

# Tourism Routes – working together to generate value to local communities



# Economic value of parks

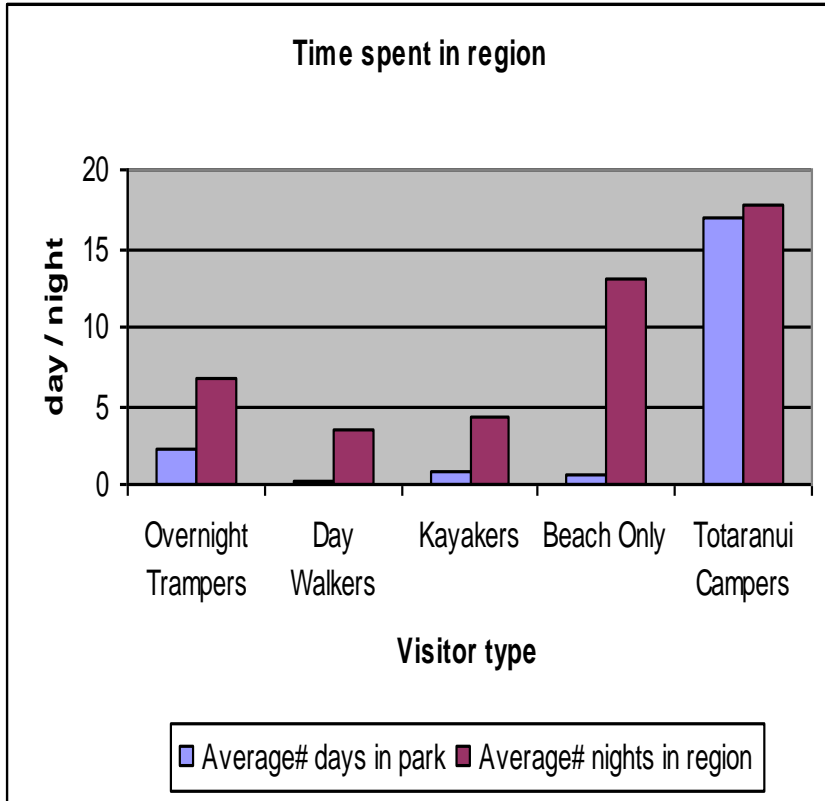
direct spend in Abel Tasman National Park

A 2005 study of the Regional Economic benefits of the Abel Tasman National Park shows the benefits to businesses from Park related tourism spending

Visitor Type	Visitor Spend (\$ / day)
Day Visitor	15
Kayakers	185
Camping (Totaranui)	194
Trampers	95

# Economic value of parks

spending outside the park in the wider region



Visitor type	Average spend in 24hrs prior to Park visit
Overnight Trampers	\$95
Day Walkers	\$84
Kayakers	\$94
Beach Only	\$104
Totaranui Campers	\$123

# DOCs investment plan for Tourism and Recreation

DOC has two objectives around people's enjoyment of the outdoors

- To have more people participating in outdoor recreation
- To bring to life NZs natural and historic heritage

DOC has produced a Destination Management Framework to guide its investment in outdoor places. The management of DOC;s road network in part of this decision making framework.



