

Murihiku Southland Destination Strategy

Implementation Plan





Invercargill city centre

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Executive Summary

The Murihiku Southland Destination Strategy 2023-2029 (MSDS 2023) is the overall framework guiding how we develop, manage, and promote Murihiku Southland as a visitor destination.

Tourism has long been recognised as a key opportunity for the diversification of Murihiku Southland's regional economy. It is a sector integral to the growth of the region's population, it has the ability to grow liveability and attractiveness of Murihiku Southland as a place to visit but also to work and live, and it can contribute positively to the social and economic wellbeing of the region.

Recognising this potential, the Beyond 2025 Southland Regional Long-Term Plan (launched in 2023) identified tourism as one of the two most significant diversification opportunities for the region, alongside aquaculture.

The last 12-18 months has seen our tourism industry continue its recovery from the Covid pandemic. To the year-end September 2024 visitor arrivals to

Aotearoa New Zealand were 3.23 million, up by 463,000 on the prior year and getting closer to the annual arrivals experienced in 2019 of 3.9 million. This growth and recovery trajectory is expected to continue, and central government has noted their focus on enabling the tourism sector to grow as part of their overall goal to double exports over the next 10 years. Charting our sector in a way that ensures this growth is well managed and brings benefits to both our communities and our environment will be essential as we move forward.

Since the MSDS 2023 was launched considerable progress has been made towards implementation of the projects and actions identified, with 48% of actions either complete or now part of Great South's business as usual

work programme. A further 21% of projects are currently in progress, 9% have an initial investigation underway, and the remainder are future focussed with the strategy duration charting Murihiku Southland's direction for a further five years.

Many project highlights have been experienced during this time with the launch of the Hump Ridge Track as a Great Walk, opening of Te Wahi Tākaro o Motupōhue Adventure Park, launch of the Data and Insights Southland Hub (DISH), development of the Get a Life campaign, key progression in the celebration of our regions cultural heritage, and improvement in sustainable tourism measures, among many other significant achievements.

As we move forward it is acknowledged that many key stakeholders and partners integral to implementation of the MSDS 2023 are experiencing challenges around funding and resource. Prioritisation will be key to achieving the best outcomes for our region and it will be more important than ever to work alongside each other to achieve the vision and goals of the MSDS 2023.



Kepler Track, Fiordland

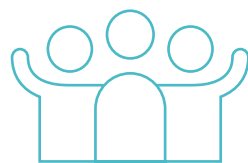
Refreshing your Memory

Tū tahi ki te Kei.

Let's all stand together in the stern of our waka.

The people of Murihiku Southland are shaped by our interwoven histories, our place at the southern edge of the world and our connection to Te Taiao. The spirit of kaitiakitanga runs deep, as does the southern hospitality we are renown for. Our place is one like no other, and one that visitors are drawn to experience and explore.

The Murihiku Southland Destination Strategy 2023-2029 (MSDS 2023) was launched in 2023 and outlines the pathway forward for our tourism sector and a vision for its future, deeply grounded in the principles of destination management. It signifies a crucial step in our re-imagining of tourism, laying the foundations for a more sustainable and regenerative visitor economy. It is a plan for all Southlanders, and one that seeks to deliver economic, cultural, social, and environmental benefits for our people while protecting and preserving our place. To achieve this the plan is intrinsically linked to :



Our Community

Delivering real benefits for our people (as identified by them).



Mana Whenua

Working in partnership and with a strong understanding of Te Ao Māori values.



Sustainability

At the heart of who we are and the future of our place.

The MSDS 2023 was written by Great South and guided by a Strategic Advisory Group, who provided strong representation from across the region. Several other key inputs were integral to its development, including a stakeholder workshop series, research on community views towards tourism, and an analysis of future visitor scenarios.

Our tourism sector experienced robust growth pre-Covid and visitor numbers are now returning. The communities of Murihiku Southland are supportive of this but want to see growth managed well, particularly in key locations such as Piopiotahi Milford Sound.

The MSDS 2023 echoes the priorities and perspectives of our communities and of mana whenua, and has been developed in close consultation with key stakeholders, recognising that it will take a coordinated effort to realise its vision for tourism in Murihiku Southland.

ITS PATHWAY FORWARD OUTLINES:

- Sixty-three recommended projects - spread across the areas of environmental stewardship, leadership and capability development, access and infrastructure, product and experience development and sharing our story.
- Twenty-four priority projects - reflecting the most significant opportunities to bring our vision to life and position the region as a stronger visitor destination.
- Five key enablers - areas of critical importance to the recovery and growth of our tourism sector:
 - Workforce attraction and development
 - Advocacy and regulatory planning
 - Tourism leadership group establishment
 - Data and insights
 - Quality accommodation development

In addition to these project areas, the MSDS 2023 signals the need for new measures of success which are more holistic in nature, addressing all the areas of benefit our tourism sector seeks to deliver.



Together we have the opportunity to re-shape the future of tourism in Murihiku Southland, inviting visitors to join us in our special place at the southern edge of the world, experiencing it in a way that provides lasting benefits for our people and place.



The Langlands Hotel

Vision

Murihiku Southland is a world-class tourism destination that showcases our stunning natural landscapes, rich cultural heritage, and exceptional hospitality. By prioritising sustainability and community collaboration, we create unforgettable experiences for visitors, while benefiting residents, businesses, and the environment.

Priority Outcomes

➤ Develop world-class experiences

Develop new product and experiences to attract visitors who align with our values and what we have to offer.

➤ Share our uniqueness with the world

Build on what makes us different – our location, environment, wildlife, history, and our people.

➤ Protect and enhance our place

Sustainability will be at the heart of all that we do, with real benefits for our communities delivered.

➤ Build on who we are and our natural assets

Authentically understand and share the stories of our people and our communities.

➤ Encourage a strong connection to our place

Build a deep connection with our visitors, keeping them with us for longer and more meaningful stays.

➤ Work in collaboration and partnership

Partner with mana whenua as kaitiaki of our place, work together as a region on key challenges and opportunities.

Key Enablers

The MSDS 2023 identified five key enablers which are of critical importance to the well-managed growth of our tourism sector. Challenges in these areas will be key considerations throughout the MSDS 2023 duration.



Workforce Attraction and Development

Our tourism workforce is facing shortages and is affected by the seasonal nature of many tourism businesses. Recruiting and retaining staff within our region who see tourism and hospitality as a pathway of value, is critical to our visitor economy.



Advocacy and Regulatory Planning

Within the tourism sector there are many national level issues and challenges that are important to our communities and businesses. Our region has a role to play in terms of advocacy and representation within these wider conversations and as part of higher-level decision making.



Tourism Leadership Group

Achieving successful destination management requires a comprehensive and co-ordinated approach that involves multiple stakeholders. Establishing a Regional Tourism Leadership Group will provide strong direction for our tourism sector and support continued implementation of the MSDS 2023.



Data and Insights

Tourism data is essential for the planning, development, marketing, and management of our tourism sector. Accessing accurate and timely information allows us to inform our sector and track progress across key measures i.e., community sentiment, visitor satisfaction, economic benefits, and sector sustainability.



Quality Accommodation Development

Accommodation is in short supply across the region and there are also significant gaps in the higher quality accommodation segment. Addressing these shortages will support tourism sector growth and reduce pressure on housing which is being utilised to bridge these gaps in some locations.

Strategy Projects

Based on input from our community, partners and stakeholders, and the analytical and strategic supporting work completed, recommended projects have been included because they support the achievement of our vision and goals for the tourism sector in Murihiku Southland. They also address our barriers to growth, ensure alignment with our guiding principles, emphasise community support for tourism and provide the foundation for a sustainable visitor economy. Projects are grouped according to these five components of destination management:



Environmental Stewardship

We have a key role to play in supporting the sustainability of our regional tourism sector, identifying key projects and priorities to support a more regenerative future.



Leadership and Capability Development

Tourism leadership is vital for effective decision-making and collaborative partnerships. It provides a framework for strategic planning which ensures long-term success and responsible growth of the tourism industry.



Access and Infrastructure

Efficient transportation networks, including well-connected airports, roads, and public transportation systems, enable visitors to easily reach our destination and explore what we have to offer.



Experience and Product Development

Our visitor products and experiences need to represent who we want to be as a destination, allowing visitors to create a deeper connection to our people and place.



Sharing our Story

We need to ensure that our destination stands out in a competitive marketplace, sharing our story and our uniqueness with key markets who align with our values.

From the 63 recommended projects, 24 have been prioritised, each reflecting the most significant opportunities to bring our vision to life and position the region as a stronger destination.

Priority Projects

Vision

Murihiku Southland is a world-class tourism destination that showcases our stunning natural landscapes, rich cultural heritage, and exceptional hospitality. By prioritising sustainability and community collaboration, we create unforgettable experiences for visitors, while benefiting residents, businesses, and the environment.

