

IT'S IN OUR NATURE

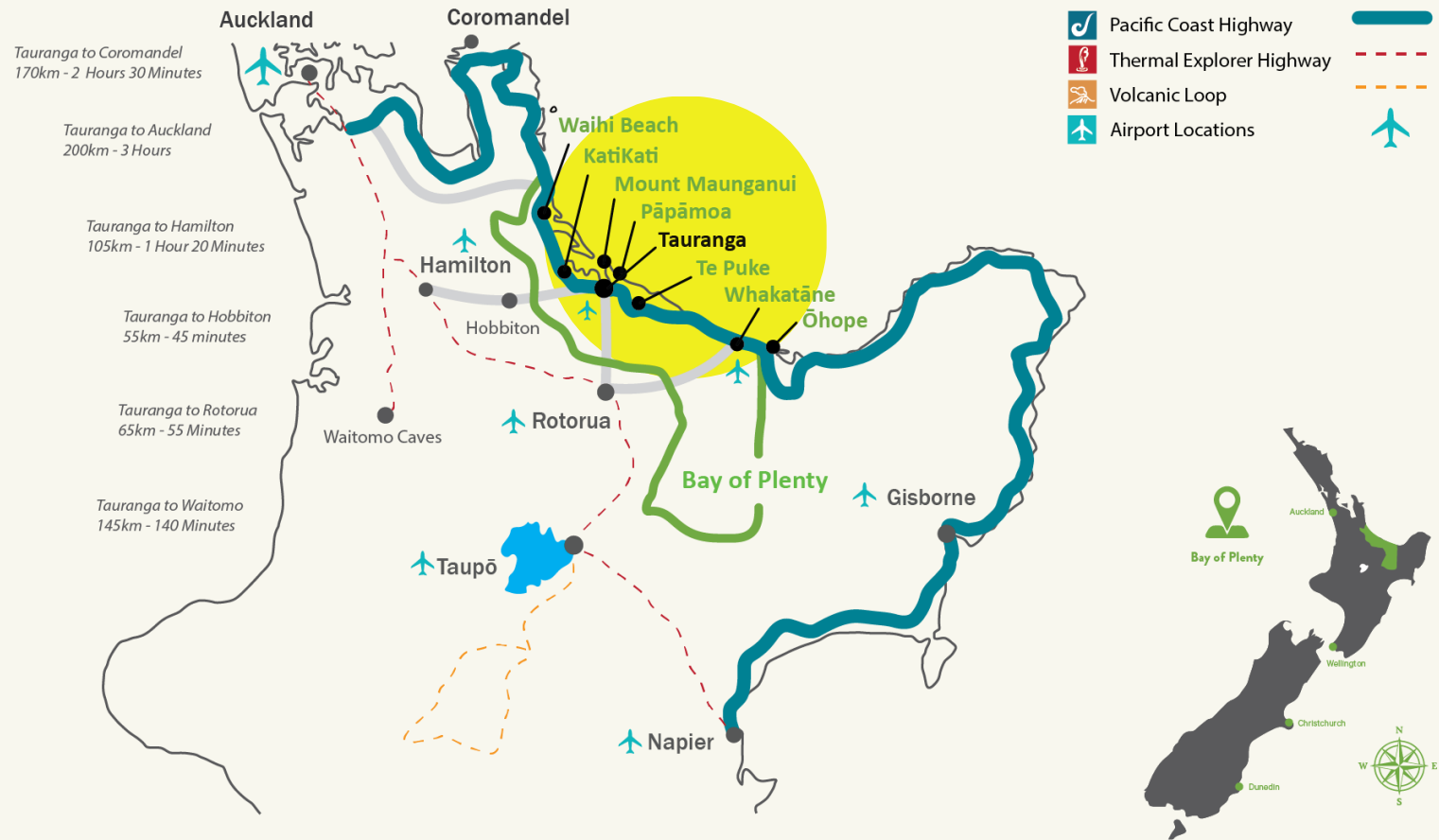
Mauao (Mount Maunganui)

