

ŌTAUTAHI CHRISTCHURCH WAITAHA CANTERBURY

Destination Management Plan – At A Glance



Ehara tāku toa i te toa
takitahi, engari he toa takitini.

My strength is not as an
individual, but as a collective.

Acknowledgements

In its capacity as the Regional Tourism Organisation (RTO), ChristchurchNZ has facilitated the development of this Destination Management Plan on behalf of, and in collaboration with, key strategic partners including the Christchurch City Council, Waimakariri District Council, Selwyn District Council, Ashburton District Council, and with the support of Christchurch International Airport Limited.

Special acknowledgement must be made to the whānau, hapū and rūnanga who have contributed to the development of this plan including Ngai Tūāhuriri and Whitiōra, Te Taumutu Rūnanga and Te Rūnanga o Arowhenua.

In seeking to develop this plan alongside Mana Whenua, the above whakataukī was gifted to provide guidance as we seek to move forwards in managing our destination.

Thank you to Erin Jackson — Narrative, Carl Pavletich — Fabriko, Kris Herbert — Creative Agent, and the team at Resonance for your mahi.

Glossary: Taiao means environment and manuhiri means visitor.

Throughout this plan reference to Ōtautahi Christchurch largely means the urban city itself and excludes Te Pātaka o Rākaihautū Banks Peninsula as it has its own unique destination management plan. There is a separate Te Pātaka o Rākaihautū Banks Peninsula destination management plan and for a complete picture of the region it should be read in conjunction with this document. You can access both plans as well as At A Glance versions [here](#).

The development of these plans was led by ChristchurchNZ with funding from MBIE. ChristchurchNZ is the Canterbury Regional Tourism Organisation.



Community Consultation

50+

one-on-one
interviews

9,793

visitor
respondents

To help identify local barriers and opportunities, and to define the vision for the Destination Management Plan, ChristchurchNZ conducted in-depth community and visitor engagement surveys, one-on-one interviews, and multiple workshops with public and private stakeholders.

4,444

community
respondents

42

external
stakeholders



This plan covers the urban centre of Ōtautahi Christchurch and expands through regional centres and small rural communities.

Ōtautahi Christchurch and the surrounding Districts of Selwyn, Waimakariri and Ashburton represent the second largest Regional Tourism Organisation (RTO) in New Zealand by regional visitor spend, with \$1.029 billion domestic visitor spend and \$299 million international visitor spend by year-end July 2023. In the Aotearoa New Zealand tourism ecosystem, our geographic area is known as Canterbury.

With the impact of the quakes limiting city infrastructure in Christchurch for the past decade, the story for visitors has largely been about being the gateway to the South Island. Today, with key city infrastructure in place, Christchurch has an opportunity to shift from being a gateway to a destination in its own right.

Between the new city and the vast cultural, culinary and recreational opportunities within the districts we have all the ingredients visitors are looking for in a holiday. Neighbouring districts would also welcome more visitors after a very constrained decade for visitation in the region (post-quake and COVID border closures).

The Canterbury RTO region is still not back to its pre-earthquake market share of visitor spend (pre-quake 2010 market share 10.4% vs 2022 market share 8.7% for international & domestic spend combined).

