

Visit  
Hurunui  
North Canterbury

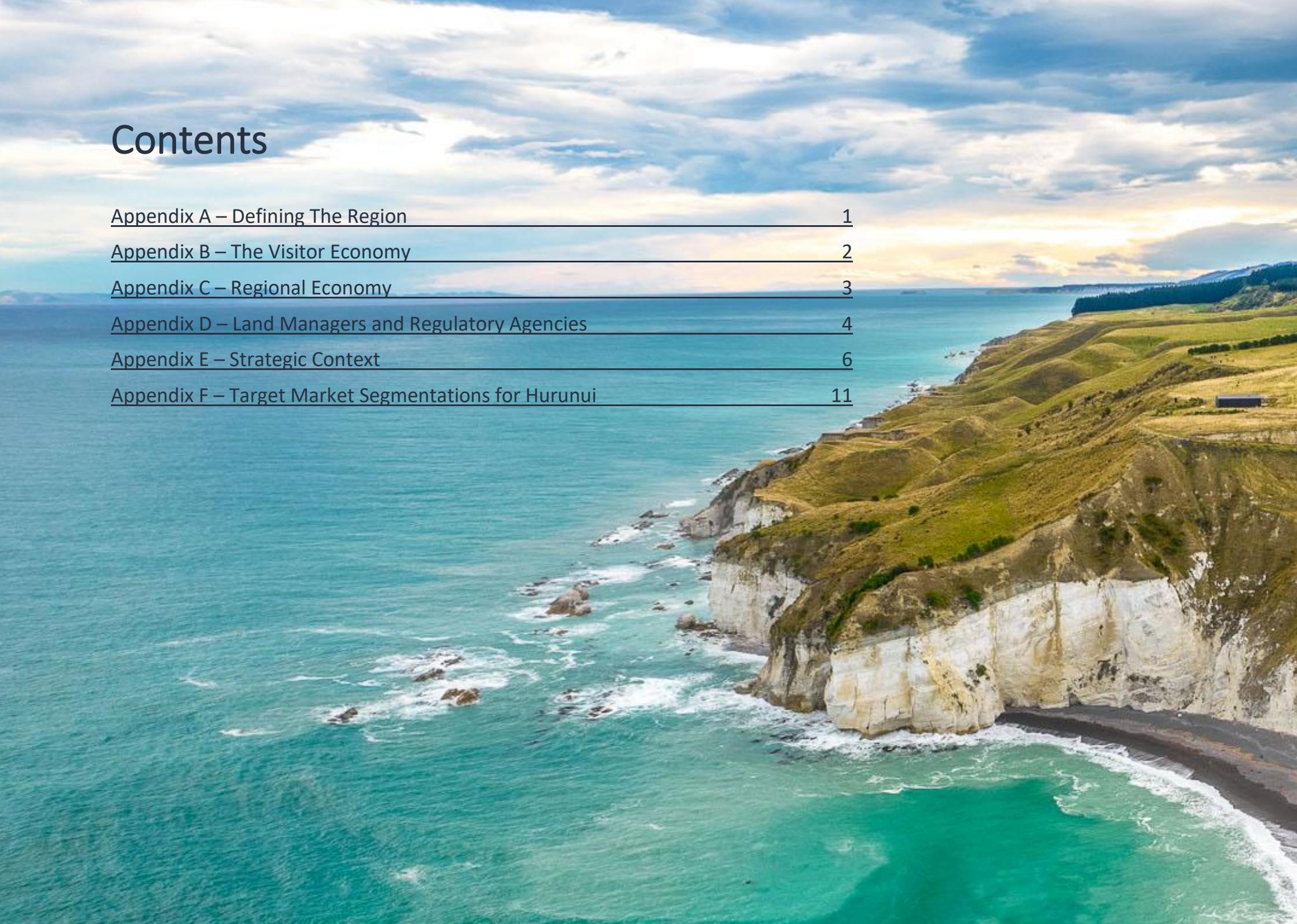
A Destination Management Plan  
for Hurunui District

# Appendix

Protecting and  
Sharing what  
we Treasure

# Contents

|   |           |
|---|-----------|
| <u>Appendix A – Defining The Region</u>                     | <u>1</u>  |
| <u>Appendix B – The Visitor Economy</u>                     | <u>2</u>  |
| <u>Appendix C – Regional Economy</u>                        | <u>3</u>  |
| <u>Appendix D – Land Managers and Regulatory Agencies</u>   | <u>4</u>  |
| <u>Appendix E – Strategic Context</u>                       | <u>6</u>  |
| <u>Appendix F – Target Market Segmentations for Hurunui</u> | <u>11</u> |



