



# Destination Action Plan

# Raglan

VERSION 3.0 – 16 November 2016

**Finalised for community completion**

*(NOTE: bilingual version will be developed for the final plan)*



## Introduction

The Hamilton & Waikato Tourism Opportunities Plan provides a framework and direction for delivering new and improved tourism experiences across the region over the next

10 years. It has the potential to drive growth in the tourism sector and contribution to the regional economy.

This Destination Action Plan for Raglan identifies the priority strategies and actions that if implemented, will improve the competitiveness of the area as a visitor destination within the region.

The plan has been prepared by the community.

## The visitor economy

*Summary of what is known about current tourism to Raglan*

## *(TO BE COMPLETED BY RAGLAN GROUP)*

- Visitor numbers
- Market breakdown
- Trends over time

If data doesn't exist, add a description from an anecdotal viewpoint

## Our vision and aspirations

**“Within ten years, we will be widely recognised as the eco-friendly heart of New Zealand, and a leading example of responsible and sustainable tourism.”**

### **We will achieve this by:**

- Developing connectivity for people to be able to walk or ride between town locations (eg: water, bikes, walks, boats, etc)
- Ensuring a range of authentic experiences that showcase our people, our landscape, our stories, our history and our place
- Retaining the character of the town, known for good times; its great vibe; a happy place to relax and create memories
- Implementing eco-friendly practices and policies across all operators and the community

## Objectives for tourism

1. To grow awareness of Raglan as an eco-friendly destination and attract growth in visitors that respect this philosophy
2. To increase visitor numbers during shoulder periods
3. To increase visitor length of stay
4. To create additional businesses and employment in the visitor economy
5. To grow participation of local iwi in the visitor economy
6. To ensure local people are the greatest ambassadors for Raglan

## Our local tourism strengths

- Our people - bohemian, inclusive, alternative

- Our town character - surf town, family friendly, evening vibe
- Our stories
- Our natural environment
- Our surf and coast
- Our iwi culture and stories
- Our sense of community

## Our local challenges

Challenge	Action required
One vision for the future	<ul style="list-style-type: none"> <li>● Integrate Destination Action Plan with “Raglan Naturally” Plan</li> </ul>
Seasonality impacts on labour force availability	<ul style="list-style-type: none"> <li>● More events</li> <li>● Investigate sharing staff with alternate season destinations/share staff amongst local businesses</li> <li>● Offering training to local people (eg Cert Tourism)</li> </ul>
One-way destination – road connection	<ul style="list-style-type: none"> <li>● Investigate touring journeys and maps</li> </ul>
Attracting high value customers	<ul style="list-style-type: none"> <li>● Development of experiences suited to higher yield markets</li> </ul>
Keep community alive – growth for the future	<ul style="list-style-type: none"> <li>● Active engagement of community in “Raglan Naturally” planning</li> </ul>
Limited commercial space and high rental rates	
Sustainability – sewage/rubbish vs recycle	<ul style="list-style-type: none"> <li>● Implement appropriate sustainable practice for residents and visitors – plastic-bag-free Raglan, effective recycling</li> <li>● Implementation of the “Raglan Naturally” plan</li> </ul>

Consistent customer service across the board	<ul style="list-style-type: none"> <li>● Develop and promote a Raglan Customer Charter that underpins exceptional service to all customers regardless of business</li> </ul>
Lack of parking	<ul style="list-style-type: none"> <li>● Investigate parking out of town</li> <li>● Introduce bike hire</li> <li>● Encourage walking</li> <li>● Introduce Uber into town</li> </ul>
Engaging iwi in the visitor economy	<ul style="list-style-type: none"> <li>● Open dialogue with iwi on aspirations for tourism, and engaging in partnerships</li> </ul>
Funding	<ul style="list-style-type: none"> <li>● Investigate local and regional grant sources for targeted projects</li> </ul>

