

# Picton Tourism Opportunities Initial Feasibility Study Community Workshop May 2021



**MARLBOROUGH  
DISTRICT COUNCIL**



**VISITOR  
SOLUTIONS**

# Purpose and Scope

**Assess 3 proposed opportunities,**  
(submitted through Annual Plan process):

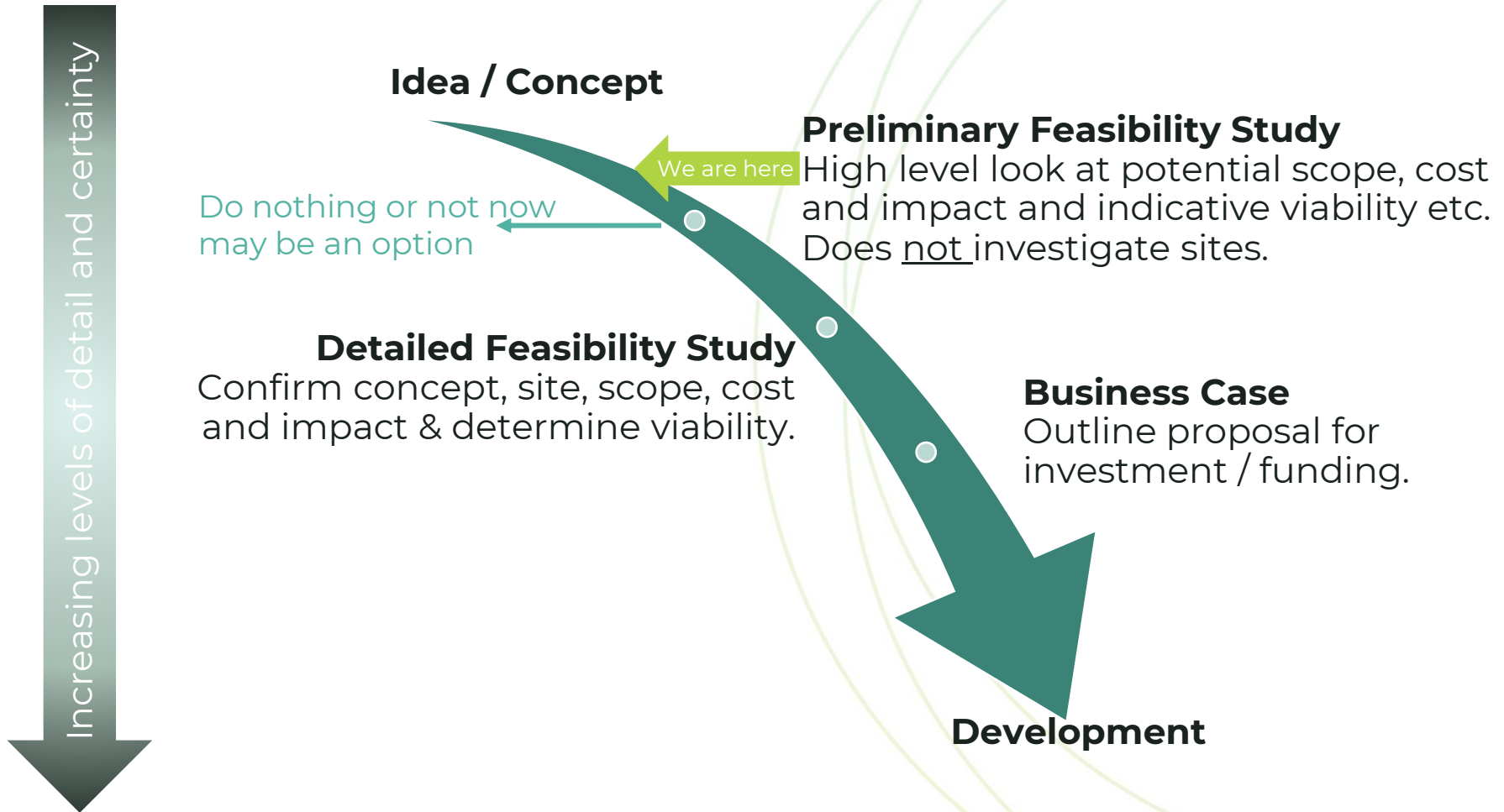
1. Heritage/Environment Centre  
*Proposed by Picton Smart & Connected.*
2. Mountain Bike Park  
*Proposed by TrailPro.*
3. Aquatic Facility  
*Proposed by Picton Waitohi Pools & Wellness Centre Charitable Trust.*

## **Scope :**

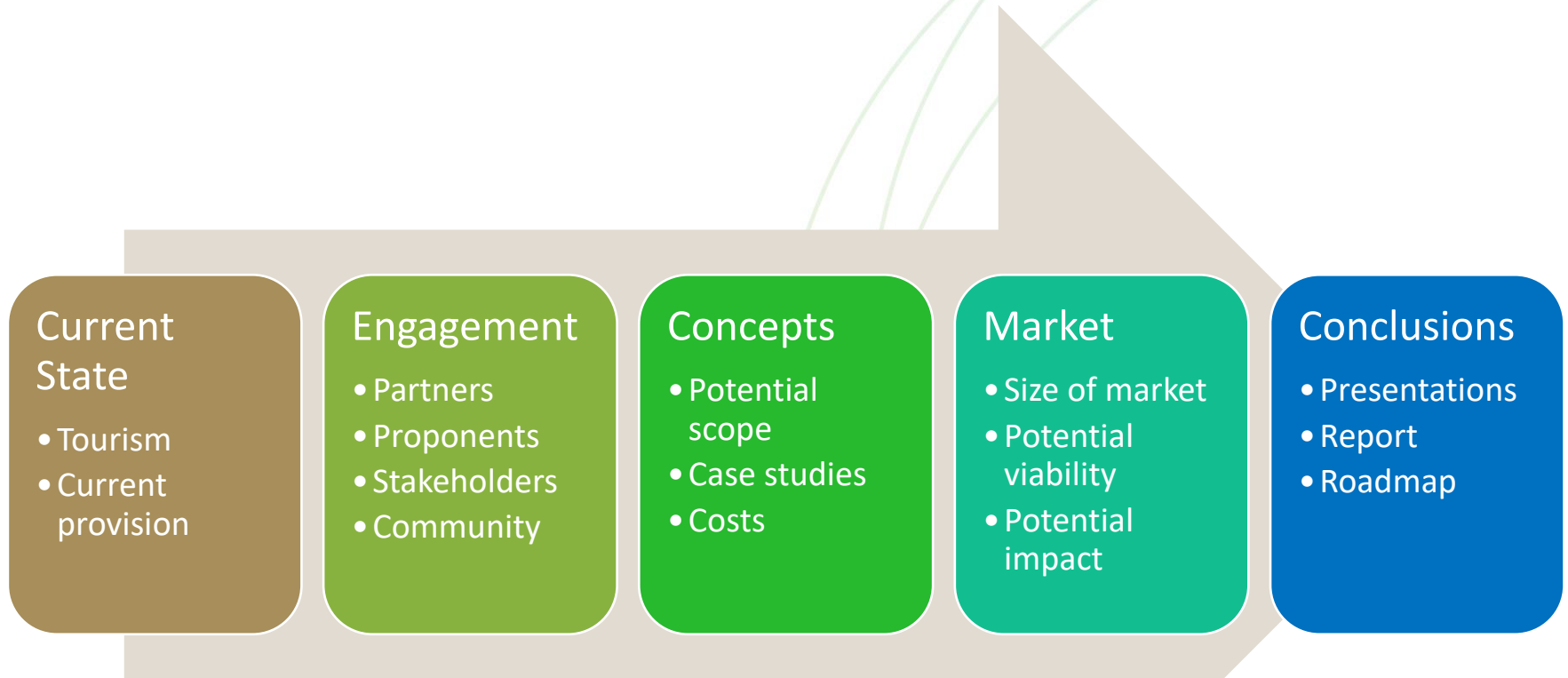
- Engage partners, stakeholders & community to understand views.
- Determine potential scope of projects.
- Identify potential order of costs.
- Examine potential impacts.
- Assess potential to increase tourism and provide economic benefit for Picton.



