

Picton Regional Forum held at Picton Emergency Centre, Memorial Park, Picton, on Monday 3 May 2021, at 1.30 pm

Present

Clr Faulls (Chairperson), Clr Taylor, Dean Heiford (MDC).

Group Representatives

Raewyn Buchanan (Karaka Point), Monyeen Wedge (QCS Residents Association), Stuart Eyes (Bike Walk Picton), John Reuhman (Picton, Marlborough Sounds Tourism), Diane Smith (Picton Historical Society), Beryl Bowers (Picton Historical Society), Yvonne Rigby (Picton Flower Ladies), Graham Gosling (Picton Business Group), Rose Prendeville (Port Marlborough), Don Miller (Greater Whatamango Bay Residents Association), Brian Henstock (Community Vehicle Trust), Steve Merito (Rata Foundation), Hēmi Te Hēmi (Rata Foundation), Tim Healey (Queen Charlotte Sounds Residents Association), Rebecca Woledge (Karaka Point & Environs Residents Inc), Brian Henstock (Waikawa Bay Ratepayers & Residents Association).

Guest Speakers

Jacqui Lloyd (Destination Marlborough), Jane Tito (Marlborough District Council), Dean Heiford (Marlborough District Council).

Absent

Bosun Huntley (Picton Historical Society), Tim Newsham (Bay of Many Coves), Bryan Strong (Tirimoana Anakiwa Residents Association).

Attending

Kirsty Baldwin (MDC Secretary)

1. Apologies

Clr David Oddie, Janette Howard (Greater Whatamango Bay Residents Association), Graham Low (Waikawa Bay Ratepayers & Residents Association), Linda Thompson (Envirohub Marlborough), Ian Shapcott (Te Ātiawa Trust).

A warm welcome was extended to a guest, Marie-Jeanette van der Wal, the new Vicar of Holy Trinity Church in Picton.

2. Confirmation of previous meeting minutes

A motion was made to confirm the minutes of the meeting held on 8 March 2021 with the addition of future speakers on the Picton Air Quality Report and Picton Sewage Discharge Report.

3. Update from Destination Marlborough on the Future of Cruise Ships in Picton – Jacqui Lloyd

- Tourism in Picton and Visitor Spending. The borders closed on 15 March last year. Domestic tourism has always been strong for Marlborough, so we knew we had a strong domestic following into this region. Work has been done within the region to start promoting Marlborough using locals for promotions, as well as domestically. Our people and our place are our strengths. Social media and print have been used, as well as the Lap of Luxury programme on TV featuring some Marlborough places.

Domestic growth is good here compared to other regions. We are thrilled with the work done to increase the visitor spend here. Within the café scene in town people are saying they are doing well and are busy. The biggest problem is international spend. If we look at total spend we are doing pretty good.

Kiwi travellers come with their own bikes and kayaks and will drive themselves to wineries. Different parts of Marlborough are hurting in different ways and need to be managed in the coming months. We are hopeful for the Australian tourists spending in the coming months.

- The timeframe for cruises is October to April. In Marlborough we had 55 cruise ship visits last year. The origins of people on cruise ships are mostly Australians, followed by North Americans. Approximately half a billion dollars comes into New Zealand with cruise ships, which includes visitor spend on the ships, as well as crew spending.
- Cruise lines are becoming environmentally sustainable. They are working on waste reduction, with on-board composting, re-using air conditioning water to water plants and clean down decks. They are very keen on shore power. They are part of Marpol 7. They are hoping to reduce the amount of carbon emissions by 40% by 2030. They are fully aware they need to keep communities they visit, as well as oceans, in a good space.
- Cruise ships won't be occurring in the same numbers they have been for quite some time. When they do return they will be smaller ships and significantly fewer in number. The reasons for this are manoeuvrability around the world to get here, as well as strict social distancing on-board. People need to be vaccinated before they board. Passenger numbers will be smaller.

Domestic cruises will be seen first; with New Zealanders first, then Australian/New Zealand passengers, with international passengers a long way off.

One-third of passengers would go on a planned tour, one-third would go to visitor centres for ideas on what to do when they arrived and then go on tours, and one-third would go for a walk to Bobs Bay, or Shelley Beach. Because of contact tracing most people will need to be on a planned tour, or managed; both for community as well as on-board passenger safety.

We possibly won't see any cruise ships until early 2022.

- The positive thing is that we have time to work out how we want to manage cruise ships before they come into the country. How do we manage visitors when they come into the region? How do we want them to experience our region? How do our communities want visitors to be in one place? We want to work with our operators to help spread the passengers around evenly once they disembark. Where can we manage the movements of large groups of people so they're not impacting on the communities. We want to balance things for commercial operators (who are also part of our community) as well as local people. This will be worked on over the next year, with input and feedback from local groups.

We want to have great visitor engagement and experience, which will benefit our communities.

- There has been lots of positive feedback about the Queen Charlotte Track.

Questions/Answers

- What about crew for the cruise ships?

Immigration New Zealand has rules around immigration and has their own response. A crew of 35,000 were also on-board looking after the passengers. The crew are more international, as opposed to New Zealand or Australian passengers, rather than for Covid reasons.

- How will the lack of cruise ships impact on Port Marlborough?

The financial aspects of cruises are less important to Port Marlborough, rather than to the community as a whole. It's not a huge part of the business, but it is a huge part of what they facilitate. For budgeting forecasts they have possibly six or a dozen smaller ships coming after Christmas this year. Port Marlborough have had informal meetings with Envirohub and Smart and Connected Groups to have discussions around the future of what the community want for cruise ships in the community with a mixed

emphasis on the economy, environment and social impacts. Port Marlborough have got lots of bookings for next year but know they won't be coming.

