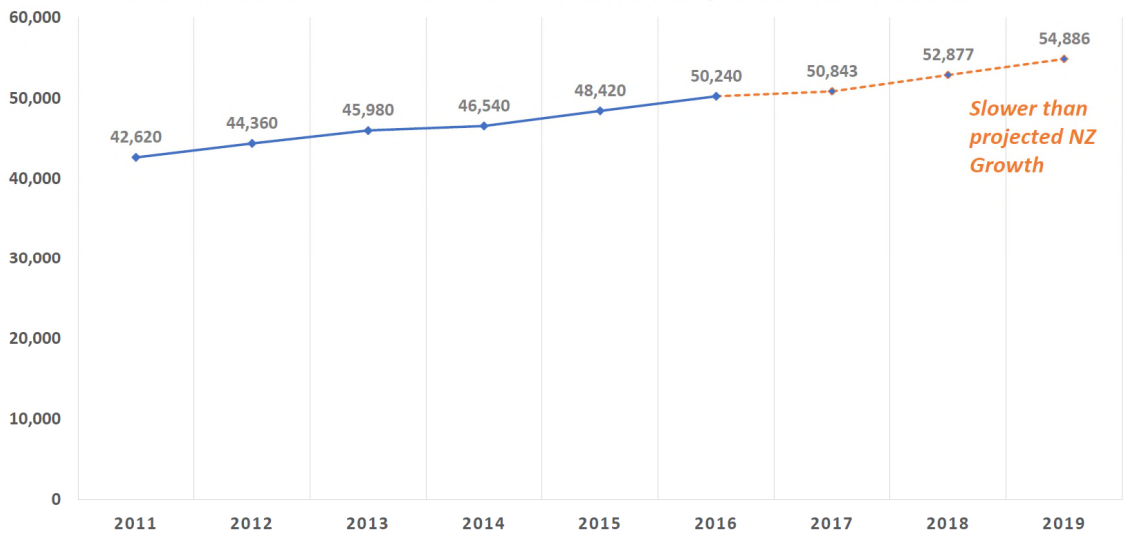
Source: Infometrics

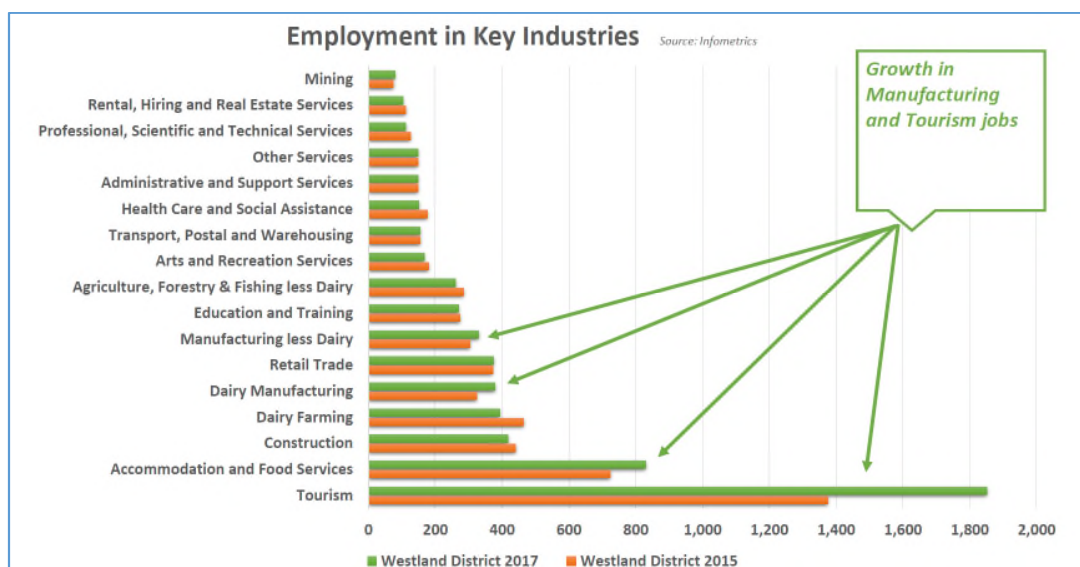
