

The cover features a large, stylized 'X' shape formed by four overlapping triangles. The top-left triangle is light green, the top-right is light blue, the bottom-left is dark blue, and the bottom-right is light grey. The background is a photograph of an industrial facility with two tall smokestacks, one of which has an orange top. The facility is situated near a body of water with mountains in the distance under a blue sky with white clouds.

OPERATIONAL REPORT

HUNTLY AND RAGLAN I-SITES
JULY TO JUNE 2017

Waikato Enterprise Agency
General Manager: Kim Bredenbeck

GLOSSARY:

WEA - Waikato Enterprise Agency

RTO - Regional Tourism Organisation HWT

HWT - Hamilton Waikato Tourism is the name of our RTO

NZT - New Zealand Tourism

FIT - Free Independent Travellers overseas travellers using their own means to travel around NZ

i-SITE -Visitor Information Centres affiliated to Tourism New Zealand These agencies are Qual Marked and audited with very strict guidelines to operate within

Yammer - iSITE networking on-line communication tool

Famils - Short for familiarisation tours

Regional Cluster Meetings - The Waikato Regional Network of 15 visitor centres meeting on a 6 weekly basis to share ideas and work together in cooperation with the Waikato RTO

New Zealand Inc - The big picture for tourism our identity and reputation as a country

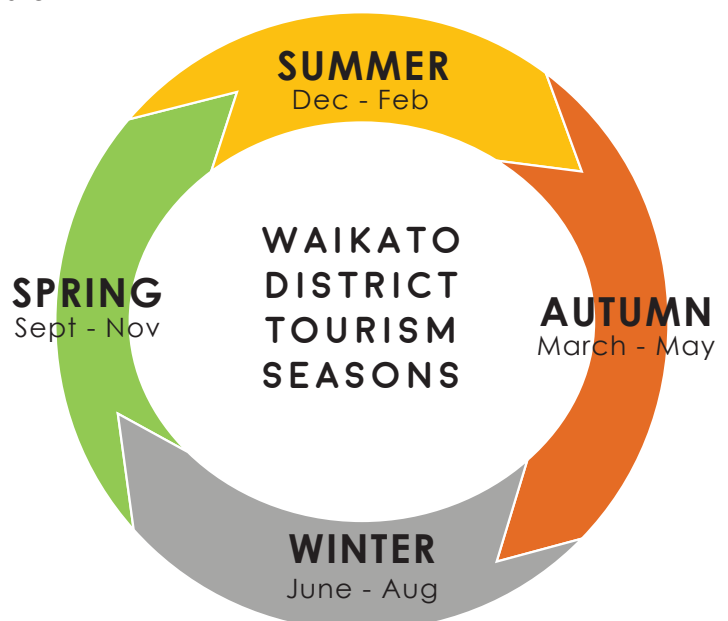
KDT - Kiwi Domestic Traveller

LOCALS – Residents

BBT - Boutique Bus Tours

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TOURISM INDUSTRY OVERVIEW

THIS REPORT FOCUSES ON THE OPERATIONAL ACTIVITIES OF THE WAIKATO DISTRICT I-SITE' S LOCATED AT HUNTLY AND RAGLAN AND REFLECTS THE YEAR JULY 2016 TO JUNE 2017.

The industry's contribution to our regional economy

The latest visitor expenditure statistics as provided by the Ministry of Business, Innovation and Employment (MBIE), highlighted the annual expenditure from international and domestic tourism into the Hamilton and Waikato Region for the year ended May 2017 at \$1.42 billion. This was an increase of 8% on the previous year with 2 streams of expenditure from international visitors contributing \$355 million and domestic expenditure totaling \$1.074 billion.

Domestic market is an important contributor to our district and we remain a key gateway into the Waikato Region. Data released in May also highlighted that Tourism New Zealand's shoulder season strategy saw stronger growth in arrivals for spring and autumn than the traditional summer peak. Statistics New Zealand data shows holiday arrivals in the spring and autumn grew by 16.1 and 10.2 percent respectively.



