

OBJECTIVE

Deliver Tourism & Visitor Attraction services for the Timaru District
"be true to who we are - play to our strengths"

STRATEGIES

Ignite sector advisory panel to develop genuine collaborative partnerships to enhance the local tourism sector.

Reignite & rebuild the domestic tourism market and push into the wider inter-regional & national markets

PRIORITY
Target all marketing expenditure towards attracting greater domestic tourism & increasing visitor spending

Support & engage with sector businesses assisting with their COVID-19 recovery & reignition

Develop & Implement an Events Growth/Attraction strategy

ACTIONS

- operators & organisations invited to be part of the panel
- develop a terms of reference with the panels primary focus to be on utilising networks & connections to enhance sector wide collaboration
- diverse panel knowledge and experiences to inform the adopted Visitor Strategy
- develop our districts Unique Selling Proposition USP or identity?

- align buy, support & go local campaign to local sector operators
- develop and promote a range of affordable visitor activities ("escapes") to attract visitors e.g.
 - families
 - millennials
 - luxury
 - food
 - active
- establish & maintain an accessible accommodation, facilities and service provider database

- develop and implement a COHESIVE and SUSTAINED District Marketing Plan across all mediums encompassing key markets (as and when appropriate):
 - local
 - regional
 - inter- regional
 - national
 - trans-Tasman
 - cruise
- ensure full alignment of all marketing to the districts workforce and business attraction activities

- Engage with operators to ensure:
- they are accessing appropriate government financial assistance
 - have ready access to the professional advice they need on cashflow planning, business continuity, marketing, digital platforms, HR etc...

- enhance/grow existing iconic, sporting & other events
- further develop conference package offerings and promote
- investigate new events as to type, audience demographics
- explore funding avenues for event attraction and retention