Discussion was had around the distances between ports, for overnight reasons, for sleeping and getting to new destinations the next day. Cruising is about connecting the ports with the destinations and the cruise ships and the communities to manage the flow of itineraries. Cruise ships are a style of travel and a lot of people love it. Often Australians will enjoy the cruises and getting to know the locals and, being their first time in New Zealand, as a consequence will enjoy it so much that they want to come back and spend a longer time in the region. The challenge is how to extend their holidays in future.

It was mentioned how passengers like going into a port town and being greeted by the locals and how this was well received. In Picton we have the brilliant Picton Flower Ladies who do a great job and are known around the world.

- The Australian Bubble was discussed. Air New Zealand has lowered their expectations of travel because the first surge so far has been for friends and family visits. There has been a lack of uptake of package holidays. We will probably see visits to Rotorua, as well as to Christchurch and Queenstown for the upcoming ski season, which are all popular places. From an airport perspective the region is back to about 75% of normal domestic loadings. Marlborough is just starting to see business travel pick up. Sounds Air are doing really well, having to put on more early flights to enable passengers to get to their hub destinations. Blenheim is the softest destination of all and they are shifting staff around the country to other destinations. So positive things are arising from that.

From Council's perspective people are opening up training and conferences, so people are travelling for those.

From an Australian perspective it's all about family and friend visits to them as well. Australia has had delays in their vaccine program which has delayed them travelling. We are expecting by Spring/Summer ideally we will see some more movement of Australians coming back to New Zealand. Since the Bubble has opened 30,000 Australians have come to New Zealand and 20,000 New Zealanders have gone to Australia, so we are 10,000 up on the Australians.

We are encouraging Australians to come to Marlborough and the Top of the South together, via Christchurch and will be working towards advertising for that market.

Another focus is on business events and conferencing, where we are trying to capture as many conferences as we can into Marlborough, based around industry strengths or interests, such as a viticulture conference. Two conferences have recently been won for Picton. The Port Industry Associations are coming in August and the Marina Operators Association in September. The new Queen Charlotte Yacht Club is a great venue in Picton. Information can be found on the following attachment as Appendix A.

It was raised that we need a fast charger for electric cars in Picton for the domestic market. For the future of travel and tourism this would be good. Marlborough Lines are keen to sponsor a couple of sites in Picton, possibly by the I-Site or the Library carpark. Land is earmarked for it but awaiting on the infrastructure. Information can be found on the following attachment as Appendix B.

4. Picton Foreshore Plan Update – Jane Tito

- The Picton Reserve Management Plan was last updated in 2014. The next update is scheduled for 2023. It is about a 12-18 month process. The same process such as the Victoria Domain Plan will be applied to the Picton Foreshore Management Plan.

Other policy plans underway include management plans for Waikawa and Seddon and the recently completed Strategic Sports Facility Plan.

- There will be a public notification process initially with an information brochure provided to stimulate ideas and allow people to come up with options about what they would like to see in that space. A draft of all comments is drawn up and put out for public notification where the public make a submission, followed by a public hearings process. Council staff then write the document and it then becomes public. The opportunity for you to submit is where you can make your voice heard. If you have any concerns

about what is going to happen that is the time to do it. A good idea is also to speak to your submission during the hearing process.

- What are some of the things a Foreshore Plan might cover? It helps Council manage what people want to see on the Foreshore, eg, historical memorials or monuments. There will be a clause saying what can be allowed in, etc, to say what fits into the criteria.
- It may also include opportunities for concessions for commercial operators to lease a space, like coffee or ice-cream sales in the summer. The concessions have guidelines around what may occur, currently there are three land based and three sea based concessions. There may be an opportunity for the public to put a timeline on the duration of concessions, etc. If the concessions are not being used actively, it will provide other people the opportunity to use them.
- This is a very important document for the community and Council for the space to be protected for the future. There will be plenty of notification about it when it comes up.

Te Ātiawa are very interested in the ongoing management of the area because it is a site of cultural significance to them.

It's a time to outline what you don't want to see there as well. To think on both sides of the ledger is important; what you want to see, as well as what you don't want to see happen on the Foreshore.

5. Freedom Camping Review – Jane Tito

- The Council introduced a new bylaw for Responsible Camping in 2020. A national effort to review the freedom camping issues is underway currently. Central government are looking at some options. We are a fully self-contained region; so your camper or vehicle has to be fully self-contained in terms of a toilet facility. There are five approved freedom camping sites in Marlborough; the sites were reduced from 13 to five in the last bylaw. Information can be found on the following website:

<https://www.mbie.govt.nz/have-your-say/supporting-sustainable-freedom-camping-in-aotearoa-new-zealand/>

- We have Proposal 1 in Marlborough currently. The process closes on 16 May. You are able to make a submission to government before then. There is a meeting tomorrow at Endeavour Park, from 1.30 pm to 3.30 pm, which the public can attend. This is your time to tell government your views on freedom camping at the national level.

Jane Tito left the meeting at 2.20pm.

6. Long Term Plan Process – Dean Heiford

Every 10 years we have to do a long term plan; so a proviso for 10 years going forward. There are a number of questions on key issues that have been identified to say yes, no or have your say on. If you want to make a submission online on a subject that is not in the summary document, you tick other, and then make your comments. But you need to make your submissions online. It closes at 5.00 pm on 10 May. Late submissions will not be discussed or entered into. We do take hard copy postal submissions if we have to, but we try and have it all done electronically as it makes the process easier. Information can be found on the following website:

<https://www.marlborough.govt.nz/your-council/long-term-and-annual-plans-policies-and-reports/long-term-plan/2021-31-long-term-plan/2021-31-long-term-plan-consultation-document>

- The hearings, if you want to make a verbal submission, are held in the first week of June for three days. The final deliberations are done in late June so that Rates can be struck on or before 1 July. That is the process going forward.
- Representation review. Dean Heiford is the electoral officer for Marlborough for local government elections. Every six years local authorities have to do a representation review. That is Council looking at how they are elected in terms of whether we have large wards, how many elected members per ward, how many people per elected member, all those sorts of things. There was a government decision recently about the District Health Boards. They will not be included in the next elections.