Priority Projects

A WORLD-CLASS DESTINATION

- Milford Opportunities Project
- World renown dark skies destination
- Predator Free Southland including Rakiura
- Māruawai cultural precinct
- Motupōhue visitor experience - Te Taurapa o Te Waka
- Home to Great Walks

SHOWCASING EXCEPTIONAL HOSPITALITY

- Regional ambassador programme
- Destination promotion to locals
- Southland Murihiku Food Tourism Strategy implementation
- Regional visitor information and Invercargill Waihōpai welcoming activation hub

PRIORITISING SUSTAINABILITY

- Regional spatial planning and tourism
- Murihiku Southland Sustainable Tourism Programme and sector support
- Cycling infrastructure and trail development

SHOWCASING RICH CULTURAL HERITAGE

- Cultural narrative and experience development
- New museum for Waihōpai Invercargill and Murihiku Southland
- Punanga Manu o Te Anau Te Anau Bird Sanctuary development
- Tūturau cultural storytelling
- Cultural storytelling in Waihōpai Invercargill

CREATING LASTING BENEFITS FOR COMMUNITY AND BUSINESS

- CBD rejuvenation in Waihōpai Invercargill and Māruawai Gore
- Town story and identity development
- Community engagement in tourism
- Public transport network investigation
- Business events attraction (MICE)
- Enhanced air connectivity – Waihōpai Invercargill and Te Anau

Enablers

Tourism Leadership Group

Data and Insights

Advocacy and Regulatory Planning

Workforce Attraction and Development

Quality Accommodation Development

Project Highlights

Since the MSDS 2023 was launched many projects have either been complete or significantly progressed. These project snapshots share highlights from the strategy implementation to date.

Environmental Stewardship

The MSDS 2023 has a clear desire for tourism in the region to be developed in a way that achieves benefits for our natural environment and local communities. Several key initiatives have been progressed to support this and build the capability of tourism businesses.

SUSTAINABLE SOUTHLAND PLATFORM

A Sustainable Southland platform within the SouthlandNZ website has been developed and is now live. This showcases tourism businesses committed to their sustainability journey, shares mindful travel tips, low emission itineraries, and details key conservation projects in the region such as Predator Free Rakiura and the Takahē Recovery Programme. To be showcased within this platform tourism businesses need to demonstrate that they meet 4 out of the 5 criteria set, with these being communication of their sustainability plan or vision, engagement or participation in community projects, showing awareness and incorporation of Te Ao Māori and Te Reo Māori, supporting or contributing to conservation or environmental projects, and measuring their carbon footprint.

MURIHIKU SOUTHLAND SUSTAINABLE TOURISM WEBINAR SERIES

Throughout 2024, Great South established a bi-monthly education series on topics of interest in the area of sustainable tourism. These online sessions were provided at no cost and created a forum for continual learning and sharing of ideas. Sessions offered throughout the year focussed on electric vehicle use in business, renewable energy certificates, and ways to contribute to biodiversity conservation.

ANNUAL MURIHIKU SOUTHLAND SUSTAINABLE TOURISM SURVEY

To monitor where our tourism businesses are on their sustainability journey and to understand the key challenges faced, Great South conducts an annual sustainable tourism survey. This provides key insights and is used to tailor support provided to the sector moving forward.

The results of the 2024 Murihiku Southland Sustainable Tourism Survey show strong improvement in the number of tourism businesses measuring their carbon footprint (33% up from 16%), and growth in the number with a sustainability accreditation and/ or carbon certification (52% up from 19%).



Leadership and Capability Development

Tourism leadership is vital for effective planning, decision making and building strong partnerships. It provides a foundation for achieving the MSDS 2023 goals and the responsible growth of our regional tourism industry. Several developments and programs that have taken place lay strong foundations for the sector.

DATA AND INSIGHTS SOUTHLAND HUB (DISH)

Tourism data is essential for the planning, development, marketing, and management of our tourism industry. In November 2024, Data and Insights Southland Hub (DISH) was launched. DISH is a centralised platform created to collect, process and present data relevant to the Murihiku Southland region. The platform connects users to key datasets and offers a comprehensive view of the region's economy and environment. DISH was created by Great South in collaboration with other key stakeholders, and includes a dashboard specifically focussed on tourism. Insights shared include visitor spend, visitor numbers at key locations, commercial accommodation occupancy, and Airbnb listing numbers.



SOUTHLAND YOUTH FUTURES (SYF)

Southland Youth Futures was established in 2014 as Great South's regional career exploration programme, intended to connect young Southlanders with career and training opportunities across Murihiku Southland industries, and to strengthen the pathway between education and employment.

Great South has since expanded the programme to address skills shortages through strong partnerships with education providers, employers, and government agencies. The programme includes a focus on tourism businesses and key activities include the work readiness programme in schools, workplace tours, career days, and employment events such as the Southland Summer of Work initiative which connected job seekers with seasonal employment. Since its inception SYF has engaged with over 11,000 students and over 140 employers.



Access and Infrastructure

Access and infrastructure are crucial for the success and growth of tourism. Infrastructure enabling tourism to occur must be fit for purpose and should encourage a shared approach, benefiting our communities as well as our visitors.

TE ANAU AIRPORT

Te Anau Airport has the potential to play a greater role within the region as a hub for light aircraft and to support tourism. It is well positioned due to its proximity to Piopiotahi Milford Sound and four of our region's Great Walks.

In light of this, Southland District Council contracted Great South to explore commercial opportunities and assess options to increase revenue. The final report has now been submitted to Council and includes recommendations around the establishment of on-site café, additional commercial hangar space and the provision for hangar homes. The pathway forward based on this work will be progressed in early 2025.

MURIHIKU SOUTHLAND CYCLE TOURISM OPPORTUNITIES

Cycle tourism was identified within the MSDS 2023 as an area experiencing significant growth. With the ability to attract visitors who stay longer and spend more, it also aligns with our sustainability goals and supports the wellbeing of our communities. To assess opportunities for our region in this area Great South contracted Destination Planning Ltd, who have since completed the Murihiku Southland Cycle Tourism Opportunities Assessment. This identified recommended actions within five key areas, acknowledging the potential Murihiku Southland has to become a distinctive must-visit destination for cycling experiences.

The Opportunities Assessment prioritised exploring the development of a potential regional entity, and this investigation is now also complete. Such an entity would support the establishment of a regionally endorsed trails plan, unite Council efforts, and support trails organisations within a prioritised regional network. The proposed regional trails entity now requires a funding pathway to support its initiation.



Motupōhue Bluff Hill

Experience and Product Development

Any development of new product or experiences in our region needs to be grounded in our people and place to create the authentic experiences sought by visitors. Our key pillars are central to this, as they are strongly linked to what makes us unique.

CULTURAL NARRATIVE AND EXPERIENCES

The stories and history of mana whenua are important to our regions cultural heritage and of high value to visitors. Since the MSDS 2023 was launched there have been several new additions to the built environment of our towns and cities. The most significant being the series of Matariki Pou now in place around the region. These have been developed through a joint project between Southland District Council, Te Ao Marama and Ngāi Tahu, with co-funding from MBIEs Tourism Infrastructure Fund. The network of 8 Pou (with two more planned) creates a wayfinding experience throughout Murihiku Southland, guiding visitors from one location to the next while celebrating Māori cultural history and the preservation of dark skies.

TE TAURAPA O TE WAKA – A WORLD CLASS VISITOR EXPERIENCE

Over the last two years Great South have supported Awarua Rūnaka with their vision for a visitor experience at the top of Motupōhue Bluff Hill – Te Taurapa o Te Waka. This would embody the cultural significance of Motupōhue and become an iconic, nationally significant site.

A sculptural Taurapa (canoe sternpost) up to 25 metres tall, visible from the base of Motupōhue, would be the centre piece of an entire experience including interpretation centre, sculpture trail, walking track and use of digital, location-based storytelling. The concept design and engineering assessment for the project have now been complete, and an indicative budget has been established. Funding is now required to complete a feasibility study for the project before wider fundraising for the complete project can get underway.

MURIHIKU EATS, A FOOD GUIDE TO SOUTHLAND

An action plan to attract visitors to Murihiku Southland based on the strength of our unique food was created within the Murihiku Southland Food Tourism Strategy, released in 2021. Implementation of this strategy continues to progress and has led to the creation of Murihiku Eats, a food guide to Southland. This guide is in the form of a brochure and shares our region's iconic food stories and food events, while showcasing hospitality providers across the region who are using locally sourced, hero ingredients within their menus. It encourages visitors to connect with the Murihiku Southland food story and try all we have to offer as they navigate the region.

Sharing our Story

Sharing our story and gaining a stronger understanding of its essence has been a key focus for the region and will continue to be so moving forward. Our story is the heart of what makes our people and place unique and how we can best connect with those who may visit us.