# APPENDIX A – Defining The Region

## Defining the region

### The Physical Region

The Hurunui District lies just 30 minutes north of Christchurch. It begins at Leithfield Beach and extends to the Conway River south of the Kaikoura Peninsula. It is bordered on the west by the snow-capped peaks of the Southern Alps and on the east by the rich oceanic waters of the Pacific. As Hurunui is predominantly rural, it has a strong agricultural focus with sheep, beef, and dairy farming,

Hurunui offers lifestyle, adventure, and a chance to experience the rich history and culture of rural New Zealand. Its small towns offer a window into the rural heartland. Seasons vary dramatically with searing summers and snowfalls in winter. Autumn temperatures are mild with stunning seasonal colours, while exotic flowers, green pastures and lambs dominate the spring landscape.

The towns of Amberley, Cheviot, Culverden and Hanmer Springs are the major urban areas. The district also has a number of smaller villages and beach settlements.

### Population

The population within the Hurunui district has been slowly, but steadily rising over recent years. Of the 13,300<sup>1</sup> people who call this district home, there is almost a perfect split between males and females. There are currently 1,074 Māori who live in the district or 8.5% of the population. With a total of 6,792 dwellings within the district and a total of 1,737, there is 17.7% of homes not occupied by the owner in the entire district. This percentage blows out to over 60% of dwellings in the small alpine village of Hanmer Springs.

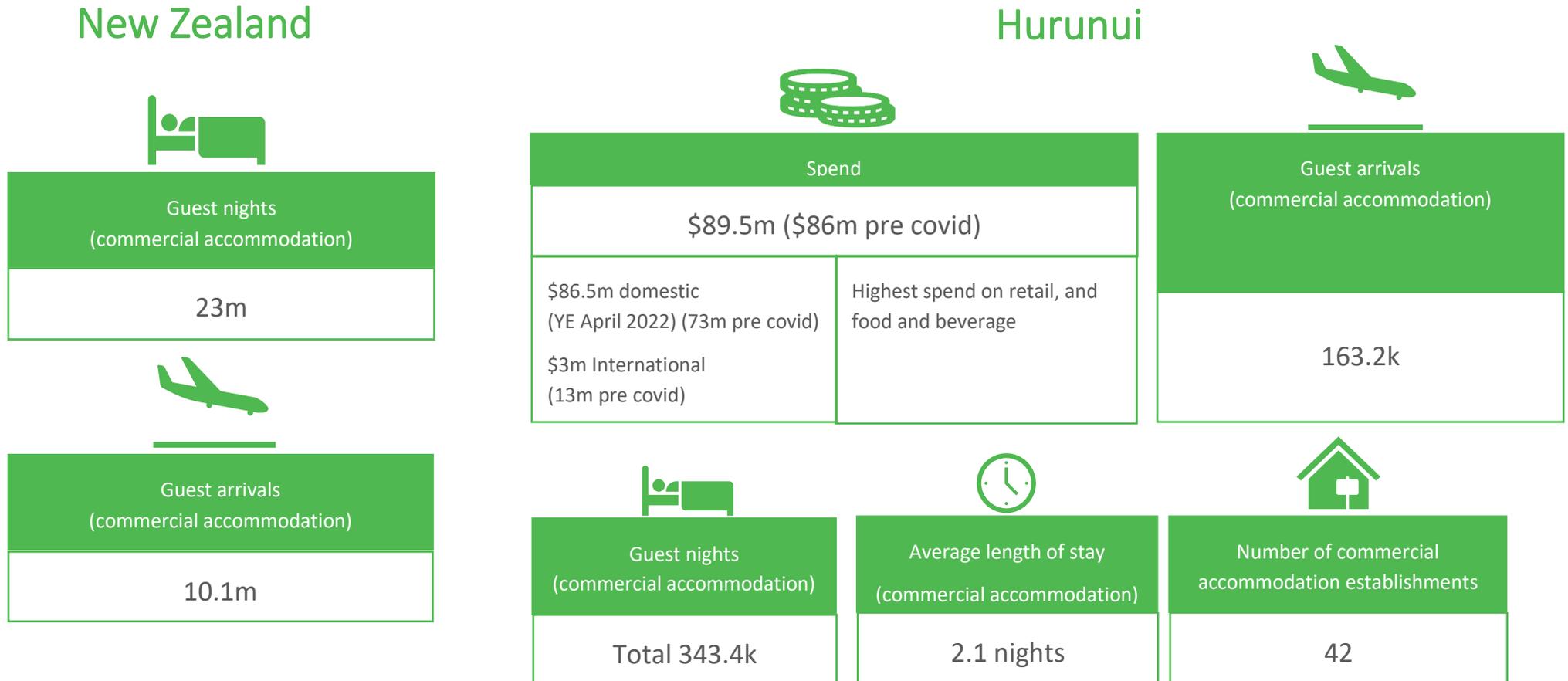
Figure 1. Map of the region



<sup>1</sup> Population estimated June 2021;