- The Mayor will always be elected at large, so not a decision to be made by a representation review. One of the key things that have come out by the government recently is the option to re-investigate the opportunity for Maori Wards. Our Council has approached some local iwi to discuss this and ask the question, do you want us to consider a Maori Ward. We only qualify for one Maori representative elected at large. We are awaiting feedback from iwi. On or about 13 May Council may or may not make a decision whether or not to have a Maori Ward. If there is a Maori Ward it will affect the number of other councillors we have.
- One of the key things that will happen, in the Marlborough Sounds Ward, on a pure numbers basis, which is what we have to start from, is the Marlborough Sounds Ward only qualifies for two representatives. We have managed to have three representatives in the past. It is purely one person, one vote, one representative per number of voters. We have gone beyond the ability to change the boundaries of our wards.
- There is an argument, being a unitary authority, should we have more of our members elected at large because we are covering regional council functions as well. So all those things will come out in the consultation process.

Questions/Answers

- When you saying the numbers in the Sounds have gone down, are you using the Census?

We have got some better numbers than the Census. The Census was not done very well with getting accurate numbers. This is purely on a population basis.

- On a population base, because people own holiday homes they do have an interest in the area. The current system is they have to register to vote. Then they are only allowed one vote in the household per person in the household over 18 years of age. They feel their contribution to the economy is not being equally recognised. They do have an interest in the area as they have owned their holiday homes for three or four generations. So they do want their views taken into account. The main difficulty they have got is that they have to apply to register to vote. They feel it is unequal.

This is known as a ratepayer roll. If you live in Marlborough and you own a property in Canterbury you can apply to be a ratepayer elector and participate in their elections. There is a huge national campaign to get people to register for the ratepayer roll. It is one of the most under-utilised electoral rolls in the country. Advertising may not be getting through to people.

Going forward Council could supply a resident's association information on how residents could sign up. We will mention this at the Sounds Advisory Group.

- What number of people do you have to have to get representation, eg, Picton against Blenheim?
How many residents do you have to have in Picton?

It works out at about 7,000 voters per representative. Picton has a resident population of about 4,500, plus the balance of the Sounds people. All those numbers will come out as part of the review. Council will consider all the original feedback from consultation and then puts out a proposal for wider public consultation. People can submit to that. Then we put out a final proposal. People can then challenge it if they want to. I think we might have 5,500 people in Picton now.

- What's the population in Blenheim?

Around 28,000 – 29,000.

- Single Transferable Votes were discussed briefly.

7. Actions from the previous meeting

Action	Person Responsible
1. Email information to the group about the Sea Week Marine Mammal presentation at Waikawa Boating Club on 10 March. <i>Completed.</i>	Kirsty Baldwin/Rose Prendeville
2. Add the Picton Police to the PRF email list, so they can have a regular presence and attend meetings. <i>Completed.</i>	Kirsty Baldwin
3. Cllr Taylor to forward the tree signage poster to the MDC Reserves Department. <i>Completed.</i>	Cllr Taylor
4. Cllr Faulls to report support for Matariki Festival from PRF Group to the MDC Events Co-ordinator, Sam Young. <i>Completed.</i>	Cllr Faulls

8. Other Matters

- The Matariki Festival was discussed at the commercial events meeting and it was decided because it's of regional interest and importance it should go to the regional events fund. Cllr Faulls represented the group's views to the commercial events fund meeting and stated that the Picton Regional Forum totally supported the Matariki Festival.

The regional events fund is an opportunity that MBE has provided to all regions in New Zealand, with roughly 20 million dollars over next four years, to be split across the country in regions that work well together, to make up for loss of international travellers and spending, by encouraging major events into the regions. Marlborough is partnered with Nelson/Tasman. Between the two regions we have 1.5 million to spend over next four years to encourage regional events that will bring in domestic and international visitors to our region, in the future. There will be a panel made up of Nelson/Tasman, Samantha Young at Marlborough District Council, and Destination Marlborough. The expression of interest for this funding will go out soon. There will be an announcement made about it and people can put in their applications.

- Steve Merito, from the Rata Foundation, discussed connecting with different organisations through attending various meetings. He wants to start formalising things to address any questions people may have on how the Rata Foundation works, their funding, their priorities, etc. The Rata Foundation connects more regularly with the bigger players. There is not so much connection with people at a grass roots level. Steve Merito introduced a new staff member who has recently started, Hēmi Te Hēmi. Different members will come at different times to put names to faces of various staff.

The goal is to find out what the Picton Regional Forum is doing, and whether there is alignment or not. Steve Merito recognised a lot of names in this group. It was suggested they arrive earlier than the start of the meeting to have a question time. Steve Merito will get feedback from the group on how they propose to do this.

Cllr Faulls, on behalf of small community organisations, thanked the Rata Foundation for the funding they had given to community groups.

Cllr Taylor suggested that the ideal time for questions would be before the meeting so that people are not held up if it is a long meeting.

A suggestion was made to engage in a wider network to other groups in the community, such as sports groups, crèche groups and any other groups. Nicci Neilson, from the Resource Centre, will distribute information, along with Jodie Griffiths. Dean will co-ordinate this and people can contact Steve directly if they want time with him.