TE HĀ TAPOI
THE LOVE OF TŌURISM

BAY
OF PLENTY

BAY OF PLENTY

BAY OF PLENTY, NEW ZEALAND



TE HĀ TĀPOI THE LOVE OF TOURISM

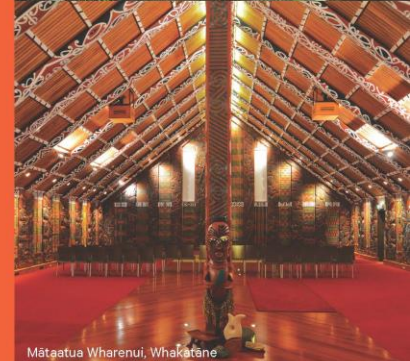
“Share our love of place,
invite visitors who will love it
too, and not allow it
to be loved to death.”



TE HĀ TĀPOI THE LOVE OF TOURISM

Tāpoi Te Moananui ā Toi
TOURISM BAY OF PLENTY

BAYOFPLENTYNZ.COM
2019-2022



DISENGAGED STAKEHOLDERS

Weak Community Engagement

2018

- Lack of a destination management plan.
- Political support comes and goes.
- Local residents not aware of importance of tourism.
- Industry inconsistent in their involvement.
- Limited connection to businesses outside of tourism industry.
- Customer service quality varies from place to place.
- Lack of an integrated approach with partners and stakeholders.
- Industry concerned only with its own needs.
- Lack of funding to market and manage destination.
- Destination organisations have little involvement with the community.



Strong Community Engagement

2028

- Long-term destination management strategies.
- Political support.
- Local resident appreciation for tourism.
- High industry participation.
- Businesses outside of tourism engaged with the industry.
- High standards of customer servicing.
- Good alignment of partners and stakeholders.
- Industry respects natural and cultural assets in community.
- Appropriate level of resources to market and manage.
- Destination organisation is at the table on local issues and plans.

DISRUPTION IS UPON US

“You never change things by fighting
the existing reality.

To change something, build a new model that
makes the existing model obsolete.”