# APPENDIX B – The Visitor Economy

Figure 2. Visitor Sector<sup>2</sup>



Potential domestic market size: estimated at 500,900 potential domestic visitor trips (people who are interested in and have the means to visit Hurunui), primarily from the wider Canterbury region, followed by Auckland, Otago, Wellington, Nelson, Marlborough, and Waikato<sup>3</sup>.

<sup>2</sup> MBIE Accommodation Data Programme year ending May 2022, TECT year ending April 2022

<sup>3</sup> TNZ Domestic Growth Insight Tool

# APPENDIX C – Regional Economy

Figure 3. Hurunui District Economic Profile<sup>4</sup>

## Population



| Population |
|------------|
| 13,300     |

| Population Growth |
|-------------------|
| 1.5%              |

## Employment



| Unemployment |
|--------------|
| 1.9%         |

| Full time |
|-----------|
| 52.1%     |

| Part time |
|-----------|
| \$17.6%   |

## Standard of Living



| Median Personal Income |
|------------------------|
| \$31,600               |

| Over \$70,000 |
|---------------|
| 14.2%         |

## Economy



| GDP per Capita |
|----------------|
| \$51,648       |

| GDP Growth |
|------------|
| 2.2%       |

<sup>4</sup> Statistics NZ, MBIE. Population estimated June 2021; GDP year ending March 2020. Employment 2018 census.  
Hurunui District DMP Appendix | DRAFT Final | 2022

# Appendix D – Land Managers and Regulatory Agencies

## Te Rūnanga o Kaikōura

Te Rūnanga o Kaikōura is the tribal council for the hapū of Ngāti Kuri. Their boundary is from Te Parinuiowhiti (White Cliffs South of Blenheim) to the Hurunui River and South West of the Main Divide. The Office of Te Rūnanga o Kaikōura is situated at Takahanga Marae. The Rūnanga Office is responsible for the management of Rūnanga Policy and Directives while the Rūnanga itself is responsible for the governance of Rūnanga Policy and Direction

## Te Ngāi Tūāhuriri Rūnanga

The rohe or takiwā (district) of Ngāi Tūāhuriri extends from the Hurunui River in the north, to the Hakatere River in the south, and inland to the Main Divide. Tuahiwi is the home of Ngāi Tūāhuriri and has played a vital role in Ngāi Tahu history.

## Environment Canterbury

Environment Canterbury<sup>5</sup> or ECAN is the regional council authority who works closely with iwi partners and other agencies to protect the health of the environment within the Canterbury Region to ensure a sustainable and prosperous future for the region. They work with Papatipu Rūnanga, stakeholders and the wider community to manage the use and quality of the regions natural resources, including water, land and air. These responsibilities include managing the region's natural resources, leading regional land transport planning, contracting passenger transport services and coordinating the region's response to natural disasters.

---

<sup>5</sup> Environment Canterbury Website - <https://www.ecan.govt.nz/>

## Hurunui District Council

The Hurunui District Council is the regulatory and policy unit of local government with the land management and community facilities management responsibilities for the district.

## Hurunui Tourism

Hurunui Tourism is a regional tourism organisation (RTO) that's tasked by Hurunui District Council to market the Hurunui district to domestic and international visitors. A core part of their role as an RTO is to develop the Hurunui as a tourism destination and collaborating with key stakeholders within and outside of the district.

## Enterprise North Canterbury

Enterprise North Canterbury (ENC) was established by the Waimakariri and Hurunui District Councils in 2002 to promote economic development in North Canterbury. ENC works alongside businesses to develop an innovative and prosperous region. The organisation promotes economic growth by providing support in three key areas:

- Supporting Existing Businesses to Grow and Prosper
- Attract and inspire investment
- Promote the Waimakariri District.

## Department of Conservation

The Department of Conservation plays a significant role within the Hurunui, as the land management authority for a number of sights of significance including reserves and forests, as well as DoC hut's that are available to visitors to the area. There are also a number of permits and concessions that need to be obtained in order to undertake recreational activities that appeal to the visitor-sector, mainly from a hunting perspective.