# Where does this preliminary feasibility study fit?



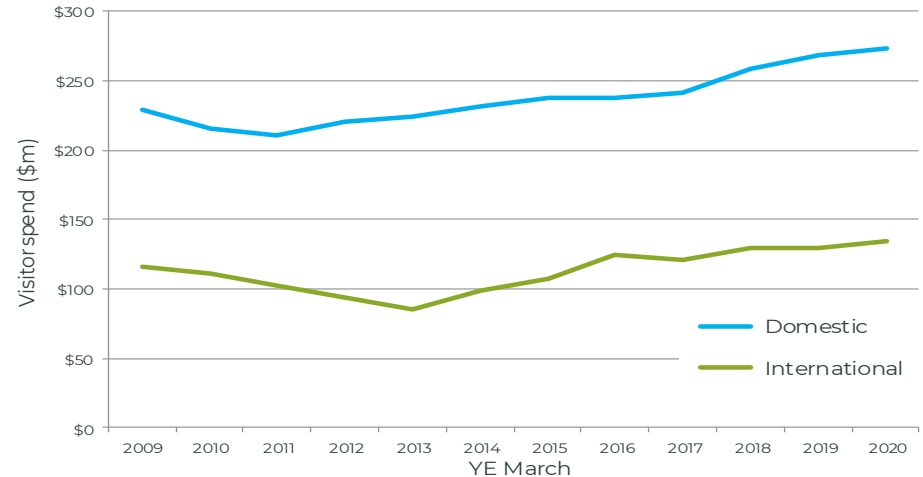
# Preliminary Feasibility Study Process



# Marlborough District Tourism – Pre-Covid

- Growth in visitors and spending.
- International growth low compared to NZ. Between 2002 and 2019:
  - Marlborough – grew ~ 16%
  - New Zealand – grew ~ 95%.
- 70% domestic visitors  
30% international visitors.

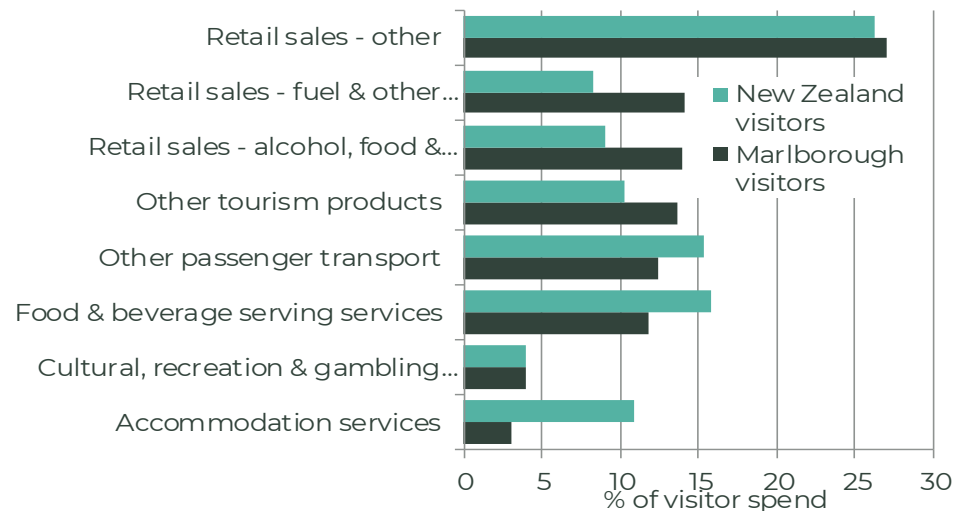
ANNUAL VISITOR SPEND - MARLBOROUGH



- Type of visitor spending:
  - Largest: retail sales,
  - Higher proportion: fuel, food etc.
  - Low: accommodation

- **Travelling through rather than staying.**

TYPE OF VISITOR SPEND - MARLBOROUGH



# Picton Tourism – Pre-Covid

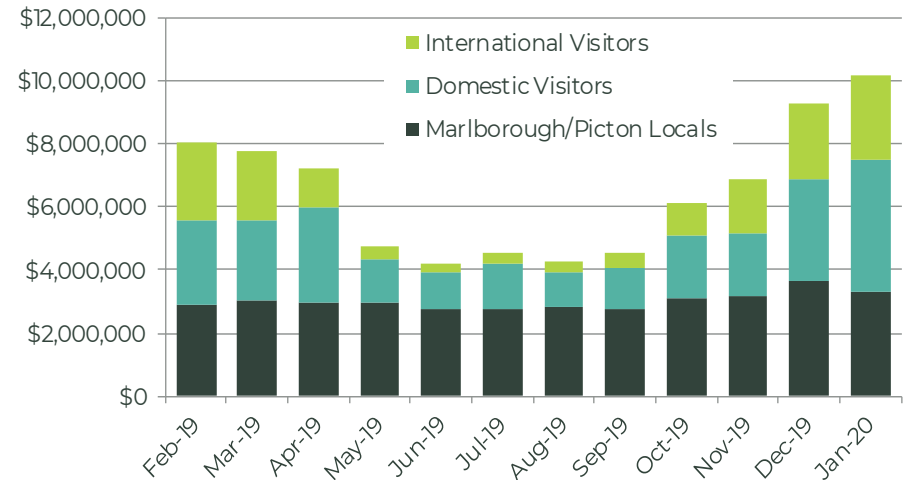
## Picton Spending:

- 46% Local residents
- 34% Domestic visitors
- 20% International visitors

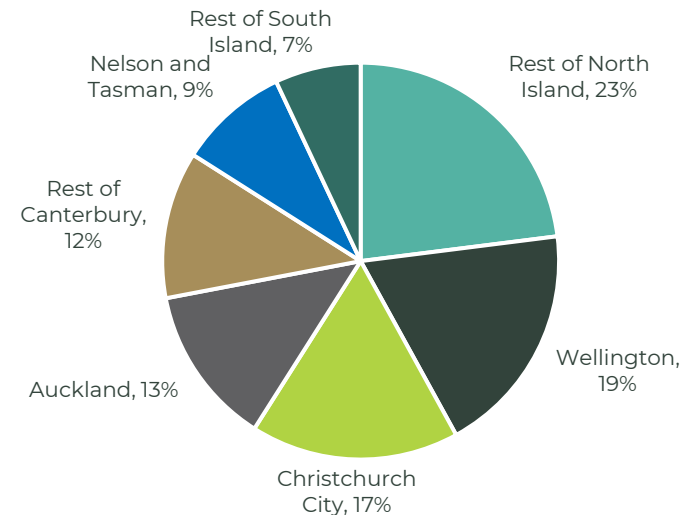
## Origin of domestic visitors highlights Picton's strategic location:

- 55% North Island
- 45% South Island

### MONTHLY SPEND - PICTON

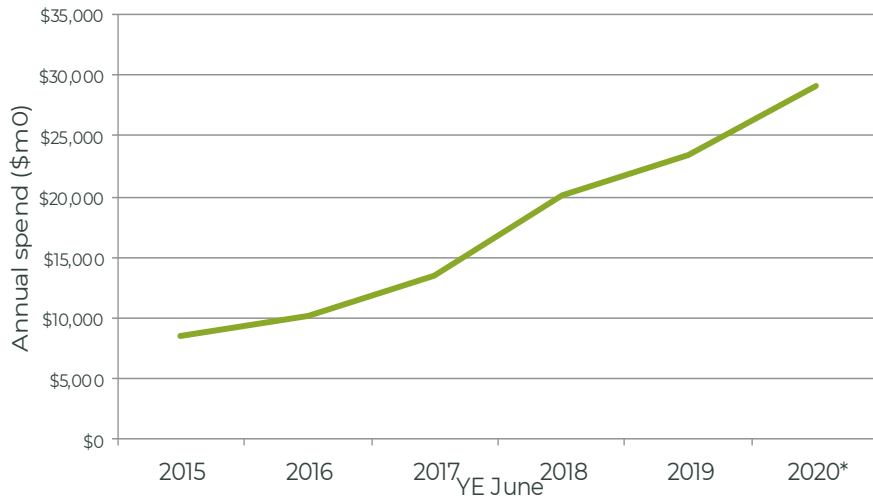


### PICTON VISITOR SPEND – BY ORIGIN

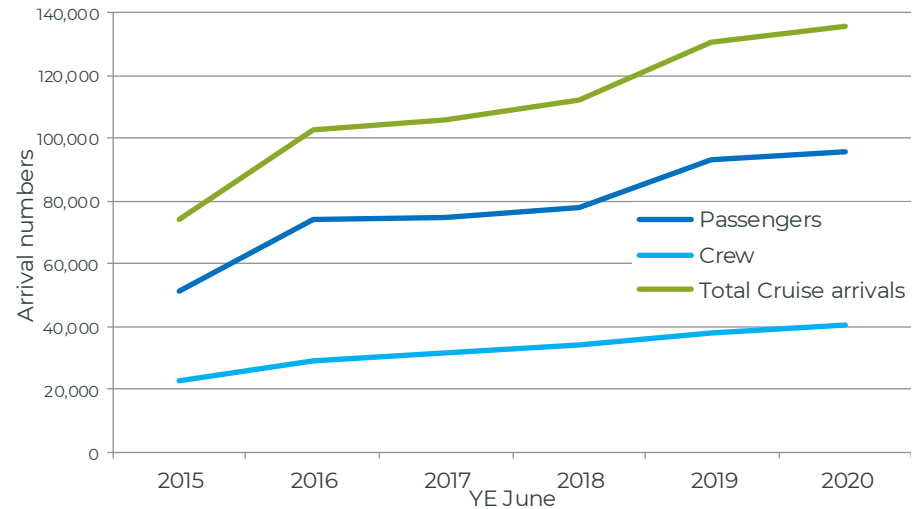


# Cruise Ships & Ferries

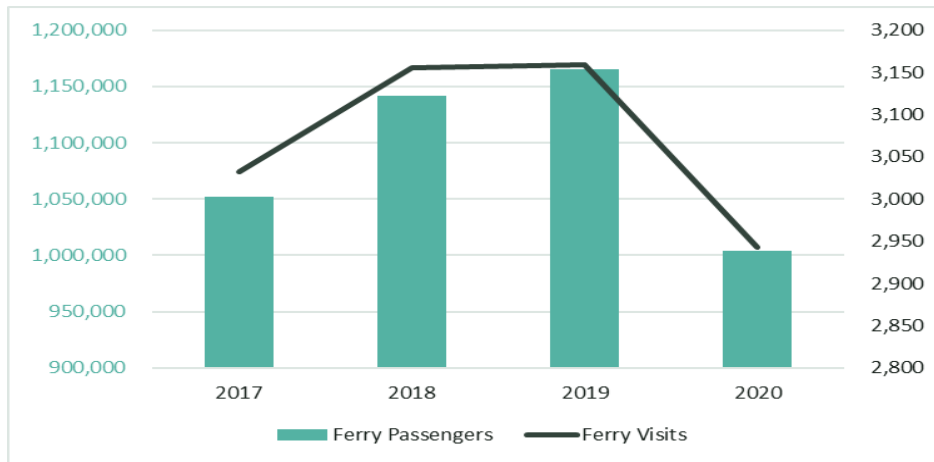
## SPEND FROM CRUISE SHIPS IN PICTON



## CRUISE SHIP VISITOR ARRIVALS IN PICTON



## FERRY VISITS & PASSENGERS IN PICTON



Prior to Covid, visitors from Ferries and Cruise Ships were increasing.

Ongoing community discussion on what Picton / Marlborough wants "cruise" to be in the future.

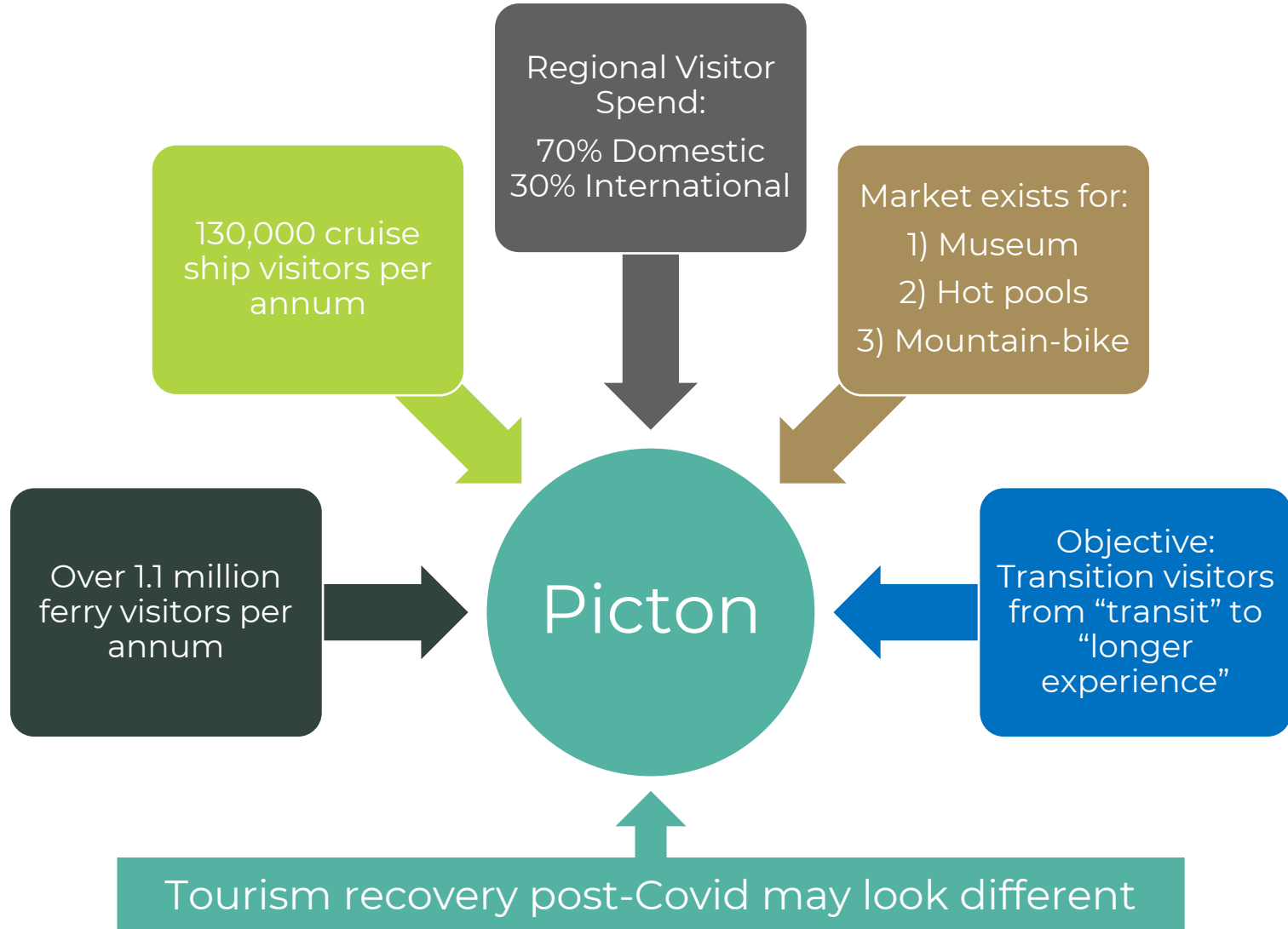
# Potential Activity Interests

- Derived from New Zealand Visitor Activity Forecast based on pre-Covid data.
- Shows potential domestic and international overnight visitors to Marlborough with an interest in particular activities.