— Buckminster Fuller

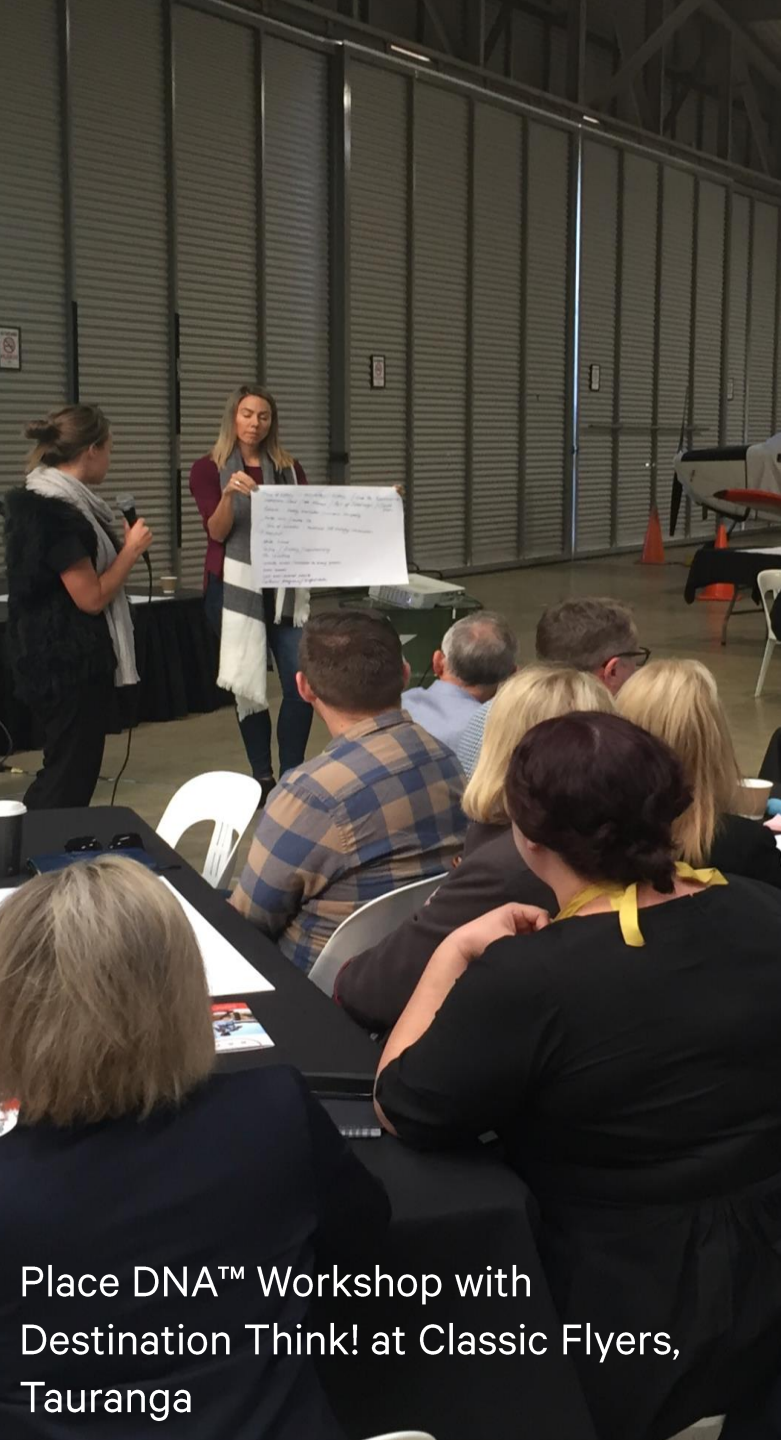




SUCCESSFUL CHANGE



— Michael Watkins – 90 Day Plan



OUR JOURNEY



10-year strategic framework

Long-term plan approval for role change and additional funding



We've become a Destination Management Organisation (DMO)

Transitioned into a Destination Management Organisation (DMO), and hired 4 new roles.



Had extensive community conversations

Extensive and intensive conversations right across the region with all stakeholders who have been, and continue to be, included in every step of the journey to ensure this is a CO-CREATED process.



Found our Place DNA™

Engaged with global place-making and destination management research experts Destination Think! to gain the insight and knowledge to understand the region's Place DNA™.



Laying the foundations

Next 3-year plan, passionography, visitor journey mapping, passion groups, Leadership Advisory Group

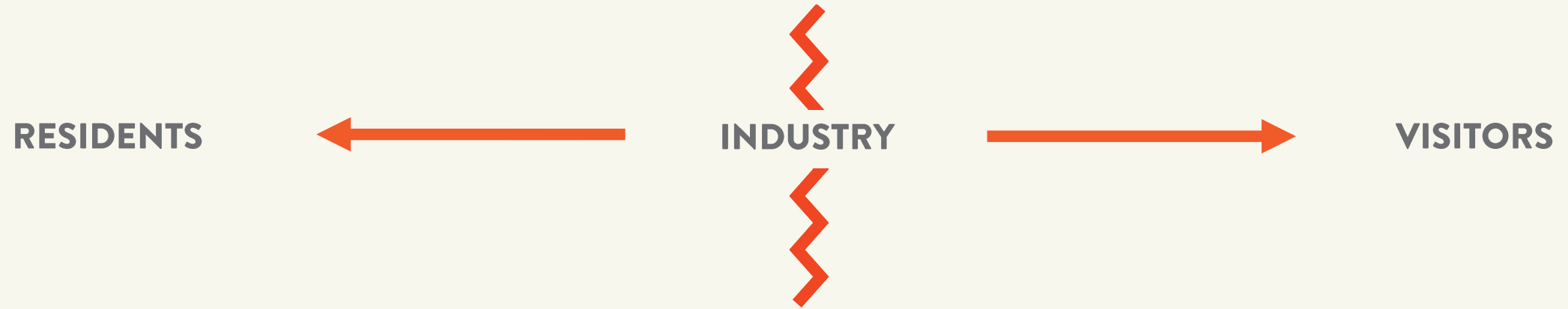
Place DNA™ Workshop with
Destination Think! at Classic Flyers,
Tauranga

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CO-MANAGEMENT IS CRITICAL



FIND HUMAN TRUTHS TO UNITE YOU



FIND HUMAN TRUTHS TO UNITE YOU

RESIDENTS



VISITORS

Love of place

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FIND HUMAN TRUTHS TO UNITE YOU



“ Love of place unleashes the personal and political will needed to make profound change.

