



# Nelson Tasman Food & Beverage Tourism Strategy 2021

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A Taste of  
our Region

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REGIONAL  
DEVELOPMENT  
AGENCY

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- ✓ Driving collaboration of the F&B and visitor sectors for the benefit of the Nelson Tasman region.
- ✓ Identifying how Nelson Tasman F&B Sector can maximise the visitor sector as a channel to market.
- ✓ Identifying the value of, and barriers to, F&B companies' investment in tourism experiences and hosting visitor on site.
- ✓ Determining how the F&B Sector can be utilised to raise the profile of the Nelson Tasman region for the benefit of visitors and the local community.
- ✓ Identifying investment opportunities for the development of F&B tourism experiences



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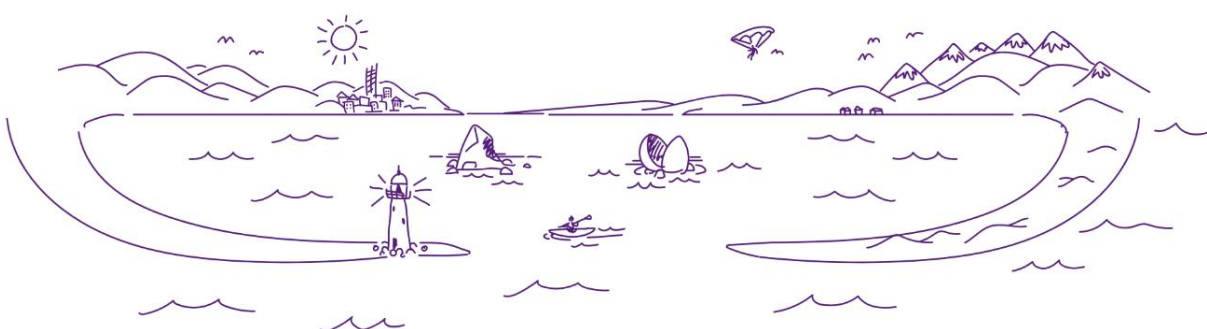
The Nelson Tasman Food & Beverage (F&B) Tourism Strategy has been developed through a process of consultation, workshopping, and regional discussions. Over 380 representatives from Nelson Tasman's F&B business and local community were consulted resulting in this document. This document is a guide to enhance the profile of the region as a food and beverage destination, to grow our economy through visitor interaction, and align a series of social, cultural, infrastructural, and environmental considerations.

This strategy was commissioned by Nelson Regional Development Agency (NRDA) and guided by the

advisory consultancy J. K. Robinson Limited. NRDA is the Kaitiaki of the regional destination strategy with close alignment with the region's councils, MPI and MBIE and other major key stakeholders that will play a key role in its effective implementation. This strategy has been developed from the **perspective of the F&B industry**. Deployment can only be achieved with the sectors full support.

Importantly, this F&B Tourism strategy aligns strongly with the Nelson Tasman Destination Management Strategy, Te Taihu Intergenerational Strategy and NZTE MADE WITH CARE campaign.

This F&B strategy document is a working module of the Nelson Tasman Destination Management Plan, and it is recommended to be read in conjunction with this. The vision, goals and activation areas are captured within, however the rationale and details surrounding the strategy are detailed in the aligned documents.





## EXECUTIVE SUMMARY

With the complete loss of international visitation in the last year, and a changing domestic market, Nelson Tasman is investing in the development of new visitor experiences and raising the region's profile by building on our natural strengths. This will be vital to positively position the region and in particular to capitalise on ongoing domestic visitation, whilst capturing the Australian market returning to visiting our area.

Nelson Tasman can leverage from its heritage which is rich in pioneering and innovative food and beverage (F&B) production. This could be a leading tactic in the future development and promotion of the region as a chosen destination. Currently Food and beverage tourism in Nelson Tasman is limited to a few pioneering businesses and the majority of F&B businesses do not have the capacity, space, or meet the health and safety regulations to effectively engage with visitors and local community.

Through a series of workshops with local producers, the community, and regional development facilitators

we have a better understanding of the value of the F&B focused visitor and the key drivers that attract them. As a result of this wider consultation, NRDA has written this F&B tourism strategic plan to develop F&B experiences and dedicated F&B infrastructure which will capitalise on visitor interaction with our F&B sector.

In 2019, the Nelson Tasman F&B sector represented 10% of the regions GDP, and 15% of the employment. There are approximately 2139 F&B business units representing 16% of the total number of businesses across the region. Yet the options for visitors to interact with food and beverage producers in the region is very limited. The Nelson Saturday market is an iconic drawcard for the region but being weather dependent and only operating for five hours per week, makes this a limited offering. The region seeks to make our food and beverage stories and experiences much more connected, meaningful, and beneficial to both visitors and locals.





## EXECUTIVE SUMMARY - F&B DEDICATED INFRASTRUCTURE

### THE F&B POD CONCEPT

We have identified that a “F&B Pod” concept would be beneficial to the region as a result of consultation and ideation with the F&B sector and other key stakeholders. F&B Pods are cost effective and flexible market-style stalls constructed from converted shipping containers. The pods are a quickly erected, effective and sustainable solutions to create

designated interactive spaces for the Nelson Tasman F&B sector to host, engage and showcase the region’s beautiful produce and brands. Multiple F&B Pods would bring vibrancy to the area, and encourage cross sector collaboration (arts, tour operators) to enhance Nelson Tasman’s destination profile. Furthermore they can be easily be relocated as required.

### NELSON I-SITE

The way travellers access visitor information about a destination and book activities has significantly changed over the last decade, hence the operational purpose of regional i-Sites requires a major overhaul. Centrally located beside the Maitai River, the Nelson City i-Site should be an integral part of the City

Council’s short term central city strategic development plan. This council owned building is a significant piece of infrastructure that could be repurposed and reconfigured to become an interactive showcase of Nelson Tasman’s food, beverage, brands, arts and culture.

### DIGITAL SUPPORTING SYSTEMS

A centralised digital and operational platform is imperative to raise Nelson Tasman’s profile as an F&B destination and to support initiatives such as the F&B Pod launch. This would lead to building greater awareness and participation in F&B experiences across

the region, local events and purchasing of local brands. The design must be interactive, educational and support transactional activities, bookings, and support repeatable sales and direct online purchases.





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## DESTINATION NELSON TASMAN F&B TOURISM STRATEGY





## INTRODUCTION

The food and beverage (F&B) industry is the backbone of Nelson Tasman's lifestyle, economy, and culture. Its favourable climate combined with a sheltered environment, fertile soils, and abundance of sunshine, enables a wide range of produce to be cultivated in the region. This climate, along with a diverse landscape attracts 1000's of visitors and inhabitants to the Nelson Tasman region. A region rich in pioneering F&B heritage and innovation, it is time to showcase these outstanding features of Nelson Tasman and deploy a food and beverage (F&B) tourism strategy.

Kaitiakitanga is at the core of many of the local producers that generate high-quality, nutritionally rich products. With the community, culture, and environment at its core, this is the foundation to create authentic visitor-centric experiences connecting the local community and our F&B producers with our valued visitors.

A quick scan of the region suggests that food and beverage tourism in Nelson Tasman is in its adolescence. While there are several food and beverage producers that host visitors onsite, a much smaller number engage with the regional tourism operators and take full advantage of that visitor interaction.