	Domestic Overnight Visitors	International Overnight Visitors	All Overnight Visitors
<b>Heritage related</b>			
Museum & Galleries	152,900	153,900	306,800
See exhibit/creation of Maori art/crafts	77,800	99,300	177,100
<b>Aquatic related</b>			
Health spa or day spa	94,400	34,100	131,500
Hot pools	153,700	109,100	262,700
<b>Mountain Bike related</b>			
Cycling	89,700	41,700	131,400



# What did the pre-Covid picture looked like?



# Te Ātiawa Manawhenua Ki Te Tau Ihu Trust

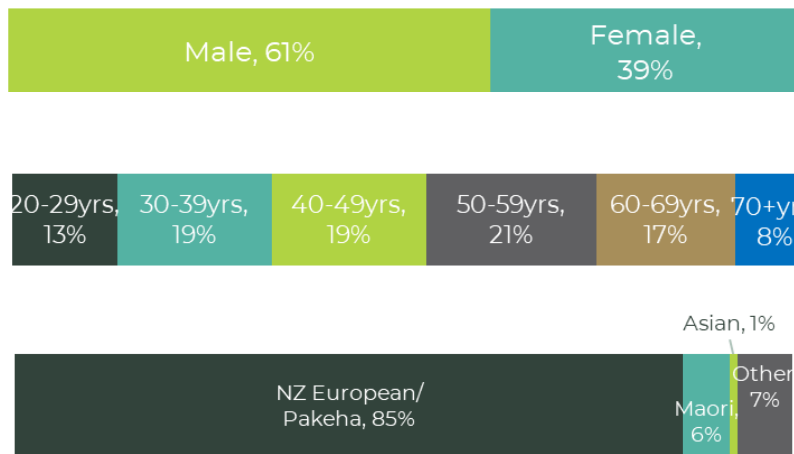
- **Net Enduring Restorative Outcomes:**

- All decisions / actions that deliver change must improve our current situation – be restorative.
- Recognise any change is multi-factorial, therefore the net outcome of aggregated elements must be positive / restorative.
- *“A healthy balanced natural world (which includes the human species), people with a quality sustainable lifestyle, which is underpinned by socio-cultural equity and justice”* KT February 2021
- Initial thoughts on proposals:
  - **Heritage** – value in cultural heritage tourism. Potential for iconic gateway / presence. Opportunity to bring community together. Opportunity for Te Ātiawa to improve its visibility in Waitohi and the wider rohe, and the ability to share its culture / heritage, along with affirming its place as Manawhenua and Manamoana Iwi in the rohe.
  - **Aquatic** - potential to add to health and well-being. Consider all aspects of sustainability including water. Location an important consideration.
  - **Mountain-bike** – concerned about environmental impact. Need to ensure restorative outcomes.

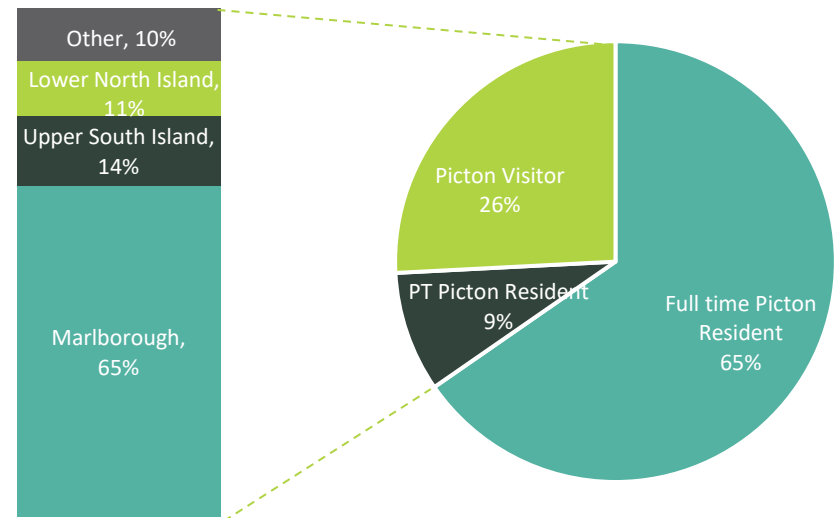
# Community Engagement Survey

742 responses = very high response

## PROFILE OF RESPONDENTS



## WHERE RESPONDENTS LIVE



# Community Engagement Survey

## LEVELS OF IMPORTANCE

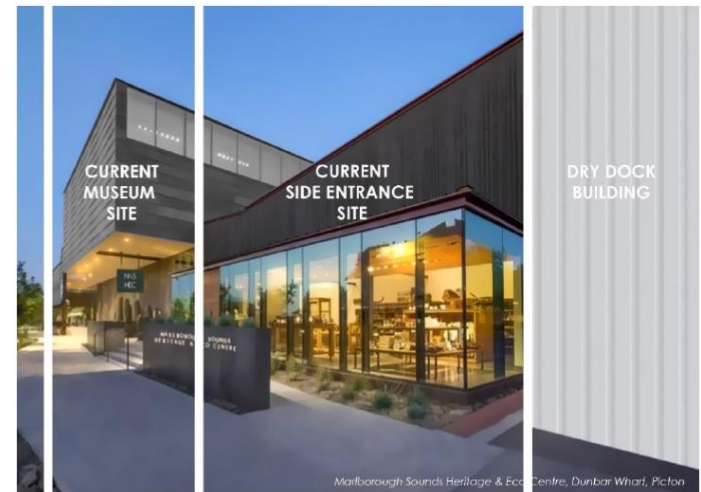


# Heritage / Environment Centre



# Indicative Concept

- Marlborough Sounds Heritage & Environment Centre in Picton:
  - Community's historic, cultural, environmental and social context.
  - Celebrate and develop a sense of place for locals and visitors.
  - Provide heritage tourism.
- Potential to include:
  - Maori culture / voyaging exhibit,
  - Captain Cook / Tuia 250 exhibit,
  - Edwin Fox,
  - Picton Heritage and Whaling Museum,
  - Maritime history archive,
  - Eco (kaipupu, Environhub, DOC, Dawn Chorus etc,
  - Multi-functional exhibition / conference space.



## Environment Heritage

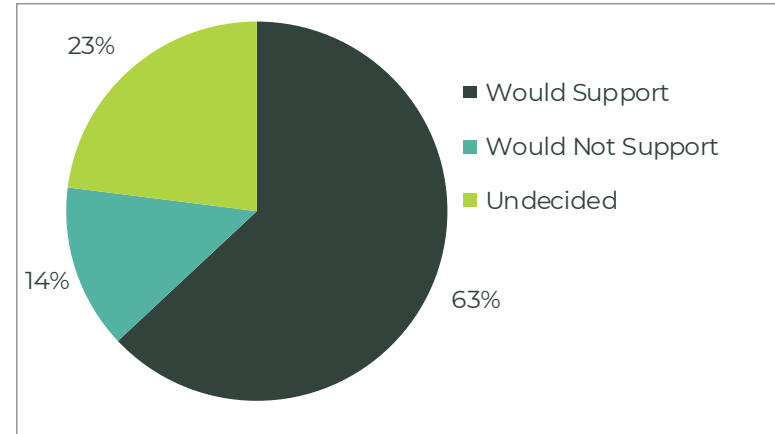
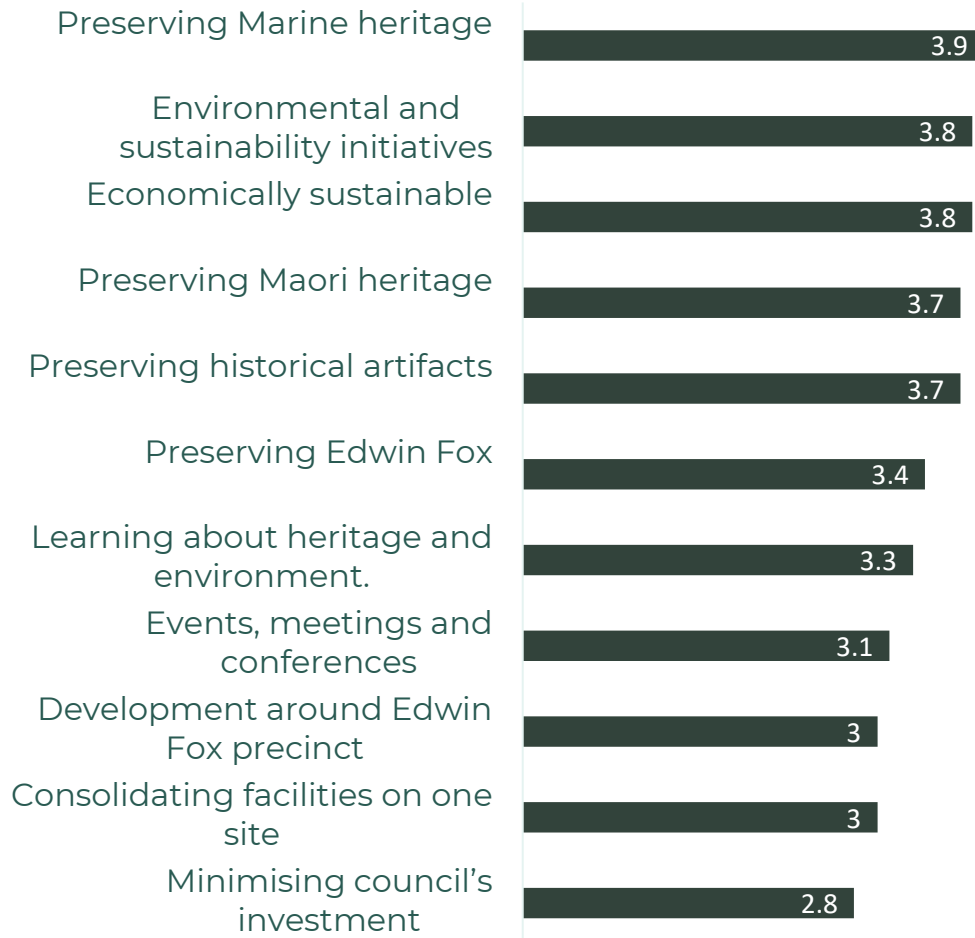
- Display & interpretation
  - Climate controlled
  - Visitor facing
  - Location important