It unites across diverse ideological spectre because place is what we all share: It is the commons that allow us to call ourselves a community. ”

— Pamela Mang



OUR VISION

SHARE OUR LOVE WITH THE WORLD

“Tourism helps our region flourish. It regenerates (not extracts) helping make our region a better place over time.

Visitors are welcomed on our terms, and the experience transforms them as they respectfully and authentically share Te Moananui ā Toi | the Coastal Bay of Plenty.

That unique visitor experience transforms their souls and they take a piece of Te Moana nui ā Toi's history and culture. They are left with an indelible impression of our people and place. ”

— Kristin Dunne



WHY REGENERATION?

Travellers are increasingly conscious of their carbon footprint.

Our community have a strong sense of tūrangawaewae and a desire to leaving our place *better* than we found it.

REGENERATION

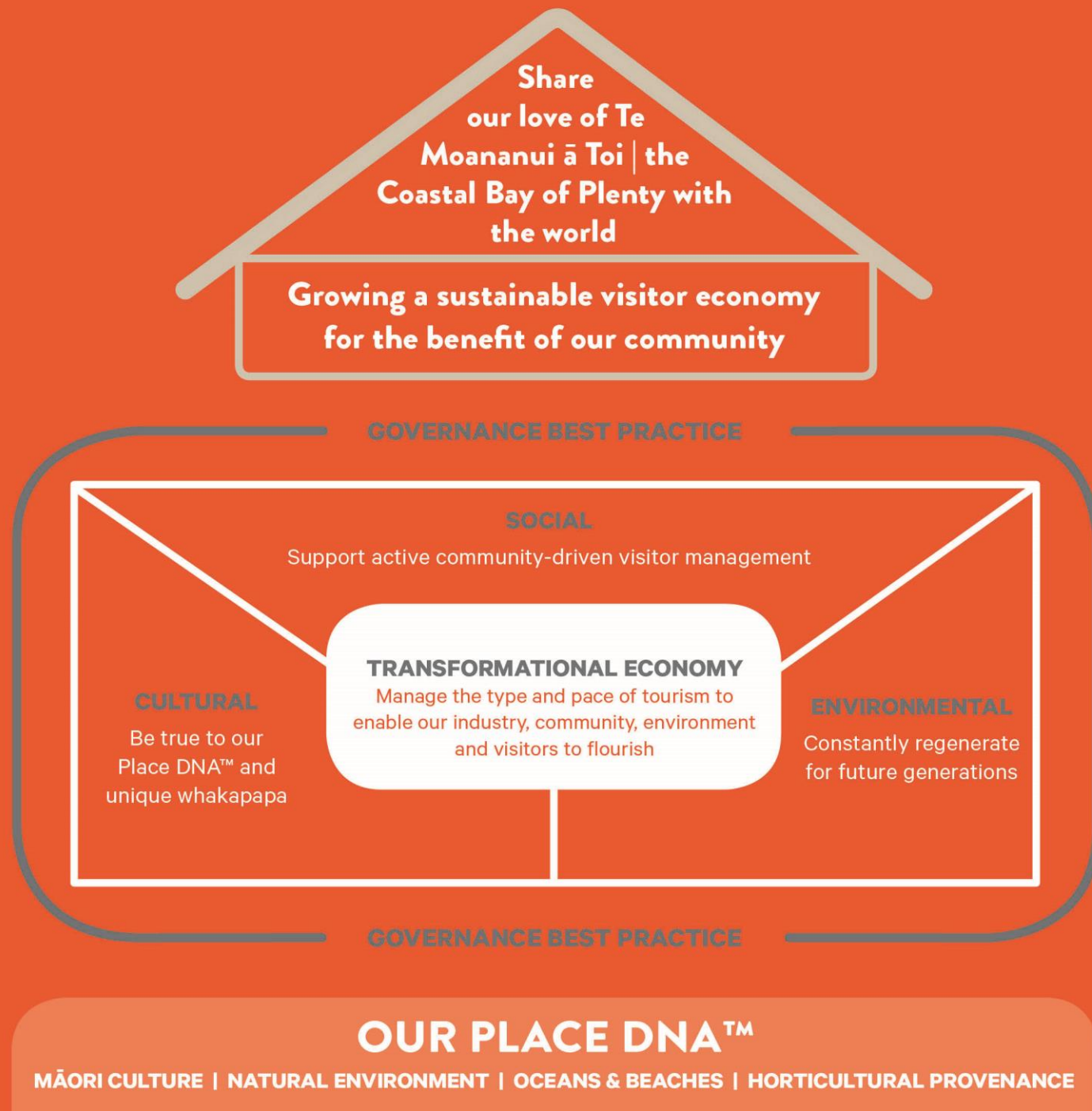
The sentiments of sustainability no longer inspire – we need to do more than just reduce harm.