The Nelson Tasman community clearly values the F&B industry as a key contributor to the local economy,

relaxed culture, and laid-back lifestyle. Inhabitants are quite aware of local F&B brands and some of the F&B experiences available across the region. Locals love to encourage visitors, friends, and family to experience local specialty products and the lifestyle Nelson Tasman has to offer.

The people of Nelson Tasman are proud of their individual and shared identity and feel a strong sense of belonging. They are advocates for local F&B businesses and value the interaction with producers, whether that being onsite visits, at local markets, or engagement at locally held F&B focused festivals and events. The local community would value more interaction and transparency behind the scenes to understand what producers are doing to minimise the impact on the environment and socially responsible practices. This suggests further demands to explore beyond the farm gate and the authentic story behind the brand.

Collectively, both our F&B and visitor sectors must focus on delivering authentic, interactive, and safe 'F&B experiences across the Nelson Tasman region. This is the foundation of transitioning visitors, and the local community into brand ambassadors and repeat loyal customers.





## WHY F&B TOURISM DEVELOPMENT?

### Why invest into a F&B visitation strategy for the Nelson Tasman Region?

Food and beverage tourism is a global macro-trend that has resulted in a generation of travellers looking for destinations that feature non-conventional, unique, and memorable F&B experiences. Nelson Tasman has a heritage rich in F&B innovation so has significant opportunities to be a **leading tactic in raising the profile of the region** as a holiday destination.

In parallel, the value of the F&B focused visitor must be fully understood by our local producers, the community, and regional development facilitators to support further strategic development and investment into F&B experiences. The region needs more dedicated F&B infrastructure to support community interaction and to attract the high-value visitor.

### Key benefits to support F&B tourism investment across Nelson Tasman<sup>1</sup>

- ✓ F&B experiences are a destination drawcard for a wide range of visitors, particularly those of high value
- ✓ F&B tourists are prepared to pay extra for an experience with an authentic F&B inclusive feature
- ✓ With the right tools and support, the F&B industry can utilise the visitor sector as a new channel to market
- ✓ The F&B sector can be utilised to raise the profile of the region by regular engagement with valued visitors and the local community<sup>i</sup>
- ✓ Visitor seeking F&B experiences typically spend more per day and generally stay for longer periods than non-F&B focused visitors
- ✓ Visitors will purchase the products consumed/tasted during a positive F&B experience
- ✓ Visitors will seek out the F&B products consumed during their holiday destination once they have returned home
- ✓ Visitors who have a positive F&B experience will likely recommend that region as a holiday destination

<sup>1</sup> Summarised extracts from "ANZ New Zealand Food and Agritourism - Industry Insights, Edition 1, 2018"



## PROFILING THE F&B INVESTED VISITOR<sup>2</sup>

What are the key drivers for F&B focused travellers in selecting a destination?

<b>Authenticity</b>	The opportunity to <b>meet the producer</b> and experience the story behind a brand
<b>Variety</b>	A region that features <b>multiple F&amp;B experiences</b> that are easily accessible
<b>Local</b>	Education and <b>interactive experiences</b> that showcase in-season local produce
<b>Social</b>	The ability to interact with <b>family &amp; friends</b> during a F&B experience while being educational
<b>Gourmet</b>	Culinary experiences prepared by local <b>hospitality heroes</b> showcasing the produce special to the region

Emerging drivers that are gaining greater importance?

<b>Safety</b>	Experiences must be <b>safe, well structured</b> , and delivered in an uncrowded environment
<b>Sustainable</b>	Experiences that feature <b>environmental and socially responsible</b> practices
<b>Source to Serve</b>	Interactive behind-the-scenes experiences from the <b>farm to the plate</b>
<b>Multi-Sensory</b>	Culinary experiences in locations of <b>intense natural beauty</b>
<b>Alternative Proteins</b>	<b>Plant protein</b> food experiences as awareness of their benefits builds
<b>High Value Nutrition</b>	F&B that is beneficial for <b>general health, wellness and immunity</b> remain top-of-mind during the COVID-19 climate
<b>Purchasing</b>	<b>Access to repeat purchases of</b> F&B products experienced on holiday once returning home



<sup>2</sup> Summarised extracts from "ANZ New Zealand Food and Agritourism – Industry Insights, Edition 1, 2018"



## HOSTING THE F&B VISITOR

### What are the benefits for hosting F&B invested visitors?

Many F&B producers will argue it takes significant resource and energy to host visitor groups. By demonstrating and emphasising the true value of **direct interaction with target consumers**, local producers are likely to be encouraged to engage and support a regional F&B initiative. The overall benefits are yet to be fully understood, but proven examples demonstrate that communication and direct interaction with target customers offers a great

opportunity. This is demonstrated by the number one voted trusted NZ brand, Pic's Peanut Butter, that positions visitor interaction at the centre of their operation and production facility. Rewards from visitor interaction has resulted in **repeat product purchases and brand loyalty and value**. Pic's Peanut Butter World is a benchmark model in how to create loyal brand ambassadors.

### Benefits of visitor interaction

Consumer Behaviours	Understand your customer expectations, purchasing and consumption patterns
Brand Exposure	Interactive delivery of authentic brand stories
Provenance	Leveraging the brand story by hosting visitors on-location
Education	Interactive product education with target customers
Advocacy	Creating brand ambassadors who will deliver a consistent and authentic voice
Feedback	Repeat access to product feedback, brand appeal and market positioning
Test Marketing	Interactive testing of new product concepts directly with target consumers
New Product Development	Development and commercialisation of consumer-centric value-add products through market intel gained from direct customer interaction
Economic	Creation of new revenue streams







## PERCEPTIONS OF THE F&B PRODUCER

### The Voice of our Nelson Tasman Food and Beverage Producers

#### The Environment



- The climate and landscape are at the centre of Nelson Tasman's lifestyle, livelihood, and success of our economy – what will climate change bring?
- Our natural environment attracts thousands of people to the region each year, predominantly visiting over the warmer months creating seasonality challenges
- Geographically located at the centre of New Zealand, Nelson Tasman is well connected nationally and to the world through our road, air, and ocean connections
- Can the Nelson Tasman F&B sector live up to and financially support sustainable practices and other ethical expectations of our visitors, customers, and our community?
- Can the Nelson Tasman F&B sector continue to protect the environment as demand for F&B from our region continually increases?

#### The Community



- The Nelson Tasman community take pride in their region and take advantage of hosting visitors to showcase its unique features
- Nelson Tasman has a heritage rich in F&B production, however this is not well known by the local community
- Ethnic diversity has enriched the Nelson Tasman community as a whole
- Nelson Tasman is home to many family-run businesses with wonderful stories behind them that deserve to be shared
- Nelson Tasman has a well-connected, innovative business community with skilled individuals however more collaboration is needed to raise the profile of the region

#### The Infrastructure



- Nelson Airport and Port Nelson connects our region to domestic and global markets however more could be done collaboratively to streamline market reach
- The Nelson CBD needs revitalising to attract visitors to the city centre
- Nelson Tasman is lacking dedicated facilities for F&B businesses to regularly connect with both visitors and the local community
- The Great Taste Trail could be utilised more to showcase the regions F&B unique features
- Most F&B production facilities across our region have limited space and are not set up for hosting visitors

#### Governance



- Health and safety regulations and the management of visitors in operational areas is the greatest barrier to hosting visitors at F&B production facilities
- Sector representatives report that various legislative and administrative regulations have constrained or even hindered the development of F&B experiences across the region



## PERCEPTION OF THE F&B PRODUCER

### COVID-19 Related F&B Business Challenges

It is important to understand how the global events of 2020-2021 are impacting the Nelson Tasman F&B sector. Although resilient, there are common areas of concern that are significantly impacting our regions

producers. These sector challenges MUST be a focal point of the F&B experience development strategy for the region and the resulting feasibility studies and investment cases.