Tourism New Zealand is focused on ensuring we get a more even spread of visitors to New Zealand throughout the year and they were pleased to note this has been achieved as shown in the statistics gathered to the end of May 2017.

The total number of international visitor arrivals to New Zealand rose **+10%** in the year ending May as compared to last year. Statistic New Zealand's latest data shows over, 6 million international visitors have arrived here in the past year with almost 1.9 million of them coming for a holiday.

We are also benefiting from an increase in airline activity and capacity making it easier to travel further for less, combined with the price of air travel plummeting significantly over the past year. This has resulted in increases in

holiday arrivals from the United Kingdom (UK), and America, with the Chinese market softening somewhat down to 1.1% growth for the year.

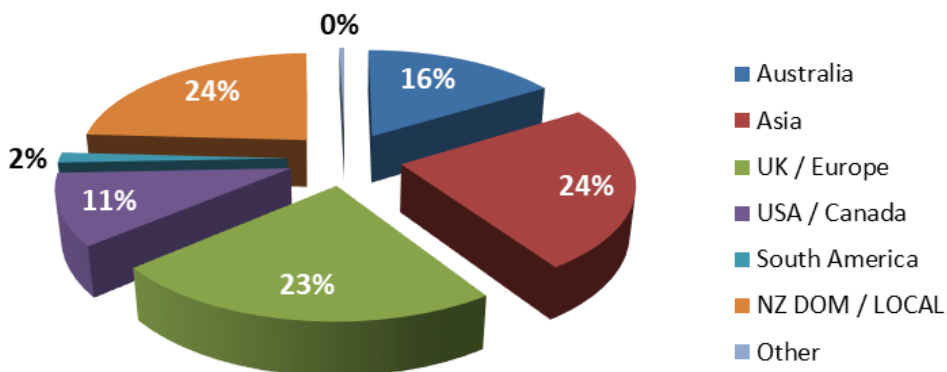
New Zealand has received extremely strong endorsements from high profile Hollywood stars that have filmed here in recent times expounding our natural beauty, friendliness and safety all of these virtues are providing us with excellent numbers and future potential visitors to our shores.

VISITOR ACTIVITY AND STATISTICAL ANALYSIS

The information centres located at Raglan and Huntly hosted a combined total of **129,766** visitors. Huntly site hosted **98,546** that is an increase of **+6,909** on this time last year with growth in the **Asian, UK** and **USA** markets.

Raglan hosted **31,220** and a further **+7,004** interactions with tourists via Facebook, email, website etc. Bringing Raglans total visitor interaction up to **38,224** up **+3,238** on this time last year.

2017 Visitor Breakdown



Our international free independent market continues to evolve and grow however it can be a mixed blessing as many communities come to terms with the economic benefits and challenges that freedom campers can create.

When comparing annual visitor statistics to the previous 4 years we have observed steady growth in our numbers with some countries of interest showing increases aligned to key events. The rugby world cup of 2011 and recent Lion's tour have seen a significant leap in visitor numbers from the UK. Either most of them are free independent travellers or in small boutique bus tours and they are well aware of the value that the network of iSITES in New Zealand provide as our counterparts in the region can confirm. These fans of sport follow their teams and in turn visit less known communities thus sharing the wealth across many of our smaller towns.

We know that many Lion's supporters stayed in Huntly booking out most of its accommodation providers and spending two great evenings at our local RSA.

The visitor breakdown from 2014 to 2017 shows excellent growth in the Asian market up 10% over 4 years and slight increases in the United Kingdom and Europe with countries like Australia continuing to be a key international market. The market that is having the greatest impact in New Zealand is our domestic market going from strength to strength.

The statistical table below shows steady growth in most areas it is interesting to note the growth in the Asian market. We have started recording visitors from South America; this is a new marketplace that seems to be gaining some traction particularly in Raglan. Many South Americans are drawn to Raglan to surf.