GET A LIFE

In May 2024 Great South launched the 'Get a Life' campaign and toolkit. Get a Life is a tool for recruitment and targeted at those interested in moving to the Murihiku Southland region. It speaks to the benefits of living in Murihiku Southland, and that the region can offer more than just a job, but a whole new life. The concept is based on the premise that Murihiku Southland offers an incredible lifestyle through its beautiful scenery, vibrant communities, and healthy work-life balance. The campaign idea was inspired by the MSDS 2023 ambassador programme project, yet recognised that our sectors most immediate need was a focus on recruitment, acknowledging that all the things that make Murihiku Southland a great place to live also make it a great place to visit.

KEY PILLAR DEVELOPMENT - WALKING AND CYCLING

Murihiku Southland is now home to five of Aotearoa New Zealand's 11 Great Walks, with the Hump Ridge Track officially opened by Conservation Minister Tama Potaka in October 2024. A new waharoa now stands at the entrance and installations along the trail share the areas rich histories, including those of mana whenua and its forestry heritage. The Track is expected to see a 10% growth in user numbers in the coming years and bring opportunities to the local community.

Alongside Great Walks, our region also has a large range of day walks, which can be experienced by visitors of differing abilities and those not wanting an overnight hut stay. To highlight these and encourage a longer length of stay the Hike Fiordland Passport has been created. This features 22 walks in the Fiordland area in a passport style, designed so users keep it and tick off walks as they complete them. This encourages repeat visitation and also caters to the local community. After a popular launch season, the passport is now in its second edition.

Cycling is another emerging pillar of visitation to Murihiku Southland, and one that has been given a strong boost in 2024 with the opening of Te Wahi Tākaro o Motupōhue Adventure Park. Located on Bluff Hill, the park features over 10km of mountain biking and walking trails which include 11 new trails developed by Invercargill City Council with co-funding from the Tourism Infrastructure Fund. The Park will bring new visitors to the area and support the attraction of mountain biking events. This project was also one of 24 identified within the Bluff Motupōhue Tourism Master Plan, intended to revitalise and grow tourism in the town.

BUSINESS EVENTS SOUTHLAND STRATEGY

The Business Events industry brings significant economic benefits to Murihiku Southland. In addition to attracting high-value visitors, delegates daily spend is typically twice that of a leisure visitor and many attendees choose to travel the region before or after the event, or return with their families during a repeat visit. To maximise the opportunities business events offer the region, Great South created the Business Events Southland Strategy which was launched in October 2024. The strategy has four key areas of focus intended to build our presence and share of the market. Business events have a key role to play in the diversification of our traditional tourism business and in growing off peak visitation, providing particular support to our accommodation providers and hospitality venues.



Matariki Pou - Slope Point



Bill Richardson Transport World

Implementation Approach

To achieve success, the MSDS 2023 will require strong regional leadership, co-ordination, collaboration, and connection.

The strategy charts the direction of Murihiku Southland's visitor economy and, while created by Great South, it will require the input and efforts of all those connected to our tourism sector.

The following section provides an update on each of the 63 projects and 145 supporting actions within the MSDS 2023 in terms of lead responsibility, estimated timing, and current status, with projects requiring advocacy also identified. It is expected that the Tourism Leadership Group, once formed, will have a key role to play in terms of advocacy.

Implementation of these projects assumes a phased approach with the estimated timing of each either:

- Short term — 2024/2025
- Medium term — 2026/2027
- Long term / future focussed — 2028/2029
- Or business as usual - seen as part of the lead organisations ongoing work programme or likely to be an ongoing focus throughout the strategy duration.

This timing is assessed based on consideration of those actions that can be undertaken simply and/ or form part of existing workstreams, as well as those that are required to achieve foundational aspects of the MSDS 2023. Many projects also require long-term input and support from a number of stakeholders to ensure their success.

It's important to note that external funding sources and the resource available in many key organisations has been impacted since the MSDS 2023 was launched, and so the ability to progress projects within the strategy's duration may be impacted. While it is essential to chart our direction, it's also important to respond to the environment we are operating within and therefore re-prioritisation of projects may also occur from time to time, and some may take longer to complete than expected.

With Great South specifically, the agency's funders play a key role in determining annual work programmes and at times this may also signal priority changes.



Invercargill



Around the Mountains Cycle Trail

Implementation Plan

Environmental Stewardship

COMPLETED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Tourism sector sustainability – leadership and support	Develop a bi-monthly education series to encourage continual learning, sharing of ideas, and joint solutions to sustainability challenges.	Lead - Great South	Series ran throughout 2024 with webinars focussed on electric vehicle use in business, renewable energy certificates, and ways to contribute to biodiversity conservation.
Develop an online platform for tourism sustainability within Murihiku Southland	Develop and maintain an online platform sharing information on sustainability within our regional tourism sector.	Lead - Great South	Housed within the SouthlandNZ.com website - www.southlandnz.com/plan-your-visit/sustainable-travel/
	Establish a range of itineraries based on low emission experiences and operators committed to sustainability.	Lead - Great South	Housed within the SouthlandNZ.com website - www.southlandnz.com/plan-your-visit/sustainable-travel/itineraries/
Promote guidelines for visitor behaviour	Promote the Tiaki Promise, wildlife care codes and share information on travelling sustainability within the region; both at key locations and digitally.	Lead - Great South Supporting - Councils, DOC	This information is shared within key channels on a regular basis and within the online platform for sustainable tourism on the SouthlandNZ website.
	Share information on driver safety within the regional destination website SouthlandNZ.com.	Lead - Great South	Includes safe driving tips, information on Southland's road conditions, traffic updates, road closures and more - www.southlandnz.com/plan-your-visit/transportation/driving/
Support efforts to reduce and better manage waste at visitor destinations	Promote the Tiaki promise as a set of guidelines to follow in terms of how to tread lightly in our region, with consideration to the environment.	Lead - Great South	Shared within the SouthlandNZ website - www.southlandnz.com/plan-your-visit/sustainable-travel/mindful-travel/tiaki-promise/

BUSINESS AS USUAL:

**Projects and areas of focus either ongoing or likely to have an ongoing focus throughout the strategy duration.*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Long term spatial planning – climate change impacts	Support the development of solutions to mitigate the impacts of climate change in areas reliant on tourism through regional coordination.	Lead - Great South, Councils Supporting - DOC, Ngāi Tahu, Te Ao Mārama Inc (representing the interests of Ngā Papatipu Rūnaka ki Murihiku)	<i>Advocacy focus</i>
Tourism sector sustainability – leadership and support	Continue to run the Murihiku Southland Sustainable Tourism Programme up to two times per year dependent on demand and resourcing.	Lead - Great South	
Predator Free Murihiku, including Rakiura Stewart Island	Raise the profile of Murihiku Southland's predator free programmes with visitors to the region.	Lead - Great South	Key information added to the SouthlandNZ website and highlighted in relevant famil and campaign activity.
	Advocate for continued support of significant predator-free programmes in the region i.e., Predator Free Rakiura, efforts of the Bluff Hill Motupōhue Environment Trust.	Lead - DOC, Councils, Ngāi Tahu, Ngā Papatipu Rūnaka ki Murihku, Predator Free Community Organisations, Great South	<i>Advocacy through Great South channels</i>
Promote guidelines for visitor behaviour	Ensure information centres and rental car businesses inform visitors of road safety considerations and conditions.	Lead - I-site operators Supporting - Great South, Waka Kotahi, NZTA	Local i-sites inform visitors of road safety considerations and closures, such as those that occur on the Milford Road.

PROJECTS IN PROGRESS

**Those significantly progressing or with an initial investigation underway*

Short Term Focus 2024-2025

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Investigate opportunities for the visitor economy to support environmental protection	Connect visitors to volunteer programmes operating within our region.	Lead - Great South Supporting - DOC	

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Support efforts to reduce and better manage waste at visitor destinations	Encourage the sector to move away from single use items, especially plastics.	Lead - Great South Supporting - DOC	<i>Advocacy focus</i>

Medium Term Focus 2026 - 2027

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Long term spatial planning – climate change impacts	Advocate for alignment of spatial planning at a national and regional level, and locally across key partners such as DOC, Ngāi Tahu, Te Ao Mārama Inc, Councils, Government etc.	Lead - Great South, Councils Supporting - DOC, Ngāi Tahu, Te Ao Mārama Inc (representing the interests of Ngā Papatipu Rūnaka ki Murihiku)	<i>Advocacy focus</i>
	Advocate for tourism considerations to be included in the development of the Murihiku Southland Regional Climate Change Strategy, a key recommendation within the Beyond 2025 Regional Long Term Plan.	Lead - Great South, Councils Supporting - DOC, Ngāi Tahu, Te Ao Mārama Inc (representing the interests of Ngā Papatipu Rūnaka ki Murihiku)	<i>Advocacy focus</i> Phase one, the Murihiku Southland Regional Climate Change Strategy is complete and phase two - Regional Framework for Action is now being developed.
Work with the tourism sector to establish sustainability goals	Work with the tourism sector in Murihiku Southland to identify any collective goals they would like to support and/or see achieved in relation to sustainability.	Lead - Great South	Have supported tourism businesses interested in progressing a Single-Use Plastic Free Fiordland initiative. This now requires a community lead.
Advocate for energy transition in key tourism destinations	Investigation of key new generation and renewable energy opportunities for Rakiura Stewart Island and Piopiotahi Milford Sound, aligning with the recommendations from the Southland Murihiku Regional Energy Strategy 2022 – 2050.	Lead - Southland District Council Supporting - Great South, DOC, Milford Sound Tourism, Energy Strategy Steering Group	An application for funding to support alternative solutions on Rakiura Stewart Island is currently being progressed. Milford Sound options will be reassessed based on the Milford Opportunities Project outcomes.