## Environment Hands-on

- Hands on activities
- Not climate control
- Resident facing
- Location less important

# Engagement Survey Feedback

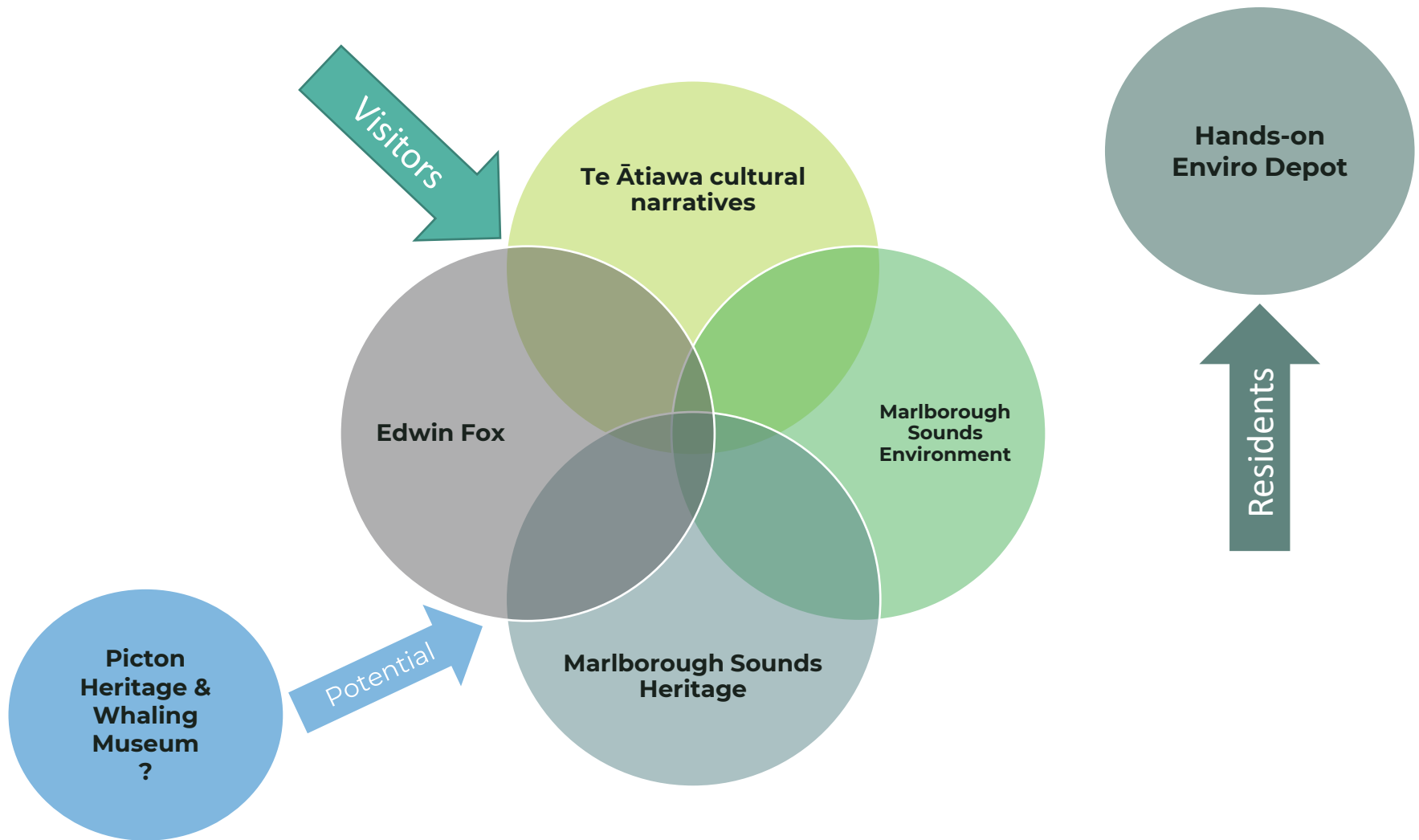
## FACTORS OF IMPORTANCE – OUT OF 5



## Comments:

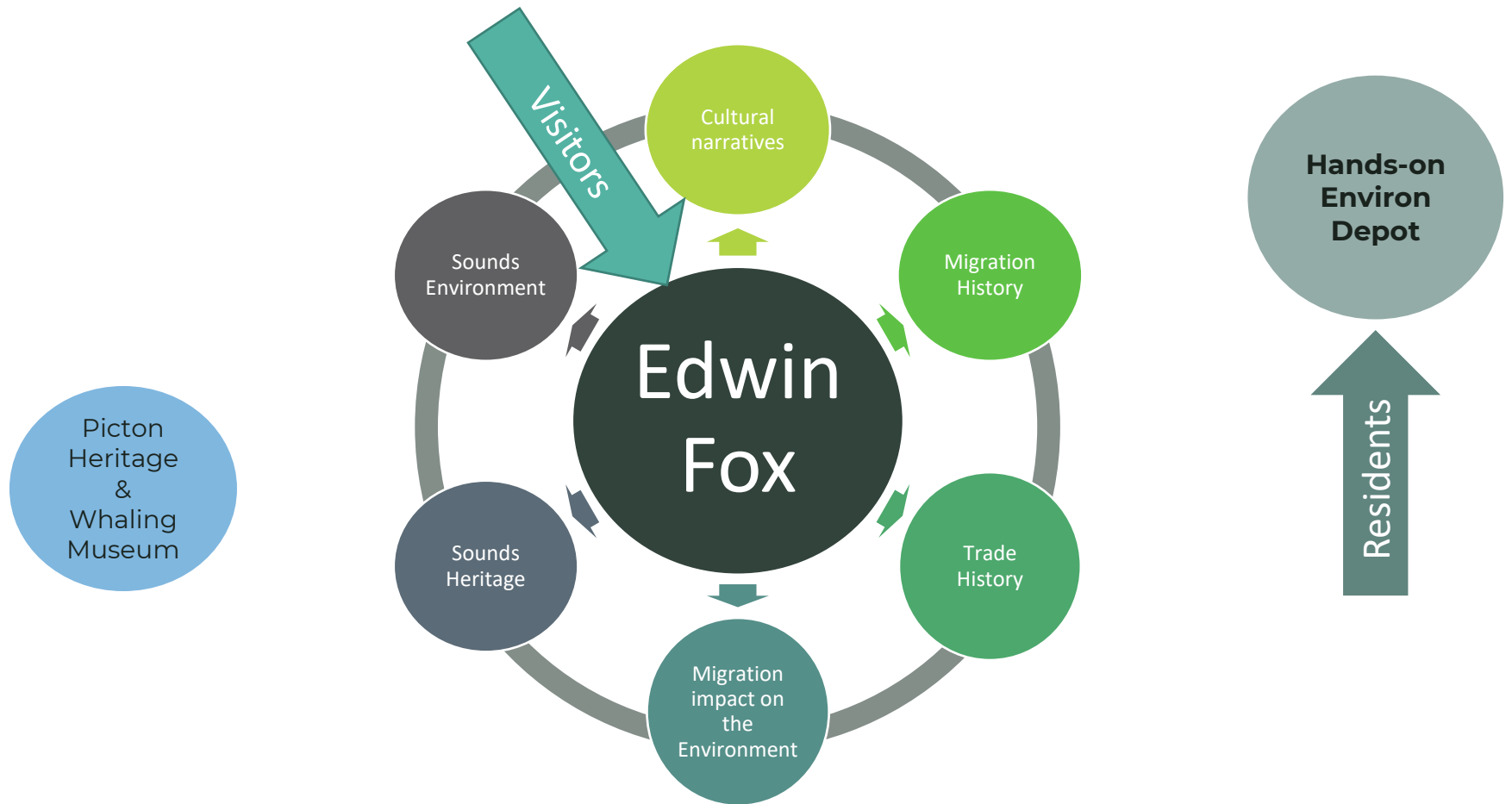
- Preservation important
- More options in Picton
- Consolidate the offerings
- Community benefits
  