- There are a number of funders holding a Marlborough Funders Information Workshop on Friday, 18 June from 10.00 am to 2.00 pm at the Scenic Hotel in Blenheim. They will do presentations and make connections and ask questions. Jodie Griffiths will be co-ordinating that meeting.

- Marie-Jeanette, from the Holy Trinity Church, is interested to hear what was happening in the community. She has recently arrived and was commissioned at the Holy Trinity Church yesterday. Cllr Faulls welcomed her to the area and thanked her for attending. Marie-Jeanette wanted to know how the church can connect with the community.

9. Actions from the meeting

Action	Person Responsible
1. Council will supply resident's associations with information on how residents can sign up for ratepayer electoral rolls.	Dean Heiford
2. Mention supplying resident's associations with information on how residents can sign up for ratepayer electoral rolls at Sounds Advisory Group Meeting.	Nadine Taylor
3. Put out a wider network to other groups in the community, sports groups, and crèche groups and so on re Rata Foundation. Nicci Neilson, from the Resource Centre, will distribute information.	Dean Heiford
4. Distribute information about the Funders Forum in June.	Jodie Griffiths

10. Future Speakers

- Dog Bylaw Review Update – Jane Robertson.
- Marlborough Roads/Waka Kotahi Agency – iRex Roding requirements as per the finalised SSBC.
- MDC Reserves Team regarding the implementation process for the new Reserve Management Plans.
- Department of Conservation – general update.
- Picton Air Quality Report.
- MDC – regarding Picton Water Supply:
 - Sewerage Discharge Report.
 - Quality – Monitoring Program.
 - Quantity – now and after 2020 upgrade.
 - Usage – Residential/commercial.
 - Plans for conservation – roof water collection tanks, recycling systems in factories, fixing leaking pipes.
- Picton Police Update.

11. Proposed Meeting Dates for 2021

Picton Regional Forum

5 July 2021
6 September 2021
8 November 2021

Sounds Advisory Group

17 May 2021
9 August 2021
15 November 2021

The meeting closed at 2.50 pm.

Appendix A



Destination
Marlborough





INDUSTRY COMMUNICATIONS

Sign up to Dmail – Destination Marlborough’s weekly e-newsletter to keep you and your staff up-to-date with the latest promotional opportunities, regional achievements, tourism industry news and views, and marketing tips.

Sign up at www.marlboroughNZ.com/operators or email info@marlboroughnz.com with your business and contact details.

Sign up to our consumer newsletter – Email info@marlboroughnz.com to be added to our weekly consumer newsletter subscription list. Full of what’s on, what’s new, and product/promotional highlights.

MARLBOROUGHNZ.COM AND ONLINE

List your business and products on marlboroughNZ.com – marlboroughnz.com is the official consumer and trade tourism website for Marlborough and averages 20,000 unique visitors each month.

List your products and services – Free at www.marlboroughNZ.com/operators

List your event on marlboroughNZ.com – Events on the website are hosted by Follow-Me. It is free to list an event and only takes a

SOCIAL MEDIA

few minutes. Events are listed via Eventfinda and will appear on both marlboroughnz.com, Eventfinda and Follow-Me channels. To add an event, visit www.marlboroughnz.com/events

Register and set up your listing on NewZealand.com – Any New Zealand based operator that offers a bookable tourism product, and offshore travel sellers that promote and sell travel to New Zealand, can list their products and services and appear on newzealand.com for free. ALL Tourism New Zealand promotional work drives back to this website, so it is a vital place to list. Visit register.newzealand.com and follow the steps.

Connect with us on social media – Follow Destination Marlborough on Instagram ([@marlboroughnz](https://www.instagram.com/marlboroughnz)), Facebook and YouTube (Marlborough New Zealand), tag us in your content and use Marlborough’s hashtags [#BrilliantEveryDay](https://www.instagram.com/hashtag/BrilliantEveryDay) and [#MarlboroughNZ](https://www.instagram.com/hashtag/MarlboroughNZ)

Use our GIPHYs – Destination Marlborough developed GIPHY stickers to be used across social media platforms. These can be applied to Instagram stories and posts, however they can also be used in iMessage, Facebook Messenger, Snapchat – any platform that supports the GIPHY extension. Simply search ‘Marlborough’ when using GIPHYs and select the stickers you wish to use.

Why Marlborough is Brilliant every day

Marlborough is about world renowned Sauvignon Blanc from New Zealand's largest winegrowing region, and the enviable climate and people that create it. It's about fresh seafood sought by the world's finest chefs. It's about diverse landscapes, from valleys of vines to sheltered waterways.

Sample wines from more than 30 cellar doors. Indulge in a leisurely lunch at a vineyard restaurant, and pair the wine with local produce to create the ultimate match made in Marlborough.

Stories of early settlers tell us that Marlborough is part of Te Tai Ihu o te Waka-a-Māui (the prow of Māui's canoe) – the upper South Island coast.

The Marlborough Sounds is made up of 1600km of winding coastline where the great navigator Kupe fought with octopus Te Wheke. Te Wheke's remains now form Nga Whatu Kaiponu/The Brothers Islands on the edge of the Tōtaranui/Queen Charlotte Sound.

Take a cruise, kayak or walk the Marlborough Sounds, with plenty of space to explore these Māori stories, historic sites, secluded bays, marine reserves and precious island sanctuaries with an abundance of wildlife.

Don't miss a visit to the internationally acclaimed Omaka Aviation Heritage Centre, with its theatrical displays of WWI and WWII aircraft and memorabilia.

Discover why Marlborough is Brilliant Every Day.