Combined Yearly Visitor Statistics by interest 2014-2017					
	2014	2015	2016	2017	Total
AUSTRALIA	13,523	16,370	21,329	21,049	72,271
ASIA	14,913	15,850	26,003	31,780	88,546
UK/ Europe	26,692	17,951	9,288	30,002	83,933
USA/ CAN	12,505	12,743	14,177	13,661	53,086
Sth America (NEW)	No Statistics	No Statistics	No Statistics	2,533	2,533
NZ-DOM/LOCAL	25,341	31,222	33,039	30,741	110,343
Media Contact (New)	No Statistics	No Statistics	3,238	7,004	10,242
Total	92,974	94,136	107,074	136,770	420,954

NEW MARKET DEFINITION: KDT (KIWI DOMESTIC TRAVELLER)

The Free Independent Traveller - FIT market-place was developed as an acronym to identify international free independent travellers coming into countries as visitors who were in control of their own travel itinerary.

The iSITE network has been able to add value to this marketplace and can take some pride in knowing it has contributed to excellent growth in this sector.

International visitors know they can come to New Zealand with flexible plans because there are people available to assist them to purpose design their trip with no cost.

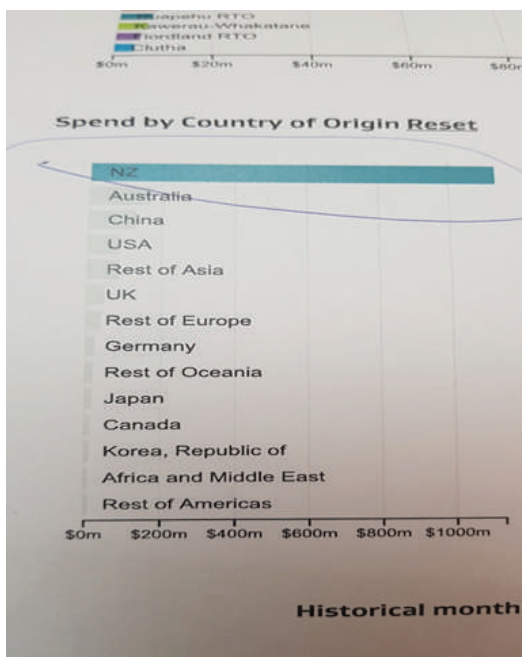
Tourists know that they are getting excellent advice and ideas from experts in their field with local knowledge in a unique KIWI style that cannot be replicated on the internet.

During the past decade but in particular from 2012 a strong domestic market has grown to be the most significant contributor to tourism and is providing strong economic benefits to our district, region and nation.

Key events are also linked to supporting a strong domestic market place.

Statistics New Zealand produced a monthly spend by group table that shows the Waikato Region sitting 4th behind Auckland at \$260 million, (just up the road), Wellington at \$115 million, and Christchurch at \$95 million.

Tourism expenditure for May 2017 for our region was \$85 million for domestic tourism with Northland sitting 5th on a spend of \$60 million. It is an important marketplace offering unlimited potential for us to continue to evolve and explore on behalf of our operators within this sector, the opportunities come with encouraging and supporting key events for the Waikato District. The statistics also showed the biggest spenders from the country of origin with domestic New Zealanders topping the spend at over \$1,000 million. The nearest country to this spend was Australia at just under \$200 million. Defining the domestic market is an important piece of work our teams will undertake moving forward, this market is extremely important to our district and region.



Given the importance of the Kiwi Domestic Traveller and the location of the Waikato district, we will continue to gather data but connect more with the New Zealanders tripping around our region and district. We will place a strong emphasis on capturing visitors contact information and directly connect to promote and drive events, activities, members and the value visiting and living in the Waikato district can offer.