- Perception of high heritage provision already
- Not attractive to visitors but important for locals
- Unclear concept

# Potential Concept #1 – INTEGRATED BUILT EXPERIENCE





# Potential Concept #2 – EDWIN FOX CENTRIC EXPERIENCE



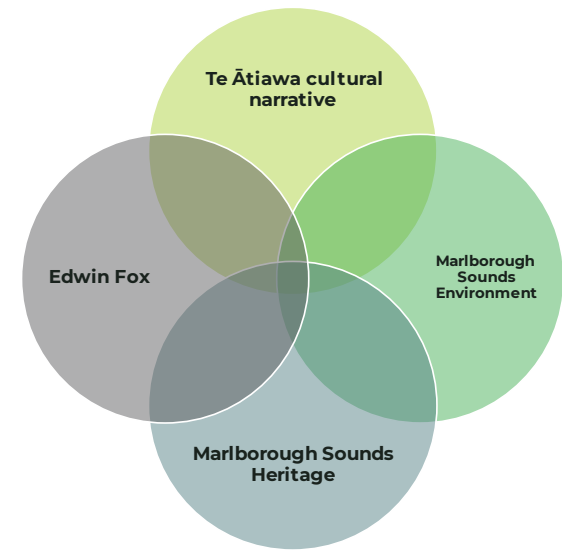
# Heritage / Environment Centre Assessment

## Integrated Built Experience

- Aligns most closely with community aspirations.
- On its own unlikely to attract significant new visitor nights.
- Serve two roles:
  - Creates tourism activity.
  - Adds to a critical mass of Picton attractions.
- Considerations:
  - Allows for potential consolidation of offerings.
  - Potential drivers and outcomes.

## Edwin Fox Centric Experience

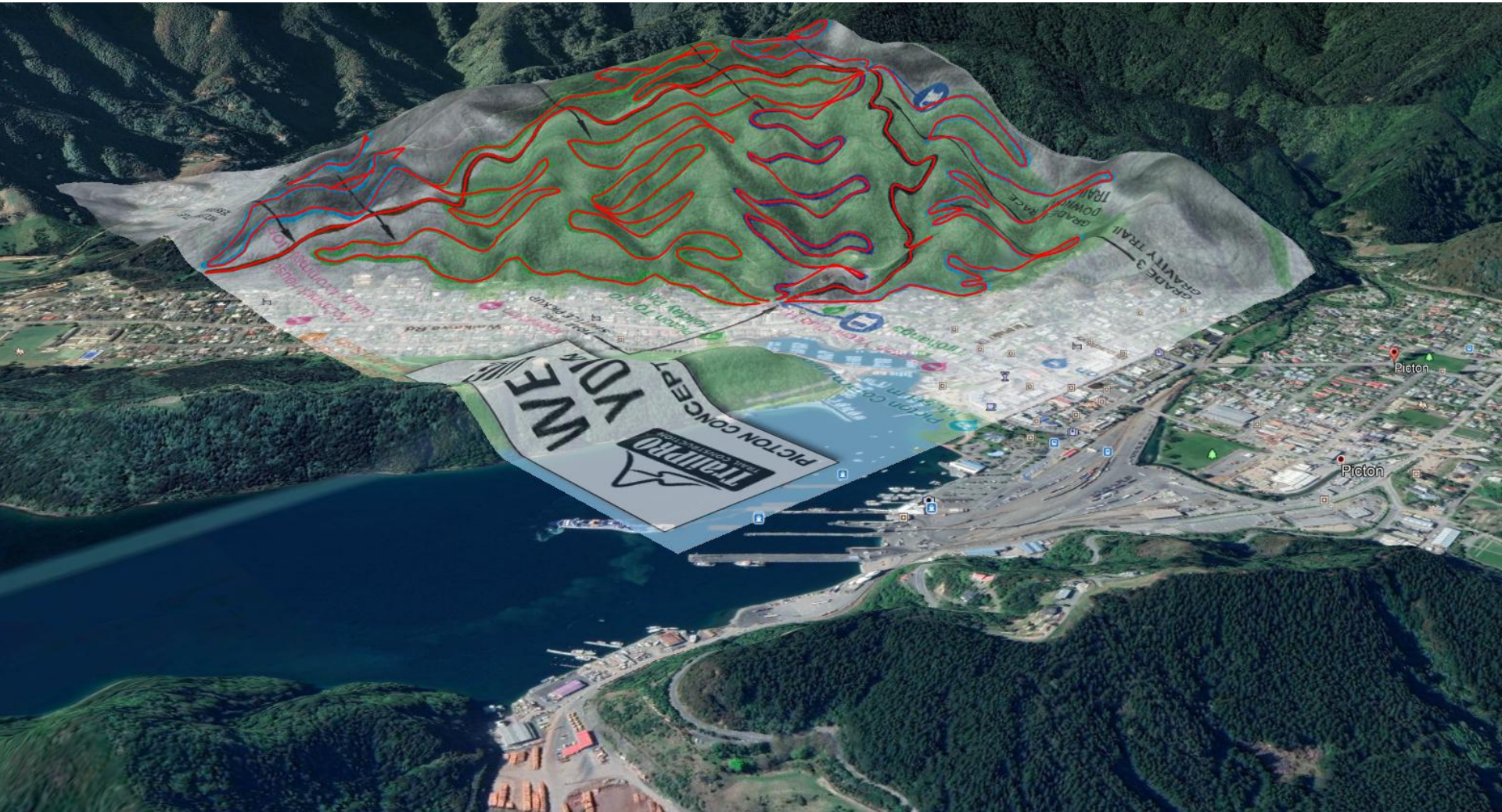
- Greater potential to generate more visitor nights and spend.
- Strongest point of difference around Edwin Fox.
- Could achieve community outcomes but in a different format.
- Considerations:
  - Stakeholder's appetite for visitor focused concept and will this align with community drivers and outcomes.



