

## Destination Wairarapa Strategy to 2025

**Vision:** Every traveller has the Wairarapa on their “Must Do” list.

**Mission:** Grow the Wairarapa’s Tourism Revenue to \$232m by 2025, by attracting More Visitors, who Stay Longer and Spend More

**Statement of Intent:** Destination Wairarapa has a responsibility to major funders and regional stakeholders to deliver economic growth and positive community outcomes from tourism related activities. We are committed to being a great employer and to delivering value to our members and funders.

We will do this by ensuring the Wairarapa has the Right Tourism Offering, with Outstanding Delivery, Marketed Effectively.

The Right Offering	With Outstanding Delivery	Marketed Effectively
<p>Work with existing and potential members and stakeholders to deliver a diversity of experiences for visitors by:</p> <ul style="list-style-type: none"> <li>- identifying gaps in our tourism offering</li> <li>- facilitating the development of new product</li> </ul> <p>Work with Key Partners to deliver a network of cycling trails tied in to the Great Ride.</p> <p>Influence Key Agencies to improve tourism infrastructure.</p> <p>Facilitate and support events.</p> <p>Work with Platinum and Conference partners to attract Conferences to the region.</p>	<p>Invest in the skills and knowledge of our team by providing relevant training.</p> <p>Inspire members to deliver a quality visitor experience every time.</p> <p>Identify gaps in our members’ capability and facilitate training opportunities.</p> <p>Help our members stay up to date with technological change.</p> <p>Ensure our members are well informed regarding regulatory and industry developments and business best practice.</p>	<p>Working smart through our digital marketing platforms.</p> <p>Targeting Destination Wairarapa marketing spend to optimise members’ yield opportunities.</p> <p>Driving off peak visitation.</p> <p>Working with key partners to market offshore.</p> <p>Promote the Wairarapa as a world class destination.</p>