

Destination Wairarapa Strategy to 2025

Vision: Every traveller has the Wairarapa on their “Must Do” list.

Mission: Grow the Wairarapa’s Tourism Revenue to \$212m by 2025, while shallowing the low to high season trough by attracting More Visitors, who Stay Longer and Spend More

Statement of Intent: Destination Wairarapa has a responsibility to major funders, regional stakeholders and the wider community to deliver economic growth and positive outcomes from tourism related activities. We are committed to being a great employer and to deliver value to our members and funders. We do this by ensuring the Wairarapa has the Right Tourism Offering, with Outstanding Delivery, Communicated Effectively.

| EXTERNAL - The Right Tourism Offering |
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| <p>Work with existing and potential members and stakeholders to deliver a diversity of experiences for visitors:</p> <ul style="list-style-type: none"> - identifying gaps in our tourism offering - facilitate the development of new product <p>Develop products with Key Partners:</p> <ul style="list-style-type: none"> - cycling trails tied in to the Great Ride - Food Story and Dark Sky - Iwi to own and tell their story <p>Influence Key Agencies to improve tourism infrastructure; WREDA, GWRC, Transdev & NZTA</p> <p>Assist, mentor and support events and present a regional event calendar</p> <p>Work with strategic partners to attract Business Events to the region</p> <p>In line with the Reg. Investment Plan, engage with relevant community groups to promote Social Licence</p> |

| INTERNAL - With Outstanding Delivery |
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| <p>Invest in the skills and knowledge of our team by providing relevant training</p> <p>Inspire members to deliver a quality visitor experience every time</p> <p>Identify gaps in our members’ capability and facilitate training opportunities</p> <p>Help our members stay up to date with marketing, technology and legal changes</p> <p>Ensure our members are well informed regarding regulatory and industry developments and business best practice</p> |

| OUTPUT - Communicated Effectively |
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| <p>Targeting Destination Wairarapa marketing spend to optimise members’ yield opportunities</p> <p>Driving off peak visitation</p> <p>Working smart through our digital marketing platforms</p> <p>Promote the Wairarapa as a Business Events destination through trade shows and PCO partners</p> <p>Working with key partners and WREDA to market offshore</p> <p>Working across other departments of WREDA through their Wairarapa based agency</p> <p>Promote the Wairarapa as a world class destination</p> |