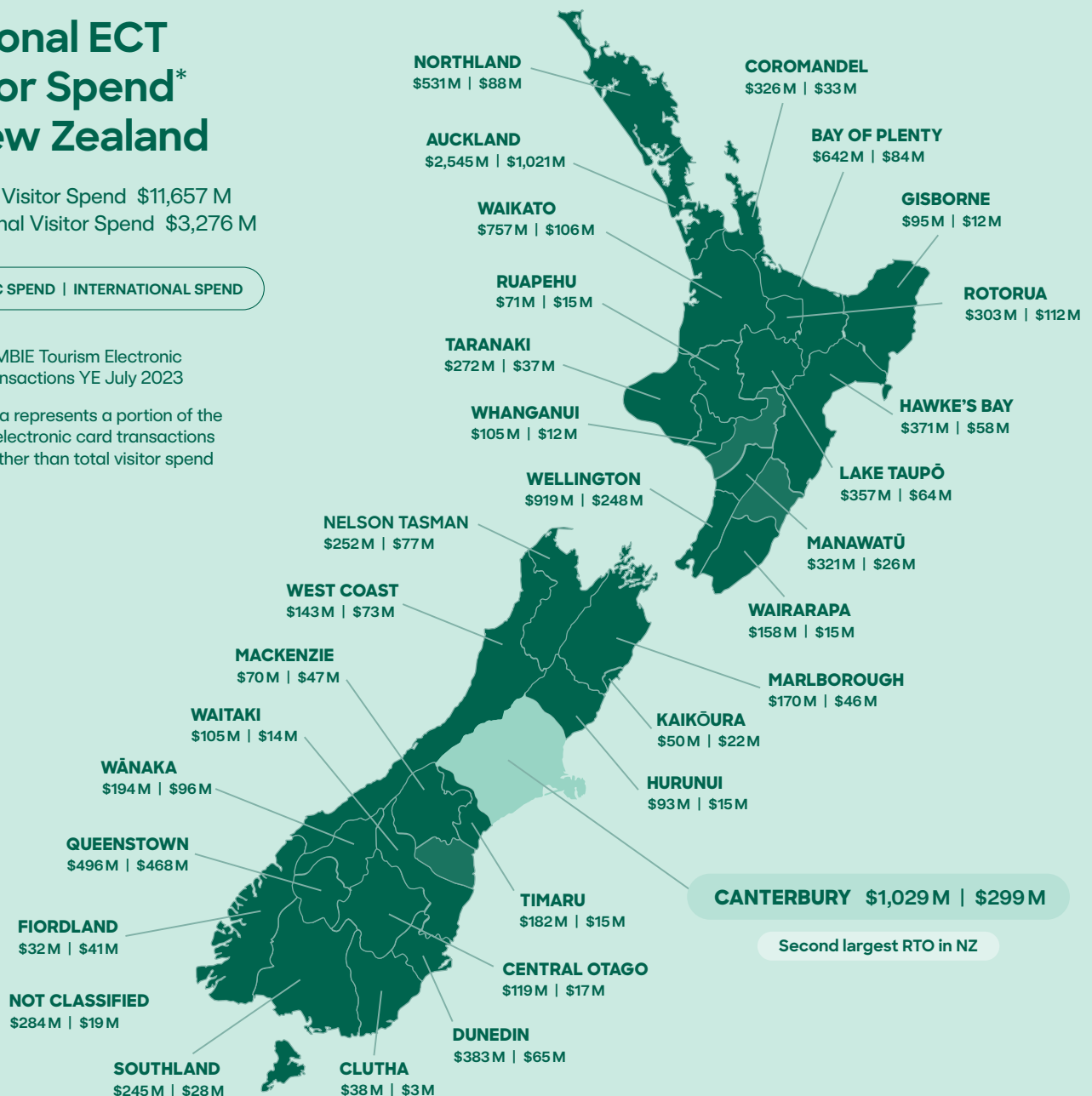
Regional ECT Visitor Spend* in New Zealand

Domestic Visitor Spend \$11,657 M
International Visitor Spend \$3,276 M

DOMESTIC SPEND | INTERNATIONAL SPEND

Source: MBIE Tourism Electronic Card Transactions YE July 2023

*This data represents a portion of the market, electronic card transactions (ECT), rather than total visitor spend



Second largest RTO in NZ

It is unusual for a Destination Management Plan to be talking about growth in visitors. However, this region has a unique set of circumstances given the impact of the quakes and the scale of the new, sustainable infrastructure that has been developed. Christchurch city and the surrounding districts are not currently experiencing over-tourism and have capacity for growth (important note: Banks Peninsula is not included within this plan as it has its own plan). This growth would be targeted, focused on attracting visitors with the desired behaviours and value yield (including social, environmental, economic and retained value), balanced with a continued focus on sustainability and thoughtful urban and experience design that is positive for residents and visitors. More data is required to fully quantify the cost benefit and value yield of each of the audiences identified in the plan. This shift will require a commitment

to more coordinated and collaborative tourism product development, connectivity and agreed positioning and messaging across the Canterbury RTO region.

This plan is striving to rebuild tourism as a regenerative economy – and not an extractive one.

The city's new visitor infrastructure with higher environmental performance standards, planned resilience for natural disasters and an international airport with Airport Carbon Certification Level4/4+ (the highest carbon certification an airport can currently achieve) means the region is well suited to support the broader New Zealand tourism ecosystem by absorbing capacity from other over-touristed areas in the country.

The regional districts of Selwyn, Waimakariri and Ashburton have some different challenges and opportunities than the more urban Christchurch. Where Christchurch has purpose-built infrastructure and is an urban destination experience, the districts have limited commercial visitor experiences, amenities and accommodation options (noting the exception of ski within Ashburton region). The districts have unique natural destinations to visit and explore and can use the growth of the visitor economy in Christchurch to support and develop their own tourism infrastructure, products

and experiences (including festivals and events), leveraging what their natural destinations offer. For example, advancing the journey to a dark sky reserve, progressing cycleways, food trails and developing itineraries for the region that are low emission.



