

Kāpiti Visitor Attraction Plan

2016-2018

This plan sets actions to grow the visitor economy in Kāpiti, enabling us to accelerate the vision for a thriving, vibrant and diverse district

DRAFT

Visitor attraction and economic development

The Kāpiti Coast District Council adopted an Economic Development Strategy as an overarching strategic framework for guiding the Council's activity. The Strategy identifies a number of drivers to achieve economic development growth and success, the four focus areas are: open for business, building capability, leadership and responsiveness, and positioning Kāpiti. Council's investment in visitor attraction will add value to the positioning Kāpiti outcomes, which are to:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market
- improve perception and build reputation
- attract investment
- make it easier for our partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

Delivering high return initiatives will assist the District to achieve its economic development outcomes. The Kāpiti Coast has an opportunity to use the visitor economy to accelerate its vision for the District that is thriving, vibrant and diverse. This plan sets actions for the Council to deliver visitor focussed initiatives for 2016-2018.

Kāpiti District Economic Development Strategy 2015-2018 – Positioning Kāpiti (excerpt)



POSITIONING KĀPITI

FOCUS AREA	KEY INITIATIVES
Positioning Kāpiti	<ul style="list-style-type: none">• Tell the Kāpiti Story (including digital presence)• Visitor attraction• Business attraction• Event development

Positioning is an integral element of economic development and is broader than just promoting what we have to offer. Good positioning will allow us to understand who we are, what we have to offer, where we fit and what we need to improve – enabling us to differentiate ourselves.

Effective positioning underpins good story telling. We are a district with an evolving and multi-layered story – each of our townships boasts a distinct character; we are a coastal haven and retreat; a burgeoning and growing suburb of Wellington; a group of satellite towns with opportunities to be a great place to work and do business. We need to capture these layers and then tell our stories in a cohesive and compelling way to cut through a crowded market place.

The outcomes of this focus area will:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market place

- improve perception and build reputation
- attract investment
- make it easier for partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

A priority in this focus area will be to develop a strong position and articulate our story. These elements will be used to inform business and visitor attraction initiatives.



Major events have the ability to draw visitors to the District and can encourage visitors to spend more time and money in Kāpiti while promoting the liveability of the District, adding to the visitor experience. The Kāpiti Events Plan 2015-2018¹ sets a roadmap for creating a vibrant events portfolio for the District and is a perfect companion to the Visitor Attraction Plan. Both plans are fundamental to allowing the District to realise its full potential as a visitor destination.

Visitor attraction and the local community

The visitor economy can enhance the District's wellbeing through the provision of employment and incomes, great social amenity and more choice for residents. Creating an appealing destination for visitors also makes it more attractive to residents with enhanced recreation and entertainment opportunities, leading to increased economic benefits.

Showcasing the history, culture and attractions of an area to attract visitors can bring about a real sense of pride and identity in residents. This all adds to the satisfaction and contentment of people who live on the Kāpiti Coast.

If Kāpiti residents welcome visitors and act as enthusiastic ambassadors for the district, we will enjoy a reputation as a desirable place to visit. Growth in the visitor economy is particularly desirable for Kāpiti to increase diversification in employment; a sector which is currently dominated by care services and retail.

Visitor attraction and tāngata whenua

The Kāpiti Coast has a rich and colourful Māori history that contributes to the District's identity. This provides an opportunity to offer distinctive experiences and presents an opportunity for tāngata whenua to facilitate initiatives that develop a greater iwi-Māori presence in Kāpiti attractions, public spaces and visitor services. Council has a major role in supporting and enabling iwi-led initiatives that enable tāngata whenua to welcome visitors in the true spirit of manaakitanga.

Transport and connectivity

It is important that local attractions appeal to locals and visitors alike as vibrancy, safety and community culture add to the visitor experience and make a place great to visit and live.

¹ Kāpiti Events Plan 2015-2018 was adopted by the Environment and Community Development Committee in December 2015.