KEY MARKET SEGMENTS

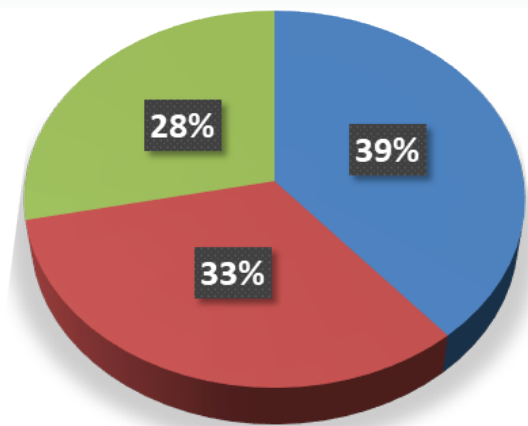
OUR KEY MARKET SEGMENTS ARE KDT - KIWI DOMESTIC TRAVELLER, LOCALS - RESIDENTS, FIT -INTERNATIONAL FREE INDEPENDENT TRAVELLERS, BIBT – BOUTIQUE/ BUS TOURS. THE FOLLOWING BREAKDOWN SHOWS THE PERCENTAGE OF VALUE FROM EACH SEGMENT.

We are fortunate when combining both sites we get an even spread across the market segments. Aligning the destination of Raglan that attracts excellent numbers of national and international FIT travellers and the excellent location

of the Huntly site on State Highway One. This site attracts large numbers of boutique bus operators and the cruise liner market also stop in on their way to Rotorua and Waitomo as a day trip option from Auckland.

Combined Visitor Breakdown

■ International Bus ■ Free Traveller FIT ■ NZ Domestic/Local



The FIT segment continues to grow as the marketplace heads toward free(er) un-planned travel options. However, it is important to note that the Huntly site has hosted huge numbers of internationals in this period who have come through the site on bus tours.

This is a reversal of trends over the past few years and it may be a one off statistic we will of course monitor this outcome closely as this market had definitely been declining over the past few years.

We have noticed that many of the visitors who have come into the Huntly iSITE off a bus tour have stocked up on brochures and they have indicated to staff that they intend to come back on their own next time.

I-SITE STRATEGIC FOCUS

The team have worked hard and developed a set of strategies that focus on doing the businesses of tourism to the highest standard and to that end; they have developed portfolios that has been aligned to individual team member's strengths.

Integration of Raglan and Huntly with staff working in both sites has ensured greater knowledge about the district and operational knowledge with smarter layers of support and teamwork.

It will also provide greater variety in the work the staff do to ensure their work is interesting and stimulating.

This current team is dynamic and experienced enough to allow for a flat structure of leadership and responsibility for portfolios of work that tap into the varied and excellent range of skills and experience.

This structure will require all staff to take ownership of the complete visitor experience as an equal leader within the sites.



INFORMATION CENTRE STRATEGY

Tourism Quality Service Leader
Te Aronui

Tourism Quality Service Leader Responsible for ensuring staff have completed or initiated level 3 tourism training (minimum). Display and present a service model that is to the highest standard in relation to options for uniforms, (if needed) name badges, local, regional and national knowledge of products and services. Ensuring enough staff has level one first aid and those needing refreshers are planned. Health and Safety requirements, training and resources are current, assessed and reviewed.

Stakeholder relationship Leader
Ensure all current and new members to the iSITES are made aware of our services and new members are approached to join. Develop a dual membership model that has both sites combined as a standard proposition. Look at what we can offer members as incentives to stay with us. Work with General Manager to develop template

Stakeholder Relationship Leader
Yui

Public Relations Leader
Marigold

Public Relations Leader

Develop soft and hard promotional material to support members, develop a strategy to utilise visitors and members in line with Facebook best practice tools.

Tourism Product Awareness Leader
Co-ordinate famils to members and activities ensuring staff are made aware of what the district has to offer as well as the region. Ensure staff is made aware of new products as they come on stream, look at ways to communicate information effectively to staff to ensure information is made available.