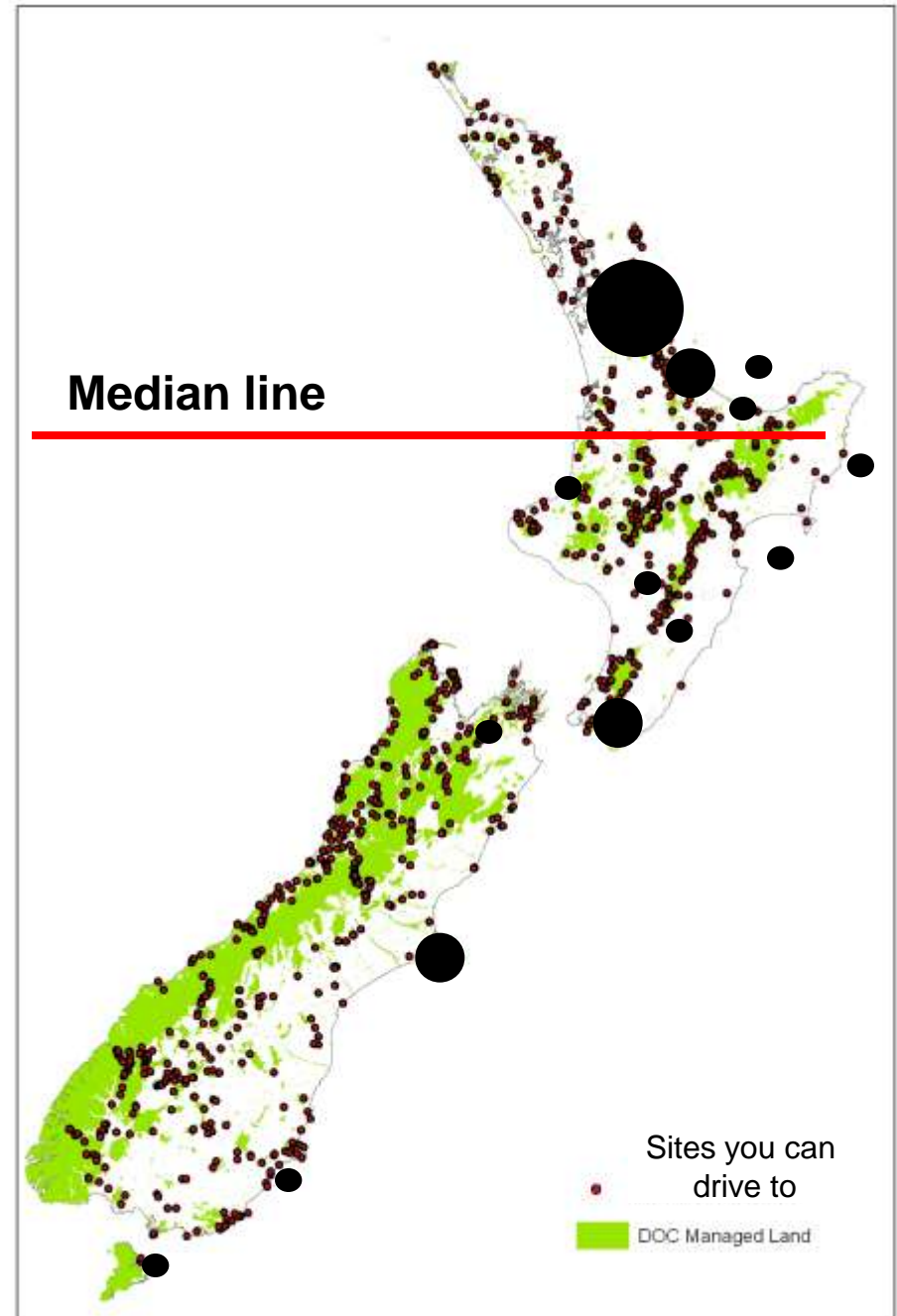
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# Drivers for change

- NZ population
  - Location
  - Aging
  - More ethnically diverse
- Clear tourism/travel patterns
- Recreation preferences
  - Activity
  - Time/cost