## Waka Kotahi

NZTA's role is to contribute to an effective, efficient, and safe land transport system in the public interest. This includes state highways, rail, walking, cycling and public transport. For the population of Hurunui, having a resilient transport network is crucial. The region's relative lack of public transport into the district, means it relies on the state highway network and local roads to connect its communities, to get goods from farm gates and forests to markets, and to support growth in tourism.

## Ngā Haerenga – New Zealand Cycle Trails

NZCT Inc.<sup>6</sup> was established in 2014 as an independent body responsible for the long-term governance and management of the New Zealand Cycle Trail. The brand Ngā Haerenga means 'the journeys', both in a physical and spiritual sense, which is the experience The New Zealand Cycle Trail offers. NZCT Inc. operates under the direction of a board consisting of five elected voluntary members and a paid Chair appointed by the government. In addition, NZCT Inc. employs a general manager and several part-time supporting contractors.

---

<sup>6</sup> <https://www.nzcycletrail.com/>

Together, our purpose is to grow New Zealand through sustainable and outstanding cycling experiences – revitalising regions through new and improved cycling infrastructure, high-value tourism and job creation. The trails also benefit communities by fostering a life-long love of recreation amongst its people. The New Zealand Cycle Trail now occupies an important place in New Zealand's tourism landscape, particularly in the area of sustainable travel. It fits perfectly under the 100% Pure NZ brand and is a growing contributor to Tourism New Zealand's efforts to grow regional and seasonal visitation.

By enabling and promoting cycling and associated infrastructure all over New Zealand, all year round, New Zealand Cycle Trail Inc. delivers on Tourism Industry Aotearoa's (TIA) Tourism 2025 goals addressing issues of seasonality, regional dispersal, and driving value through outstanding and sustainable visitor experiences.

# Appendix E – Strategic Context

## National Tourism Strategic Context

### Tourism 2025 and Beyond

Tourism 2025 and Beyond is the New Zealand tourism industry's growth framework. It has been created by industry, for industry and keeps the tourism industry's focus firmly on growing our value to individuals, communities, the environment, the economy and our visitors. Its development is led by Tourism Industry Aotearoa. It has a vision of 'Growing a sustainable tourism industry that benefits New Zealanders.'

Tourism 2025 and Beyond has four key goals – one for each of the main framework elements. The strategy takes a balanced scorecard perspective to:

- Make sure our visitors are having great experiences
- Make sure our communities are happy with and benefitting from tourism
- Make sure our environment benefits from tourism
- Bring economic success.

### New Zealand-Aotearoa Government Tourism Strategy

The Government wants tourism growth to be productive, sustainable and inclusive. The goals of the New Zealand-Aotearoa Government Tourism Strategy are:

- Tourism supports thriving and sustainable regions
- Tourism sector productivity improves
- New Zealand-Aotearoa delivers exceptional visitor experiences
- Tourism protects, restores and champions New Zealand-Aotearoa's natural environment, culture and historic heritage

- New Zealanders' lives are improved by tourism.

In May 2019 Government and Tourism Industry Aotearoa have agreed to five key priorities for immediate action in the coming year. These are:

- Sustainable growth
- Improved data and insight
- Building the tourism workforce
- Destination management and planning
- Carbon and climate change.

While there has been no revision of these immediate priorities, these priorities provide clear guidance for regions on the current important issues to deliver on the national tourism strategic goals.

### New Zealand Tourism Sustainability Commitment

As part of implementing the tourism strategies, Tourism Industry Aotearoa has developed the Tourism Sustainability Commitment to enable tourism operators to voluntarily work towards achieving the four pillars of sustainability.

The Tourism Sustainability Commitment has been developed by industry for industry to progress the vision of New Zealand leading the world in sustainable tourism. It comprises 12 commitments across the four pillars of environment, community, visitor, and economy that individual businesses sign up to. Over 1400 tourism businesses have already committed to this programme which is becoming an industry standard. Commitment requires:

- Having a sustainability plan with goals for all 12 Commitments
- Making measurable progress towards the goals
- Embedding sustainability into business systems, processes, and plans

- Providing an annual update on progress
- Telling communities and visitors about our sustainability efforts.

As a result, this programme enables the tourism industry and individual operators to demonstrate their performance to potential visitors as well as the community within which the industry operates.

### **Tiaki Promise**

The Tiaki promise is a component of the overall tourism action towards a sustainable sector and invites visitors, both domestic and international, to recognise the values of New Zealand and to commit to:

- Care for land, sea and nature. Treading lightly and leaving no trace.
- Travel safely, showing care and consideration for all.
- Respect culture, travelling with an open mind.