# Mountain Bike Park

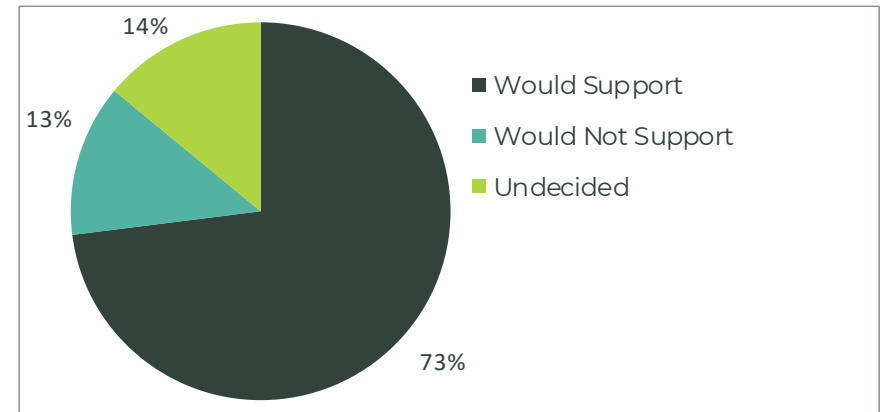
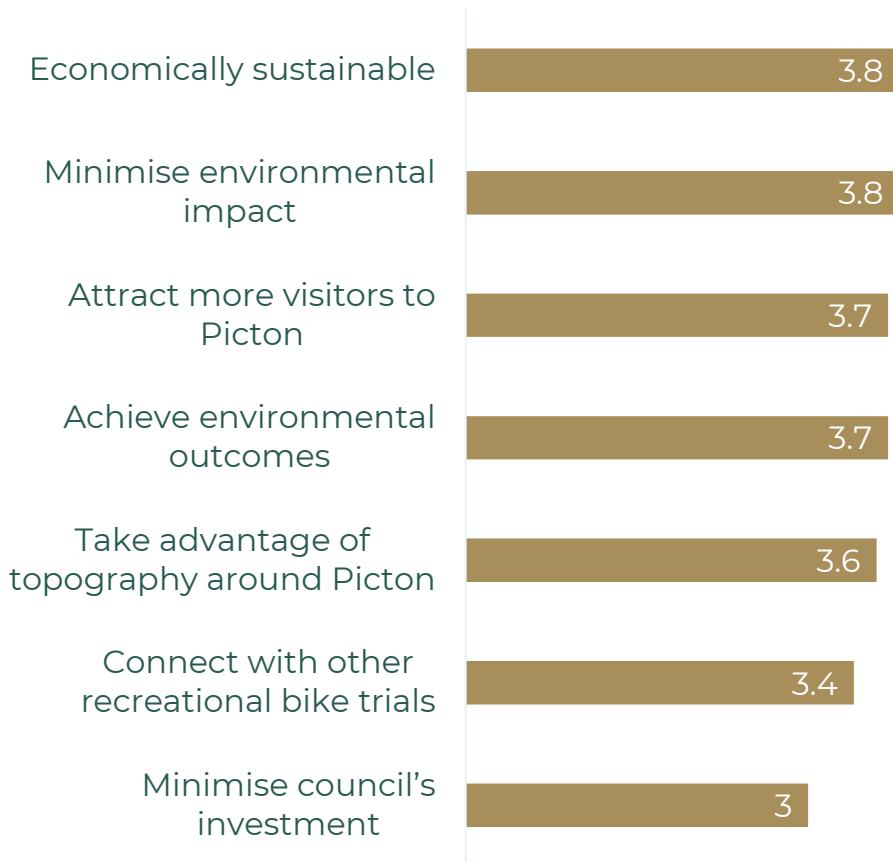


# Indicative Concept



# Engagement Survey Feedback

## FACTORS OF IMPORTANCE – OUT OF 5



## Comments:

- Health & wellbeing
- Environmental opportunities
- Perception of strong demand
  
- Questions about supply and demand
- Environmental impact of tracks
- Safety concerns

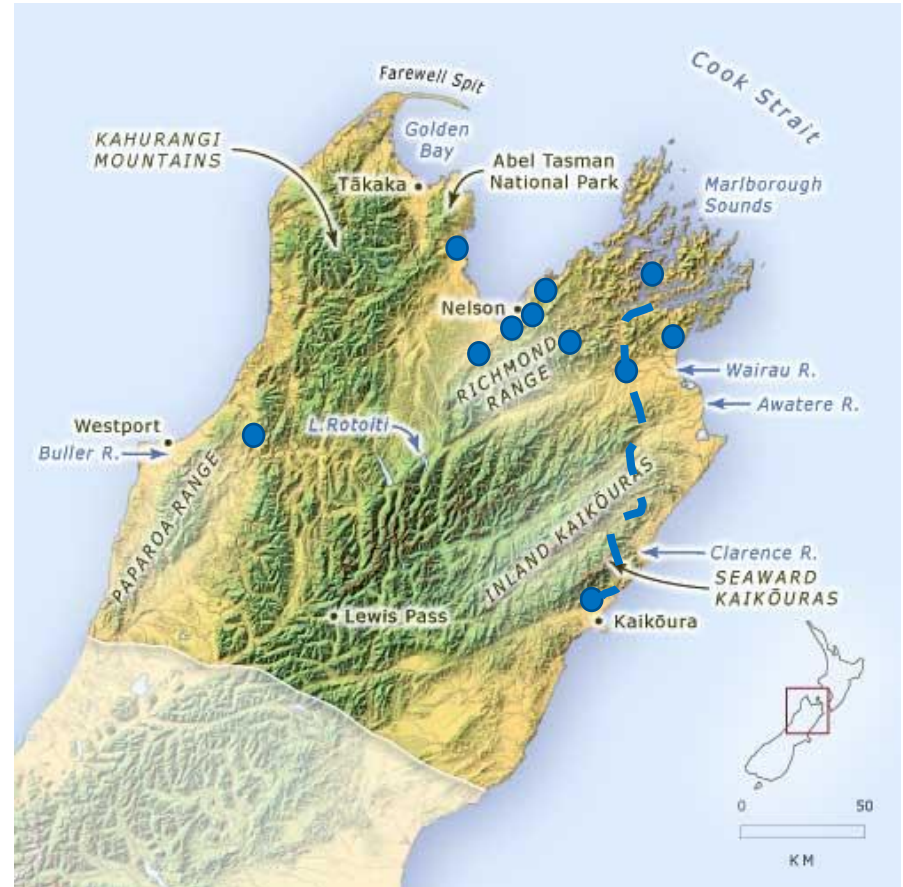
# Mountain Bike Park Assessment

## Technical issues identified:

- Landowner consents and costs.
- Suitability of soils and terrain.
- Operational model – Council / Trust / Volunteers.
- Supporting infrastructure – uplift, access, retail.

## Potential viability:

- Revenue generation:
  - Limited direct opportunities (paid riding etc.).
  - Indirect through economic multipliers.
- Maximising the market – grades, length and difficulty of tracks and associated cycle options.
- Maximising the potential as a Gateway.



# Aquatic Facility



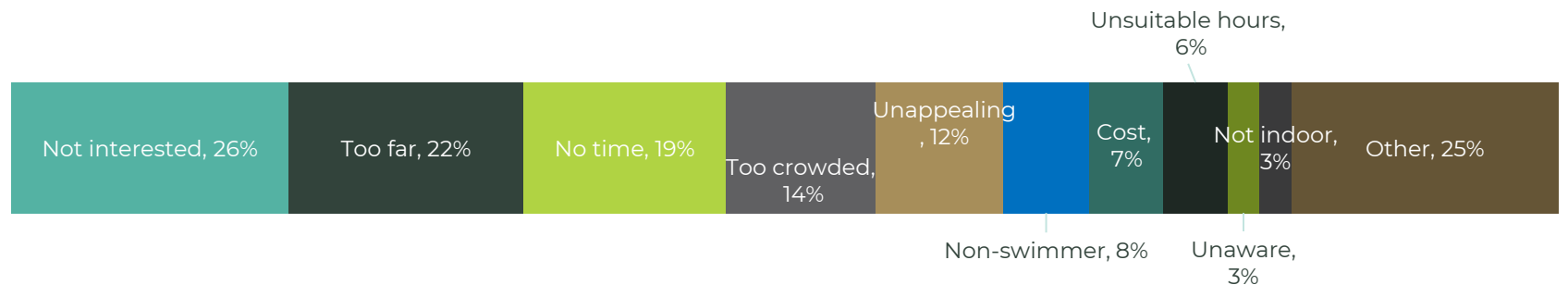
# Background

- Long-held community desire for Picton aquatic facility - multiple studies.
- Previous proposal centred on indoor community orientated aquatic facility.
- Current proposal centres on outdoor commercial hot-pool style aquatic facility with some community components.

