

Helmore, James

LAKE WANAKA TOURISM

6 Other Comments

Would you like to comment on any other aspect of this draft 10 Year Plan?

Lake Wanaka Tourism (LWT) wish to ensure the 10 year plan reflects the increase in funding for LWT as already approved by our membership. Achieving our 10 year goals relies on our funding increasing by \$102,500 +gst per year for the next 3 years. (see attached further information)

Consultation Process

We asked all members to provide your feedback/thoughts about the long term future of tourism in the Lake Wanaka region, the draft goals and the resources required. Over the past month we openly consulted with all interested members via:

- Presentation of goals at quarterly update meeting in June
- Email letter from Chairman Ross McRobie to all members
- Email follow-up from General Manager James Helmore
- Publicity through ODT, Radio Wanaka and Wanaka Sun
- Direct email responses and conversations with members
- 3 x meeting workshops with Chairman and GM, to which all members were invited to attend
- Chairman & GM spoke at recent Chamber BA6
- Emails x 3 with explanation and link to online survey

The Goal

1,045,000 guest nights by 2022

an increase of 54% from 680,000, at 5% per year

How? From a combination of:

- **24% increase in Visitor Arrivals**
from 299,000 to 372,000, at 3% per year
- **23% increase in Average Length of Stay**
from 2.29 to 2.81, at 2% per year
- **25% Repeat Visitor rate**

Delivering a

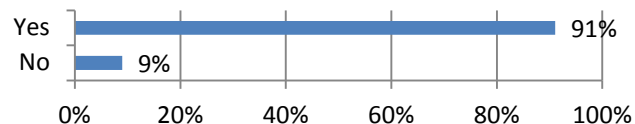
A 35% increase in average daily \$ spend per visitor

Data sources:

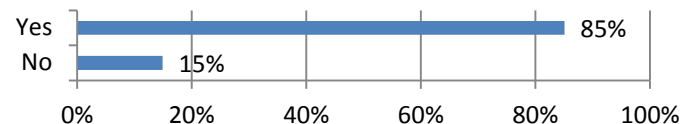
- Guest nights, length of stay and arrivals from the Commercial Accom Monitor
- Spend from Regional Tourism Indicators

Survey Results

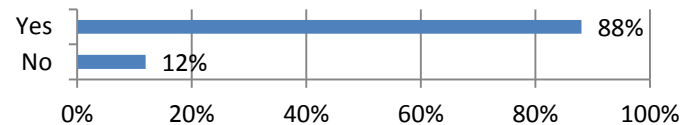
1. Agree with 10 Year Goals



2. Support Board's Funding Recommendation



3. Support Maintaining Tourism Levy %



4. Understood All Information

