

Media Release: Destination Kaikōura 15 March 2022

Destination Kaikōura is embarking on a journey that will enable the Kaikōura region to move forward in a more regenerative manner. Government's goal is to have all Regional Tourism Organisations complete a Destination Management Plan. A Destination Management Plan is a document that will guide the future for tourism, which will protect Kaikōura District's precious values and create exceptional visitor experiences.

This vision will form the blueprint for the future of the district and its surrounds, including the mountains, ocean, towns, and rural landscapes. It will include actions, likely costs, and benefits, plus policy and regulation guidance to help us move forward. It will inform master planning, spatial planning, and infrastructure investment to deliver on those outcomes.

An advisory board has been set up with members from tourism and business backgrounds, Council, Iwi, and community representatives. In addition to the many government organisations who will contribute to the plan such as the Department of Conservation, there are a wide range of people who live, work and play in our region with different views which the board will seek feedback about.

Kaitiaki are the guardians of the environment, the Mana Whenua (Ngāti Kuri) who have enduring connections to Ngāi Tahu and, as Treaty Partners, whose aspirations for whānau, will significantly shape the plan.

Stewards are those who live and work on, and with the land – from community members to businesses, farmers, emergency services, schools, service clubs, tourism and service providers and environmental protection groups.

A community survey is being designed and within the next month the advisory board will be asking the community to jump online and have their say. (Hard copies will also be made available for pick up).

Destination Kaikōura Chairperson Lynette Buurman says “one of the consequences of the downtime bought about by the Covid pandemic, has been that many people have had a chance to catch their breath, take a fresh look at what they have, and most importantly consider what they want to see in the future. We want to hear these thoughts and gather those insights”.

With many of us wondering, ‘How do we strike the right balance, while keeping what we love about living and visiting here as well as creating a more sustainable future; the time is right to prioritize the protection of the environmental, cultural and community values we depend upon to thrive.’”

Over the past five years the community has assisted in providing a great deal of feedback for documents such as Reimagine Kaikōura and The Pōhā report. Soon we will be asking you to

think about how you want Kaikōura District to look and feel in the next 50 - 100 years, when your children's children, and their children, visit our unique region... or call it home.

For more information please visit www.kaikoura.co.nz/destination-management-plan/