#### Human Resources

- Taking full responsibility of staff and keeping them safe and healthy is top priority
- The ability to provide staff with enough hours and at a pay level that can sustained
- The impact laying off staff, or reducing staff hours will have on brand appeal and the F&B sectors social licence
- The pool of **skilled staff** in the region to support the F&B sector has been greatly reduced since pre COVID-19 (International labour market, RSE workforce etc)

#### Sales & Marketing

- The ability to meet sales and marketing targets with reduced budgets
- There is a lack of support in gaining and maintaining traction in a competitive retail market environment that remains dominated by global imported brands
- Nelson Tasman F&B sector is doing little to collaborate in developing the regions product portfolio, promotional activities, and channels to market

#### Funding & Support

- Access to funding, market development and technical support services for Nelson Tasman F&B businesses is limited and difficult to access
- There is little presence and engagement with the NZ Food Innovation Network (NZFIN) supporting SME F&B businesses – their engagement remains focused on enterprise in larger centres
- Accessing NZFIN Food Hubs located in other regions is not financially viable for SME F&B producers
- The Food Factory self-funding model requires more support by local industry and central and local government to become a Nelson Tasman's centre of F&B excellence

#### Regulatory

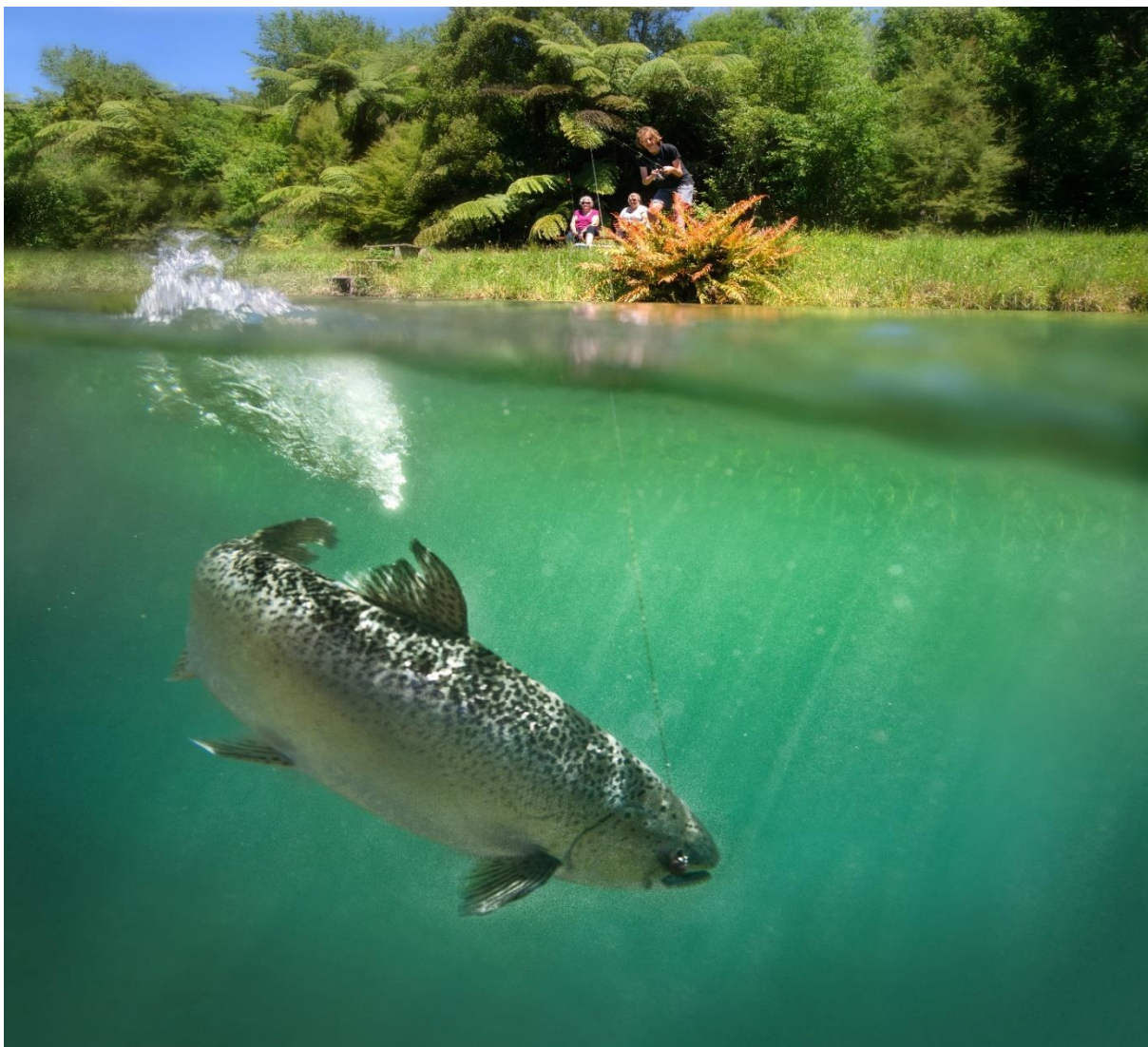
- The F&B sector reports that Council legislation and licencing requirements are hindering many F&B businesses from growing capacity and adapting quickly to further capitalise on the visitor sector





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## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR





## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 1. Infrastructure Utilisation - Nelson i-SITE

Situated in the heart of Nelson City, the i-SITE is a one-stop shop for discovering the top experiences, accommodation, and hospitality options available. A team of experienced travel professionals provide advice and information and make bookings for activities, accommodation, transport, and event tickets. With i-SITE visitor numbers declining across NZ it is time to act and reimagine the purpose of regional i-SITEs and expand on the experience.

Currently with 140,000 visitors to the Nelson i-SITE per year there is an opportunity to enhance the experience by developing the existing infrastructure into an

interactive Nelson Tasman F&B Hub. Simply by reconfiguring the site layout and adjacent buildings (giftshop) and car-park space (Millers Acre), a dedicated Nelson Tasman F&B interactive market space will enhance the city centre and the overall visitor experience.

The vision is to support both small and large F&B producers to work alongside the **tour/experience operators**, and the **arts sector to differentiate from competing regions**. A new revenue channel and brand ambassadors will be generated through direct interaction with both visitors and the local community.