More fulfilling, regenerative and meaningful experiences is what people want.

OUR PURPOSE



Our Place, Tauranga





COMPONENTS OF DESTINATION MANAGEMENT





CULTURAL EXPLORERS

Mātaatua Whareniui



ECO-TRAVELLERS



Tuahu Kauri walk, Katikati



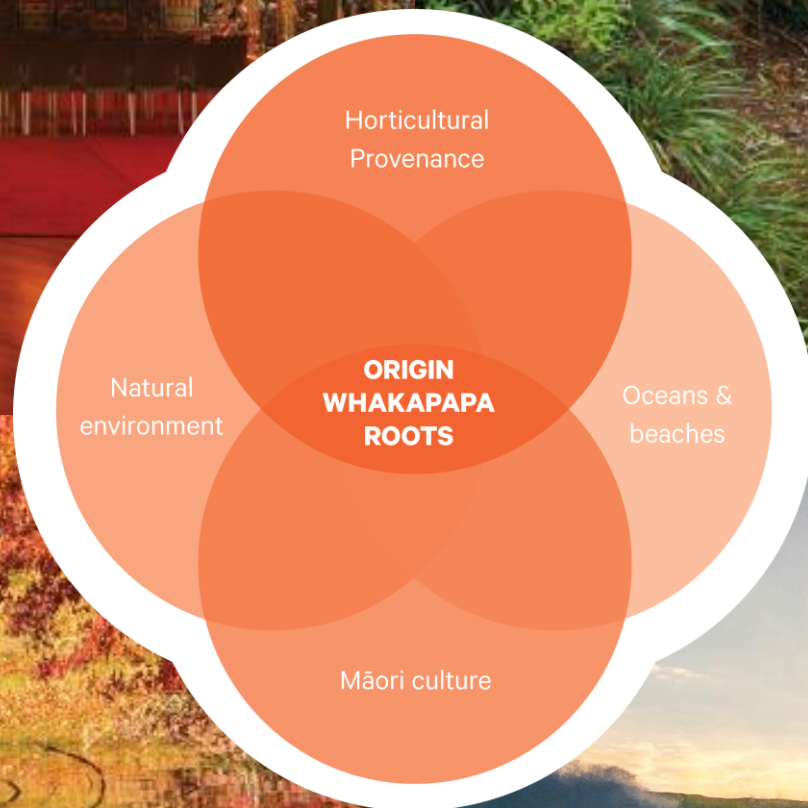
McLaren Falls Park

OUTDOOR ADVENTURERS



SURFERS & BEACH LOVERS

Matakana Island



WHY ENGAGE IN CERTIFICATION?

- “The ECO Destination Certification program assures visitors that certified destinations are backed by a strong, well-managed commitment to sustainable practices and provide high-quality nature-based tourism experiences within the region.”
- Part of our journey to becoming recognized as a global leader in fostering a regenerative tourism destination.
- The program gives us a stake in the ground as to where we are now and where to go moving forward.