About us

Destination Marlborough is the official Regional Tourism Organisation (RTO) for the Marlborough region. We are a not-for-profit Trust funded through a combination of Marlborough District Council rates, including a tourism targeted rate, private sector partnerships and i-SITE revenue.

Our role is to market the region as a visitor destination, telling the world why Marlborough is a 'brilliant' destination to visit for a holiday, business or to catch up with friends and family, is what we do. We're here to support our industry, facilitating industry events and workshops to assist in developing product on offer in Marlborough.

We also operate the Blenheim, Picton and Havelock i-SITE Visitor Information Centres to assist travellers and connect them with Marlborough visitor experiences, as well as managing Business Events Marlborough and managing partnership programmes for international trade education and joint marketing.

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MEDIA AND PR

Tell us your story – Your experience, new products, events or something you have going on, could be a great story to share online or pitch to media. If you have something new, original, record-breaking or quirky happening, let us know. Email info@marlboroughnz.com to keep us in the loop.

TNZ newsroom – The TourismNZ Newsroom take a 'journalistic approach' to finding and crafting unique, remarkable and world-class kōrero about our incredible people and place for breaking through into news and social conversations. They're looking for newsworthy, relevant and timely stories to pitch to media both domestically and internationally. Email media@tnz.govt.nz with your story.

INDUSTRY EVENTS, WORKSHOPS AND CAPABILITY RESOURCES

Destination Marlborough Industry Showcase – Destination Marlborough hosts up to three industry updates a year to share news, research and information, update on activities and introduce guest speakers on relevant topics. These are also a valuable opportunity to network with industry colleagues and are announced through DMail.

Lunch & Learns and workshops – Destination Marlborough hosts training workshops throughout the year, drilling down on topics that will help you grow and manage your business efficiently – such as yield/pricing, social media, HR and distribution. These will be made available through DMail.

1 on 1 consultations – Destination Marlborough facilitates one free, 1 hour, 1 on 1 session with a contracted tourism business advisor for Marlborough operators. These are by appointment only. Please contact info@marlboroughnz.com to enquire and set up your appointment.

Business Events Marlborough – If you're looking to hold a Conference or Business Event in Marlborough contact our Business Events manager for free bid support and impartial advice on how to make your event a success. Alternatively if you have a product or venue suitable for promotion to the Conference and/or Incentive market, arrange a meeting with our Business Events manager to find out how best to connect with this sector. Contact conference@marlboroughnz.com

VISUAL RESOURCES

Image gallery – Visit marlboroughnz.com/imagelibrary for our extensive library of free to use or use with credit imagery, available for use in promoting the Marlborough region as a destination to visit.

Share your images – Tag us on social media, or email your imagery through to info@marlboroughnz.com, so we can share your pictures through our relevant channels and elevate the noise.

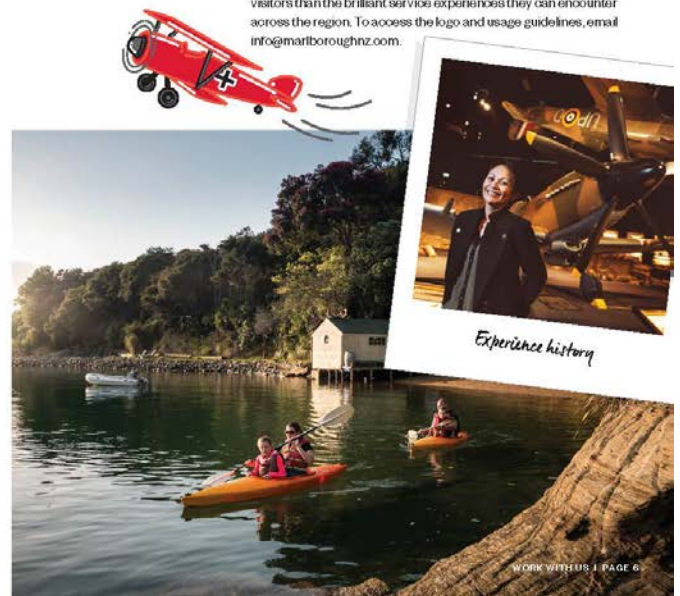
CONNECT WITH CAMPAIGNS

EMBRACING THE VISITOR PROPOSITION

Footage and b-roll – If you need general footage of the Marlborough region to complete your promotional video, let us know and we'll see if we have something fitting available. Email info@marlboroughnz.com to enquire.

Getting involved with domestic campaigns – Keep an eye on DMail for ways you can connect with on-going campaign work both domestically and internationally.

Marlborough: Brilliant Every Day – Leverage Destination Marlborough activity by adopting the Brilliant Every Day logo and phrase in your marketing and communications activity. Include the visitor campaign logo on your brochures and website homepage, linking to marlboroughnz.com. Incorporate "Brilliant" in your day-to-day conversations with guests, including welcoming & farewelling them. Work with your staff to incorporate and reward acts of brilliance in everything you do. There's nothing more powerful for visitors than the brilliant service experiences they can encounter across the region. To access the logo and usage guidelines, email info@marlboroughnz.com.





Extending your profile & reach

Blenheim, Picton and Havelock i-SITES
The Blenheim, Picton and Havelock i-SITE Visitor Centres are the shop fronts to introduce Marlborough experiences and services to travellers and locals. Email i-site@marlboroughnz.com for more information.

Set up products and bookings on marlboroughnz.com – Simplify the booking process for your customers by adding BookIT online bookings to your listing on marlboroughnz.com. This enables you to offer special online deals, and show availability of your product. To activate online bookings to your listing, you can set up a free account with BookIT (www.bookit.co.nz, email support@bookit.co.nz or ph 0508 266 548).