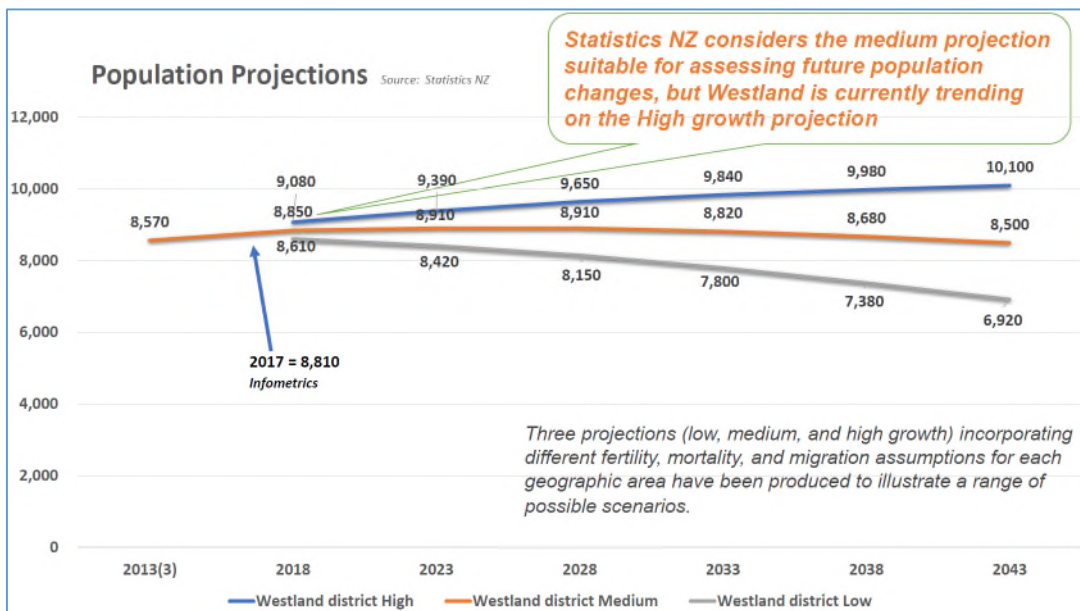
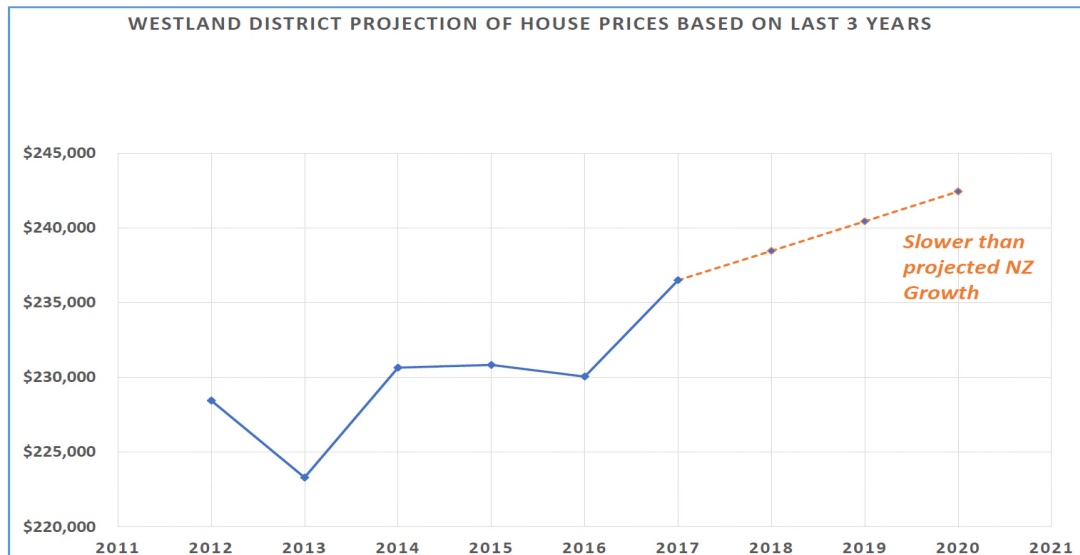