The promise should promote a high level of responsibility by travellers throughout New Zealand.

The collective national frameworks establish a clear set of priorities for the tourism economy that will require tourism in the region to address its environmental footprint and journey to sustainability. It will require that there is obvious recognition and connection with host communities and to ensure that tourism keeps and develops its New Zealand identity, incorporating a higher level and quality of Te Ao Māori in its offer to visitors.

### **NZTA – National Land Transport Programme<sup>7</sup>**

Transport plays a crucial role in supporting the wellbeing of our communities. When the transport system is well planned and well managed, it delivers social, economic and environmental benefits.

The Government’s strategic priorities for the land transport system are set out in the Government Policy Statement on land transport (GPS) 2021. It focuses on

<sup>7</sup> <https://www.nzta.govt.nz/planning-and-investment/national-land-transport-programme/2021-24-nltp/introducing-the-2021-24-nltp/introduction/>

creating a safe, well-connected and low-emission land transport system to move people, get goods to market and provide choice in how this happens.

GPS 2021 guides our decision-making on where investment from the National Land Transport Fund (NLTF) will be spent during the next 10 years. It sets out the government’s priorities for the land transport system, how much revenue is forecast to be raised for the NLTF, how much borrowing we can access and how this funding will be allocated across different types of land transport activities.

### **Department Of Conservation – Heritage and Visitor Strategy<sup>8</sup>**

New Zealanders live in one of the most incredible places on Earth— with a natural, cultural and historic environment like no other. More than ever, people want to visit public conservation lands and waters to experience our unique heritage.

The Department of Conservation (DOC) first developed a Visitor Strategy in 1996. Since then, the context has changed considerably. Along with a significant increase in New Zealanders visiting areas managed for the public by DOC, there has been rapid growth and drastic fluctuation in the numbers of international visitors. There have also been changes in how visitors want to experience and connect with our natural, cultural and historic heritage on public conservation lands and waters.

The Heritage and Visitor Strategy provides the proactive and adaptive long-term approach needed for DOC to navigate evolving pressures and build a resilient system that has regenerative principles at its core. The Heritage and Visitor Strategy has been developed to provide a framework for DOC to navigate the changing context for visitor experiences on public conservation lands and waters and realise the benefits for all New Zealanders. In this Strategy we outline how DOC’s heritage and visitor system can support DOC’s work to help Papatūānuku thrive.

As these shifts continue to occur, it is crucial to consider how to respond to existing and future pressures on DOC’s heritage and visitor system and the

<sup>8</sup> <https://www.doc.govt.nz/globalassets/documents/about-doc/role/policies-and-plans/heritage-and-visitor-strategy.pdf>

opportunities visitors create to support productive, sustainable and inclusive economies and enhance community wellbeing. The Strategy is designed for everyday use by DOC staff. It will help inform visitor and heritage management decisions across the country, including our work with Treaty partners, across government and with stakeholders. It sets out the goals and outcomes DOC intends to achieve and the steps we will take to get there. The three goals of the Strategy are:

- Protect – New Zealand’s natural, cultural and historic resources are protected and restored to maintain biodiversity, cultural and historic values, ecosystem health, landscapes and natural quiet.
- Connect – Visitors are enriched and better connected to New Zealand’s natural, cultural and historic heritage.
- Thrive – Tangata whenua, regions and communities benefit from protecting and connecting visitors with their natural, cultural and historic heritage.

#### **2021 Evaluation of Ngā Haerenga Great Rides Of New Zealand<sup>9</sup>**

This evaluation is part of the monitoring of the performance of the Great Rides. It details how the 22 New Zealand Cycle Trail Great Rides are impacting trail users, the communities in which the trails are located, and New Zealand as a whole.

The main aims of the evaluation are to:

- gather data from all 22 Great Rides for the 12 months – beginning 1 July 2020 to 30 June 2021
- develop a consistent methodology for collecting and analysing trail data
- consider impacts across the four capitals identified in Treasury’s Living Standards Framework – natural capital, social capital, human capital and financial and physical capital.