#### WHAT do we need?

- Reconfiguration of the Nelson i-SITE, adjacent buildings, and purpose-built stands on the Maitai riverbank to support interactive F&B and visitor interaction
- A fresh/fun Nelson themed market-style destination with dedicated space for F&B consumption, social interactive spaces, and live performances
- The ability for customers to purchase F&B produce on-site, for home delivery, and digital supporting systems to enhance the experience
- The ability to book F&B tours, visit local F&B production sites and other F&B attractions across the region – **Taste Us, Visit Us**
- Digital QR codes on site that direct to interactive and educational F&B touring routes
- A space for interactive test-marketing of new product concepts and start-ups
- Interactive media to enhance the F&B experience and support brand authenticity
- On and off licences for the sale of local craft beer, cider, wine, and spirits

#### WHO do we need?

- A pool of Nelson Tasman F&B producers, local artists and tour operators who are willing to invest and collaborate to deploy a successful operating model.
- Knowledgeable staff educated in product features and authentic brand stories
- Local and central government to support infrastructure development

#### Investment Profile

- The priority is to attract public and private sector investment to create interactive space and social spaces with supporting digital systems
- Approach government agency (MPI, MBIE, etc) for potential pilot funding and deployment support
- Operationally self-funded through consolidated retail sales and F&B leasing space



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 1. Infrastructure Utilisation - Nelson i-SITE

#### EXISTING I-SITE INFRASTRUCTURE



#### F&B HUB EXAMPLE - CHRISTCHURCH RIVERSIDE MARKET





## INTERACTIVE F&B CONCEPT FEEDBACK

## Concept 1. Infrastructure Utilisation - Nelson i-SITE



## CONCEPT CONFIDENCE

## Infrastructure

- Transport links and parking spaces established in the vicinity
- Alignment with Nelson City Council inner city strategic development plans
- Surrounding courtyard space for alfresco dining, socialising and live performances
- Opportunity to further develop additional green spaces alongside the Maitai River
- Interactive market space design can be semi-permanent and able to be reconfigurable

## Multi-Purpose

- The i-SITE space will become a hub of cross-sector collaboration attracting a broader audience to the city centre
- F&B exhibitors, tourism operators and Department of Conservation will all benefit from further collaboration, and cross-sector strategic planning

## Safety

- No foreseeable risk to people's safety
- Recent foot traffic flow improvements on intersection of Halifax and Trafalgar Street

## Accessibility

- Centrally located in Nelson CBD with access to bus routes, carparking and excellent pedestrian routes

## Funding

- MPI, MBIE and Central Government funding potential



## CONCEPT UNCERTAINTY

## Accessibility

- Potential parking and traffic congestion in the central city area

## Lease

- Retail and interactive spaces price modelling and payment structure

## Regulatory

- Nelson City Council support for on and off licence for sale and purchase of alcohol
- Food Safety Plan certification for preparation and service of food products
- On site staff with Duty Manager Licences

## Engagement

- Uncertainty of the level of engagement – will people come?
- The pool of committed local F&B producers
- Level of existing foot traffic though the i-SITE only averaged 140,000 per annum (Pre COVID) – will this increase with cross-sector collaboration and the experience sciop

## Financial

- Level of investment required by local F&B Producers e.g. 7 day operational staffing costs, training and stall lease costs
- Level of engagement of medium sized local F&B businesses NZHOPS, Kono, Appleby Farms, Tasman Bay Food Group etc
- Consolidated financial operating model to be refined via stakeholder engagement



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 2. Infrastructure Utilisation - Nelson Airport

Opened in 2018, the new Nelson Airport terminal has enhanced the gateway experience for both locals and visitors to the Nelson Tasman region and offers more space for seating, retail, lounges, and bathrooms, along with larger areas for check-in and baggage handling. Visually, the building is particularly evocative and reflects the region through its compelling use of locally sourced timber structural elements. These have been crafted together to provide an unusual

innovative roof structure that refers to the surrounding mountains.

With over 1 million passengers passing through Nelson Airport (Pre-COVID 2019), by engaging passengers and their relative parties this space has the potential to be a true showcase of the Nelson Tasman region and **an interactive channel to market** for local F&B producers.

#### WHAT do we need?

- A designated Nelson Tasman F&B interactive retail space in Nelson Airport terminal
- The space will be made available to showcase F&B brands, and in-season produce
- The design must encourage interaction with both arriving and departing passengers
- Designated space for interactive test-marketing of new F&B concepts (tastings only)
- On site sales transaction facilities to purchase products on site, and for home delivery
- The terminal to feature Digital QR to link visitors to a local digital F&B platform (refer to Concept 6)
- Interactive media positioned in the terminal to enhance the F&B experience and support brand authenticity
- Council support in getting an on and off premise licence for the sale and purchase of alcohol

#### WHO do we need?

- A pool of Nelson Tasman F&B producers willing to invest in utilising the F&B space
- A selection of local food producers to showcase seasonal produce throughout the year
- Knowledgeable staff educated in product features and authentic brand stories
- Local and central government support to establish retail space and supporting digital systems

#### Investment Profile

- Public and private sector funding to establish interactive Nelson Tasman F&B experience at Nelson Airport and supporting digital and transactional systems
- ROI via ongoing sales as a direct result of brand awareness





## INTERACTIVE F&B CONCEPT FEEDBACK

### Concept 2. Infrastructure Utilisation - Nelson Airport



#### CONCEPT CONFIDENCE

##### Infrastructure

- All necessary services are established on-site
- Abundance of parking spaces adjacent to terminal building
- Potential to utilise the green space of the terminal building and the Koru lounge
- Small-scale construction of relocatable consumer interaction space is required

##### Captive Audience

- Foot traffic through the terminal commences from 5:30am through to 10:00pm
- Capitalise on the one million passengers and the additional party members who pass through the terminal – particularly with those affected by flight delays etc.

##### Safety

- Existing safety measures and security services on site

##### Accessibility

- Centrally located to major suburbs (Nelson CBD, Tahunanui, Stoke, Richmond)

##### Funding

- Low level of investment to establish designated purpose-built interactive facility
- The concept will be easy to trial and self-funding within months of opening



#### CONCEPT UNCERTAINTY

##### Competition

- Competition with the businesses currently leasing space in the terminal

##### Lease

- Ongoing leasing costs for designated space at the airport terminal

##### Regulatory

- Off-licence sales of alcohol permits annual costs
- Food Safety Plan establishment to cover interacting F&B tastings and ongoing legislation maintenance

##### Engagement

- Engagement from visitors and local community – could this be a destination in itself?
- Committed engagement by local F&B producers

##### Financial

- Level of investment required by local F&B producers and the operational modelling





## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 3. Infrastructure Utilisation – The Great Taste Trail

Looping through the Tasman Bay towns of Nelson, Wakefield, Richmond, Mapua, Motueka, and Kaiteriteri, the Great Taste Trail is a terrific way to tour some attractions of the region by bike.

With a mix of rural, urban, coastal, and riverside scenery, not only it is a feast for the eyes, but it also serves up an array of tasty attractions along the way. From art galleries and boutique shopping to roadside stalls, honesty boxes, cafes, craft breweries and winery cellar doors.

Although there are several F&B highlights along the trail, there are long lengths with no “tasty” attractions.

The vision is to further capitalise on the increasing popularity of cycling in the region and develop the Great Taste Cycle Trail to be an educational and interactive F&B experience. By strategically positioning converted shipping containers (F&B Pod’s) at seasonal locations of interest, producers can showcase local brands, interact with visitors, provide a point of sale, plus enhance the cycle trail experience. This is an eco-friendly concept that meets the consumer demand for low carbon, educational and authentic experiences rich in regional heritage.