WESTLAND DISTRICT FORECAST GROWTH GDP \$M BASED ON LAST 3 YEARS



FORECAST WESTLAND DISTRICT MEAN ANNUAL INCOME \$ BASED ON LAST 3 YEARS





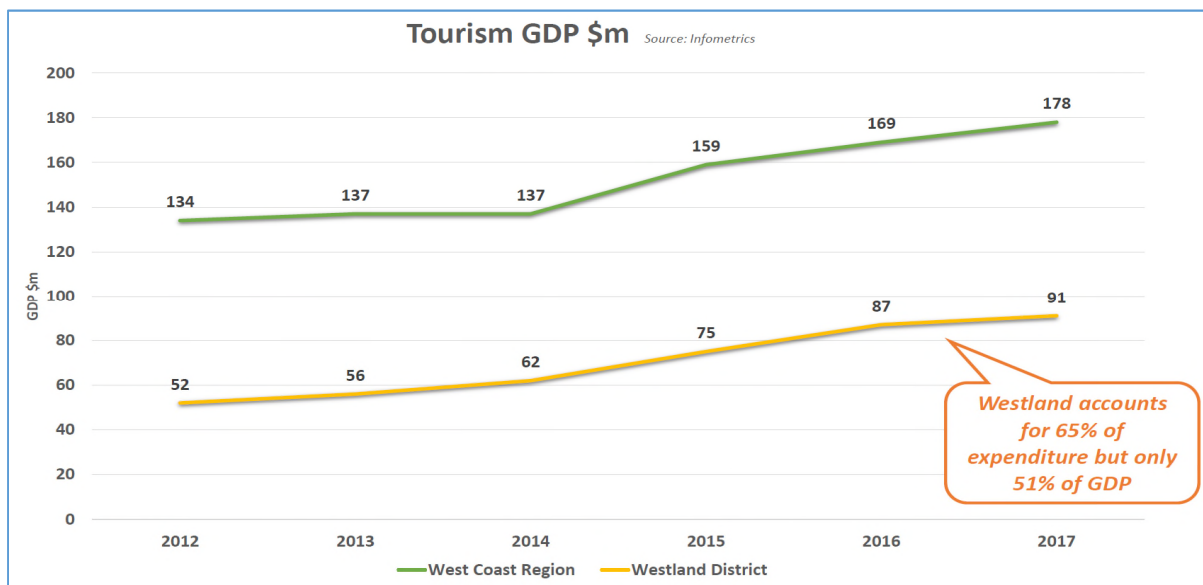
Tourism Statistics

The West Coast is currently #1 in NZ for percentage growth from visitor expenditure. We have been #1 for the last 11 months with expenditure growth at 12% year on year to February.

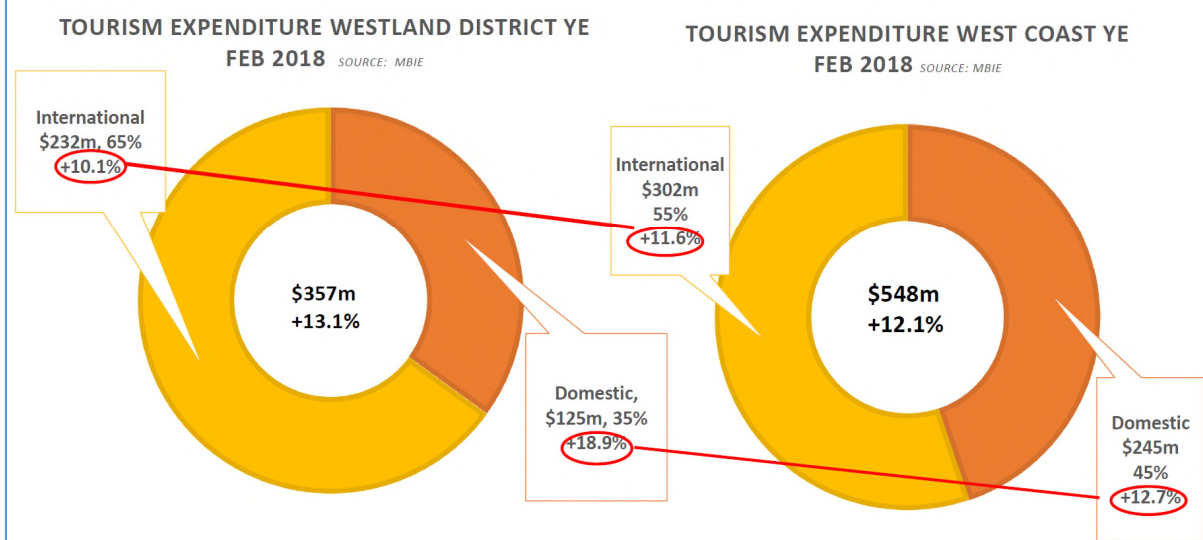
Total West Coast expenditure growth from \$489 million to \$548 million. An increase of \$59 million.