## 76% OF RESPONDENTS VISIT SWIMMING POOLS



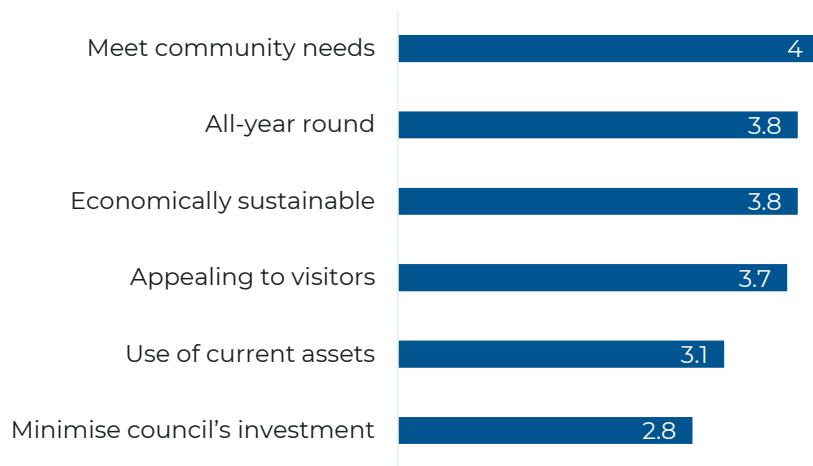
## 24% OF RESPONDENTS DON'T VISIT SWIMMING POOLS



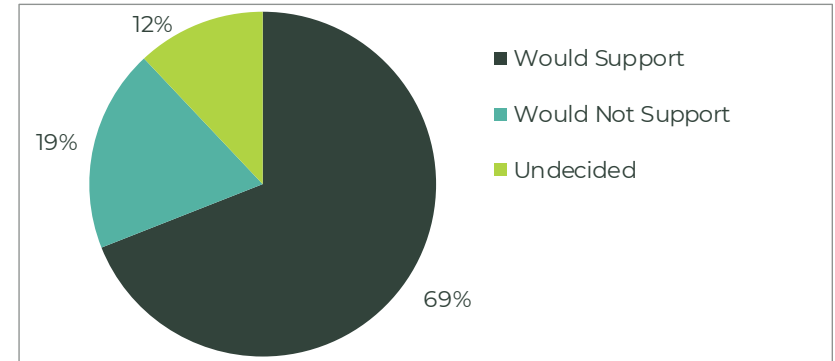
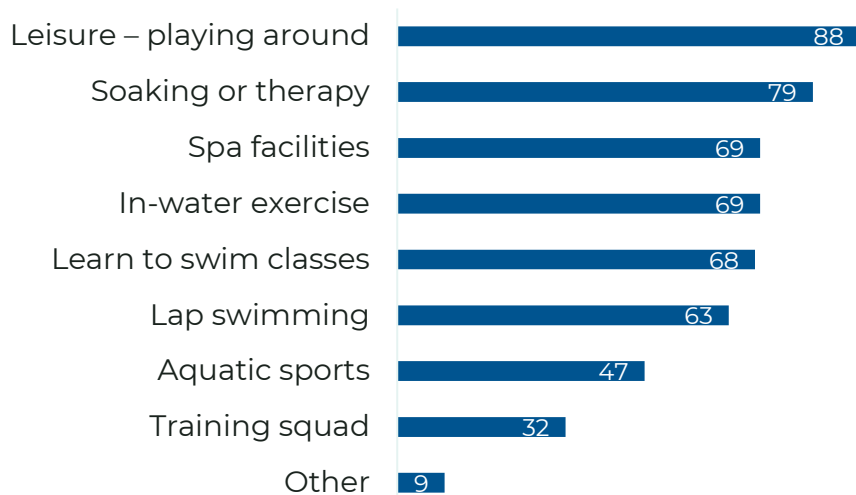


# Engagement Survey Feedback

## FACTORS OF IMPORTANCE - OUT OF 5



## TYPES OF AQUATIC ACTIVITIES



### Comments:

- Would like a pool in Picton
- Health, wellbeing & learning
- More local opportunities
  
- Not on foreshore
- Existing provision sufficient
- Financial sustainability
- Question on ability to attract visitors
  
- Diverging views on concept

# Aquatic Options



## Enhanced Status Quo

- Outdoor, seasonal
- Improvements
- Laps, limited leisure & learning
- No visitor appeal

Limited cost and Limited impact



## Community

- Indoor all-year
- Laps, learning limited leisure
- Unlikely to appeal to visitors
- Community benefit

Community visits up to 60,000 pa  
Will require significant council subsidy



## Hybrid

Include lap or learner pool(s) to provide more community benefit

## Potential Economic Impact



## Hot Pool

- Outdoor all-year
- Hot pool / Spa Leisure / Hydro
- Appeal to visitors
- Unique setting
- Some community benefit

Up to 250,000 visits pa  
Could break-even.  
Multiple potential delivery models.

# Aquatic Assessment

- A solid visitor market for hot pool / spa facility.
- Could contribute to achieving critical mass of attractions, making Picton a more desirable destination to stay longer or break journey.
- An **iconic** Hot Pools / Spa experience has strong potential to create additional visitor nights but needs a unique setting to achieve this.
- Could be an opportunity for private / public partnership but likely needs facilitation to make this happen.
- Opportunity to add some limited community elements but needs to be careful about diluting the compelling visitor appeal.
- Need to determine if there is sufficient community appetite for hot pool style of facility and if there should be any public investment / involvement.

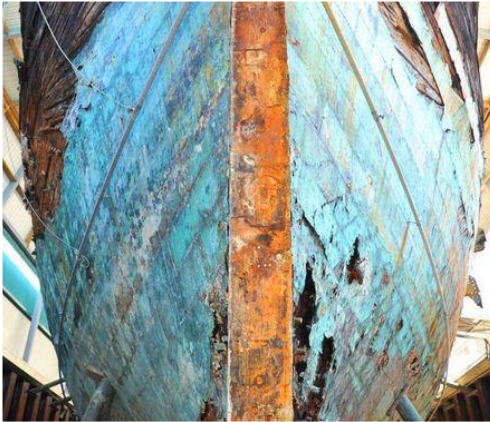


# What does this all mean?

- Depending on the concept, all three proposals have merit and likely to appeal to visitors.
- None in isolation are likely to dramatically lift visitor-nights in Picton.
- The Hot pool / spa concept and the Edwin Fox Centric concept are the stronger economic / visitor attraction opportunities, if well executed.
- All in part or combination, have the ability to contribute to making **Picton a more desirable destination** increasing the length of stay.
- While there is potential for private investment and/or external funding, all three are likely to require some public capital and/or operational funding from Council to progress, facilitate, or implement.
- Need to test community appetite for public investment and financial contribution.
- Need detailed feasibility studies to refine concept, determine site, finalise costs, and confirm viability. Detailed feasibility studies can also test commercial interest.
- There may be other reasons other than economic reasons to progress:
  - Community outcomes.
  - Civic outcomes.
- Important to note, doing nothing or waiting may be an appropriate response.
- The long-term recovery from COVID-19 needs to be considered in feasibility studies.

# Next Steps

## Heritage / Environment



- Discuss concepts with stakeholders to agree approach.
- Determine project drivers.
- Detailed feasibility study on agreed site and concept.
- Economic and social impact assessment.

## Mountain Bike Park



- Engage landowners to determine appetite.
- Technical feasibility:
  - scope and difficulty
  - environment impact
  - operating model
  - revenue model.
- Economic and social impact assessment.

## Aquatic Facility



- If agreed sufficient community appetite for Hot Pools / Spa concept.
- Undertake detailed feasibility study to determine site, size, design and costs and test commercial interest.
- OR engage community around concept further.
- Economic and social impact assessment.