---

<sup>9</sup> 2021 Evaluation of Ngā Haerenga Great Rides of New Zealand (mbie.govt.nz)

<sup>10</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9ssstcjd/hierarchy/Support\\_Services/Plans%20and%20reports/LTPs/LTP-Part1-V7.pdf](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9ssstcjd/hierarchy/Support_Services/Plans%20and%20reports/LTPs/LTP-Part1-V7.pdf)

## **Regional Tourism Strategic Context**

### **The Hurunui District Council’s Long Term Plan<sup>10</sup>**

The Hurunui District Council’s Long Term Plan (LTP) focuses on providing direction for the activities and projects that will support and the services we will deliver across the district during the next ten years. This plan has been constructed first and foremost with the community in mind. Rates are always a concern for our people, especially in the world we live in where cost and affordability form a part of many discussions. Council has an ever-increasing range of responsibilities and an ever-expanding list of new projects in order to support the economic, cultural, social and environmental wellbeing of our community. Within our ‘Finding the Fair Way’ LTP public consultation document that balanced the ‘business as usual’ tasks with legislative demands, all the time striving to honour the needs and wants of those who call the Hurunui district home

### **Hurunui District Council’s Annual Plan<sup>11</sup>**

The Annual Plan is the Hurunui District Council’s plan for the up-coming financial year. Council produces an Annual Plan in the years in which a Long-Term Plan is not produced. The Annual Plan is prepared according to section 95 of the Local Government Act of 2002.

<sup>11</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9ssstcjd/hierarchy/Support\\_Services/Plans%20and%20reports/Annual%20Plans/2022-23%20Annual%20Plan](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9ssstcjd/hierarchy/Support_Services/Plans%20and%20reports/Annual%20Plans/2022-23%20Annual%20Plan)

### **Reserves Management Plan<sup>12</sup>**

As an administering body, the Hurunui District Council has the responsibility of preparing policy for the management of reserves within its control. Reserve management aims to ensure that the district's reserves are managed in the best way possible to allow community use and enjoyment, while preserving and protecting them for future generations. Historically, reserve management plans have been prepared on an ad-hoc basis for individual reserves or groups of reserves within the district. This approach, whilst of some merit, does not allow for the recognition of the commonality of reserve issues within the district. This management plan aims to provide a consistent management approach to the district's reserves. The only current exceptions to this are the Hanmer Springs Thermal Reserve and the Queen Mary Hospital Historic Reserve which are managed under separate management plans due to their unique situations.

### **Canterbury (Waitaha) Conservation Management Strategy 2016<sup>13</sup>**

The Canterbury (Waitaha) CMS describes the conservation values present in Canterbury, and provides guidance for the Department's work in the form of a vision, objectives, outcomes for Places, policies and milestones; translating the Department of Conservation's strategic outcomes to Canterbury

### **Hurunui Walking and Cycling Strategy<sup>14</sup>**

The purpose of the Hurunui Walking & Cycling Strategy is to provide strategic direction to encourage and promote the development and maintenance of walking and cycling trails within the Hurunui District. The Hurunui District Council is supportive of the development of walking and cycling trails in all its forms, due

<sup>12</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Infrastructure\\_Services/Property/Parks%20and%20Reserves/Reserves%20Management%20Plan/Introduction-Aims-Objectives-General-Policies.pdf](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Infrastructure_Services/Property/Parks%20and%20Reserves/Reserves%20Management%20Plan/Introduction-Aims-Objectives-General-Policies.pdf)

<sup>13</sup> <https://www.doc.govt.nz/globalassets/documents/about-doc/role/policies-and-plans/canterbury-cms/canterbury-cms-2016-volume-1.pdf>

<sup>14</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support\\_Services/Strategies/Hurunui%20Walking%20and%20Cycling%20Strategy%202017-2020](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support_Services/Strategies/Hurunui%20Walking%20and%20Cycling%20Strategy%202017-2020)

Hurunui District DMP Appendix | DRAFT Final | 2022

to the range of benefits it provides including benefits to health and wellbeing; providing alternative transport options for local trips; providing connections between communities and providing tourism and recreation opportunities. Hurunui District Council supports the Hurunui Trails Trust in their goal of championing the development and maintenance of walking and cycling trails throughout the Hurunui District. The Hurunui Trails Trust has developed a Strategic Plan which aligns with the Hurunui Walking & Cycling Strategy.

### **Tourism Strategy 2017-2022<sup>15</sup>**

A tourism strategy that led the way into the development of this Destination Management Plan. The strategy was endorsed by council and the Hurunui Tourism Board and focused on the core elements of destination development and marketing under the larger banner of destination management. The strategy included an action and working plan as well as an operating budget for the workstreams identified.