## Our opportunities

Opportunity	Action required
Events	<p>Develop and deliver an annual calendar of events to encourage greater visitation outside peak periods.</p> <p>Support existing events (eg: Soundsplash) to further develop.</p> <p>New possibilities include:</p> <ul style="list-style-type: none"> <li>● Cultural event with connections to Iwi/Marae</li> <li>● Celebration of local produce (eg fish, whitebait)</li> <li>● Classic car events</li> <li>● Harvest festival</li> <li>● Spring festival</li> <li>● Music festivals during winter (eg. roots, reggae, blues, etc)</li> </ul>

Drive journey	Work with Hamilton & Waikato Tourism to integrate the west coast into the regional drive journeys program with appropriate experience development and promotion
Icon walk	Work with DOC to investigate the potential of an overnight high quality walk including a new hut at Mt Karioi
Voluntourism	Promotion of conservation projects such as Toreparu Wetland Restoration and potential for voluntourism
Cultural tourism	Initiate conversations with local iwi to understand their aspirations for tourism and how the business community can work with iwi to enrich the cultural tourist experience
Cycling	Improve the cycle network to provide connectivity between different local hubs and to the mountain bike park
Arts Trail	Continue to extend the experiences on the Arts Trail through experience development between businesses and generation of new ideas
Local produce	Expand the range of local produce that is available for purchase Ensure local restaurants use local produce and make it clear to the visitor that it is local
Personalise the experience	Make Raglan the most visitor friendly destination in New Zealand with 'everyone an ambassador' for the town and able to tell visitors where to go and what to do regardless of where they meet them
Experience development	Get operators working together to bundle new products for visitors with a focus on non-summer packages and deals. The concept could extend to the "Raglan Card" offering incentives for visitors.

## Capacity

## Areas we need to develop capacity as a destination

Industry research has established that the following factors are present in successful destinations that are achieving their tourism objectives:

Characteristics	Actions required
1. Strong local organisations focused on their core role of visitor servicing	Ensure a strong ongoing group focusing on the visitor economy and this Destination Action Plan
2. Strong, consistent and effective leadership by individuals or organisations	Suggest the need for formalisation of the local tourism group with an executive and effective channels of communication
3. Strong regional organisations focused on their core role of regional marketing and development	Continue to work closely with Hamilton & Waikato Tourism
4. Local Government support	Working closely with Waikato District Council to ensure common goals and actions
5. Consistent visitor service excellence	Implement standards and awards for excellence in visitor servicing, and encourage new innovation in the way it is done
6. Research driven cooperative marketing	Work with Hamilton & Waikato Tourism to ensure effective promotion of the values and to the visitors you are seeking
7. A breadth and depth of tourism infrastructure, experiences and events matched to market demand	Implementation of this plan and close working relationships between operators
8. Supportive communities which understand the value of tourism.	Effective local communication as part of “Raglan Naturally” and the DAP

## Action Plan

*(TO BE COMPLETED BY RAGLAN GROUP)*

The following Action Plan outlines priorities and actions as a guide to collaboratively and cooperatively implementing the Plan.

One key consideration will be the availability and securing of resources to progress the implementation of the Plan in a timely manner. It may also be appropriate and necessary to involve other organisations and to seek funding for specific projects.

The Plan should not commit any organisation to the actions proposed but is a guide to pursuing priorities and actions which will make a positive difference to the achievement of the tourism objectives noted above.

The priority actions need to be assigned a KPI priority rating as a guide. These ratings are:

- **HIGH** within the first year
- **MEDIUM** within one to two years
- **LOW** within three years

The progress of the plan implementation should be undertaken every six months. This may result in revision and updating of the Plan. Regardless, a new plan should be prepared in three years.