SUSTAINABLE TOP 100

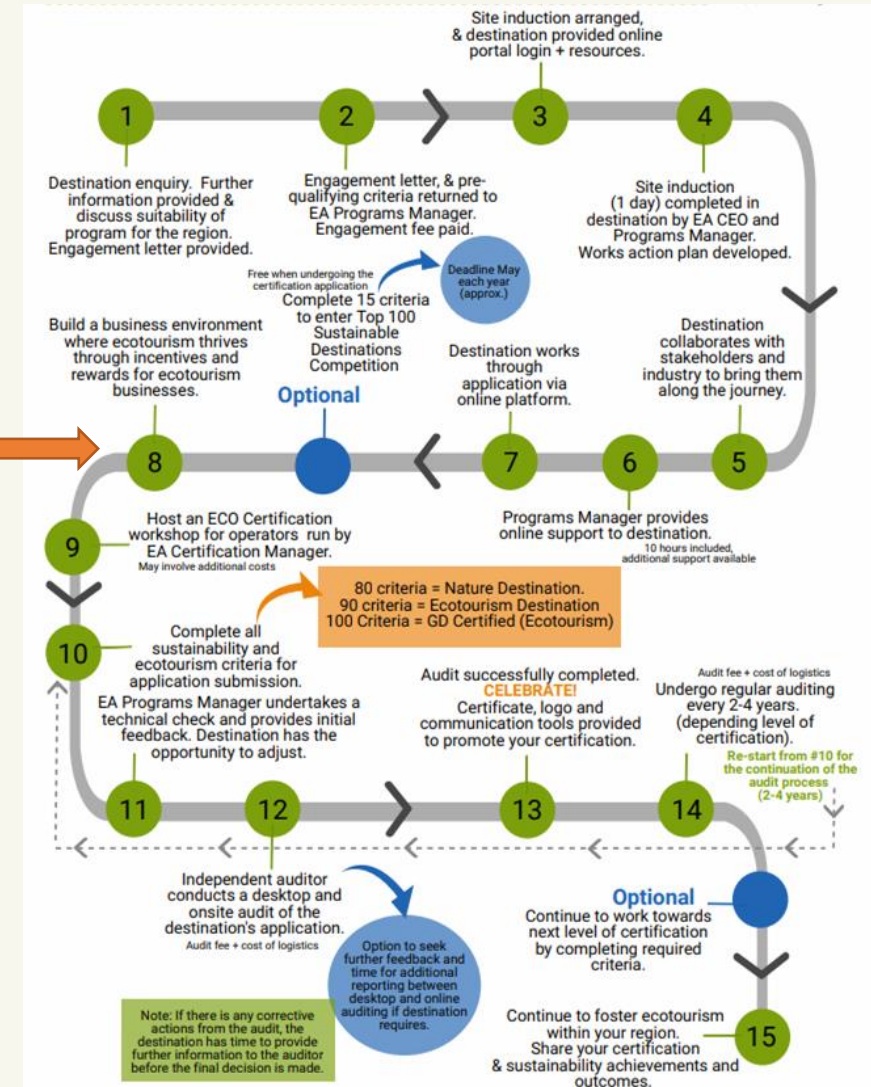
- The Sustainable Top 100 list was created to showcase tourism stories and good practices of destinations as inspiring examples to others, to tour operators and to travelers.
- The application needed to highlight an area/issue that had been resolved with good sustainability management practices.
- Tourism Bay of Plenty's application focused on nature and ecotourism alongside the development and implementation of our ambitious destination management plan, Te Hā Tāpoi | The Love of Tourism.



