

Guide visitation

Visitation levels are spread across places and seasons in ways that help the tourism industry be more resilient – while, crucially, making sure the environment thrives, and that balance has been achieved.

Values-based visitors are travellers who help Hauraki Coromandel flourish environmentally, socially, and economically. They are in tune with local values, and they treat places with respect. These visitors may stay longer than others, are more deeply engaged, have a positive impact on the environment, and have great travel experiences too.

GUIDE VISITATION	ACTION	ACTIVITIES/PROJECTS	WHEN
Attract values-based visitors by actively managing visitor expectations.	Educate visitors and holiday homeowners on reasons to visit different parts of the region to share the benefits with all communities.	<ul style="list-style-type: none"> - Activate behavioural marketing initiatives. - Highlight regional eccentricities and unique propositions. - Create packages that encourage increased spending of time and money across the region. 	ONGOING
	Promote responsible behaviour and sustainable practices.	<ul style="list-style-type: none"> - Identify creative opportunities to deliver local values to protect our place. - Acknowledge seasonality and endorse off-season visitor expectations. 	ONGOING
	Strengthen unique selling point and key differentiators.	<ul style="list-style-type: none"> - Market based on passions and values alignment. - Trial loyalty programmes/annual passes. - Trial locals only pricing/times for visiting popular attractions. 	ONGOING
	Help showcase our values through storytelling.	<ul style="list-style-type: none"> - Support industry partners to showcase our heritage and values. - Roll out ambassador programme. - Grow knowledge of Hauraki Coromandel history and culture. 	MEDIUM TERM
Align tourism experiences to regional values.	Share DMP insights to encourage tourism experiences that generate positive word-of-mouth and attract values-based visitors.	<ul style="list-style-type: none"> - Advise entrepreneurs and existing businesses on inclusion of Guiding Stars into experience design. - Review food tourism strategy, incorporating Kaimoana Coast proposition. - Review regional events strategy. 	MEDIUM TERM
Regional accessibility and way finding.	Improve visitor flow via communications and signage.	<ul style="list-style-type: none"> - Develop regional signage plan. - Manage maps updates. - Review information centre network. - Promote Coromandel Loop touring route. 	MEDIUM TERM
	Help improve regional connectivity (road, sea and air).	<ul style="list-style-type: none"> - Identify safe access routes between communities. - Investigate alternative access routes (i.e. ocean based access, ferry and airport alternatives). 	MEDIUM TERM