Tourism Product Awareness Leader
Alli

Retail Leader
Denise

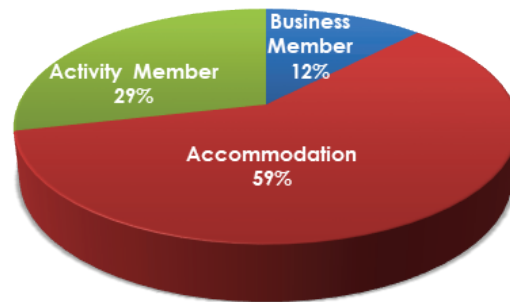
Retail Leader

Develop a plan for stock management in both Huntly and Raglan. Responsible for the stock movement, management and seasonal purchases. Ensure stock is presented to the highest standard and staff has excellent product knowledge. Develop customer service training resources.

ISITE MEMBERSHIP

Both sites have a combined **total membership of 98** with Raglan attracting over 70 members. This figure can fluctuate as property owners now have the option of shorter membership to cover the seasonal requirements and will sell a property or take it off the market for their own use for a period of time.

Membership Breakdown



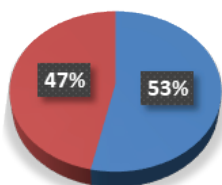
■ Business Member ■ Accommodation ■ Activity Member

The sites have had an increase in accommodation members; particularly in and round the North Waikato as properties, change hands and new owners come on-board. It is pleasing to note that 13% of our membership comes from local businesses supporting the sites.

WEATHER WATCH FOR RAGLAN AND HUNTLY

The weather is a big influence in a market place dominated by a strong domestic market, particularly for destinations such as Raglan. Our staff record when we have wet days, as this tends to be the biggest spoiler of domestic movements. In 2016/2017 we experienced **193.5** sunny days and **171.50** wet days.

Weather Watch for Raglan and Huntly



■ Sunny Weather ■ Wet Weather

The average daily temperature for 243 days over summer was consistently below 19 degrees. Road works have been a consideration for most of the year as the highway team forge ahead with the motorway project behind Taupiri Mountain set for a complete by pass of Huntly in 2020.

ANNUAL MUSEUM VISITOR STATISTICS

The museum was open to the public 364 days per annum; 3,904 opening hours averaged across 52 weeks equals 75 hours per week.



The staff processed 4,057 entry transactions and 93 sales on behalf of the museum as part of its contribution to great local not for profit it provides these goods and services free of charge.

It is good to note visitors to the museum continue to grow year on year with an increase of +565 on this time last year. It is worth noting the average opening hours went from 70.2 to 75 hours as the iSITE works to support its members and community.

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	Variance	Accrued
Adult	161	103	172	201	278	351	644	316	370	348	123	141	3208	348	
Child	38	6	69	179	86	58	131	23	48	69	61	11	779	217	
Total	199	109	241	380	364	409	775	339	418	417	184	152	3987	565	

OUR COMMITMENT TO DOING THE BUSINESS OF TOURISM FOR OUR DISTRICT!

Staff on-sold 1,769 accommodation and activity based transactions on behalf of its members.

- 460 tickets were issued for residents purchasing travel.
- 98 businesses have paid to be promoted as members by the i-SITES.
- Both sites are Qualmark Certified and passed their annual audit.
- On-sold commissionable sales of \$207,311.05 behalf of members.

The team work hard to market and promote our district and region to visitors. They focus on the products and services that our members offer but there are still customers who want to get the information and then make their decision particularly with accommodation when they have sited the venue etc. The following statistics highlights referrals to our members that were not commissioned.

- 1419 to accommodation members
- 871 to activity members
- 77 to business members

This intangible income is difficult to measure but important to acknowledge.

