



LONG TERM PLAN SUBMISSION from Destination Marlborough

TO GROW, CONNECT & CHAMPION A SUSTAINABLE MARLBOROUGH TOURISM INDUSTRY

The benefits of a vibrant and buoyant Marlborough Visitor Economy extend beyond those visitors who experience it. The range and service levels of tourism activities and products in the region are available for all Marlburians to share and experience. A successful Marlborough visitor destination is key to fostering pride and enjoyment for residents, and for those that visit it encourages investment, migration, and opportunities for job growth resulting in an increased standard of living for all.

Prior to COVID-19 and the closure of New Zealand's border, visitor spend in Marlborough contributed \$410 million* to the Marlborough economy to the year ending March 2020. The pandemic and subsequent border closure has seen a dramatic downturn in visitation to Marlborough and New Zealand, and an increase in focus and investment of the organisation in successful domestic campaign opportunities and business support. It has also provided the opportunity and directive through funding from MBIE to instigate long term cross sector Destination Management Planning.

Destination Marlborough's past role has been to encourage visitation and increase overnight stay and spend. COVID-19 has severely challenged the visitor economy environment. We are operating in a time of crisis and an ever-changing pandemic landscape. Nationally and globally there has been a focus on the 'reimagining' and 'restart' of tourism and central government, MBIE, DOC, key industry associations bodies and stakeholders have provided strategic direction and context for the future of our industry and organisation.

The organisation has undertaken considerable additional activity to respond and assist in recovery of the industry and the region through MBIE supported COVID response. Additional funding of \$700,000 from MBIE has been tagged to destination management, product development and industry capability.

Destination Marlborough wishes to recommend the following to Councillors as they consider the 2021-2031 Long Term Plan:

1. Support continued investment by Council to destination marketing to attract visitors to Marlborough to grow the value of the visitor economy, with these services delivered by Destination Marlborough and Marlborough i-SITEs on behalf of the region.
2. Support MBIEs directive to develop a regional Destination Management Plan in alignment with the 2019 New Zealand-Aotearoa Tourism Strategy.
3. Continued support of the tourism and hospitality sector in Marlborough as one that is highly exposed to the impacts of the pandemic.



Only Marlborough

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In addition, the Destination Marlborough Trustees welcome the opportunity to contribute to future discussions to progress the alignment of Marlborough's economic development functions to get maximum value and return for the region's investment.

We submit that the Marlborough District Council include in the Long-Term Plan:

- 1. Maintain current funding levels for Destination Marlborough supporting marketing, product development, capability building, and visitor information provision (i-SITEs) for the Marlborough region.**
- 2. Make provision to allow Destination Marlborough the opportunity to approach Marlborough District Council on a case-by-case basis for support as borders reopen and/or qualified unbudgeted tourism opportunities arise that support our highly vulnerable and impacted tourism and hospitality sector.**

Submitted on behalf of the Trustees of Destination Marlborough, the not-for-profit trust established by Marlborough District Council to market and support the region as a visitor destination.

* MBIE Month Regional Tourism Estimates/International Visitor Survey



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