- Westland \$357 million
- Grey \$118 million
- Buller \$74 million



Tourism is the 2nd largest contributor to GDP on the Coast at \$178.2 million growth 32.8% over 5 years. Dairy is # 1 at \$234.5 million but showing a decline of -1.8%



Domestic Market Driving Increase in Westland District Performance in International below Region – possible impact on Retail



Stephen England-Hall, the Chief Executive of Tourism NZ visit the region mid-April 18 and reinforced the work currently underway in the tourism space but also highlighted some statistics of what the future may hold for NZ Tourism.

	2017 actual	2023 approx. at 5% CAGR
 Visitor Arrivals	3.7M Arrivals	5M +1.3M
 International Tourism Expenditure % of exports	\$14.5B GDP 20.7%	\$20B + \$5B about 25%

He was very excited about the growth potential and highlighted Tourism NZ priorities as the following going into 2019:

Top of mind

Context

NZ

- Social license
- Equitable dispersal of tourism cost and benefit
- Funding mechanisms

Global

- Rise of Asia middle class, baby boomers
- Connected consumer
- Political stability, oil and climate change



Priorities Going into FY19

1. Attract high value visitors
2. Grow regional tourism
3. Seasonality and yield
4. Destination Readiness
5. Capability

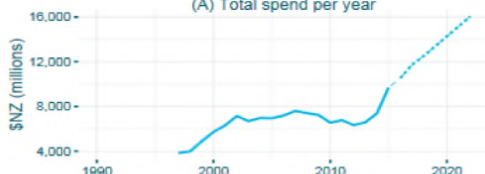
Depth

- 100% Pure Brand: people and place
- \$1 billion additional visitor spend in regions by 2023
- Insight, guidance and storytelling

New Zealand Tourism Forecasts 2016-2022

Avg Spend up 7.5%

(A) Total spend per year



Total Visitor Days up 5.4%

(C) Total visitor days



Visitors up 5.4%

(E) Total visitor arrivals



Spend per day up 1.9%

(B) Spend per visitor day



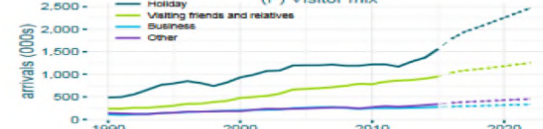
Length of stay up .3%

(D) Average length of stay



Holiday Visitors up 66%

(F) Visitor mix



Source: MBIE

As a region, we need to ensure we are aligning with these priorities and front footing creating future projects and activities to continue to enhance the visitor experience.

2017 – 2021 District Objectives

Visitor Arrivals

District	2016	2021	% Increase	Share
Westland	522	635	21%	60 – 55%
Grey	200	289	44%	23 - 26%
Buller	147	210	43%	17 -19%

GDP Contribution

District	2016	2021	% Increase	Share
Westland	59	90	52%	63 - 57%
Grey	20	36	80%	21 - 23%
Buller	14	31	121%	16 - 20%

Tourism Expenditure

District	2016	2021	% Increase	Share
Westland	305	475	55.7%	64 – 58%
Grey	106	199	87%	23 - 25%
Buller	59	136	130%	13 - 17%