**Note:**

*Carry forward the actions from earlier in this plan (Under Challenges, Opportunities, Capacity) into the following table and assign a priority rating and responsibility to each one. Where a budget is known, include this.*

# Raglan Destination Action Plan

DISTRICT PRIORITIES:	ACTIONS	PRIORITY	RESPONSIBILITY	BUDGET
<b>Collect data &amp; evidence to assess current &amp; future tourism opportunities.</b>	<b>Research and data collection on local and visitor tourism perceptions</b> <i>(Note: this research is already planned to be undertaken during summer 2016-2017).</i>	<b>HIGH</b>	University of Waikato / Chamber of Commerce	Covered by use of students & UNWTO project funding
	<b>Assessment of current data collected for Raglan</b> <i>Collate a list of all historic, current and future data collected, including from the Ministry for Business, Innovation &amp; Employment (MBIE) around spend data, Paymark, NZ Transport Agency, Waikato District Council, Raglan i-SITE, and any other data sources</i>	<b>HIGH</b>	Waikato District Council / Hamilton & Waikato Tourism	Staff time only
	<b>Regularly share data and research within stakeholders</b> <i>Establish DropBox link for all parties to upload and access monthly data figures for use</i>	<b>MEDIUM</b>	Waikato District Council / Hamilton & Waikato Tourism	Staff time only
	<b>Sustainable tourism impacts</b> <i>Desktop assessment of sustainable tourism impacts, studies and research</i>	<b>MEDIUM</b>	Waikato District Council / Hamilton & Waikato Tourism	Staff time only
<b>Develop destination marketing framework for Raglan.</b>	<b>Marketing of the new Mountain Bike Track (MTB)</b> <i>Develop a collective marketing approach to the new Raglan MTB opening in summer 2016</i>	<b>HIGH</b>	Raglan MTB Club Governance Group	???
	<b>Adopt the 'Raglan Naturally' destination brand</b> <i>Assess the buy-in of the 'Raglan Naturally' brand with the community and adopt for destination marketing / place making / story telling initiatives / signage</i>	<b>MEDIUM</b>	Raglan Community Board / Chamber of Commerce	???

	<b>Explore developing “Destination Tourism Organisation” (DTO) entity for Raglan; apply for funding</b>	<b>HIGH</b>	Raglan Community Board / Chamber of Commerce	
<b>Develop destination marketing framework for Raglan.</b>	<b>Customer Charter / Code of Conduct</b> <i>Develop a customer charter / code of conduct promoting the Raglan Way (ie. Raglan Naturally, etc)</i>	<b>MEDIUM</b>		
	<b>Raglan Wayfinding Signage</b> <i>Develop bilingual wayfinding signage for Raglan which includes cultural &amp; heritage interpretation, coast/surf care, beach access, connection between Raglan central &amp; Raglan Wharf</i>	<b>LOW / MEDIUM</b>		
	<b>Marketing of music experiences</b> <i>Provide marketing and information on live music venues, acts &amp; events within the Raglan area</i>	<b>MEDIUM</b>		
	<b>Assessment of support for destination marketing</b> <i>Assess support available for destination marketing from Waikato District Council, Chamber of Commerce, I-SITE and Hamilton &amp; Waikato Tourism</i>	<b>MEDIUM</b>	Chamber of Commerce	
<b>Community engagement.</b>	<b>Engagement with local iwi</b> <i>Engage with local iwi around the tourism proposition &amp; develop protocol around protected sites of significance</i>	<b>HIGH</b>	Raglan Community Board	
	<b>Engagement with Community Board</b> <i>Work closely with the new Community Board &amp; Waikato District Council to prioritise visitor and tourism infrastructure, including advocacy &amp; funding for 2017 Long Term Plan (LTP). Example projects include signage, rubbish bins, parking, public transport, etc</i>	<b>HIGH</b>	Raglan Community Board	

**Other possible actions which relate to other areas or plans include:**

- Sunday bus transport services between Raglan & Hamilton (Waikato Regional Council & Raglan Community Board)
- Making the surf break a site of regional / national significance (Waikato Regional Council)
- Rental and short-term housing shortage (issues for seasonal workers, new and current residents, etc)
- Investing in social enterprise (eg. Zero Extreme Waste, incentives for not-for-profits, etc)