#### WHAT do we need?

- Converted shipping containers refitted into portable interactive F&B Pods
- A pool of companies agreeing to collaborate to support concept deployment
- Agreed F&B themes to showcase from the region – examples, The Hop Journey (hops through to craft beer), The Pip Fruit Journey (apple orchards through to cider) etc
- Accessible available land to position Pods in locations of seasonal activity and interest
- Pods strategically positioned to reduce distances between attractions
- The ability for consumers to purchase F&B produce on-site, for home delivery, and an interactive digital platform to support repeat online purchases
- Collaboration with the local arts sector to enhance the overall appeal of the experience
- Collaboration with cycle tour operators to support and further promote the experience
- A digital platform and experiences to support brand storytelling, promotional activity and point of sale
- On and off licences for the sale of local craft beer, cider, and wine

#### WHO do we need?

- A collaboration of Nelson Tasman F&B producers and the Nelson Tasman Cycle Trust
- A pool of local food producers to showcase local F&B produce and branded goods
- Staff educated staff in local heritage, product features and local brand stories to man the F&B Pods, or is automation a possibility?
- Central and local government support to deploy the F&B Pod model and sites with full collaboration with industry and the Nelson Cycle Trials Trust

#### Investment Profile

- Industry funded or sponsored pods, social spaces and supporting digital systems
- Operational and financial modelling



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 3. Infrastructure Utilisation - The Great Taste Trail



#### EXISTING GREAT TASTE INFRASTRUCTURE



#### RELOCATABLE F&B PODS POSITIONED ALONG GREAT TASTE TRAIL





## INTERACTIVE F&B CONCEPT FEEDBACK

### Concept 3. Infrastructure Utilisation – The Great Taste Trail



#### CONCEPT CONFIDENCE

##### Infrastructure

- The Great Taste Trail has the capacity for a significant increase in cyclist numbers
- The conversion of shipping containers into interactive spaces (Pod's) is relatively low cost when compared of permanent infrastructure
- F&B Pods are portable and easily relocatable
- Hubs will be strategically positioned along the cycle trail at locations of interest and relocated in response to seasonal activity and visitor flows
- Hubs can be positioned at intervals along the cycle trail where there are few points of interest to enhance the overall sensory experience
- The F&B Pods could be utilised in other strategic locations to enhance visitor interaction across the region – for example festivals, music, and sporting events etc

##### Captive Audience

- Collaborating with the Arts Sector will broaden market appeal
- Enhanced F&B experience and art installations will attract more people to The Great Taste Trail and will be a point of regional difference
- Increased number of trail cyclists will directly benefit cycle tour operators and the existing F&B experiences already established along the Great Taste network

##### Funding

- Potential TIF Fund and MPI SFF Fund available to support feasibility and deployment



#### CONCEPT UNCERTAINTY

##### Accessibility

- Availability of land with essential services could be limited along the trail network
- With increased usage there may be areas of overcrowding and bottlenecks along cycle trail e.g., at popular Food Pod sites and the Mapua Ferry during peak season
- Access to the hubs by non-cyclists may cause parking and congestion challenges

##### Locations

- The availability of land to position the F&B Pod at point of interest may be restricted and/or difficult to secure

##### Regulatory

- Licencing for on-premises service of alcoholic beverages (craft beer, cider, wine, spirits)
- Off-licence for sales of alcoholic beverages (point of sale and home delivery)

##### Engagement

- Level of engagement with visitors
- Committed engagement and collaboration of local F&B brand owners and producers

##### Safety

- Trail congestion challenges during peak season
- Potential risk of individuals cycling under the influence of alcohol

##### Financial

- Level of investment required by local F&B producers e.g. staffing and training
- Financial model structure to be developed
- Operationally will staffing be viable or will digital automation be more cost effective?



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 4. Nelson City Centre Revitalisation – F&B Interactive Pods

Trafalgar Street is Nelson City's main dining and retail precinct and the only partial pedestrian zoned street in the region. The area is full of history, character and has sometimes has a certain festive atmosphere that attracts many visitors, locals and is highly utilised a social gathering space. The city centre however is in much need of revitalisation and to become more appealing to visitors and locals as a destination and encourage retail and hospitality spending.

The famous Nelson Market held every Saturday morning in Montgomery Square attracts thousands of visitors into the CBD. Operating since 1981 the open-

air market is a true celebration of local F&B, crafts, and arts. However, it operates just 5 hours a week. With the location being uncovered, it is significantly impacted by unfavourable weather conditions.

Strongly linked to recommendations presented in Concept 1. and 3., Trafalgar Street could be revitalised by strategically positioning portable F&B Pods constructed out of converted shipping containers or repurposing large vacant sites in the central city. These spaces will be utilised by F&B producers showcasing their brands, products and enabling direct interaction with visitors and local community.

#### WHAT do we need?

- Converted portable shipping containers or large vacant sites refitted into interactive F&B market type spaces to showcase local F&B themes brands and seasonal produce
- Designated outdoor space for F&B consumption, social gathering, and live performances to align with the arts sector
- The ability to purchase F&B products direct from the Pod, and for home delivery
- Onsite links to a digital platform that supports F&B brand authenticity, repeat purchases, and information on all F&B experiences across the region
- A shared F&B hosting space for promotional activity and interactive test-marketing of new product concepts
- Visually transform Nelson City streets into a celebration of F&B heritage for example grow hops down the main CBD streets instead of hanging baskets.
- On and off premises licence for the sale of local alcoholic beverages

#### WHO do we need?

- A collaboration of Nelson Tasman F&B producers and hospitality sector
- A pool of local food producers to showcase local F&B produce and branded goods
- Staff educated in local heritage, product features and local brand stories
- Private and public sector involvement to support the development of CBD F&B designated spaces

#### Investment Profile

- Private and public sector investment to support the construction of the F&B designated spaces, social spaces and supporting digital platforms
- Public sector financial and promotional support
- Operationally self-funding through consolidated sales



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 4. Nelson City Centre Revitalisation – F&B Interactive Hubs



## BRINGING VIBRANCY INTO THE HEART OF NELSON CITY



## RELOCATABLE ADDITIONS TO TRAFALGAR STREET





## INTERACTIVE F&B CONCEPT FEEDBACK

### Concept 4. Nelson City Centre Revitalisation – F&B Interactive Hubs



#### CONCEPT CONFIDENCE

<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Upper Trafalgar Street and surrounding street has space and civil services to develop interactive F&amp;B designated spaces to revitalise the Nelson CBD</li> <li>The conversion of shipping containers or vacant buildings into interactive retail type spaces (hubs) is generally low capital investment</li> <li>Portable pods should be considered as these are easily relocatable to strategic locations and support season activity and community events</li> <li>The F&amp;B Hubs could be utilised to enhance visitor destinations across the region – for example Great Taste Cycle Trail, Tahunanui Beach, and annual community events</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Excellent public transportation links into central Nelson from surrounding suburbs</li> </ul>
<b>Captive Audience</b>	<ul style="list-style-type: none"> <li>Enhanced interactive F&amp;B covered spaces positioned in Trafalgar street will attract more visitors and the local community into the CBD across all seasons of the year</li> <li>Increased number of people into the city will directly benefit other retail business in the vicinity</li> <li>Excellent opportunity to expand the experience with collaboration with the Arts Sector</li> <li>Extended operating hours could enhance central city visitation post 5:00pm</li> </ul>
<b>Funding</b>	<ul style="list-style-type: none"> <li>Low level of investment to established designated purpose-built interactive F&amp;B hubs</li> <li>Operationally the concept will be self-funded through consolidated sales</li> </ul>