FUTURE FOCUSED PROJECTS:

**Long-term projects yet to be meaningfully progressed*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Predator Free Murihiku, including Rakiura Stewart Island	Investigate options for the visitor economy to support predator-free activity.	Lead - Great South Supporting - DOC, Predator Free Community Organisations	
Investigate opportunities for the visitor economy to support environmental protection	Investigate commercial models focused on volunteering that may work well in Murihiku Southland.	Lead - Great South Supporting - DOC	
	Consider options for the visitor economy to support environmental preservation within the region.	Lead - Great South Supporting - DOC	
Support efforts to reduce and better manage waste at visitor destinations	Investigate solutions to better manage waste and offer recycling options at key visitor destinations.	Lead - Councils, DOC Supporting - Great South, Wastenet Southland	
	Encourage the use of composting systems to minimise food waste.	Lead - Great South, Councils	<i>Advocacy focus</i> By 2030, all urban areas within New Zealand will have a household food scraps collection
Support improved inclusive and accessible tourism within the region	Work with the Makingtrax Foundation to offer workshops that educate operators on how they can look to make their experiences and products more inclusive, while providing an understanding of the value of this market.	Lead - Great South	
	Consider other opportunities that support tourism operators to make their products more accessible to those with disabilities, physical or otherwise.	Lead - Great South	

Lake Te Anau



Leadership and Capability Development

COMPLETED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Collation and distribution of tourism data	Develop a tourism data dashboard featuring key indicators that cover economic, sustainability, community sentiment, and visitor satisfaction measures.	Lead - Great South	Data and Insights Southland Hub (DISH) launched in November 2024, featuring a dashboard dedicated to tourism.
	Ensure tourism is considered in connection to the implementation of the data related recommendations within the Beyond 2025 Southland Plan - Regional Data Repository and Regional Data Strategy.	Lead - Great South Supporting - Councils	Data and Insights Southland Hub (DISH) launched in November 2024, featuring a dashboard dedicated to tourism.
Community support and participation in tourism	Consider priorities identified within Council community board plans and the aspirations of our regional promotion's groups.	Lead - Great South Supporting - Community Boards, Promotions Groups, Councils	Community board plan priorities incorporated into and considered within the creation of the MSDS 2023.

BUSINESS AS USUAL:

**Projects and areas of focus either ongoing or likely to have an ongoing focus throughout the strategy duration.*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Regulatory and planning - sector advocacy	Advocate for and represent Murihiku Southland's perspective on key issues and challenges.	Lead - Great South Supporting - Councils, Ngā Papatipu Rūnaka ki Murihiku	<i>Advocacy focus</i>

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Build the profile of careers in tourism	Consider opportunities for tourism to be included within the Southland Youth Futures programme run by Great South, highlighting tourism pathways within our schools.	Lead - Great South	Tourism business are a key contributor to many Southland Youth Futures activities such as workplace tours, work readiness programmes in schools, and career and job expos. This programme is ongoing but continuation is funding dependent. The Mayors Taskforce for Jobs initiative delivered by Great South on behalf of Southland District Council also places people in tourism support roles.
	Support businesses and organisations to build stronger relationships with schools, polytechnics, and universities, while also providing experiential learning programmes	Lead - Great South	Southland Youth Futures is focused on connecting young people with industry through its relationships with schools and employers, and through running job fair events both of which include tourism businesses. This programme is ongoing but continuation is funding dependent.
	Support SIT Te Pūkenga as a regional tourism training facility.	Lead - SIT/ Te Pūkenga Supporting - Great South	SIT currently offers tertiary study in travel, tourism and hotel management. Among others, courses on offer include Bachelor of Hotel Management, New Zealand Diploma in Hospitality Management, and the New Zealand Diploma in Tourism and Travel.

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Investigate options for staff accommodation at key locations (with a focus on Te Anau)	Advocate for staff accommodation provision within new developments in the region.	Lead - Great South, Councils Supporting - Fiordland Business Association, Employers	<i>Advocacy focus</i> Options investigated to date include the Fiordland Housing Project, led by Fiordland Business Association. This project considered affordable and sustainable housing solutions with a focus on worker accommodation.
	Partner with the proposed Regional Housing Forum to ensure the needs of the tourism sector are considered in the wider approach to addressing housing challenges.	Lead - Great South	<i>Advocacy focus</i> The needs and challenges of tourism are aligned with those of the wider community, and these are being considered within implementation of the Beyond 2025 Southland Regional Long Term Plan. For tourism to thrive worker accommodation and long-term rental stock is required and there is visitor demand for non-commercial accommodation.
Support regional collaboration and capability building	Develop an annual calendar/ ongoing system for connecting with and updating our tourism sector on key activity and developments.	Lead - Great South	Any marketing or key activity that takes place is shared with tourism operators through the Murihiku Southland Tourism Updates newsletter
	Facilitate stronger connections between our region's i-sites and information centres.	Lead - Great South Supporting - i-sites and information centres	Visits occur throughout the year to strengthen connection and discussion.
	Continue to provide workshops and opportunities for operators to develop their skills.	Lead - Great South	Activity will be undertaken when opportunities arise with consideration given to funding available.
Community support and participation in tourism	Continue to conduct community sentiment and views on tourism research on a bi-annual basis.	Lead - Tourism Data Leadership Group Supporting - Great South	An ongoing solution is being considered at a national level by the Tourism Data Leadership Group

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Leverage external funding for the region	Identify opportunities to leverage existing funding for infrastructure projects related to tourism i.e., Tourism Infrastructure Fund.	Lead - Great South, Councils	Leading the completion of funding applications identified may require additional resource. The recently developed Matariki Pou project was the result of a successful application to the Tourism Infrastructure Fund made by Southland District Council, with the support of Great South.

PROJECTS IN PROGRESS

**Those significantly progressing or with an initial investigation underway*

Short Term Focus 2024 - 2025

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Tourism Leadership Group	Establish a Tourism Leadership Group to provide direction and advocacy for our regional tourism sector and support continued implementation of the revised MSDS 2023.	Lead - Great South	
	Establish terms of reference and meeting frequency.	Lead - Great South	
Regulatory and planning - sector advocacy	Include advocacy as part of the Tourism Leadership Group's terms of reference.	Lead - Great South	
Community support and participation in tourism	Establishing a regular means to connect and partner with our four Papatipu Rūnaka on their aspirations and projects of importance.	Lead - Great South Supporting - Ngā Papatipu Rūnaka ki Murihiku	

Medium Term Focus: 2026 - 2027

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Collation and distribution of tourism data	Investigate ways to best measure the sustainability of our tourism sector.	Lead - Tourism Data Leadership Group Supporting - Great South	Being considered at a national level by the Tourism Data Leadership Group.

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Regulatory framework for non-commercial accommodation	Conduct an assessment on the impacts of non-commercial accommodation within the Murihiku Southland region in partnership with all Councils.	Lead - Councils Supporting - Great South	Currently being considered by Southland District Council as part of their Housing Action Plan development
	Investigate options to introduce regulatory change that would alleviate the pressure on our housing market caused by high levels of non-commercial accommodation use.	Lead - Regional Housing Group Supporting - Great South	Being considered within the draft Regional Housing Action Plan.

FUTURE FOCUSED PROJECTS:

**Long-term projects yet to be meaningfully progressed*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Investigate options for staff accommodation at key locations (with a focus on Te Anau)	Highlight staff accommodation as a key opportunity with potential investors and within the regional Tourism Investment Prospectus to be developed.	Lead - Great South	Highlighting the importance of staff accomodation is an ongoing focus. The Tourism Investment Prospectus will be a longer term project, which requires funding to complete.
Collation and distribution of tourism data	Establish a programme to measure visitor satisfaction with our destination.	Lead - Great South	This qualitative research programme requires funding to be progressed.
	Establish a qualitative surveying programme at regular intervals at key destinations.	Lead - Great South	This qualitative research programme requires funding to be progressed.
Community support and participation in tourism	Create a community engagement plan to provide opportunities for community consultation and collaboration in destination management projects.	Lead - Great South Supporting - Councils	Community are engaged within specific projects as they progress, an ongoing means to provide input is still to be established.
Support regional collaboration and capability building	Investigate the potential for an annual or bi-annual event bringing operators from around the region together.	Lead - Great South	The ability to run this event would be funding and resource dependent.
Leverage external funding for the region	Develop a regional Tourism Investment Prospectus.	Lead - Great South	

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Regional tourism awards	Investigate options for the development of regional tourism awards to showcase the achievements of our operators.	Lead - Great South	

DISCONTINUED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Tourism workforce development	Support implementation of the RSLG plan to address workforce shortages in tourism and hospitality.	Lead - Regional Skills Leadership Group (RSLG)	Regional Skills Leadership Group structure disbanded by central government
Build the profile of careers in tourism	Support implementation of the Better Work Action Plan.	Lead - MBIE Supporting - Great South	The Better Work Action Plan was part of the Tourism Industry Transformation Plan. Work on all Industry Transformation Plans stopped in December 2023 as directed by central government.