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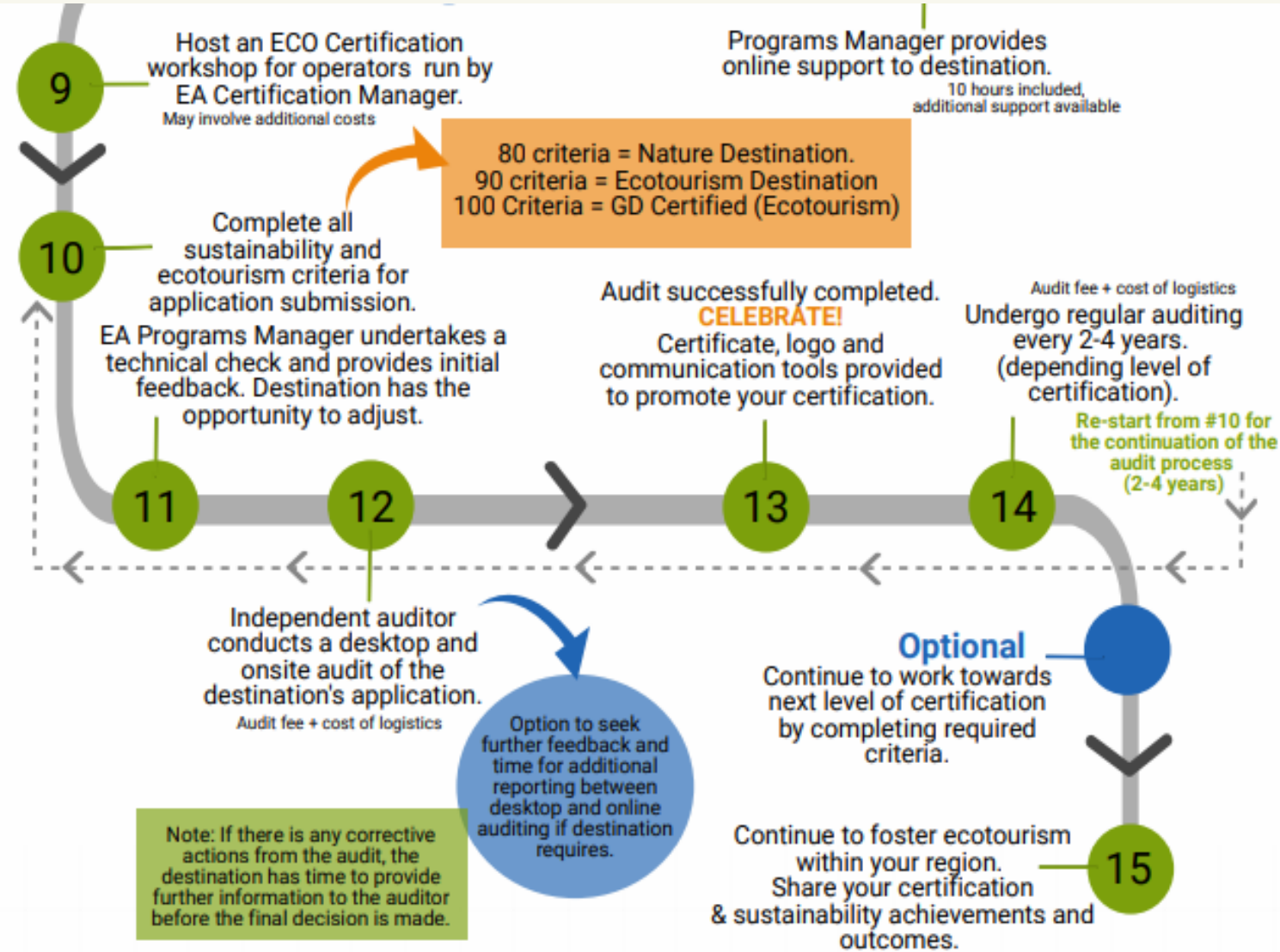
ECO DESTINATION APPLICATION PROCESS

We are here



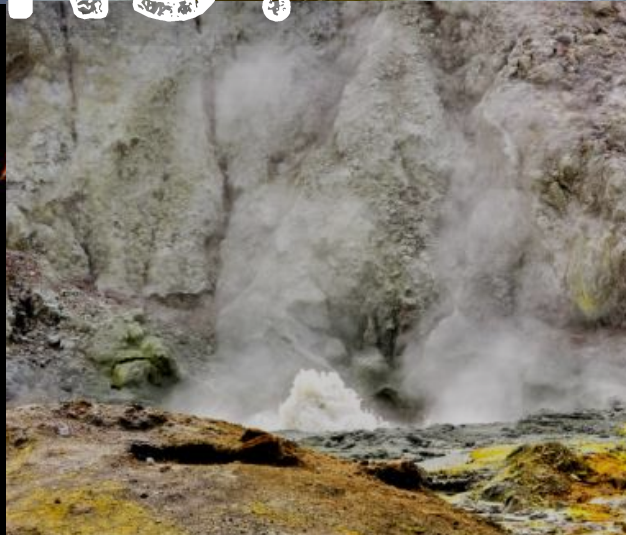
NEXT STEPS ON THE REGENERATIVE JOURNEY

- Complete certification
- Find out where the gaps are and create a program of work to move forward with
- Engage regenerative actions (Anna Pollock's Back To Life workshops)
- Decide on measurement and monitoring eg: FutureFit





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PĀTAI?
QUESTIONS?