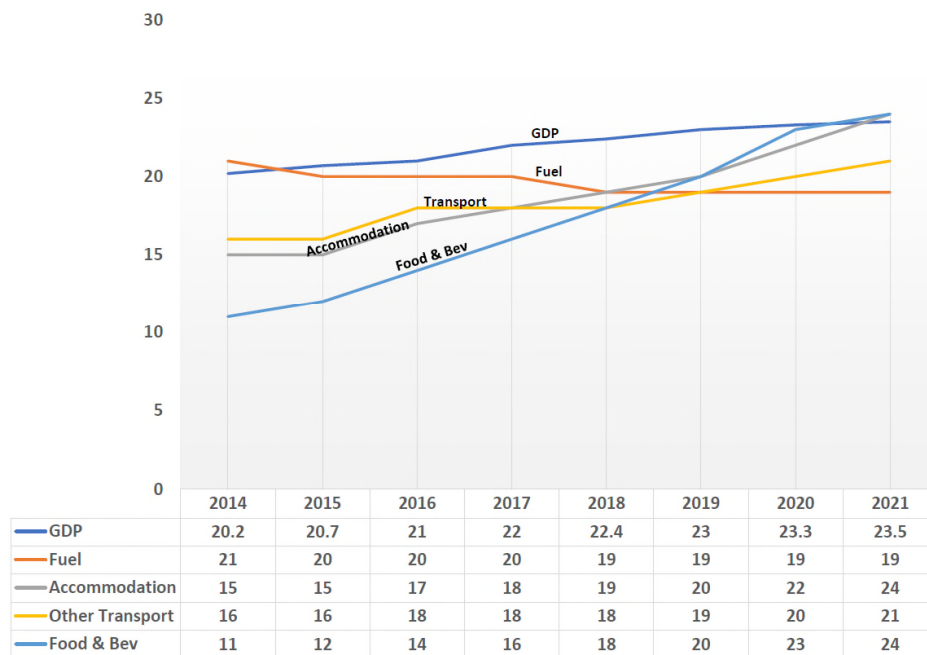
Tourism Employment

District	2016	2021	% Increase	Share
Westland	1130	1297	14%	57 -51%
Grey	644	836	29%	30 - 33%
Buller	244	399	63%	13 - 16%

Visitor Nights

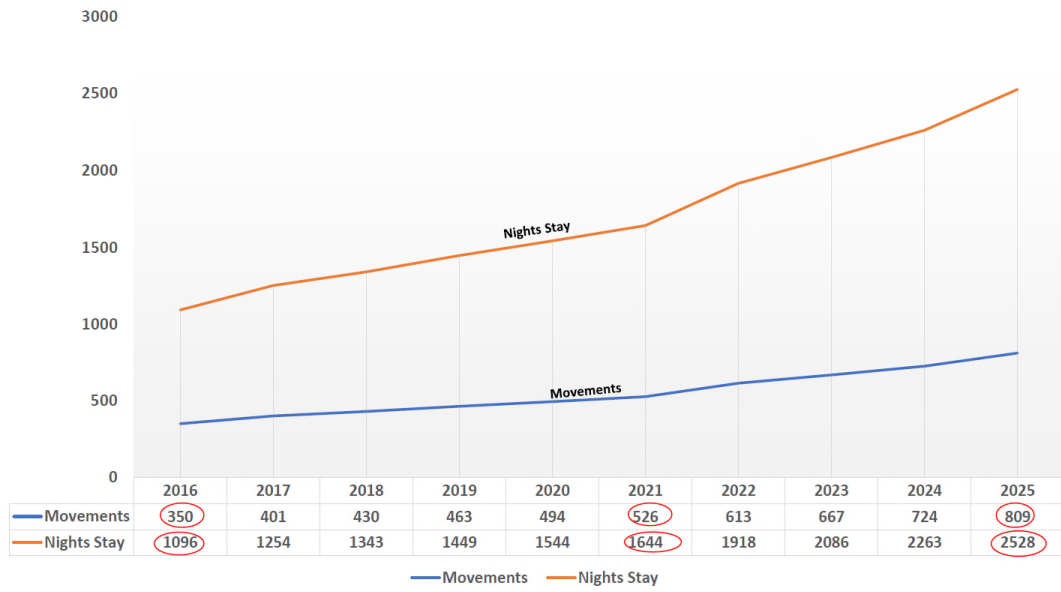
District	2016	2021	% Increase	Share
Westland	1096	1716	56%	60 - 54%
Grey	420	781	85%	23 - 26%
Buller	310	567	82%	17 -20%

GDP Margin Change Growth Driven by Mix Change in 2020 – Westland District



Source: MBIE/TWC forecast

Car & Campervan Movements – Westland District



Source: NZTA/TWC forecast