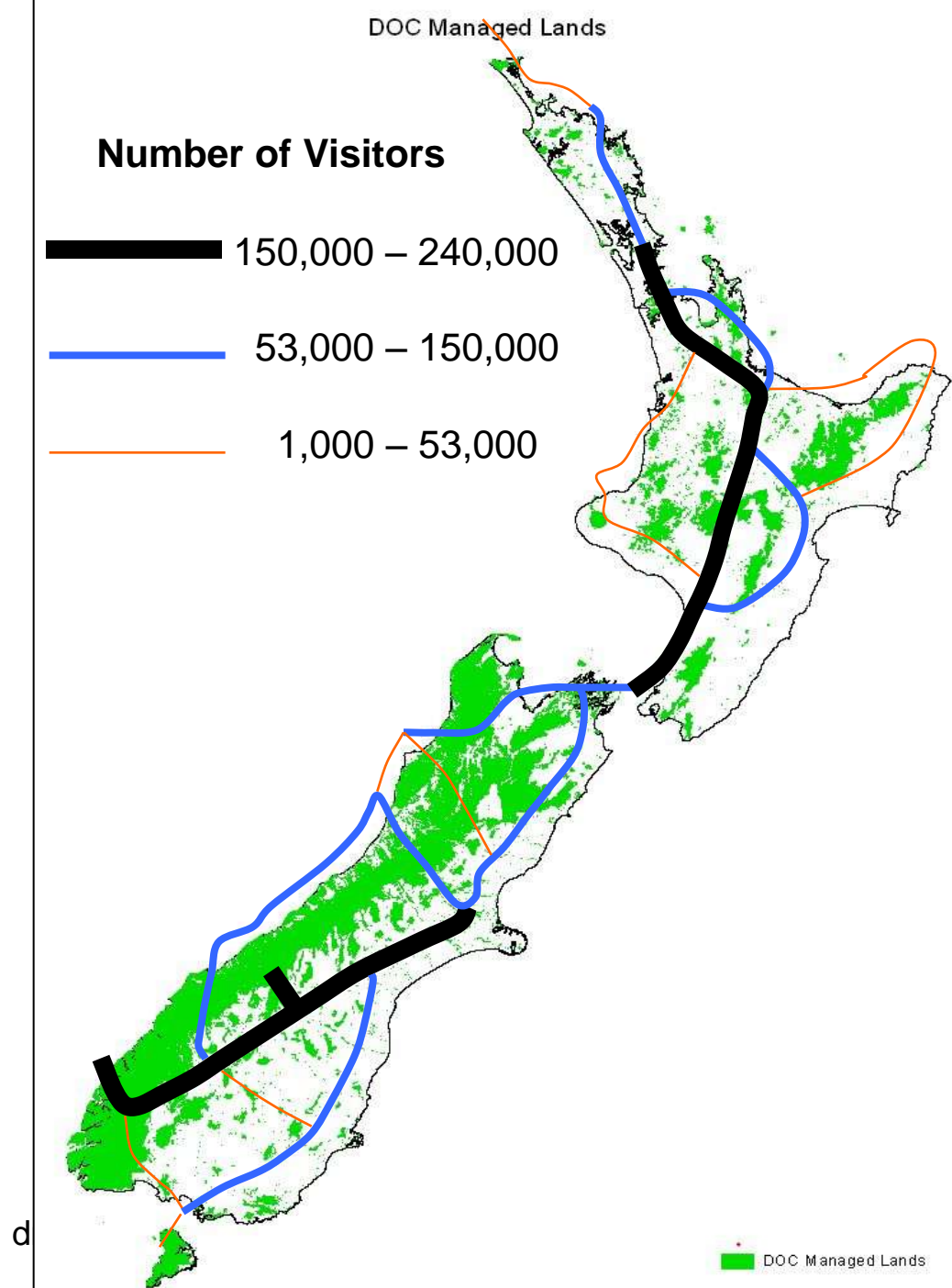
DOC's current network must respond to these changes

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# Where do people travel?

International visitor flows



# Destination product mix

## Icons:

- Underpin NZ tourism product  
eg Tasman Glacier walks



## Gateways:

- Introduce people to outdoors  
eg Maitai Bay Northland



## Local treasures:

- Outdoor recreation for nearby  
communities  
eg Motuihe Island



## Backcountry network:

- Challenging outdoor adventures  
eg Leslie Karamaea



# DOC's roading responsibilities

-the end bits of NZ's road network

<b>Category</b>	<b>Kilometres</b>
Sealed Roads	40
Gravel Roads (2WD)	1088
Natural Surface Roads	88
4WD Roads	1061
<b>Total</b>	<b>2280</b>

<b>Length (kms)</b>	<b>Number of Roads</b>
0-5kms	475
5-10kms	104
>10kms	54

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# The Power of partnerships

The Nuggetts – Catlins southern scenic highway



Stony Bay Campground - Coromandel



Heaphy track – Eastern access via Aorere Rd



The Routeburn Track – Road access from Glenorchy



# Working better together

By working better together we can all deliver the access tourists need, and bring added economic benefit to our local communities.

## Cape Reinga



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