



'Tourism for a Better Future' regenerative tourism strategy to be enhanced following feedback

28 October 2022 (Queenstown NZ) "Tourism for a Better Future," the destination management strategy for the Queenstown Lakes, is being revised based on feedback from the community. The strategy is an output of the Grow Well | Whaiora Spatial Plan, a formal partnership between QLDC, Kāi Tahu and the Crown.

The strategy is designed to move the region toward regenerative tourism by 2030. It was developed with input from communities across the district, gathered over the last year. The strategy will be implemented as a partnership between Destination Queenstown (DQ), Lake Wānaka Tourism (LWT), Queenstown Lakes District Council (QLDC), Kāi Tahu and the Department of Conservation.

The strategy is centered around tourism supporting thriving communities in the Queenstown Lakes; not just economically but also socially, culturally and environmentally.

The *Tourism for a Better Future* draft strategy was shared with the Queenstown Lakes community for feedback in August. There were over 1600 visits to the regenerative tourism website housing the strategy, more than 600 downloads of it and 33 pieces of detailed feedback received from both individuals and organisations.

The feedback was wide-ranging, across a variety of themes, with the steering group reviewing all the feedback thoroughly and considering the range of suggestions raised.

International destination management experts, Destination Think, are partnering with the steering group to develop and enhance the strategy further, based on the feedback received.

Destination Think, who have considerable international experience with complex destination planning, will visit Queenstown Lakes in November to meet with community, stakeholders and industry to provide an update on the revised strategy and next steps with implementation.

Community meetings will be held in Queenstown on 16 November, Wānaka 17 November and Glenorchy (3-4:00pm) 18 November.

For full meeting details and to RSVP visit www.regenerativetourism.co.nz

Ends

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Background

Regional Tourism Organisations (RTOs) across New Zealand received Government funding in 2020 from the Strategic Assets Protection Programme to develop destination management plans, in line with MBIE's destination management guidelines. This included working with industry, communities and stakeholders to plan for the future, support industry capability and product development opportunities. The COVID-19 pandemic also created a unique opportunity to rethink the visitor sector's purpose, the principles by which we operate and how we measure success.

The region's two RTOs, Destination Queenstown and Lake Wānaka Tourism, in partnership with Queenstown Lakes District Council, came together to develop a roadmap for tourism which puts people and place at its centre and enables a viable and regenerative tourism future by 2030.

By harnessing the collective knowledge, expertise, experience and values of both our industry and community, the goal is to collectively design our own path to regenerative tourism.

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