The Coromandel was recently voted New Zealand's number one holiday destination*, which is exactly where we want to be. However if we are to be rated as the country's must visit destination in years to come, in winter and summer, then we've got a fair bit of work to do.

The importance of working together, towards this vision, cannot be understated. The premise to achieve this vision is the mission, simply put - to preserve our heritage.

Prepared for The Coromandel visitor industry, this document outlines ambitious economic goals in line with the national tourism strategy - Towards 2025. The Coromandel is ideally positioned to benefit from a growing national tourism sector - being within 2 hours of 50% of New Zealand's population and the Auckland Airport. That said we'd still have to acquire an additional 215,000 overnight guests (with a current average spend of $372) over and above what we're currently trending towards, by 2025.

To achieve these goals we've identified three key areas and introduced ideas to challenge the status quo;

> Product Development
> Seasonality
> Quality

We needn't look far for inspiration, there are plenty of examples in our own backyard showcasing reasons to stay longer and spend more. Driving Creek Railway personifies the mission and the ‘good for your soul’ proposition we present to the market.

The Hauraki Rail Trail has provided a glimpse of what’s possible.

Rail Trail cyclists are oblivious to the challenges posed to the multiple stakeholders involved in this partnership – typical of a project of this scale. Invariably cyclists are happy and communities benefit. The busiest month of April is a welcome boost to surrounding product that continues to improve with increasing consumer demand.

Towns and districts will continue to develop in their own right, however a collegial approach is required to achieve The Coromandel vision long-term, leaving a legacy Beyond 2025.
VISION:

The Coromandel is New Zealand’s must-visit destination*

The Coromandel represents the Hauraki Plains, Coromandel Peninsula and Seabird Coast.

Destination Coromandel is funded by Thames Coromandel District Council, Hauraki District Council and businesses in the visitor industry to promote The Coromandel good for your soul

*Within our key markets. Image: The Pinnacles
The New Zealand Tourism Industry has set an aspirational goal of achieving $41 billion in total tourism revenue in 2025.

This requires that domestic and international spend grow by 4% and 6% year on year respectively.

Assuming The Coromandel achieves the same level of growth by 2025, we will deliver $506 million in total visitor revenue. This is an 19% increase on the current projections for The Coromandel in 2025.

To achieve this The Coromandel needs to target three areas:

1. **Product Development**
2. **Seasonality**
3. **Quality**

Our mission will inform all strategic actions and accord them intergenerational priority, to ensure the enhancement of the very attributes that attract people to The Coromandel.

**MISSION:**

“To continue developing our visitor industry as an economic driver for social prosperity and to lead the preservation of The Coromandel’s unique cultural, historical and natural heritage.”
**FOUNDATION: The Coromandel Today**

**Total Visitor Spend***

The domestic market provides 80% of total visitor expenditure (domestic and international combined) to our two districts.

70% of the total visitor spend in **The Coromandel** comes from our drive markets (Auckland, Waikato and Bay of Plenty).

<table>
<thead>
<tr>
<th>TOTAL VISITOR SPEND</th>
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<tbody>
<tr>
<td>Auckland</td>
</tr>
<tr>
<td>Waikato</td>
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<tr>
<td><strong>BOP</strong></td>
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<tr>
<td>Rest of NZ</td>
</tr>
<tr>
<td>Australia</td>
</tr>
<tr>
<td><strong>UK/Europe</strong></td>
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<tr>
<td>Rest of World</td>
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<tr>
<td>28%</td>
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<td>6%</td>
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<td>10%</td>
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<td>17%</td>
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<td>25%</td>
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</table>

**Examples of Destination Coromandel activity to drive overall visitor spend**

→ Presenting information encouraging visitors to stay longer and spend more

→ Producing quality content to reach our key markets.

→ Developing a consumer centric platform.

**Commercial Guest Nights**

773,396 commercial guest nights in 2014 was the highest ever recorded for **The Coromandel**. The busiest time of the year (December, January and February) is almost five times busier than the quietest months (June, July, August), illustrating the challenge we have with seasonality.