#### CONCEPT UNCERTAINTY

<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Increased visitation may cause areas of congestion and further parking challenges in central Nelson</li> <li>Further bike rack installations may be required as visitors to the CBD will increase</li> </ul>
<b>Locations</b>	<ul style="list-style-type: none"> <li>The availability of land to position the F&amp;B Hub may be restricted and/or difficult to secure with Council</li> </ul>
<b>Regulatory</b>	<ul style="list-style-type: none"> <li>Licensing for on-premises service of alcoholic beverages (craft beer, cider, wine)</li> <li>Off-licence sales of alcoholic beverages and home delivery licensing</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>Committed engagement by local F&amp;B producers and operating model</li> <li>Potential for negative response from adjacent retails and hospitality operators</li> <li>Collaboration with established central hospitality operators</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>Level of investment required by local F&amp;B Producers e.g. staffing and training</li> <li>Financial and operational model structure to be developed</li> </ul>



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 5. Festivals and Events

A proven model to attract people to Nelson Tasman during the shoulder/off-peak seasons is by holding festival and community events. Festivals add vibrancy to the region, attract a diverse range of visitors, and brings with them significant benefits to the business sector and local community particularly in the shoulder seasons. The Nelson City Council events strategy [nelson.govt.nz](https://nelson.govt.nz) outlines the key focus of community events for the region, and a profile of the target market. The strategy document also outlines marketing attraction programs, the events application processes and regional event funding available.

Aligning an industry event or conference with a regional festival is the ideal model to attract high-quality attendance and engagement on both parts. For example, there is an opportunity to combine the annual NZIFST or Seafood/Aquaculture conferences, "Blessing of The Fleet" and **Matariki** to create a regional F&B, Arts, Culture and Music Festival. This would be an annual celebration of Nelson Tasman's culture, innovation, and diversity attracting 1000's of visitors to the region to experience the Nelson Tasman's lifestyle.

#### WHAT do we need?

- A festival aligned with a food or beverage industry event that will encourage attendance of high-value industry representatives in the shoulder season Oct - Nov
- Event planners to structure the event to showcase Nelson Tasman's lifestyle, diversity, heritage, and innovation
- An event that is supported by the regions corporate oceans/aquaculture economy and encompasses all F&B categories, arts, and cultural sectors
- A location unique and special to Nelson Tasman that can host up to 16K PAX.
- A location that is well connected to transportation links, accommodation, and other attractions – Suggested options are Nelson's waterfront, Port Nelson, and Tahunanui Reserve

#### WHO do we need?

- Large F&B corporates investment to sponsor and support the planning and management of the festival
- Collaboration of F&B, Arts, Culture and Visitor Sectors members
- Support from Nelson City Council Parks and Reserves to utilise green spaces
- Professional large scale event management partners

#### Investment Profile

- Operationally self-funding through ticket sales plus on-site sales and future for the exhibitors
- ROI via ongoing sales as a direct result of brand exposure and the F&B experience
- Access to the Regional Events Fund to support planning and deployment



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 5. Festivals and Events



## FESTIVAL VIBRANCY ATTRACTS THOUSANDS TO A REGION



## CAPTILSATION OF A VISITOR DESTINATION





## INTERACTIVE F&B CONCEPT FEEDBACK

### Concept 5. Festivals and Events



#### CONCEPT CONFIDENCE

##### Infrastructure

- Tahunanui Reserve is a large underutilised green space
- The site is adjacent to Tahunanui Beach, accommodation options and transport links to Nelson CBD and other surrounding suburbs
- Civil facilities available on site to support running of the festival
- Space available for portable ablution facilities to be positioned on site
- Extensive accommodation options nearby – Motels, Hotels, Campground
- Business conference facilities availability at Tahunanui (Beachside Conference and Events Centre) and Nelson CBD (The Rutherford Hotel)

##### Accessibility

- Excellent transport links to all major residential zones and Nelson CBD

##### Captive Audience

- Capitalisation of a destination that already attracts thousands of visitors – Tahunanui Beach

##### Funding

- Regional Events Fund
- Potential sponsorships from Nelson Tasman Oceans Economy players



#### CONCEPT UNCERTAINTY

##### Location

- Potential for localised traffic congestion during the event
- Potential for noise complaints by nearby residence and other holiday makers
- Little permanent shade and rain cover available at the site hence portable cover options will be necessary

##### Health & Safety

- Proximity to major transport routes – pedestrian safety
- Proximity to beach – beach and water safety
- Effective crowd control and host responsibility measures maintained throughout event
- Availability of shade in wide open green spaces

##### Security

- Crowd control management and general security

##### Engagement

- Collaboration challenges with multiple sectors and stakeholders
- Effective marketing and promotional campaigns to reach target markets
- Will people come?

##### Financial

- Promotional costs to attract sector engagement
- Advertising campaign costs
- Attracting the correct sponsors and event investors



## CONCEPT RECOMMENDATIONS FROM THE F&B SECTOR

### Concept 6. F&B Digital Strategy

Digitisation is changing the way people live, work, and travel, and has created new opportunities for regions to compete as a holiday and F&B destination. A Nelson Tasman F&B digital platform therefore must be an integral deliverable to enhance the visitor experience while exploring the region.

Much attention has focused on digital marketing and e-commerce as a way of reaching new markets, engaging customers, and building brand loyalty. While these technologies have built on accessibility and awareness, increased connectivity, and facilitate financial transactions, to date they are less effective in

enhancing visitor experiences particularly now in an increasingly competitive market from the impact of Covid-19.

Functionally the digital platform must be educational, to celebrate the people behind the brand, have authentic content, be interactive and connect the F&B brand owners to their target market. The design must include features to plan visits, book experiences, connect with tour operators, and feature a transactional function to purchase F&B products online and encourage repeatable purchases.