Dusky Ridges Farmstay, Te Anau

Access and Infrastructure

COMPLETED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Visitor information and Waihōpai Invercargill Welcoming Activation Hub	Assess the feasibility for i-sites in Waihōpai Invercargill and Te Anau.	Lead - Great South Supporting - MBIE, DOC, Councils, Emergency Management Southland, VIN Inc, Tourism New Zealand	A new i-site has been established in Te Anau and is being operated by Southern Discoveries. There is currently no i-site in Waihōpai Invercargill as a viable pathway forward has not yet been found. A sustainable funding model is required to reassess this opportunity, such as the establishment of a commercial entity.
Support progression of the Milford Opportunities Project	Provide input into relevant areas within the feasibility testing of the masterplan's recommendations.	Lead - Great South Supporting - Milford Opportunities Project Governance Group, Ngāi Tahu, DOC, Southland District Council, the Ministry of Transport, Waka Kotahi NZTA, MBIE	Various members of the Great South team provided insights and data to the Milford Opportunities Project team during the feasibility testing phase of the masterplan.
	Support the design, planning and implementation of the final masterplan.	Lead - Great South Supporting - Milford Opportunities Project Governance Group, Ngāi Tahu, DOC, Southland District Council, the Ministry of Transport, Waka Kotahi NZTA, MBIE	In June 2024, the Milford Opportunities Project feasibility report was submitted to central government. A decision on next steps is now awaited.
Support the development of public transport networks	Support Invercargill Airport to grow their rental car fleet.	Lead - Invercargill Airport Supporting - Great South	Capacity has grown significantly since 2019 and two new operators have been added. Additional capacity is not being sought at this time.
Develop infrastructure to support cycle tourism	Finalise the cycle tourism opportunity assessment currently underway and progress recommended outcomes related to infrastructure.	Lead - Great South, Councils	Murihiku Southland Cycle Tourism Opportunities Assesment complete, infrastructure implementation will be long term and dependent on funding support.
Encourage further development of our EV network – the future roading network	Support Invercargill Airport to establish an EV rental vehicle fleet and accompanying charging infrastructure.	Lead - Invercargill Airport Supporting - Great South	EV vehicles can now be hired ex Invercargill Airport and charging infrastructure is in place.

BUSINESS AS USUAL:

**Projects and areas of focus either ongoing or likely to have an ongoing focus throughout the strategy duration.*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Enhanced connectivity for Invercargill Airport	Continued advocacy for additional jet services at Invercargill Airport	Lead - Invercargill Airport Supporting - Great South, Air New Zealand	<i>Advocacy focus</i>
Visitor information and Waihōpai Invercargill Welcoming Activation Hub	Develop close links between i-sites/ visitor centres and RTO staff.	Lead - Great South	
	Investigate ways the network can support the attraction of new residents wanting to live and work in the region.	Lead - Great South Supporting - Councils	Our i-sites and the SouthlandNZ website support the creation of a positive experience for new residents. The SouthlandNZ website provides information on moving to Murihiku Southland and job vacancies in the region.
Support the development of public transport networks	Advocate for increased public transport networks linking towns within our region.	Lead - Great South, Councils Supporting - Private transport operators	<i>Advocacy focus</i> - Great South supports growth in public transport and recognises the benefits for tourism as well as the community.
	Support Invercargill City Council to grow usage of public transport within the city and its surrounds.	Lead - Invercargill City Council Supporting - Great South	<i>Advocacy focus</i> - Great South supports growth in public transport and recognises the benefits for tourism as well as the community.
Develop infrastructure to support cycle tourism	Advocate for best practice cycling infrastructure within our towns and urban centres.	Lead - Great South, Councils	<i>Advocacy focus</i>
Encourage further development of our EV network – the future roading network	Encourage key accommodation providers to install charging infrastructure.	Lead - Great South	<i>Advocacy focus</i>
Support tourism inclusion within future planning for towns	Advocate that Councils and community boards consider the potential of tourism in place specific destination and town planning within the region.	Lead - Great South, Councils Supporting - Community Boards, Ngā Papatipu Rūnaka ki Murihiku	<i>Advocacy focus</i>

PROJECTS IN PROGRESS

**Those significantly progressing or with an initial investigation underway*

Short Term Focus 2024 - 2025

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Te Anau Airport as aviation access to Te Rua-o-Te-Moko Fiordland	Complete review into the viability of Te Anau airport and its future opportunities.	Lead - Airport Review Working Group Supporting - Southland District Council, Great South	Great South have been contracted by Southland District Council to explore the financial viability of and future opportunities for Te Anau Airport. The final report has now been submitted and Council will assess the pathway forward based on this work in early 2025.
Encourage further development of our EV network – the future roading network	Work with key stakeholders to understand what EV charging stations will be needed across the region.	Lead - Great South Supporting - Charging network providers	Being investigated by the Southern Way touring route partnership based on analysis of what already exists and whats needed, alongside location considerations.

Medium Term Focus: 2026 - 2027

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Stirling Point visitor management	Support Invercargill City Council with their plans to manage visitors and reduce congestion at Stirling Point.	Lead - Invercargill City Council Supporting - Great South	Potential options for improved parking at Stirling Point will be discussed with the Bluff Community Board and other interested parties in the first quarter of 2025.

FUTURE FOCUSED PROJECTS:

**Long-term projects yet to be meaningfully progressed*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Support the Development of Public Transport Networks	Investigate the potential to introduce ride-sharing options.	Lead - Great South	
Develop infrastructure to support cycle tourism	Establish stronger monitoring of trail usage to support robust decisions on cycle tourism development, including research on the economic impact of cycle trails.	Lead - Trail Groups, Councils Supporting - Great South	Further implementation of in-depth cycle tourism initiatives requires a funding pathway.
	Establish guidelines and/or programmes to support and upskill businesses to provide best practice services and experiences around our cycle tourism trails and facilities.	Lead - Great South	Further implementation of in-depth cycle tourism initiatives requires a funding pathway.
Cruise sector assessment	Compete a regional cruise sector assessment, identifying recommended pathways for each of our cruise ports.	Lead - Great South Supporting - Environment Southland, South Port, Milford Sound Tourism, Councils, Milford Opportunities Project	Ability to complete this assessment will be dependent on funding and resource available. Current focus is to support the development of capability and infrastructure in emerging ports such as Motupōhue Bluff.

Kepler Track, Fiordland



Experience and Product Development

COMPLETED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Support mana whenua to develop cultural narrative and experiences	Incorporate cultural storytelling within our regional destination website SouthlandNZ.com, including use of Māori place names.	Lead - Great South	Further stories and content will be incorporated on an ongoing basis, as these are shared by mana whenua
Punanga Manu o Te Anau/ Te Anau Bird Sanctuary Development	Support Ōraka Aparima Rūnaka to articulate the stories that could be told at this site i.e., history, taonga and significance to mana whenua.	Lead - Ōraka Aparima Rūnaka Supporting - Great South, DOC, Fish and Game, Southland District Council	<i>Punanga Manu Reimagined</i> report complete, based on engagement with Ōraka Aparima Kaumātua Kāhu.
Motupōhue visitor experience - Te Taurapa o Te Waka	Support Awarua Rūnaka to develop a concept plan based on their vision for Motupōhue Bluff Hill.	Lead - Awarua Rūnaka Supporting - Great South, DOC, Invercargill City Council, Bluff Community Board	Concept plans are complete and funding is now being sought for the projects next stages - the completion of a feasibility study and planning assessment
	Establish an indicative budget for implementation of the project and an associated fundraising plan.	Lead - Awarua Rūnaka Supporting - Great South, DOC, Invercargill City Council, Bluff Community Board	An engineering assessment to determine the projects ability to be constructed has been complete, alongside a full cost estimate.
Home to Great Walks	Support the Tuatapere community to maximise benefits of the Hump Ridge Track's Great Walk status.	Lead - Great South Supporting - DOC, Southland District Council	Supported the Hump Ridge Track Great Walk launch with famils, media and campaign activity. Now part of the ongoing work programme
Further development of agritourism opportunities	Host the nationally offered Agritourism Accelerator Programme 2023 in Murihiku Southland.	Lead - Great South	A group of 14 attended this programme, which consisted of an in-person workshop and five in-depth monthly webinars.
Collective development and marketing of Te Akau Tai Toka The Catlins	Develop an MOU between Great South and Clutha Development in relation to tourism development and promotion in Te Akau Tai Toka The Catlins.	Lead - Great South, Clutha Development	This MOU is now complete, outlining a partnership approach to tourism in the Catlins from a marketing, trade, and destination development perspective.

