

# Long-term Plan 2024–34



Respondent No. 100

Response ID 5651597

Date of contribution Apr 15 24 07:19:52 am

## Personal information

First name Mike

Last name Johnson

I'm providing a submission (choose one):  as an individual

Do you want to speak to Council about your submission at our public hearings on 2 May?  No


Are you happy for your name to be published with your feedback:  My name can be published with my feedback

## Submission

### Is there anything else you'd like to tell us about this LTP?

Thank you for this opportunity of making a submission. Currently I am overseas and do not return until after the book has closed so this will be in precis terms  
You claim that your role in Tourism is to encourage Wellingtonians to come and visit with their kids . That has to be the weakest goal I have ever heard of in my over 50 years in Tourism development.  
You need to make Kapiti a more widely known destination develop knowledge with the public and the tourism industry nationwide and worldwide. You need to promote to ITOC (Inbound Tour Operating Council). I know one such operator based in Amsterdam born in NZ who sends a lot of people here and I have spoken to many who say Kapiti has been one of their high points of their visit to NZ.  
Currently you are underselling Kapiti which other smaller areas are developing a better known national and international market.  
Silence is only going to make correction costlier. I have offered to assist from my professional background with no response.  
I have been a member of SKAL the International Tourism Forum for over 40 Years. I have been a member of the Rotorua Tourism Board and VP of their Chamber of Commerce and a Trustee of Rotorua Museum before retiring to Kapiti. I am now a member of the Kapiti Chamber of Commerce now as well.  
I am currently overseas until mid April but would welcome a meet after my return  
Look forward to hearing from you

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