- WHAT do we need?**
- An online presence of aligned messaging from the Nelson Tasman F&B sector that will strategically promote the region as F&B destination
  - A "Pride in our Produce" campaign – similar to the recent "We've Got This" campaign
  - Digital marketing solutions to showcase F&B producers, heritage, and innovation with aligned authentic stories, themes, values, and online shopping ability
  - Leveraging local Private Sector technology in building secure online sales and consumer-brand owner interaction capability – SNAP IT™ [www.snapit.group](http://www.snapit.group)
  - Identification and profiling Nelson Tasman target consumers and relative markets to build content that resonates with the F&B focused visitor
  - An integrated system that aligns with social media sites to support travellers find inspiration in visiting Nelson Tasman as a F&B destination, promoting aligned activities and F&B attractions
  - A **Visit Our F&B Producer** digital tool featuring self-drive/cycle maps, brand stories, product information and online purchasing options

- WHO do we need?**
- Communications specialists to liaise with the F&B sector
  - SNAP IT™ to create software and cloud services to support secure and efficient online sales and booking platforms with emphasises on brand and provenance authenticity
  - Marketing support to profile target consumers, develop content and online campaigns

- Investment Profile**
- Combination of local & central government, and private sector investment to develop Nelson Tasman regional F&B digital platform



## INTERACTIVE F&B CONCEPT FEEDBACK

### Concept 6. F&B Digital Strategy



#### CONCEPT CONFIDENCE

##### Content Availability

- Abundance of authentic F&B brand content across the region to capitalise on
- Visitor sector engagement to connect visitors with F&B experiences

##### Access

- The positioning of QR codes at key visitor hubs, magazines and other media will encourage user up-take
- Mobile app and desktop compatibility

##### User Advantages

- Designed for the online/digital generation to access regional F&B experiences and brand information
- Online educational content will enhance regional F&B brand awareness
- Online sales channel to support new revenue streams and repeat sales
- Connectivity to increased visitor and local audience numbers
- The ability to connect with target consumers who are not in the region with authentic brand content and promote online F&B purchases
- Promotional campaigns to support seasonal F&B attraction and operational activities
- The visitor user will have the ability to plan their experiences and book F&B experiences in advance
- The F&B producer user will have the ability to promote experiences, products, talent and seasonal labour availability



#### CONCEPT UNCERTAINTY

##### Users

- User uptake from the F&B sector
- User uptake from the visitor sector and local community

##### Operations

- Management and operational structure of digital content uploads and updates
- Online sales processing management and product dispatch systems
- Registration/subscription model for F&B sector

##### I.P. Management

- Ownership of the digital platform and associated design and intellectual property
- Potential for fraudulent and brand counterfeit activity in offshore market
- Plagiarism activity from competing brands

##### Funding

- Digital platform design costs
- Content gathering costs
- Operational funding model

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FINAL RECOMMENDATIONS

FROM THE F&B SECTOR





## FINAL RECOMMENDATIONS FROM THE F&B SECTOR

With further ideation and consultation with the F&B, tourism and arts sectors, key features have been taken from the F&B experience concepts presented. These have been narrowed down to three key recommendations which will be put forward for further research into costing, investment and operational modeling.

1. Repurposing of Nelson i-Site Building
2. Relocatable Food & Beverage Pod Development
3. Food & Beverage Digital Platform Development

### 1. REPURPOSING OF NELSON I-SITE BUILDING

The way travellers access visitor information about a destination and book activities has significantly changed over the last decade, hence the operational purpose of regional i-Sites requires a major overhaul. Centrally located beside the Maitai River, the Nelson City i-Site should be an integral part of the City Council's short term central city strategic development plan. The council owned building is a significant piece of infrastructure that could be repurposed and reconfigured to become an interactive showcase of Nelson Tasman's food, beverage, brands, arts and culture.

Although the operational model will require further investigation, the concept is well aligned well with the recently approved library precinct that will be built directly across the road on the corner of Trafalgar and Halifax Street. The i-Sites reconfiguration and repurposing recommendations are as follows:

- Conversion of Nelson i-Site & Department of Conservation site into a **designated interactive market style space** for the F&B sector – refer to Riverside Market <https://riverside.nz> an incredible example launched in Christchurch
- Conversion of the River Kitchen space into an **all weather "cellar door on steroids"** showcasing regional wine, craft beer, spirits and food products – consume on site, along the riverbank or simply take home to enjoy
- Reconfigure the upstairs NZTE offices overlooking the river into an **interactive culinary and educational food experience**. Courses could be run featuring local producers and local hospitality heroes – *"Interact with our Food & Beverage Heroes"*. This space would be made available for interactive product test marketing by our F&B producers, and as a pop-up roof top bar featuring local food, wine, craft beer and spirits
- Converting the 'Simply New Zealand Gift Shop' into an **Centre of Arts** featuring local exhibits, live performances and workshops will highlight the uniqueness of the Nelson Tasman regions





## 2. RELOCATABLE F&B POD DEVELOPMENT

As noted, we have identified that the “F&B Pod” concept would be beneficial to the region as a result of consultation and ideation with the F&B sector and other key stakeholders. F&B Pods are market-style stalls constructed from converted shipping containers. The pods are a quickly erected, effective and sustainable solutions to create designated interactive

spaces for the Nelson Tasman F&B sector to host, engage and showcase the regions beautiful produce and brands. Multiple F&B Pods would bring vibrancy to the region, and encourage cross sector collaboration (arts, tour operators etc) to enhance Nelson Tasman’s destination profile. Furthermore they can be easily be relocated as required.



The following key benefits were highlighted during consultation with the F&B sector

- F&B Pods are portable and easily relocatable and can be strategically positioned across the region in response to seasonal activity and visitor flows
- F&B Pods can be transported to other regions, festivals, and strategic events to showcase the regions quality food and beverage products and raise the profile of Nelson Tasman as a F&B and holiday destination
- During the shoulder season (May to October) all Pods could be positioned in a one central location to create an interactive market style hub in central Nelson showcasing the regions F&B, arts, and culture - two Nelson City locations have been recommended to encourage visitation to Nelson CBD
- During the warmer high season months, Pods could be distributed across the region to strategic locations of high visitation and locations of seasonal F&B production and visitor activity
- The Pods can be utilised by multiple F&B producers for promotional, seasonal and test marketing activities
- Staff resourcing can be shared and utilised to represent multiple brands
- It is proposed the F&B Pods are decorated with elaborate artwork created by local artists showcasing regional F&B themes
- F&B Pods are easily movable, allowing locations to be easily trialled with little disruption and minimal risk





## STRATEGIC POD LOCATIONS – THE COOLER MONTHS

During the region's cooler, quieter months, all F&B Pods are positioned in one central location in Nelson City. The site must be strategically located and easily accessed to encourage visitation. The chosen site will be transformed into a semi-permanent interactive market type space showcasing local F&B brands, producers, and other unique highlights of the region (local art). A central location creates a hub for visitors

and the local community in the centre of Nelson creating more foot traffic to the area. When consolidating the Pods, this will additionally encourage our producers and brand owners to work together and collaborate in new innovative ways of thinking into how to grow their businesses and market reach together.

### Millers Acre

- **Beautifully positioned** next to the Maitai River and the Matai River Walk
- Positioning next to River Kitchen site and the Nelson City i-Site this area will **become a centre of activity, a celebration of our region** and a starting point for experiences such as guided cycling, culinary, art gallery tours and other low carbon visitor experiences
- This will attract more people to the lower end of Trafalgar Street

### Rutherford Park

- Rutherford park is an attractive **underutilised green space** located where the Maitai River meets Nelson Haven
- Positioning of the Pod's at this location will attract people into the area to enjoy the recent **waterfront developments, walkways, art installations**, and park like surroundings
- The Nelson City Council and Wakatū Incorporation development plans along the Maitai River precinct will additionally transform this area into **a true visitor destination**
- Plenty of parking spaces and other **civil services and public facilities** are established at the site





## STRATEGIC POD LOCATIONS – THE WARMER MONTHS

Over the warmer “high season” months, all F&B Pods could be dispersed across the region to strategic locations of high visitation and seasonal activity. Additional locations can be selected to encourage visitation to Hop Gardens, Orchards, Berry Fields,

Vineyards to experience our unique and diverse horticulture sector. Below are some suggestions made by our F&B sector of locations to position Pods to maximise interaction over the peak tourism season.

