

# Responding to the Aotearoa Government Tourism strategy to disperse visitors through the regions and enhance value

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Conservation  
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# Government context

Draft Aotearoa New Zealand Government Tourism Strategy and DOC's draft Heritage and Visitor Strategy are set within the current context



Increasing visitor numbers



Visitors expectations are changing



Activity is concentrated



Pressure on places and facilities



Growing costs to manage system



Managing conflict



Safety risks



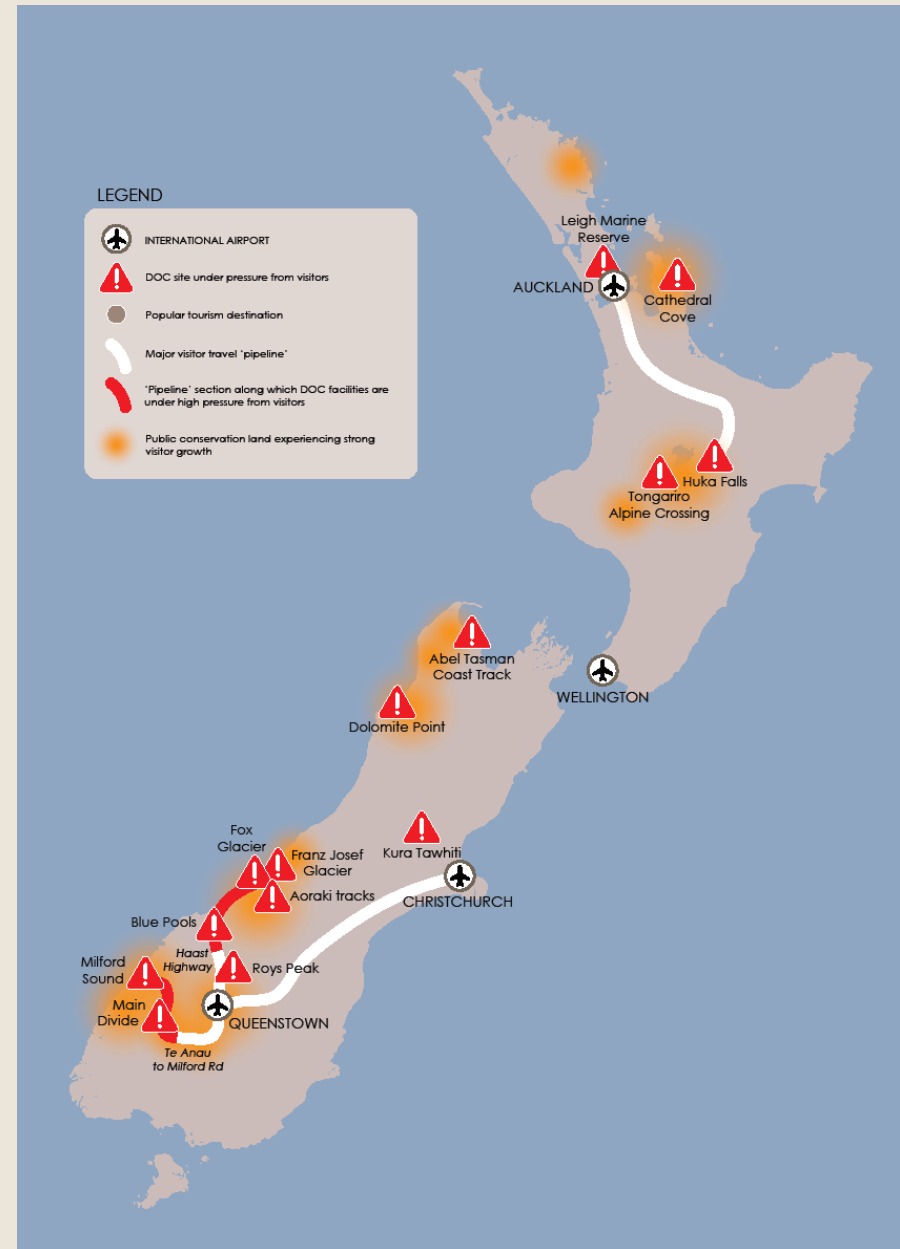
Developing an integrated approach



Maintaining community support

# This context is creating pressure at place

- Congestion
- Pressures on facilities in local communities (roads, car parks, public toilets, drinking and waste waters)
- Some sites are not meeting visitor expectation
- Impacts on a site's traditional use by local recreational users
- Capacity elsewhere







## 5 outcomes of the draft tourism strategy

- New Zealand benefits from more productive tourism growth
- Exceptional visitor experiences ensure the sector's future success
- Tourism protects and enhances NZ's natural, cultural and historic heritage and promotes NZ culture
- New Zealanders' lives are improved by tourism
- Regions and communities benefit from tourism



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# DOC's Heritage and Visitor Strategy – objectives

Three objectives:

- Protect and preserve our natural, cultural and historic heritage
- Visitors are enriched and better connected to NZ's natural, cultural, and historic heritage
- Tangata whenua, regions and communities benefit







## What does this mean for DOC from a roading perspective?

- Thinking about how changing visitor patterns will effect sites
- Visitor dispersal is a great way of reducing pressure on key sites
- To enable effective planning, collaboration and good communication is essential across local and central government, iwi, and stakeholders







Thanks



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