Publications

Official Marlborough Visitor Guide – Showcase your business to international and domestic visitors in the official Marlborough Visitor Guide. The guide is a brilliant planning tool for tourists planning to visit full of tips, maps, listings of places to go, see and do. Keep an eye out in DMail for advertising to open.

Marlborough Trade Directory – This annual guide is a comprehensive training tool for the travel trade to learn about the Marlborough region and select products to brochure and sell to their clients. Commission criteria apply. Keep an eye out in DMail for advertising to open.

Marlborough Conference and Incentive planner
Business Events Marlborough produces a full colour Conference and Incentive Planner which acts as its main sales tool to attract conventions, business meetings, exhibitions and incentive groups to the region. It is a business to business

publication which highlights the region's venues, accommodation, activities and transport options and is targeted at conference and incentive planning professionals. The C & I Planner is distributed in response to all Business Event enquiries, at trade shows, on hosted farms and on sales calls aiming to attract new business. It is also proactively distributed to key influencers in the Business Events sector including Tourism New Zealand, CINZ (Conventions and Incentives NZ) and our database of PCOs (Professional Conference Organisers). The C&I Planner is published in hardcopy and electronically to maximise distribution potential and is also available on the Meet page of the MarlboroughNZ website. All businesses wishing to proactively promote themselves to the conference and incentive market should be included in the planner. Details of advertising opportunities are outlined in DMail in November each year.



If you are a local operator who is actively engaged in contractual agreements with the international travel trade, inbound operators (ITOs), wholesalers and retail travel agents or would like to establish this sales channel, then the Trade Marketing Team (TMT) is for you.

Investment in the TMT supports a programme of activity specifically focused around increasing the international travel trade's Marlborough content, capability and confidence to include Marlborough in New Zealand travel itineraries.

Being a partner in the TMT allows you to actively participate with Destination Marlborough in defining the strategy and targeting of Marlborough's trade marketing approach to grow visitation through this channel. Regular meetings give you updates and the opportunity to network with other local tourism businesses.

TMT membership also offers specific opportunities for participants to showcase their products or have them represented by Destination Marlborough at a series of events including TRENZ, the Big Day Out, the Top of the South ITO day, Tourism New Zealand's offshore events and TECNZ workshops and webinars.

KEY BENEFITS OF JOINING THE TMT

- Access to visiting travel trade representatives and inclusion on travel trade fairs
- Preference given to members when educating travel trade about Marlborough
- Representation at industry events as well as domestic and international sales calls, and trade missions led by Tourism New Zealand
- Exclusive attendance at Big Day Out – Our annual event that brings ITOs to the region
- Exclusive attendance at the Top of the South ITO day
- Print and digital advertising initiatives, such as the trade directory and regular e-newsletters to the trade agent database
- Sharing of relevant market intelligence and exclusive access to new trade contacts gathered at workshops and sales calls
- TMT members are first in line for other campaigns and initiatives led by us

MEMBERSHIP

- TMT investment of \$2500 plus GST per annum (including Big Day Out participation)
- Membership begins 1 January to 31 December.



i-SITE Visitor Information Centres



WORKING WITH THE i-SITES

i-SITE	Brochure Type	Full year price + GST
Blenheim and Picton	Marlborough business (DLE)	\$400.00
	Out-of-Marlborough business (DLE)	\$420.00
	Extra Brochure (DLE)	\$210.00
	Larger format Brochure (A4 or A5)	\$620.00
Havelock	Marlborough business (DLE)	\$200.00
	Out-of-Marlborough business (DLE)	\$220.00
	Extra Brochure (DLE)	\$110.00
	Larger format Brochure (A4 or A5)	\$300.00
Blenheim, Picton and Havelock Combo	Marlborough business (DLE)	\$550.00
Havelock Combo	Out-of-Marlborough business (DLE)	\$600.00
	Extra Brochure (DLE)	\$300.00
	Larger format Brochure (A4 or A5)	\$900.00
Event Ticketing and Promotion	The i-SITEs are an outlet for event ticket sales and promotional opportunities. Contact our i-SITE Operations Manager to discuss options on i-site@marlboroughnz.com	
Cruise Passenger information and booking service	Contact our i-SITE Operations Manager for more information on i-site@marlboroughnz.com	



Destination Marlborough operates the Blenheim, Picton and Havelock i-SITEs that are proud to be a part of the official i-SITE New Zealand Visitor Information Network, providing an unbiased regional portal for information and booking services available to both locals and visitors. The Picton and Blenheim Centres are open throughout the year and Havelock is open in the summer months. Advertising in the i-SITEs is a targeted and cost effective way to showcase your business directly to potential customers. Additional to this are the email and phone enquiries converted into bookings by the i-SITE staff. Along with displaying your product in the Marlborough i-SITEs we offer the added benefit of having a team of sales representatives selling your product. Commission fees apply to all bookings. Advertising in the i-SITE enables you to also participate in Destination Marlborough's domestic marketing activities, and product packages co-ordinated by the three i-SITEs.