### Nelson Airport

- Nelson Airport is a **gateway to our region** and should reflect what the region has to offer in terms of F&B brands and other highlights
- Leverage the increasing number of people entering and existing the region by creating **an interactive space to showcase local F&B brands, experiences, and sales transactions**
- Positioning of the Pods outside the entrance to terminal should **avoid conflict with existing on-site retailers** and hospitality operators

### The Great Taste Trail

- With popularity of cycling increasing in the region, positioning Pods along with cycle way is well aligned with **Low Carbon Journeys Itinerary** and a key pillar of the Nelson Tasman Destination Management Plan.
- The Pods strategically positioned at points of seasonal agricultural activity and high usage along the cycle trail
- Pods can also shorten distances between tasty experiences that will create more interest and attract more people to utilise the trails across the region

### Tahunanui and Kaiteriteri Beach Reserves

- Position on green spaces adjacent to beach reserves to **take full advantage the high visitor numbers**
- Being in **close vicinity to popular Motor Camps, and other holiday accommodation** these locations are ideal to showcase local food and beverage brands to visitors to the region
- Pods will also provide **seating areas and social spaces** that will encourage visitor engagement

### Sundial Square Richmond and 1903 Square Nelson City

- Richmond and Nelson town centres are the **shopping hubs of the Nelson Tasman** region with good foot traffic throughout the year however these town squares are extremely underutilised and lacking vibrancy
- Both town squares have **significant space and operating infrastructure** to position a F&B Pod over peak season
- The F&B Pod will act as a **mobile information centres and showcase regional F&B highlights**, offering tastings, interactive F&B experiences, and support sales of local F&B brands via direct links to F&B digital platform
- Social spaces beside the Pods will attract people to experience local food and beverage, interact with our brand owners and **enjoy these underutilised spaces**



-



### 3. FOOD AND BEVERAGE DIGITAL PLATFORM DEVELOPMENT

For the Nelson Tasman region to raise its profile as an F&B destination, a centralised digital and operational platform MUST be implemented to build awareness of the regions F&B producers, brands, and experiences

there is on offer. The design must be interactive, educational and support transactional activities, bookings, and support repeatable sales and direct online purchases.

The following **KEY BENEFITS** were highlighted during consultation with the F&B sector

- A dedicated F&B promotion platform that is not lost in the noise of other key attractions of the region
- An F&B trail building tool to link discrete offerings together into a journey, with cross-promotion of products and integration with social platforms – catering to the digital generation
- Strong links to other regional initiatives driving visitation and worker attraction e.g. Pick Nelson (Horticulture), Catch a Job (Seafood and Aquaculture)
- A contributor to long term strategy for regional provenance





## DIGITAL - CRITICAL SUCCESS FACTORS

### Customer Profiling

- We first need to **identify and profile the target audiences** to understand what their expectations are with the user interface and accessibility
- Follow this up with **consumer research into the style of content** that will resonate with the F&B focused visitors and the local community

### Online Content Development

- It is important for the region's producers to agree on **aligned and consistent messaging** that will communicate Nelson Tasman as an F&B destination, a common voice
- We can then raise awareness of what F&B Nelson Tasman has on offer through **online digital campaigns** like the "We've Got This" campaign. An example is a Nelson Tasman "Pride in our Produce" campaign
- We will need support from communication specialists to liaise with F&B producers to **deliver authentic content** that clearly resonates with the target consumer – a collaborative synergistic approach is recommended

### Interactive Framework

- A key requirement is an **educational self-drive and cycling map** connecting our visitors to F&B experiences across the region
- The site also will give visitors the ability to **plan their visits ahead and book experiences and tours in advance**
- Featured F&B producers will have links to their own **online shopping platform to support repeatable purchases**
- The Hawkes Bay website is a prime example of a recently launched F&B online framework that focuses on both the visitor and producer connectivity. Check out [www.hawkesbay.com/foodwinecountry](http://www.hawkesbay.com/foodwinecountry)

### User Uptake

- **Position eye-catching media with QR links** to the online platform at regional gateways and key destinations around Nelson Tasman to encourage visitor uptake
- Further promote the platform to the local community via **social media pages and signage around the region**
- **Interactive Digital Kiosks** designed by local company 'Cutting Edge Signs' and could be positioned at strategic locations across the region to promote the site, people can experience the user interface and promote of regions F&B brands and experience. (F&B Pods, Trafalgar Street, Nelson Market for example)





## KEY ACTIVITY TIMELINES

### Phase 1: May - June 2021

- F&B Strategy Stakeholder Alignment, NCC, F&B Sector, Arts Sector, Local Community, Key Suppliers and Providers
- Tourism Infrastructure Fund Application for Feasibility Study or Needs Assessment

### Phase 2: July – August 2021

- Operational and Business Modelling
- Digital Platform Design Brief

### Phase 3: September 2021

- Financial Modelling
- Public and Private Sector Investment Portfolio Development
- Deployment Timeline Critical Path Development
- Stakeholder Alignment

### Phase 4 : October 2021

- Business Model Completion
- Investment Portfolios Presented to Private and Public Sector

### Phase 5: November 2021

- Deployment

### Phase 6: December 2021

- Pilot Launch





## ACKNOWLEDGEMENTS

*The Nelson Regional Development Agency would personally like to thank the following businesses and individuals for their engagement, and contribution to the ideation and development of this regional F&B Tourism strategy document.*

- ANNE RUSH
- ANZ BANK NEW ZEALAND LIMITED
- APPLEBY FARMS ICE CREAM
- CALLAGHAN INNOVATION
- CATHIE GOULD
- CHIA SISTERS
- CUTTING EDGE SIGNS
- DANCING SANDS DISTILLERY
- IAN BOWELL
- JAMU NEW ZEALAND
- JOHNY O'DONNELL
- KINA BEACH VINEYARD
- KIWI KAI NELSON
- KOMBUCHA BROTHERS
- KONO
- LITTLE BEAUTIES
- MATT GRIFFIN
- MINISTRY OF BUSINESS INNOVATION AND EMPLOYMENT
- MINISTRY OF PRIMARY INDUSTRIES
- NELSON CHAMBER OF COMMERCE
- NELSON CITY COUNCIL
- NELSON HONEY
- NELSON REGIONAL DEVELOPMENT AGENCY
- NELSON TASMAN CYCLE TRAIL TRUST
- NEUDORF BLACK
- NEUDORF VINEYARDS
- NEW ZEALAND TRADE AND ENTERPRISE
- OAKLANDS MILK
- PIC'S PEANUT BUTTER
- PETE'S NATURAL LEMONADE
- PROPER CRISPS
- QUALITY TOURISM DEVELOPMENT LIMITED
- RIMU GROVE
- SUJON BERRYFRUITS
- TASMAN BAY FOOD GROUP
- THE FOOD FACTORY
- THE MUSSEL INN
- THE PEAR ORCHARD
- THE RIWAKA HOTEL
- THE SMOKE HOUSE
- THORVALD
- TOAD HALL
- UNIQUELY NELSON
- WAKATU INCORPORATION
- YUM GRANOLA

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