ANNUAL OPERATING HOURS

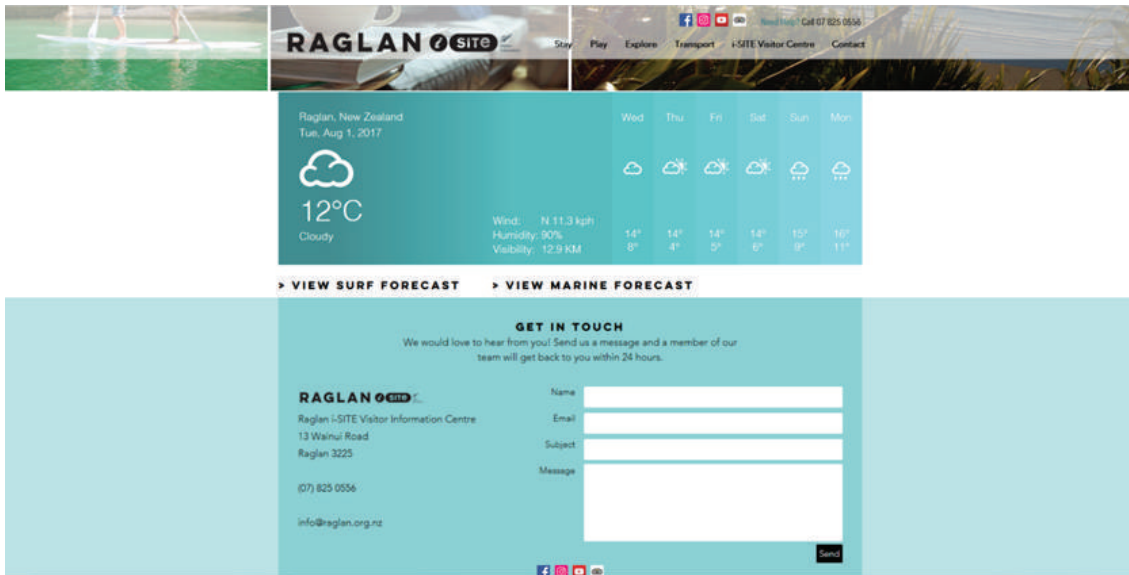
- Huntly was open a total of **3,073** hours this averaged out at 59 hours per week
- Raglan was open a total of **3,904** hours this averaged out at 75 hours per week
- Both sites collectively averaged 134 hours per week