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Destination management planning for the Te Anau basin	Completion of the Te Anau basin development plan.	Lead - Fiordland Community Board Supporting - Southland District Council. Great South, Ngā Papatipu Rūnaka ki Murihiku	The Te Anau Basin Development Plan, <i>Te Kāinga Mīharo - the Home of Wonder</i> , is now complete, with a high number of public submissions being received throughout the development process.

BUSINESS AS USUAL:

**Projects and areas of focus either ongoing or likely to have an ongoing focus throughout the strategy duration.*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Development of quality accommodation options	Advocate and highlight demand for more quality accommodation in the region.	Lead - Great South	<i>Advocacy focus</i>
	Support mana whenua to develop cultural narrative and experiences	Lead - Ngā Papatipu Rūnaka ki Murihiku Supporting - Great South	<i>Advocacy focus</i> Completed new developments with mana whenua cultural identity and storytelling include i.e. Waihōpai Invercargill city centre, Stead Street / Invercargill Airport, Matariki Pou
Implementation of the Southland Murihiku Food Tourism Strategy	Continue implementation of the Southland Murihiku Food Tourism Strategy.	Lead - Great South Supporting - Key partners outlined within the Southland Murihiku Food Tourism Strategy	Planned strategy duration is from 2022 until the end of 2026. Highlights from implementation over the last year include the updated Murihiku Eats Guide, famils with Kia Ora magazine and the creation of new video content.



PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Position Murihiku Southland as a cycle tourism destination	Build Murihiku Southland's distinctive identity as a cycle tourism destination.	Lead - Great South Supporting - Councils, Ngā Papatipu Rūnaka ki Murihiku, Regional Cycling Groups	Cycling continues to be developed as a pillar for visitation to Murihiku Southland. In 2024, Te Wahi Tākaro o Motupōhu Adventure Park officially opened, comprising 27 mountain biking and walking trails with 11 of these being new additions.
	Leverage cycle tourism to build Murihiku Southland's other special interest sectors including food, art, dark skies and agritourism.	Lead - Great South	Focussed on linking key experiences to other pillars of visitation e.g Around the Mountains Cycle Trail and agritourism/ food.
Home to Great Walks	Continue to market and promote our regions Great Walks nationally and via trade channels.	Lead - Great South Supporting - DOC	
Support urban rejuvenation in Waihōpai Invercargill and Māruawai Gore	Support Invercargill City Council and Invercargill Central Ltd to market Waihōpai Invercargill's city centre to visitors outside of the region.	Lead - Great South Supporting - Invercargill City Council, Invercargill Central Ltd	Waihōpai Invercargill is marketed to visitors as a hub to explore the rest of Murihku Southland. A regular programme of city centre events delivered by Great South also increases attractiveness to visitor markets.
	Advocate support for the completion of further stages of the Invercargill City Centre Master Plan.	Lead - Invercargill City Council Supporting - Great South, Waihōpai Rūnaka	<i>Advocacy focus</i>
	Develop activations and events that attract people into the Waihōpai Invercargill city centre.	Lead - Great South Supporting - Invercargill City Council, Invercargill Central Ltd	Invercargill City Council have contracted Great South to deliver this activity. The work programme is ongoing but contingent on funding being continued.
Further development of agritourism opportunities	Continue to build Murihiku Southland's position as the 'Home of Agritourism'.	Lead - Great South	www.southlandnz.com/things-to-do/agritourism/

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Arts and heritage tourism approach for Murihiku Southland	Identify pathways to showcase arts and heritage as part of our regional tourism offer.	Lead - Great South	Existing arts and heritage opportunities for visitor engagement are showcased on the SouthlandNZ website, which also hosts Heritage South's events calender.
Collective development and marketing of Te Akau Tai Toka The Catlins	Continue progress on key projects being progressed and others outlined with Te Akau Tai Toka The Catlins Tourism Strategy i.e., The Catlins Coastal Walk, qualitative data capture, development of the Catlins experience cluster.	Lead - Great South, Clutha Development Supporting - Catlins Partnership Group, Awarua Rūnaka, Southland District Council	Several projects are now complete such as the Catlins Coastal Walk investigation. Others will be progressed as resource allows.
Facilitate implementation of Bluff Motupōhue Tourism Master Plan	Continue implementation of the Bluff Motupohue 2020 Tourism Master Plan	Lead - Great South, Awarua Rūnaka, Invercargill City Council, Bluff Community Board	BMTMP has a 20 year pathway and projects will continue to be progressed throughout the MSDS duration. At the end of 2024 five of these projects are complete - visitor welcome bay, Te Ara Taurapa Invercargill to Bluff cycle trail, enhanced Stewart Island ferry terminal development, restoration of old harbour wharf for public fishing, and the active recreation precinct - Te Wahi Tākaro a Motupōhue - Adventure Park.
	Focus on key transformational tourism projects – Motupōhue Visitor Experience - Te Taurapa o Te Waka, Active Recreation Precinct, Bluff Southern Marine Discovery Centre, Ocean Beach Aquaculture Hub.	Lead - Great South, Awarua Rūnaka, Invercargill City Council, Bluff Community Board	Progress is project dependent -The Active Recreation Precinct - Te Wahi Tākaro a Motupōhue Adventure Park is now complete, Te Taurapa o Te Waka hasa completed concept design and engineering assessment, Ocean Beach continues to develop and expand, and Bluff Southern Marine Discovery Centre is currently a future focus.

PROJECTS IN PROGRESS

**Those significantly progressing or with an initial investigation underway*

Short Term Focus 2024 - 2025

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Development of quality accommodation options	Support the launch of the 4.5-star Distinction Hotel in Waihōpai Invercargill, which will add 150 rooms to the city’s capacity.	Lead - Great South Supporting - Distinction Hotels Group	Hotel opening in 2025. Will enable the development of regional itineraries based on the network of Distinction Hotels connecting Dunedin, Invercargill and Te Anau.
Cultural storytelling at Tuturau	Support Hokonui Rūnaka to develop culturally designed panels sharing the stories of Tuturau	Lead - Hokonui Rūnaka Supporting - Great South	<i>Expected to be complete in the first half of 2025</i>
Kāitahutaka Waihōpai - mana whenua cultural identity in Waihōpai Invercargill	Support Waihōpai Rūnaka to develop profiles of identified Tohu Whenua in the Waihōpai takiwā to increase the knowledge and awareness of the narratives behind these important taoka.	Lead - Waihōpai Rūnaka Supporting - Great South, Invercargill City Council, Kā Huru Manu	Expected to be complete in the first half of 2025
Establish Murihiku Southland as a world class dark skies destination	Support viewing opportunities, interpretation and storytelling around the night sky and its cultural significance i.e., at Observation Rock and on Motupōhue Bluff Hill.	Lead - Great South Supporting - DOC, Awarua Rūnaka, Southland District Council, Invercargill City Council, Stewart Island Promotion Association	Viewing opporuntities on the Hump Ridge Track have been complete and storytelling aligned with the Matariki Pou project and at Observation Rock on Rakiura are in progress.
Matariki Wayfinding Pouwhenua	Matariki pouwhenua installed across the region with accompanying interpretation.	Lead - Southland District Council, Te Ao Marama Supporting - Ngā Papatipu Rūnaka ki Murihiku, Great South	Of the 10 Matariki Pouwhenua planned, 8 are complete in different locations around the region. Motupōhue Bluff and Waihōpai Invercargill will be new additions.
	Marketing support established.	Lead - Southland District Council, Te Ao Marama Supporting - Ngā Papatipu Rūnaka ki Murihiku, Great South	Te Ao Marama working to finalise supporting assets i.e website and virtual content.
Collective development and marketing of Te Akau Tai Toka The Catlins	Work to align all marketing of the area to leverage resources and assets.	Lead - Great South, Clutha Development	New content to support this will be captured in 2025.