**Note:** CAM stats, provided by Statistics NZ, do not capture all overnight visitors to **The Coromandel**. Holiday homes, which represent a significant proportion of our visitor market, and hosted accommodation (e.g. bed and breakfasts) are not included in this CAM data.

**TOTAL VISITOR SPEND FOR THE COROMANDEL IN 2025**

Assuming visitor spend continue to grow at the same rate **The Coromandel** can expect to reach $427 million from visitor spend by 2025. However if **The Coromandel** can stimulate visitor spend in line with the industry target we will achieve $506 million.

**Total Visitor Spend for The Coromandel in 2025**

Assuming visitor spend continue to grow at the same rate The Coromandel can expect to reach $427 million from visitor spend by 2025. However if The Coromandel can stimulate visitor spend in line with the industry target we will achieve $506 million.

$506m

$427m

**Commercial Accommodation Monitor**

[Graph showing commercial accommodation monitor with data points for years 2000 to 2014, indicating trends and goal for 2025.]

*Statistics supplied by MBIE to provide a trend.*
**Domestic Visitor Spend**

Domestic visitor expenditure in *The Coromandel* was $249 million for year end March 2014. This is an increase of $36 million in 5 years, largely spent on fuel and retail purchases.

The New Zealand tourism industry has identified productivity as a route to improved profit. Reducing seasonality is central to this national outcome. The challenge is far greater for *The Coromandel* as illustrated by the peaks and troughs (summer v winter) in the graph below.

Domestic visitor expenditure in the **Thames Coromandel district** has increased by $10 million in the last five years. This rate of growth is slower than the national measure. The **Thames Coromandel district** in particular has the challenge of seasonality.

Domestic visitor expenditure in the **Hauraki District** has increased $26 million in the last five years, of which $18 million is from the last two years. Most notable is the increased spend in fuel. The Hauraki Rail Trail was opened in May 2012.

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**What is DC doing to stimulate domestic growth right now?**

- Increasing targeted spend to our drive market
- Domestic shoulder season campaign
- Connecting product with niche audiences

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**What are visitors spending their money on?**

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<thead>
<tr>
<th>Category</th>
<th>Spending</th>
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<tbody>
<tr>
<td>Accommodation</td>
<td>$82m</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$22m</td>
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<tr>
<td>Fuel &amp; Automotive</td>
<td>$97m</td>
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<tr>
<td>Passenger Transport</td>
<td>$7m</td>
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<tr>
<td>Retail Sales</td>
<td>$30m</td>
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<tr>
<td>Tourism Product (eg. activities)</td>
<td>$13m</td>
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**Domestic Visitor Spend for The Coromandel in 2025**

*Toward 2025 is targeting 4% growth year on year from domestic tourism. At this rate The Coromandel would reach $383 million from domestic spend, $31 million more than the region is trending towards.*
**International Visitor Spend**

International visitor expenditure in *The Coromandel* was $64 million for the year end March 2014. More than 30% of total international expenditure comes from Australia ($21m). China, despite being the second largest source of international visitors to NZ, have not yet registered enough spend (minimum $2m) to feature in the regions spend data. International visitor expenditure for *The Coromandel* has only just recovered after 4 years of declining spend. Despite this *The Coromandel* has continued to trend above the national measure.

International visitor expenditure in the **Thames Coromandel district** has increased by $13 million in the last five years. International Visitor Expenditure in the **Hauraki District** has been consistently low, demonstrating no growth in the last 3 years.

**Note:** Visitor spend for total, domestic and international is a Regional Tourism Estimate provided by MBIE. Estimates and projections are based off the current MBIE information available at the time of this document’s production.