THE POWER OF FACEBOOK

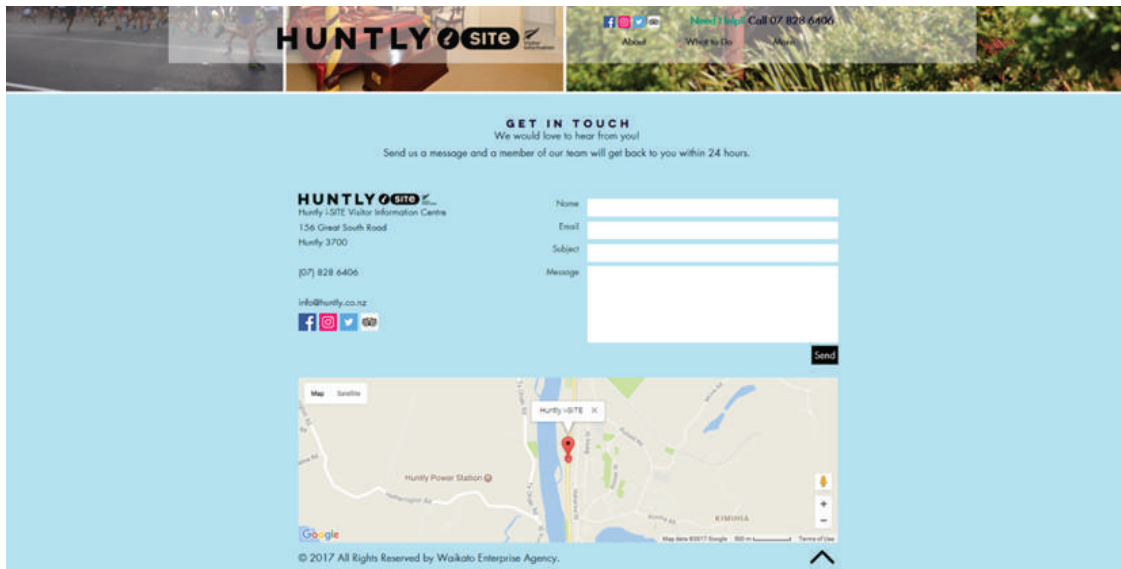
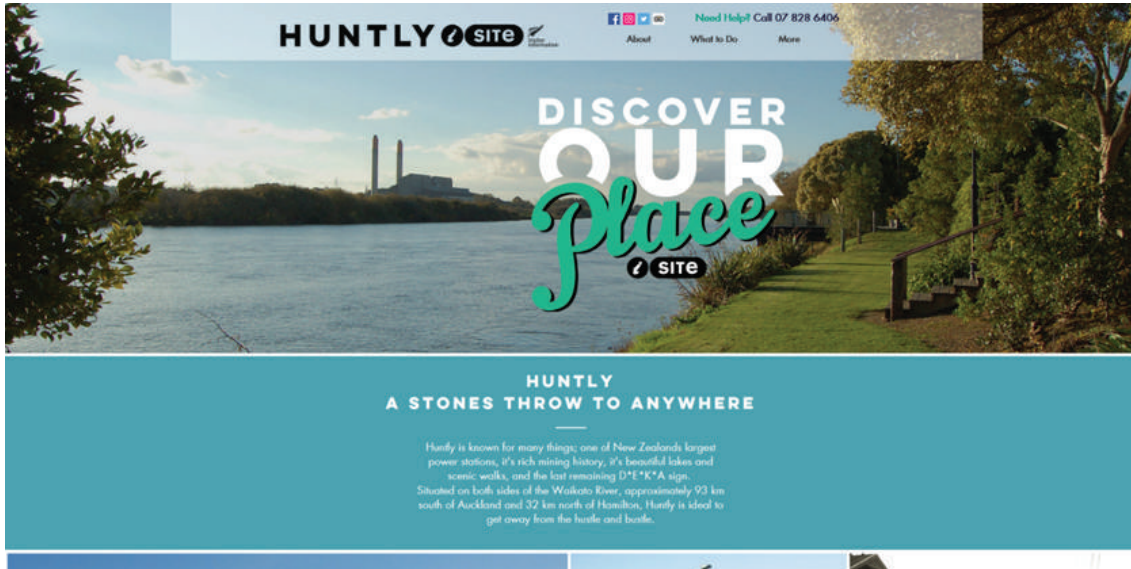
The team at Raglan have been strategic in their approach to using Facebook as a tool to promote members, local events and information of interest. The average monthly statistics are showing good levels of engagement and are growing without purchasing extra reach. As shown below they achieved a total reach of 62,333. The example below shows the reach from one post.

Annual Facebook Statistics 2016-2017															
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	Variance	Accrued
Likes	8	4	12	5	12	9	26	21	7	21	7	15	147	372	
Reach	2896	1201	3206	3222	4806	4752	4988	8373	2695	9873	8219	8102	62333	50727	
Page Views	19	24	38	45	50	0	80	55	29	67	32	37	476	901	
Total	2923	1229	3256	3272	4868	4761	5094	8449	2731	9961	8258	8154	62956		

WEBSITE UPGRADES: RAGLAN




WEBSITE UPGRADES: HUNTLY



CUSTOMER FEEDBACK


WHILST WE DON'T ALWAYS SATISFY EVERYONE ALL OF THE TIME WE ACHIEVE HIGH LEVELS OF SATISFACTION MOST OF THE TIME.



Christine W
Reviewed 15 June 2017 via mobile

Group activities
Knowledge of these people is invaluable saves so much time when organising activities for a group. Thanks for this tip on walking the Hakano easy walking for all ages.


Thank Christine W



Rohit G
Auckland, New Zealand
Reviewed 23 May 2017

Good for souvenirs
Its a good place for souvenirs and has a nice view of the power station. There is also a decent toilet next door and a good cafe.


Thank Rohit G



Bob A
London, United Kingdom
Reviewed 18 April 2017

Excellent Tourist and visitor Information
Called on a Sunday afternoon and it was open! Very helpful with directions etc. However, the location is out-of-town, unlike most I-Sites.