Contact us

DESTINATION MARLBOROUGH

info@marlboroughnz.com

03 577 5523

i-SITEs

i-site@marlboroughnz.com

03 577 8080



Picton | Blenheim | Havelock

Marlborough
MarlboroughNZ.com

Brilliant
EVERY DAY

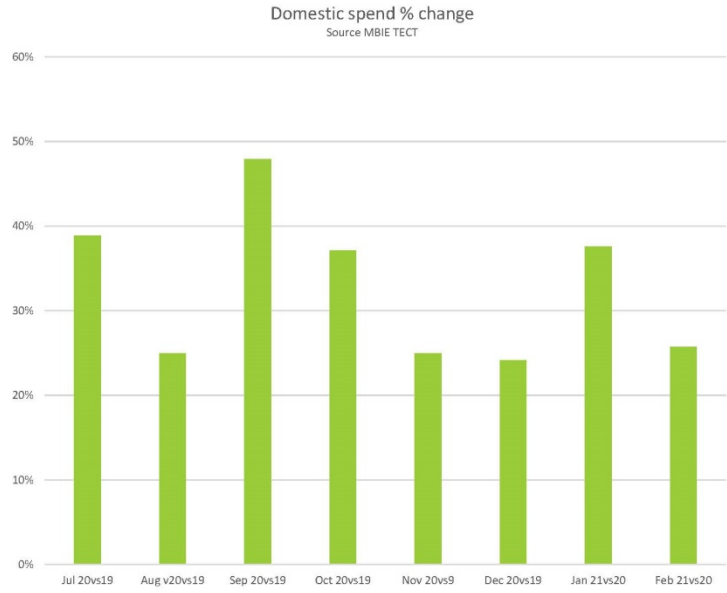
Appendix B





Domestic Spend % Change

Tourism Electronic Card Transactions
 MBIE changed measures to reflect lack of International visitation and spend



Domestic spend MoM growth

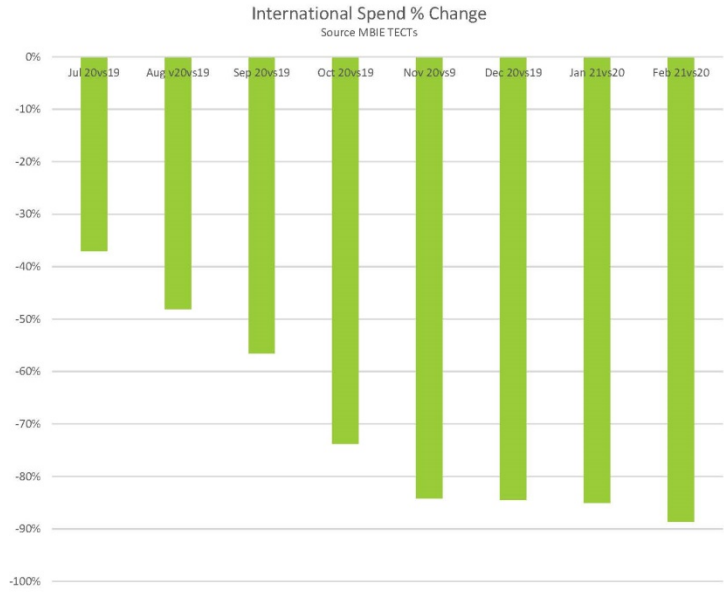
Source: MBIE TECTS



International Spend % Change

Tourism Electronic Card Transactions

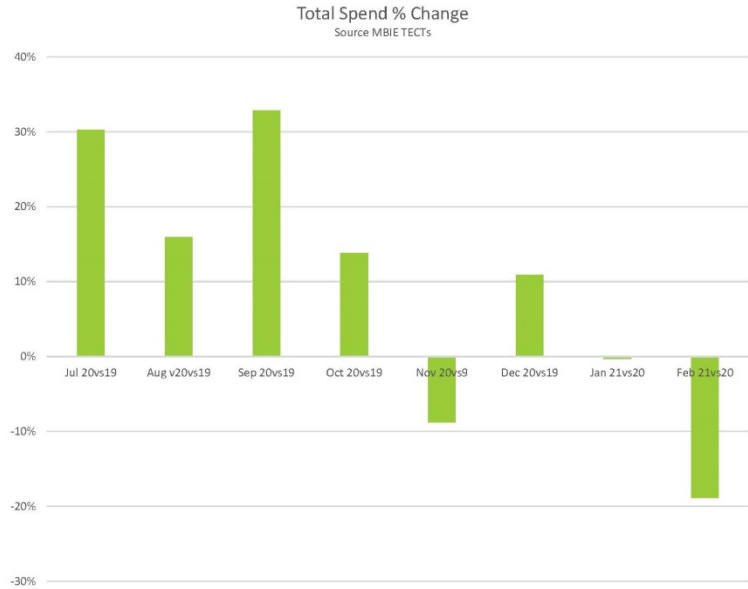
MBIE changed measures to reflect lack of International visitation and spend



Total Spend % Change

Tourism Electronic Card Transactions

MBIE changed measures to reflect lack of International visitation and spend



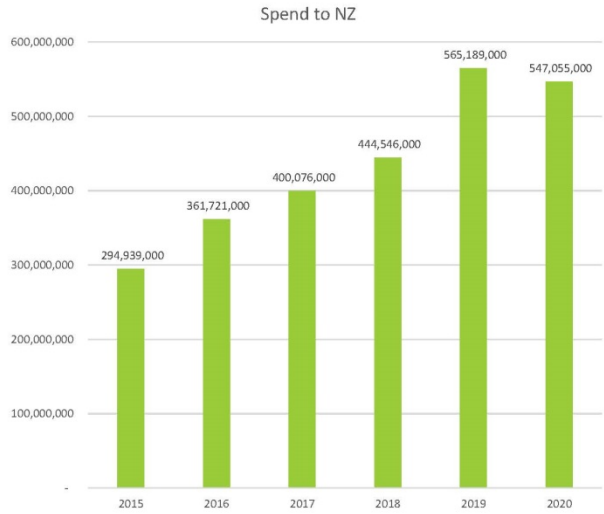
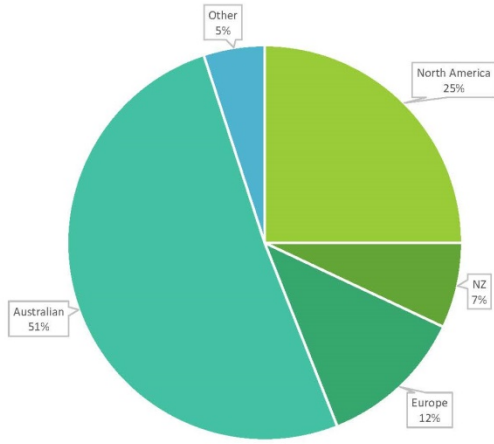
Change in Spend - Picton