### **Waste Management and Minimisation Plan<sup>16</sup>**

Under the Waste Minimisation Act (2008), all Councils were required to compile and adopt a Waste Management and Minimisation Plan by 1 July 2012; this plan was adopted by Council during their May (2012) meeting. In addition, to meet the requirements of Section 51 of the Waste Minimisation Act, a Waste Assessment was also undertaken and approved by Council prior to completion of the Waste Management and Minimisation Plan. When compiling Waste Management and Minimisation Plans, Councils were required by the Waste Minimisation Act to meet a number of specific requirements including:

<sup>15</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support\\_Services/Strategies/Tourism%20Strategy%202017-2022](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support_Services/Strategies/Tourism%20Strategy%202017-2022)

<sup>16</sup>

[https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support\\_Services/Strategies/Waste%20Management%20and%20Minimisation%20Plan%202012-14](https://www.hurunui.govt.nz/repository/libraries/id:23wyoavbi17q9sstcjd/hierarchy/Support_Services/Strategies/Waste%20Management%20and%20Minimisation%20Plan%202012-14)

- Having due regard for the waste hierarchy – reduce, re-use, recycle, recover, treatment and disposal
- Considering the findings and recommendations of their most recent waste assessment
- The undertaking of public consultation, which follows the special consultative procedure, as required by the Local Government Act 2002.

As a result of the waste assessment and a review of Council’s Waste Management Plan (2005), Hurunui District Council’s Waste Management and Minimisation Plan (2012) was completed. This is an update of this document. The plan provided Hurunui District Council with objectives, policies and targets to enable residents, businesses, ratepayers and visitors to the district to be provided with highly effective, efficient, safe and cost effective waste management and minimisation services for a period of six years. These services will protect the environment from harm, and provide environmental, social, economic, and cultural benefits.

## APPENDIX F – Target Market Segmentations for Hurunui

| Target Market Sub Segment | Definition  | Estimated Market Size or Opportunity  | Destination Requirements   |
|---------------------------|---|---|--|
| Families                  | Traditional family plus multi-generational family travel, (i.e. grandparents travelling with grandchildren, grandparent/s joining traditional family) amalgamated families through divorce/remarriage, larger extended family groups (incl for special occasions) | One of two largest NZ domestic market segment (15% of domestic holiday market) <sup>17</sup><br><br>Christchurch (incl VFR) as base, but significant awareness creation opportunity for families in Auckland, Waikato, Wellington, Manawatu-Whanganui, lower South Island regions and Australia.  | <ul style="list-style-type: none"> <li>• Suitable accommodation and dining options</li> <li>• Immersive experience/ interpretation/ access for variety of ages and comprehension</li> <li>• Easy to access adventure and outdoor activities for all ages - without the crowds</li> <li>• Accessible and inclusive infrastructure and experiences</li> <li>• Pet friendly accommodation options</li> </ul>  |
| Grey Nomads               | Retired or semi-retired NZ residents, plus Australian and other mature markets<br><br>Often travelling in the off season, longer stay, regional spread, high use of motorhome.  | Ageing population in most Western markets<br><br>Growing NZMCA memberships<br><br>Canterbury makes up 15% of NZMCA members (28,638 memberships, 4.42% of the Canterbury population)<br><br>Auckland makes up 17.2% of NZCMA memberships (1.19% of the local population)<br><br>62% of NZMCA members travel 5 times or more per year, and 29% more than 10 times per year.<br><br>80% of NZCA memberships are 50 years or older (42% are 65+, 38% are 50 -64 years. Over 52% are retired). | <ul style="list-style-type: none"> <li>• Motorhome friendly sites, facilities, and comprehensive information to assist with planning</li> <li>• Accessible and inclusive infrastructure and experiences for restricted mobility</li> <li>• Wellbeing experiences and trails (spa, short walks, easy biking, food and wine)</li> <li>• Pet friendly accommodation options</li> <li>• Volunteering opportunities</li> <li>• Reasons to return regularly</li> </ul> |

