

27 June 2016 By email

Dunedin City Council,
PO Box 5045
Moray Place
Dunedin 9058

Re: Draft Dunedin Destination Plan

Kia ora Ryan,

Thank you for the opportunity to comment on the draft Dunedin Destination Plan.

Tourism Industry Aotearoa (TIA) is the peak body for the tourism industry in New Zealand. With over 1,500 members, TIA represents a range of tourism-related activities including hospitality, accommodation, adventure and activities, attractions and retail, airports and airlines, as well as related tourism services. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events, membership and business capability.

Our overall view is that the Dunedin Destination Plan (the Plan) is a valuable and well thought through piece of work. It captures the importance of the visitor to a regional economy well. TIA is pleased to see that the Plan is consistent with [Tourism 2025- two years on](#), the industry-led, government supported economic growth framework. We also strongly support that DunedinHOST's 'Dunedin Tourism 2025' framework has been integrated into the Plan.

We do have some feedback for consideration, stated below. However, it is difficult to comment on the detail of what the Plan aims to achieve as it does not yet include specific goals, actions and activities. As noted in the Plan, *'once the plan is finalised, we will set specific goals for some actions and activities'*. We hope to have opportunity to provide more feedback once the Plan reaches that stage.

Here are some high level points to consider:

- We strongly endorse that Dunedin is approaching destination planning collaboratively, bringing together the tourism, education, business and creative sectors, and seeking feedback from the wider community. In our opinion, working together with neighboring RTO's would be valuable as well and we suggest specifically mentioning this in the Plan.
- Having local communities embrace the visitor population is important and not without its challenges. The issues with freedom camping in Dunedin may have had a negative impact on some local perceptions on the value of visitors.

The Power of Tourism graphic (refer Appendix One) shows the value that tourism has in the community. It is a useful graphic that can be used when telling the story of how the visitor dollar is spent directly in the community and how it benefits not only direct suppliers such as accommodation, transport and dining operators, but also shops, petrol stations, and farming. This Power of Tourism graphic could be very useful in encouraging greater resident participation in promoting Dunedin and growing the visitor sector. We suggest that you consider incorporating it into the Plan.

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Strategic Partners
supporting TIA and the
tourism industry



- The '[Mood of the Nation](#)' survey commissioned by TIA and Tourism New Zealand measures New Zealander's perceptions of tourism. The latest research (March 2017) shows that although compared to the rest of the country Otago residents have stronger perceptions of the economic benefits of tourism, they also have much stronger concerns with its adverse impacts on road safety, environment and infrastructure. They are also most likely to believe that New Zealand currently welcomes too many international visitors.

Although this is the view from Otago residents in general (so incl. the Southern Lakes area), it would be good for the Plan to include management of the social license to operate and to monitor the Mood of the Nation survey results for Dunedin and its surrounding region.

- We are of the opinion that there is a lot of growth potential within the domestic market and we think that the Plan would benefit from having a section on growing its domestic potential.

Domestic tourism is currently worth around \$20.2 billion annually, and the goal is to increase that to at least \$27 billion by 2025. Domestic tourism has a big part to play in encouraging regional dispersal and smoothing out seasonality, two of the industry's thorniest challenges and two of the challenges that Dunedin is struggling with as well. When looking at the data that the Domestic Growth Insight Tool (DGIT) provides, we can see that there is a potential 2,205,872 trips by New Zealanders to Dunedin, which includes 986,835 overnight trips¹.

- We were pleased to see that under the section 'Create Compelling Experiences' (p.30), there is attention for training focused on delivering better experiences. We do think that an Industry Training Organisation such as [ServiceIQ](#) could play a valuable role here and we suggest that they are added to the list of potential lead organisations.
- In the same section, under '*Recognise and celebrate those who are providing a high quality experience*' we would like to suggest entering the [New Zealand Tourism Awards](#) as one of the activities to measure progress.

Overall, TIA is of the opinion that the Dunedin Destination Plan captures the importance of the visitor to a regional economy well and we support its integrated cross-industry, collaborative approach. We are supportive of the actions which are listed in the Plan, and are hopeful that the finalised goals will capture all the essential actions to grow Dunedin's visitor market.

Thank you again for the opportunity to comment on the Dunedin Destination Plan and for the efforts you are making to support the visitor economy. Please do not hesitate to contact me for more information or clarification of the above.

Nga mihi,



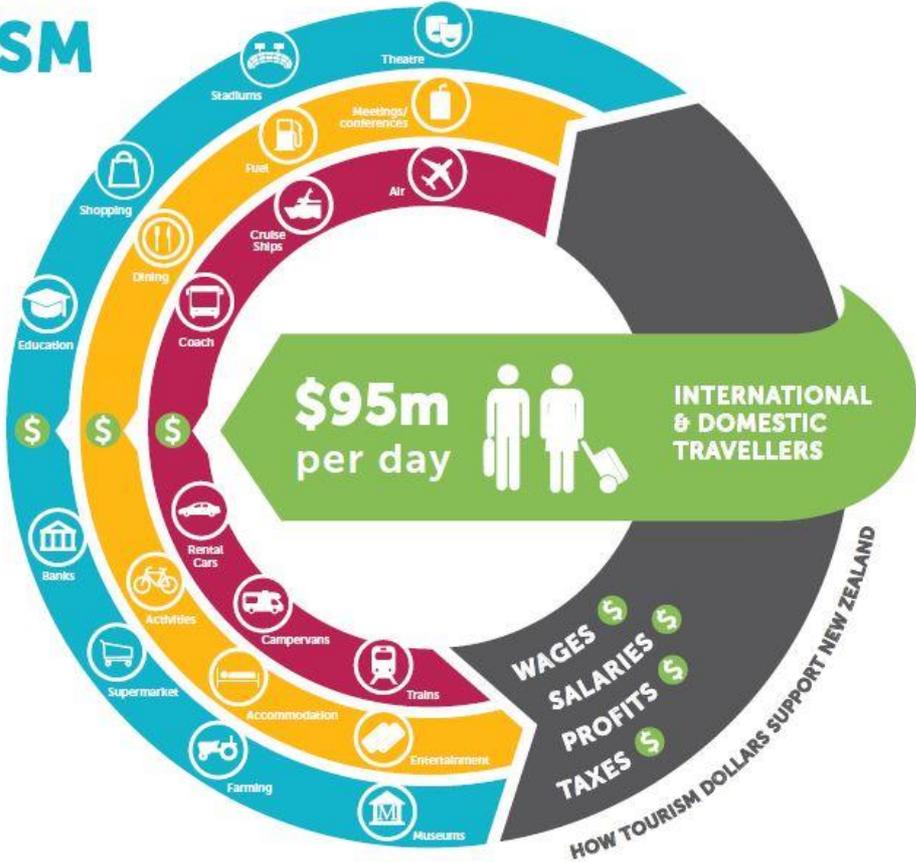
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¹ Under Target destination, this includes Dunedin primary target and Dunedin secondary target – interested and can or cannot get there easily. It does not include Dunedin secondary target – not interested but can get there easily.

Appendix One

The Power of Tourism: How Tourism Dollars Support New Zealand

THE POWER OF TOURISM



Source: TIA, The power of tourism, 2017 – as sourced from <https://tia.org.nz/about-the-industry/>