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**What are international visitors spending their money on?**

- **Food & Beverage:** $14m
- **Accommodation:** $11m
- **Tourism Product (eg, activities):** $6m
- **Retail Sales:** $16m
- **Fuel & Automotive:** $15m
- **Passenger Transport:** $3m

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**What is DC doing to stimulate international growth right now?**

- **Trade and consumer activity in Australia**
- **Promoting export ready product to international travel sellers**
- **Hosting International Trade and Media**

**Australian Partnership Campaign:**
*investment* - $22,430 v *Advertising Value* $98,118.75

**Attending New Zealand’s biggest travel trade show, TRENZ**

*Garden Gurus Australian TV Series estimated advertising value - NZD $1.2m*
FOUNDATION: The Coromandel Today [at a Glance]

Product Development

World class attractions and infrastructure that enhance the surrounding environment

Driving Creek Railway
- After a 25 year labour of love Driving Creek Railway took it’s first paying passengers
- In December 2011 it received it’s one millionth passenger
- One of The Coromandel’s most successful private attractions
- Includes a wildlife sanctuary and art gallery

Bularangi Motorbike Tours
- Dominating a niche market
- Nationwide business, based in Waihi, with depots in Auckland, Wellington, Christchurch and Queenstown
- Establishing Waihi Bullion visitor experience, building on the gold story

Hauraki Rail Trail
- The mean spend per cyclist is about $105 (University of Waikato, 2013)
- 78% of visitors from outside of the region
- Spend via electronic card transaction in the Hauraki District increased by $18 million between 2012 and March 2014 (MBIE Regional Tourism Estimates)

Progressing The Coromandel towards a year round destination with 8 months of solid visitor activity region wide

The Lost Spring
- The Lost Spring officially opened in December 2008
- It has grown to include a café, Day Spa & private Info Centre
- A year round attraction, experiencing 12% year on year growth

Beach Hop
- 100,000+ attendees
- 5 day shoulder season event
- Worldwide media coverage e.g. Discovery Network - potential audience 45 million
- Based in Whangamata with events in neighbouring towns

Scallop Festival
- Attracts 4500 visitors during September
- $3.7 million economic benefit in 2014
- 43% of attendees spend time throughout The Coromandel

Gold Discovery Centre
- This anchor product broadens the appeal of Waihi and the wider region
- Provides a year round wet weather option
- Heart of The Coromandel gold experience

Quality

Position The Coromandel as a ‘must visit’ destination, exceeding expectations so visitors return and tell others

Kiwi Dundee Adventures
“I think that by educating people you are making a huge impact on the world. Thank you very much!”
Heather Flint, USA

Manawa Ridge Eco Retreat
“We have stayed at Manawa Ridge 3 times now… look forward to our next stay”
SilverFern, Rotorua

Falls Retreat
“A hidden culinary gem!”
“…service is fantastic as well. Don’t miss it!”
Haifa, Israel

Cathedral Cove Kayaks
“…His knowledge of the history and culture of the area was amazing.”
The Sporn Family, Australia
Should visitor spend continue to grow at the same rate The Coromandel can expect to reach $427 million by 2025. However if The Coromandel can match national industry targets the region will achieve $506 million by 2025.

It is imperative The Coromandel delivers on the key performance indicator established by Destination Coromandel. Where the region tracks in relation to the trend and goal will provide a barometer for success beyond the KPI.

It is Destination Coromandel’s intention to stimulate growth in visitor spend by addressing 3 key areas, together with key stakeholders and The Coromandel Visitor Industry, within the next 10 years.

**KEY PERFORMANCE INDICATOR**

To deliver to our region annual visitor spend equal to or greater than the equivalent national measure.
**Product Development:** Developing world-class attractions and infrastructure that enhances the surrounding environment. Dispersing visitors region wide is important in taking pressure of natural assets.

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**Seasonality:** Making The Coromandel a year round destination with 8 months of solid visitor activity. Summer is already at capacity, growing the shoulder and off seasons is a priority.

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**Quality:** Retaining a consumer centric focus, providing a quality experience that will encourage increased visitor spend, return visits, positive word of mouth and reputation.

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