International Spend 19/20	NZ/Marlborough Spend 20/21
1 Other Consumer	1 Groceries & Liquor
2 Cafes, Restaurants, Bars & Takeaways	2 Fuel & Automotive
3 Accommodation	3 Cafes, Restaurants, Bars & Takeaways
4 Groceries & Liquor	4 Other Consumer Spending
5 Fuel & Automotive	5 Accommodation
6 Department Stores and Leisure	6 Department Stores and Leisure
7 Apparel and Personal	7 Home, Hardware & Electrical
8 Home, Hardware & Electrical	8 Apparel and Personal

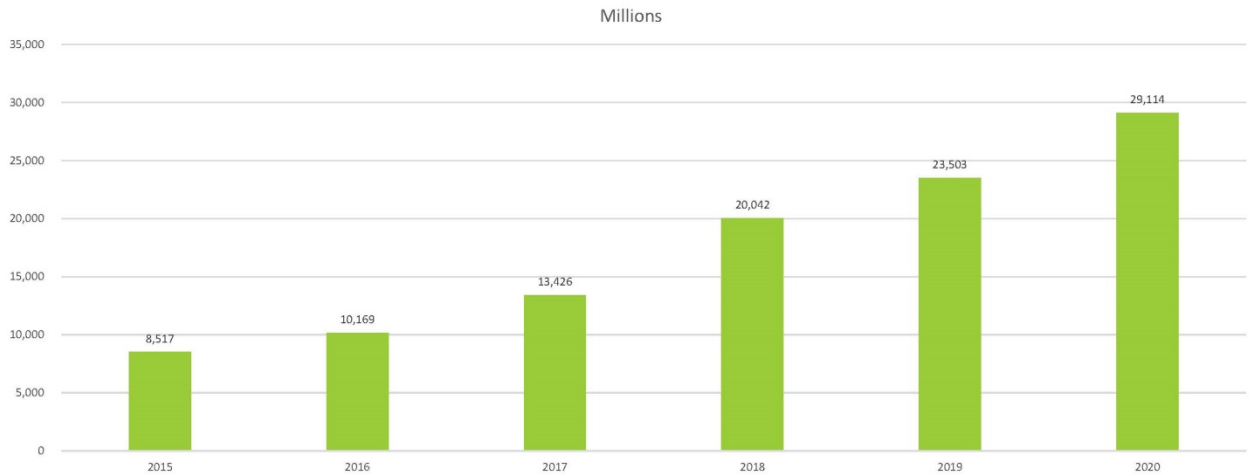
Cruise



Cruise Origin and Expenditure New Zealand

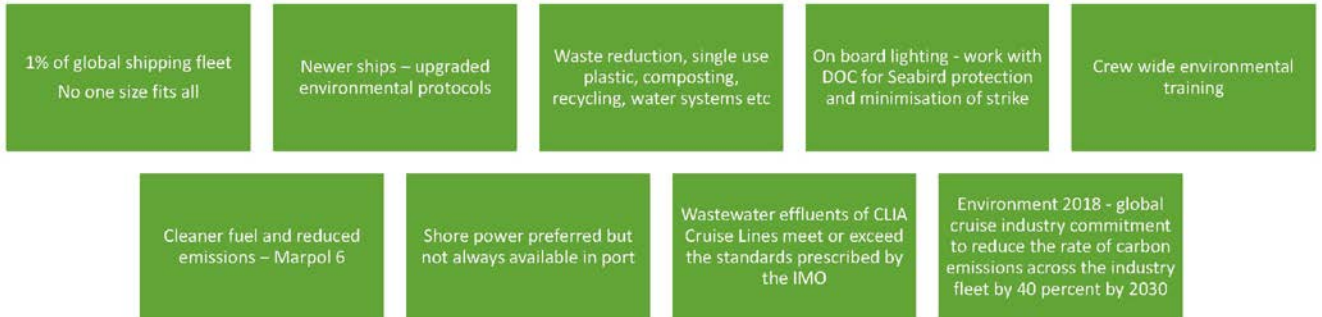


Cruise Expenditure Marlborough



Cruise industry Sustainability Guide

www.newzealandcruiseassociation.co.nz



Cruise 2022 and beyond

Destination Sustainability - Dispersal Management

Phase 1 – Domestic

Phase 2 – Trans Tasman

Phase 3 – Limited Recovery

- Vaccination dependent
- Social distancing
- Smaller ships – low passenger numbers, high value
- Larger ships – reduced guest numbers
- Voyages in New Zealand and Australian waters
- Passengers from New Zealand and Australia
- Passengers from other countries declared by New Zealand to be low risk
- Managed touring options

Destination Management

Visitor Experience: the destination's experience offering, including activities, attractions, supporting infrastructure, services and

- *Marketing and Promotion:* the destination's marketing and promotional activity, creating demand and enabling the destination to be competitive, productive and

- *Resource Management:* the destination's strategy, policy and regulatory frameworks, Te Tiriti o Waitangi, organisational structures and the investments that support the destination.

