

Visitor Strategy Parameters 2018 – 2019

**The Nelson Regional Development Agency
Visitor Destination Management activity is
guided by the following:**

- 1. Inspiring others to share our Extraordinary Nelson Tasman Identity Story**
- 2. An increased emphasis on the transition from broadcast marketer to enabler:**
 - Creator / facilitator of marketing platforms and channels for use by others
 - Alignment of visitor and talent attraction messages where possible
- 3. Destination management approach:**
 - Focus on the overall visitor experience and it's positive contribution to the community
 - Sustainability at the heart of the visitor experience
 - Recognising the importance of locals and their influence on the visitor experience
 - Sustainable i-SITE business model
- 4. Focus on reducing seasonality – primary focus on shoulder seasons and secondary focus on winter through events**
- 5. Higher value market focus**
- 6. Highly targeted markets and segments:**
 - Domestic – Auckland, Wellington, Christchurch (targeted personas, VFR, special interest)
 - International – Australia, USA, Germany, UK, Rest of Europe (mid to high-end FIT, Smaller groups, VFR, special interest)
 - Business Events
 - Major events – strengthen identity and deliver value at the right time
- 7. Underpinned by Public Private partnership approach to delivery**