Medium Term Focus 2026 - 2027

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Kāitahutaka Waihōpai - mana whenua cultural identity in Waihōpai Invercargill	Support Waihōpai Rūnaka to establish a new Tohu Whenua that represents and symbolises ahi kaa and links to other Tohu Whenua in the central city. Ahi kaa is the long-standing presence of mana whenua, in this case Waihopai Rūnaka as the local representative of Kāi Tahu Whānui in Invercargill City.	Lead - Waihōpai Rūnaka Supporting - Great South, Invercargill City Council, Kā Huru Manu	
Punanga Manu o Te Anau/ Te Anau Bird Sanctuary development	Identify possible concepts to for a new visitor/ community experience based on the sharing of these stories.	Lead - Ōraka Aparima Rūnaka Supporting - Great South, DOC, Fish and Game, Southland District Council	Next stages and the potential feasibility testing of a reimagined visitor attraction are currently being considered alongside key stakeholders.
New museum for Waihōpai Invercargill and Murihiku Southland	Support Invercargill City Council to progress the redevelopment of a new museum for Waihōpai Invercargill.	Lead - Invercargill City Council Supporting - Great South, Ngā Papatipu Rūnaka ki Murihiku	Te Unua Museum of Southland is scheduled to open in late 2026.
	Highlight the potential for tourism the museum can provide and how it can cater to visitor markets alongside our residents. The potential for paid commissionable components such as guided tours should also be considered.	Lead - Invercargill City Council Supporting - Great South, Ngā Papatipu Rūnaka ki Murihiku	<i>Advocacy focus</i> The experience design team have met with Great South to gain an understanding of the visitor market for Te Unua Museum of Southland. Guided options and commissiobale products are being considered.
Development and launch of the Māruawai Precinct	Support the marketing of this tourism development and its integration into wider regional promotion.	Lead - Gore District Council, Great South Supporting - Hokonui Rūnaka	Stage one, Hokonui Moonshine Museum, will be officially opened in the first half of 2025 and stage two, The Maruawai Centre, is expected to be completed in 2026.
Establish Murihiku Southland as a world class dark skies destination	Establish Fiordland National Park as Murihiku Southland’s second International Dark Sky Sanctuary.	Lead - Great South Supporting - DOC, Ngā Papatipu Rūnaka ki Murihiku, Southland District Council, Fiordland Community Board	Progress towards an official application for Fiordland National Park continues to progress with a current focus on the outdoor lghting requirements needing to be met.

Destination management planning for the Te Anau basin	Assessment of next steps and actions arising from the plan	Lead - Fiordland Community Board Supporting - Southland District Council. Great South, Ngā Papatipu Rūnaka ki Murihiku	Next steps are being considered alongside Southland District Council's spatial planning work. Outcomes of the Milford Opportunities Project will also be considered.
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FUTURE FOCUSED PROJECTS:

**Long-term projects yet to be meaningfully progressed*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Establish Murihiku Southland as a world class dark skies destination	Advocate for improved lighting regulation in support of dark skies with each of our Councils with the vision that Murihiku Southland could become a Dark Sky region.	Lead - Great South Supporting - Councils	<i>Advocacy focus</i>
	Establish a 'night sky friendly' lighting certification for businesses.	Lead - Great South Supporting - Fiordland Community Board, Stewart Island Promotion Association	<i>Advocacy focus</i>
Position Murihiku Southland as a cycle tourism destination	Progress implementation of cycle tourism opportunity assessment recommended outcomes related to marketing.	Lead - Great South	Recommended actions sit outside the ongoing work programme of Great South and require dedicated resource to progress
	Create a mapped trail network promoting our key cycle tourism experiences.	Lead - Great South Supporting - Regional Cycling Groups	Requires dedicated resource to progress
Support urban rejuvenation in Waihōpai Invercargill and Māruawai Gore	Support Gore District Council to complete Stage three of the Māruawai Precinct.	Lead - Gore District Council Supporting - Great South, Hokonui Rūnaka	<i>Advocacy focus</i> This is at the early planning phase, awaiting completion of stage two.
Define the stories and unique identity of our towns	Develop an understanding of the unique stories connected to each of our communities alongside the experiences they want to share with visitors.	Lead - Great South Supporting - Ngā Papatipu Rūnaka ki Murihiku, Promotions groups, local communities	
	Ensure alignment with Council's Community Board planning.	Lead - Great South Supporting - Councils, Community Boards	

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Arts and heritage tourism approach for Murihiku Southland	Assess the tourism potential of our region's arts and heritage i.e., galleries, museums, buildings, locations of significance, stories and other assets.	Lead - Great South Supporting - Southland Regional Heritage Committee, Ngā Papatipu Rūnaka ki Murihiku, Councils, Arts Murihiku	
	Assess pathways and opportunities to support local community initiatives that share our heritage stories i.e., local museums.	Lead - Great South Supporting - Southland Regional Heritage Committee, Ngā Papatipu Rūnaka ki Murihiku, Councils, Arts Murihiku	
Bluff Southern Marine Discovery Centre/ Bluff Oyster World	Support Awarua Rūnaka to review the original Bluff Oyster World feasibility and create a business case.	Lead - Awarua Rūnaka Supporting - Great South	Progression dependent on the priorities of Awarua Rūnaka and resource required being available
	Assess next steps towards the establishment of the visitor experience.	Lead - Awarua Rūnaka Supporting - Great South	Progression dependent on the priorities of Awarua Rūnaka and resource required being available



Mirror Lakes, Fiordland

Sharing our Story

COMPLETED PROJECTS:

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Activation of Murihiku - The South Land	Integrate Murihiku – The South Land into our regional destination website, SouthlandNZ.com.	Lead - Great South	Mana whenua cultural narrative will be incorporated further once this is finalised
Development of the regional events toolkit	Develop resources, launch, and promote the Regional Events Toolkit to event organisers.	Lead - Great South	This is now ready to be used by event organisers and content will be refined on an ongoing basis.
Build the profile of our day walks	Develop a short/ day walks passport for the Te Anau area, catering to those unable to experience the areas Great Walks.	Lead - Great South	Hike Fiordland Passport now complete and reviewed annually.

BUSINESS AS USUAL:

**Projects and areas of focus either ongoing or likely to have an ongoing focus throughout the strategy duration.*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Attraction of MICE (Meetings, Incentives, Conference and Expo) Activity	Implement and deliver the Business Events Southland MICE Strategy.	Lead - Great South	Business Events Southland Strategy was launched in September 2024. Online resource centre continually maintained and experiencing growth.
Destination promotion to locals	Ensure marketing of key events and tourism experiences also targets Southlanders.	Lead - Great South	Key activations include the 'Back Your Backyard' campaign where events are shared with local and neighbouring regions, and event clusters which showcase offerings that make Southland a great place to live, work and play e.g. summer wheels, Matariki, and heritage month.
	Promote the regional destination website SouthlandNZ.com as a tool for locals exploring the region alongside visitors.	Lead - Great South	SouthlandNZ.com houses the regional events outlined above as well as the regional events calender. This website is promoted through social media channels.

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Activation of Murihiku - The South Land	Utilise Murihiku – The South Land to support the attraction and retention of new residents coming to live and work in Murihiku Southland.	Lead - Great South	Great South's core focus is on attraction, with new residents generally experiencing the region as visitors first.
Continued implementation of the Southland Murihiku Events Strategy 2020 – 2025	Work with and alongside key event organisers to drive delivery of the Southland Murihiku Events Strategy	Lead - Great South Supporting - Invercargill City Council. Gore District Council, Southland District Council, Active Southland, Nga Paptipu Runaka ki Murihiki, Te Anau Events Trust	With reductions in funding through the MBIE Regional Events Fund and in staff capacity, the key focus is on the Regional Events Calender, events toolkit, and marketing campaigns focussed on unmissable events and community/ regional events.
Build content and campaigns around key pillars for Te Rua-o-Te-Moko Fiordland and Murihiku Southland	Create photo and video content based on our key pillars to be used in marketing activity, including hero videos on each.	Lead - Great South	The extent to which this can be progressed each year is budget dependent.
	Develop itineraries and package products and experiences based on our key pillars.	Lead - Great South	
Target key markets and audiences	Work with trade markets and with Tourism New Zealand to ensure our international marketing for Murihiku Southland is in line with the markets we want to attract.	Lead - Great South Supporting - Tourism New Zealand	Our storytelling and marketing is carefully crafted to attract those who will respect our environment and connect positively with our communities.
	Target domestic marketing activity to the high-quality visitor mindsets identified as being of best fit for Murihiku Southland.	Lead - Great South Supporting - Tourism New Zealand	
Build the profile of our day walks	Encourage product development that links these walks together i.e., packages that give a 'taste' of the options available, pick up and drop off between them to create linkages.	Lead - Great South	

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Integration of digital media	On a regular basis, assess the printed material on offer in our region and where this could become digital content and/or reduced in size supported by online content.	Lead - Great South	
	Consider options to develop printed material that encourages multiple use for returning visitors.	Lead - Great South	The Hike Fiordland Passport encourages visitors to re-use their guide, allowing them to note details on each walk they complete such as the date and weather conditions.
Develop RTO partnerships and established touring route networks	Continue to support the Southern Scenic Route and the Southern Way touring route partnership, marketing these networks to encourage dispersal of visitors.	Lead - Great South	Southern Way continues to develop, and a partnership with the three airports of the lower south has been established. Recent activity included an open jaw campaign with Air New Zealand (fly into one city and out of another), presence at trade events, and a famil with Kia Ora magazine.
	Investigate other opportunities for alignment with the RTOs of the lower south in the areas of marketing and destination management.	Lead - Great South	

PROJECTS IN PROGRESS:

**Those significantly progressing or with an initial investigation underway*

Medium Term Focus 2026 - 2027

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Regional Ambassador Development	Develop a regional ambassador programme to give those in our community and those connected to tourism, the tools and knowledge to engage with visitors.	Lead - Great South	Iniital planning and filming for this programme is complete. Next steps include finalisation of assets and an assessment of pathways for delivery of the programme.