<sup>17</sup> Domestic Growth Insight Tool; Domestic Traveller Segments

| Target Market Sub Segment   | Definition  | Estimated Market Size or Opportunity  | Destination Requirements  |
|---|---|---|---|
| <p><b>Luxury/ Wellness Market</b><br/><i>(Wellness lies across each segment to varying degrees)</i></p> | <p>Travel associated with the pursuit of maintaining or enhancing personal well-being.</p> <p>Couples without children seeking mental, spiritual and physical revitalisation.</p>   | <p>Substantial market segment that is forecast to grow further<sup>18</sup></p> <p>Opportunities to relax and refresh is a key travel motivator for domestic visitors (50%)<sup>19</sup></p>  | <ul style="list-style-type: none"> <li>• Luxury accommodation</li> <li>• Quality local food and beverage</li> <li>• Healing and immersive experiences</li> <li>• Soft adventure/ outdoor activities</li> </ul>  |
| <p><b>Agri-Food Tourism</b></p>   | <p>Supporting agricultural business diversity and interest from people in understanding more about the local produce chain, particularly sustainable/regenerative produce.</p> <p>Gives visitors an authentic taste of a place and an insight into the culture of a destination. It provides a connection between the primary producer of food and drink and the end consumer.</p> <p>Slow food. Healthy food. Multicultural food. Food in strange places.<br/>Adventure food. Comfort food. Food trucks. Street food. Food tours.<br/>Cooking classes. Master chefs. Events.</p> | <p>Globally estimated at between USD 48.1 billion - 69.24 billion and growing.</p> <p>Demand for agritourism in Australia is expected to reach \$18.6 billion (from 10.7b) by 2030 at around 5% per annum growth.</p> <p>Identified as a growth area in NZ<sup>20</sup></p> | <ul style="list-style-type: none"> <li>• Food that connects to the local culture</li> <li>• Local food/ produce/beverage, farmers markets, cellar doors, farm and orchard gates etc</li> <li>• Food and wine trails</li> <li>• Family farm experiences</li> <li>• Foraging</li> <li>• Opportunities to ‘meet the makers’, behind the scenes</li> <li>• Education, activities (eg cooking classes) and events</li> <li>• Rustic farm stays, glamping tents, to 5 star lodge accommodation</li> </ul> |

<sup>18</sup> Worth more than US\$639b globally and forecast to increase significantly <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

<sup>19</sup> TNZ/Kantar Domestic Travel View Report April 2022

<sup>20</sup> <https://www.mpi.govt.nz/dmsdocument/31068-New-Zealand-Food-and-Agri-Tourism-Report>

| Target Market Sub Segment   | Definition  | Estimated Market Size or Opportunity  | Destination Requirements  |
|---|---|---|---|
| <p><b>Accessible</b><br/><i>(Lies across each segment to varying degrees)</i></p> | <p>Visitors and their travel companions specifically seeking destinations and activities that are accessible and inclusive to people with a disability (incl but not solely limited mobility)</p> | <p>The prevalence of disability is increasing, notably due to population ageing.</p> <p>1m NZ'ers have a disability (688,380 or 14% of pop have a physical disability). 4.4m Australians, &amp; 15% of the global population have a disability (75m wheelchair users)<sup>21</sup></p> <p>(in addition to their friends &amp; families who travel with them)</p>      | <ul style="list-style-type: none"> <li>• Focus on inclusion and integration</li> <li>• Universal infrastructure. Adaptations if required.</li> <li>• Appropriate information.</li> <li>• Advanced customer care.</li> <li>• Cater to visual, audio, motor and neuro disabilities and impairments</li> </ul> |
| <p><b>Regional Visitors</b></p>   | <p>Short breaks from Christchurch residents and those visiting Christchurch</p>   | <p>Christchurch residents: 392,000<sup>22</sup></p> <p>Visitors to Christchurch City: approximately 1.6m visitors per annum<sup>23</sup> staying in commercial accommodation, in addition to those staying in peer to peer accommodation (up to 3,000 properties with an average 50-60% annual occupancy<sup>24</sup>) and those staying with friends and family.</p> | <ul style="list-style-type: none"> <li>• Wellness retreats</li> <li>• Events</li> <li>• Pet friendly accommodation options</li> </ul>   |

<sup>21</sup> World Health Organisation, MakingTrax NZ, and Auckland University of Technology

<sup>22</sup> Statistics New Zealand current population estimates

<sup>23</sup> Accommodation Data Programme

<sup>24</sup> <https://www.christchurchnz.com/about-us/economic-insights/christchurchnz-tourism-research> (AirBnB data)

| Target Market Sub Segment                     | Definition  | Estimated Market Size or Opportunity  | Destination Requirements  |
|---|---|---|---|
| <b>Corporate/ Business and Special Events</b> | <p>Medium sized businesses holding conferences, meetings, providing incentives and team bonding retreats</p> <p>Weddings and special family events</p> <p>Digital Nomads – working remotely for extended periods of time with or without families (skew towards 26-57 age)</p> <p>Non-season specific</p> | <p>Approximately 1,896 multi day business events per annum in NZ. Average spend per delegate for all events is \$453, and per delegate day \$229<sup>25</sup></p> | <ul style="list-style-type: none"> <li>• Quality accommodation and facilities for small – medium size groups</li> <li>• Small groups experiences</li> </ul> |

<sup>25</sup> Business Events Industry Aotearoa, Business Events Data Programme, Year End June 2021 Includes any venue that hosts 12 or more Business Events per year with a minimum of 50 guests at each event.

Visit  
Hurunui  
North Canterbury