About This Plan

In its capacity as the Regional Tourism Organisation (RTO), ChristchurchNZ has facilitated the development of this Destination Management Plan on behalf of, and in collaboration with, key strategic partners including the Christchurch City Council, Waimakariri District Council, Selwyn District Council, Ashburton District Council, and with the support of Christchurch International Airport Limited. This plan is a reflection of engagement with councils, residents, Mana Whenua and local businesses and what is desired for the Canterbury RTO region Destination Management Plan. It is important to also reference the Te Pataka o Rakaihautū Banks Peninsula Destination Management Plan that has been prepared concurrently.

The plan primarily informs local councils' and central government decision making and investment. Many other organisations have a significant interest in and/or a key role to play in our success as a visitor destination. This plan provides a common framework that enables everyone to take a joined-up approach to delivering activities that focus on attracting visitors and managing the destination. And by identifying these areas of focus, everyone is aligned helping to achieve the community aspiration for tourism.

Our Target Audience

● High ● Medium ● Low

Ngāi Tahu have resided on these lands for more than 800 years, and since 1830 have welcomed all people to our lands and held true to the values instilled in the proverb, 'kia atawhai ki te iwi' / 'Care for the people' expressed by Pita Te Hori, Ūpoko of Ngāi Tūāhuriri.

Post quake with significant infrastructure development in Ōtautahi Christchurch and surrounding areas we have an opportunity to shift positioning and drive more visitation

from two key target audiences: "Sophisticated Explorers" and "Family-Oriented Travellers". Based on existing and emerging tourism products and experiences and alignment with Tourism New Zealand's mindset approach rather than geographic targeting, we have outlined target audiences for each district as detailed below (by order priority). It is important to note the use of the word sophisticated here means knowledgeable or worldly (like a sophisticated investor), it does not mean higher status.

	Christchurch Visitors	Selwyn Visitors	Waimakariri Visitors	Ashburton Visitors
 Sophisticated Explorers	●	●	●	●
 Family-Oriented Travellers	●	●	●	●
 Active Adventurers	●	●	●	●

Our Vision

Our vision is rooted in our destination and communities' aspirations. It sets our common long-term vision for our destination and community.



We welcome manuhiri (visitors) to come and learn about and explore our unique culture, history and geography in a way that delivers benefits for our taiao (environment), our people, and our visitors



The plan is underpinned by three Strategic Objectives and five Themes. Eight Key Success Measures allow the plan to track how it is delivering on its goals.

STRATEGIC OBJECTIVES



Champion environmental stewardship and resilience



Strengthen visitor economy by becoming a destination



Work together and enrich our communities

THEMES



Establish regenerative & resilient tourism practices



Grow our destination & shift from just a gateway



Cultivate our destination experience



Activate our Canterbury RTO region as a whole



Build tourism leadership & excellence as a path towards resilience

KEY SUCCESS MEASURES

01

Establish a plan for reducing the carbon footprint of the visitor economy, including supporting local operator capability building

02

Increased visitor participation in regenerative tourism experiences

03

An increasing percentage of residents who believe visitors can make sustainable travel choices when visiting

04

Regain Ōtautahi Christchurch's share of the national visitor economy, worth 1.87 billion pre-earthquake, by 2030

05

Length of stay increases from 1.8 nights to 2.2 nights by 2030

06

Increase percentage of Ōtautahi Christchurch residents visiting districts and Te Pātaka o Rākahautū Banks Peninsula (measured by ECT spend)

07

Tracking tourism satisfaction and impact:

- Maintain a visitor Net Promoter Score (NPS) of 75 or better
- Baseline resident tourism impact measures developed. Improvement outcomes post baseline development
- Annual surveys track resident tourism sentiment i.e. impacts on resident life

08

Memorandum of agreement established, recognising a commitment by districts to work together as a destination

Governance & Implementation

It's all about working more closely together; developing new, complementary attractions, enticing visitors to Ōtautahi Christchurch and encouraging visitors to explore the surrounding districts.

Although ChristchurchNZ will not have ownership of most of the activities outlined in this plan, they will be a champion and advocate for all of them. ChristchurchNZ will take a leadership role in convening governance groups and measuring the success of the plan.

For more detail, including extensive background and data, please see the full Ōtautahi Christchurch Waitaha Christchurch Destination Management Plan