Thank Bob A



_bethellen56
Huntly, New Zealand
Reviewed 15 February 2017

Wonderful place
I needed some nice Kiwi things to send to my daughter in the States and found them here and reasonably priced and such lovely friendly staff too.

Thank _bethellen56

dec 15 2016	Marten Broeders	Vooreind 9 Hulsel The Netherlands	Thanks for all the information and great hospitality!
17/12/16	Jordan Renata	99 RUSSELL ROAD	
13/12/16	Stacey Ankeney	716 fa 15066	AW Some Suville
28/12/16	Allyson Gayle Turner	Seattle, Washington - USA	
1-1-17	Doug Hills - Family	42 GILGUYSON AVE Auckland	Very helpful thanks
4/1/17	Duane McKeudley	1 Kakaniki Crave	nice to see
2-1-17	M. Dedhan	2 Birchwood Hill Ave Ashburton	
Jan. 4, 2017	Susan Morris, Hugh Bourke	Deep River Ontario, Canada	Thanks for the maps!
Jan 6, 2017	Neil Brodson	Burree Co LIMERICK	IRELAND
Jan 6, 2017	Shannon Brosnan	Burree Ireland, Randwick, OZ	lovely Country!
Jan 6 2017	Bernie Brodman	" " "	FAB, Friendly
JAN 12 2017	Karin & JAVALE Kelleher	HOUSTON, MN. USA	AWESOME.
Jan. 12 2017	Ursula + Robert Hufnagel	Hamburg Germany	
Jan 17, 2017	Nabela Aleksandra & Asia	from Poland, Warsaw	Excellent information, thank!
Jan 20, 2017	Jo J Cunningham	Nashatchewan Canada	Thank you for your help
Jan 20/17	JOHN CERONE	WELLAND, CANADA	you're the BEST!!
Jan 24/01/17	Thomas Klotz / Patricia Klotz	Switzerland	Thx for the best information
JAN 24 / 2017	ROBERTS PEAR	SUNDERHO DK 6720, DK	THANKS FOR GREAT CHAT
JAN 24 / 2017	GEOR & LIY LAY	SINGAPORE	INFORMATIVE & HELPFUL
26.01.17	Christina & Stefan Koller	Marschacht 2436, GERMANY	Competent & very friendly Yui Nopra
26/01/17	LEN + CATHY QUAGLIATA	AYR, QLD AUSTRALIA	Easy to understand + constant
26/01/17	SUKHERA	SAHIWAL, PAKISTAN	Beautifully scenic
26/01/17	M. MORRIS	Paul Australia & Spain	very helpful, thank you

FORWARD FOCUS

The characteristics of an iSITE that meets the needs of the key markets it services must have a theme or point of interest, easy access and see, linked to other activities and if at all possible be associated to as many key events as is possible.

FIT - Free Independent Traveler

- Will need to access assistance within an hour of landing at a major international airport that can..
- provide safe parking and Freedom camping, easy to find and able to assist visitors to plan their entire trip.
- Excellent local and national knowledge

KDM – Kiwi Domestic Market

- Travels New Zealand as a visitor would – spends a lot of money
- Expects a high standard of products and services
- Utilises iSITES to book the best place to stay
- New Kiwis

Locals – Residents

- Able to be agencies such as courier, Herald, Dry cleaning etc
- Be aware of closing hours of dump, local pools etc
- Be fully aware of any and all events

International Bus and Cruise Ship Visitors

- Able to provide quick service, souvenirs that are affordable and light to carry
- Brochures to keep and prepare to come back and try again
- Excellent customer service

An ideal iSITE has the following attributes:

- Safe and easy access – easy to find – lots of parking for small, medium and large vehicles including camper vans, buses etc.
- Located with a cluster of businesses that provide food, petrol, expert tourism knowledge access to fun activities and or iconic products and services.
- Themed – able to provide interesting options for all visitor types but in particular the domestic market.
- Promoting and marketing key events for our district and region