Transport connections into the Kāpiti district are improving with a number of significant transformational projects underway that have the potential to increase economic growth through improving the district's connectivity and visitor access. These include:

- Expressway and Transmission Gully development
- State Highway 1 revocation
- Blenheim, Nelson and Auckland air services to Kāpiti Airport
- cycleways, walkways and bridleways development.

These projects play an important part in establishing a forward plan for visitor attraction and create opportunities for the District's local communities - including town centre revitalisation, loop drives and local destination plans.

Council's role in Visitor Attraction



Plan for action

This plan sets actions for council to deliver visitor focussed initiatives for 2016-2018.

Focus areas for 2016-17

Establish the Councils place in visitor sector leadership and delivery

- Strengthen collaborations and establish partnerships with Positively Wellington Tourism, Wellington Regional Economic Development Agency (WREDA), Immigration, Ministry of Business, Innovation and Employment, Kāpiti Chamber of Commerce and Manaaki Kāpiti.
- Development of major events for Kāpiti that offer a vibrant events portfolio (as set out in the Kāpiti Events Plan 2015-2018)
- Review service delivery of Kāpiti visitor and tourism service
- Support and advocate for tāngata whenua initiatives and investments that contribute to principles of manaakitanga

Improve marketing and distribution

- Develop and invest in digital imagery library and develop a foundation resource for destination marketing
- Review official publications to improve design and content, business buy-in and consumer appeal
- Begin to market promotions that link to existing events in Kāpiti
- Undertake and support innovative high impact media initiatives both internationally and domestically
- Develop bespoke Kāpiti media and establish an advertising plan
- Undertake innovative and high impact promotional initiatives that set Kāpiti apart from other destinations

- **Developing a digital and social media plan that increases exposure domestically and internationally**
- **Work with key commercial operators**
- **Improve standardized visitor maps and signage**
- **Create collateral, maps and other tools that improve the visitor experience**

Focus areas for 2017-18

Improve destination and product development

- **Develop market –ready products showcasing key areas of visitor attractions in Kāpiti;**
 - **Heritage**
 - **Golf**
 - **Tramping**
 - **Fishing**
 - **Arts**
 - **Gardening**
 - **Ornithology**
 - **Shopping**
 - **Education (international students and their families)**
- **Establish a cycle tourism working group to shape a plan to market Kāpiti as a destination for easy family-friendly cycling and walking**
- **Develop a cooperative cluster of meeting, wedding and group retreat operators to develop targeted multi-channel promotion of this sector**
- **Continue to facilitate discussions amongst key stakeholders to advance the proposed Kāpiti Island Gateway Centre**
- **Work with tāngata whenua to include local Māori art, design and stories in the Kāpiti i-Site**
- **Support the implement of more bi-lingual signage throughout the district, particularly for important place names**
- **Support a feasibility study and business case for facilities that will benefit visitor attraction**

Success indicators

A set of action orientated indicators have been identified to monitor progress in overall visitor attraction in Kāpiti. These are outlined in the table below.

Overall Visitor Sector Indicators	How will it be measured/source
Grow the amount and proportion of Kāpiti's GDP (gross domestic product) contributed by tourism	Annual reporting - Infometrics– district GDP from tourism data
Grow the number of FTE (Full time employees) supported by tourism	Annual reporting - Infometrics Ltd – Tourism employment data
Grow international visitor expenditure in Kāpiti	Annual reporting – Ministry of Business, Innovation and Employment; Regional Tourism Expenditure data
Increase in commercial accommodation numbers for Kāpiti	Statistics New Zealand, Accommodation survey data
Build loadings on flight services to Kāpiti Coast	AirNZ report

In most cases, 2014/2015 data will be used to establish a baseline for comparing data to monitor progress. The information collated will provide a report series that will analyse trends and contain valuable regional and national information from which priorities for further analysis can be identified to inform decision making and priorities setting.

Individual initiatives within the plan are likely to have their own set of refined success indicators that will reflect the objectives and deliverables of the activity. It is envisaged that these indicators will influence the overall visitor sector indicators for Kāpiti.