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Activation of Murihiku - The South Land	Incorporate mana whenua cultural narrative into Murihiku – The South Land in partnership with Ngā Papatipu Rūnaka ki Murihiku.	Lead - Great South, Ngā Papatipu Rūnaka ki Murihiku	Working with Ngā Papatipu Rūnaka ki Murihiku to understand the mana whenua cultural narrative they would like to have shared within Murihiku - The South Land.
	Develop video content that uses Murihiku - The South Land development to promote the region.	Lead - Great South	Elements of Murihiku - The South Land have been used within filming for the Ambassador Programme being developed and other regional video content developed over the last year. Any further work will be budget dependent and await mana whenua guidance, which is required to create a complete narrative.
Build the profile of our day walks	Develop our walking platform within the region’s destination website, SouthlandNZ.com, to incorporate mapping and listings filterable based on level of difficulty, duration, and location.	Lead - Great South	Platform development is progressing as capacity allows. Once complete, this will be a resource for both visitors and residents of Murihiku Southland.
	Establish a promotional programme to connect this platform with visitors and our local communities, highlighting it as a one-stop-shop for day walks in Murihiku Southland.	Lead - Great South	Will be progressed once the platform is complete.

FUTURE FOCUSED PROJECTS:

**Long-term projects yet to be meaningfully progressed*

PROJECT	KEY ACTIONS	KEY STAKEHOLDERS	PROJECT UPDATE
Regional Ambassador Development	Consider opportunities to involve locals in the marketing of our region i.e., the identification of ‘hidden gems’, the road less travelled, behind the scenes storytelling.	Lead - Great South	

Measuring Success

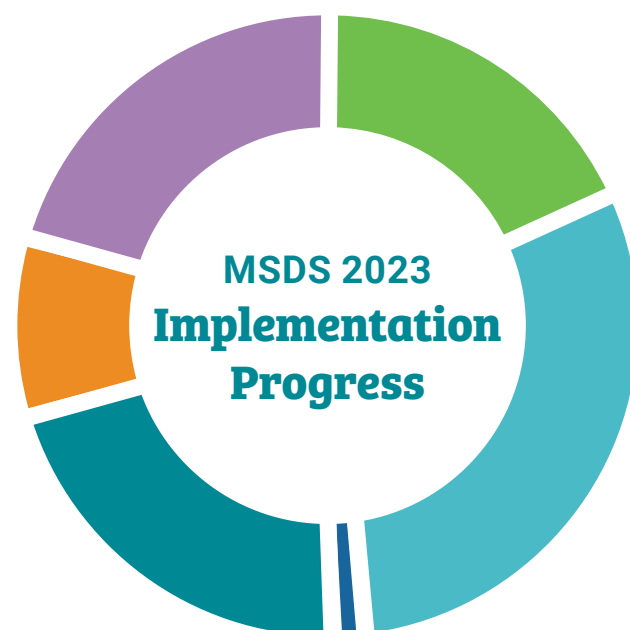
Project Progression

The MSDS 2023 identified 63 projects grouped according to the five key components of destination management. However, many of these projects have more than one identified focus area, making the total identified activity 145 action points.

At the end of the 2024 calendar year of the 145 identified actions 18% are complete, 30% are part of Great South's business as usual work programme, 21% are in progress, 9% have their initial investigation underway, 21% are future focussed, and two projects are now discontinued due to government priority changes.



This means that 48% of the identified actions are now either part of an ongoing work programme or complete, with five years remaining in the intended strategy duration.



- Complete
- Ongoing programme
- Project discontinued
- In progress
- Initial investigation
- Future Focus



Māruawai Gore

Tourism Data Landscape

The MSDS 2023 identified that broader measures of success are required in order to reflect a destination management approach to tourism development. These measures would be aligned with the benefits we seek to achieve through tourism activity - for our community, the environment, the economy, and our visitors themselves.

This is in strong alignment with the New Zealand government's approach to tourism development and with the Tourism Data Leadership Group's two-year Strategic Business Plan. This plan outlines a roadmap for how the \$5 million committed to the tourism data system is to be spent. This funding has been allocated from the International Visitor Conservation and Tourism Levy (IVL) and will largely be implemented by the Ministry of Business, Innovation and Employment (MBIE). Datasets expected to be delivered will consider visitor flows, short term rental accommodation, domestic tourism, visitor volumes, and both sustainable tourism and community sentiment measures. The Monthly Regional Tourism Estimates (MRTes) spend dataset will also be reinstated and will replace the TECT dataset, which represents tourism spend at a lower level due to its sole focus on electronic transactions.

As a result, it is expected that significant change in tourism datasets will occur. However, at the time of this plan being created new datasets have not yet been published. Therefore, the success and progress of our tourism sector to date will be measured against what is currently available, alongside project progression.

Several of these datasets are currently published within DISH (Data and Insights Southland Hub) which was created by Great South and launched in November 2024. This online data hub connects users to key datasets and offers a comprehensive view of the region's economy and environment, with a dashboard specifically focussed on tourism. DISH will be continually added to and improved and look to incorporate new datasets as they become available.

Current Sector Measures

Based on TECT annual spend data to the year-end November 2024, overall spend in the Murihiku Southland region is up on pre-Covid levels by \$41m but down on last year by \$4m. The bulk of growth on pre-covid levels is coming from the Visit Southland RTO, with Visit Fiordland RTO spend levels almost in line with this peak. Despite this, the decrease in spend from 2023 to the 2024 year is coming from the Visit Southland RTO, largely attributable to the current economic climate and its impact on our domestic visitor market.

Visitor numbers to our key destinations continue to grow with Piopiotahi Milford Sound at 90% of pre-Covid levels (year-end November 2024), and Rakiura Stewart Island visitor numbers at 95%. Accommodation capacity has grown in Invercargill, with the opening of the Langlands Hotel but capacity in Te Anau is still down on 2021, driving a 10% decrease in capacity across the total region. This is expected to improve as visitor numbers grow and with the opening of the Distinction Hotel in Invercargill within the 2025 calendar year.

In terms of sector sustainability indicators, we know from research conducted in 2023 that 85% of Murihiku Southland residents would like to see some increase in tourism development and of these 30% would like to see a significant increase. From an operator perspective, Great South's annual sustainable tourism survey for tourism businesses found that 33% are now measuring their carbon footprint, up from 16% the prior year. This increased focus on measurement indicates the importance of this work to our sector, which is in strong alignment with the goals and aspirations of the MSDS 2023.



Rakiura Stewart Island



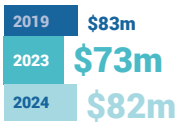
Total Visitor Spend

TECT year end November

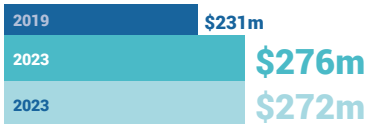
Murihiku Southland region



Visit Fiordland



Visit Southland



Accommodation Capacity

Based on 2025 data

Murihiku Southland region

2690 Hotel rooms/
apartments
10% decrease on 2021

Te Anau

1139

18% decrease
on 2021

Waihōpai Invercargill

851

6% decrease on 2021



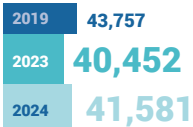
Annual Visitor Numbers

Year end November

Piopiotahi Milford Sound



Rakiura Stewart Island

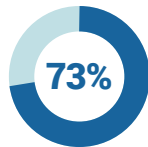


Domestic Visitor Spend

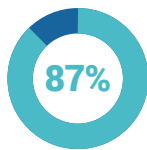
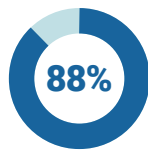
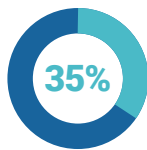
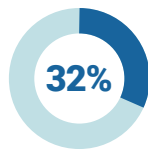
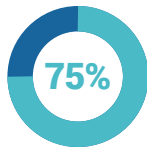
As a percentage of total Visitor spend

TECT year end November

2019



2024



Tourism Growth Mandate

Angus and Associates Research 2023

85%

85% of Murihiku Southland residents see the benefits that tourism brings to the region and would like to see some increase in tourism development and number of visitors. Of these respondents 30% would like to see a significant increase in tourism development.



Top Domestic Markets

Visit Fiordland

1. Otago
2. Canterbury
3. Southland
4. Auckland
5. Wellington

Visit Southland

1. Otago
2. Southland
3. Canterbury
4. Auckland
5. Waikato



Top International Markets

Visit Fiordland

1. USA
2. Australia
3. UK
4. Germany
5. Canada

Visit Southland

1. Australia
2. USA
3. UK
4. Germany
5. China



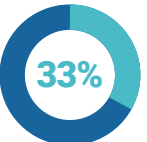
Tourism Businesses Measuring their Carbon Footprint

(Murihiku Southland Sustainable Tourism Survey, Great South)

2023



2024



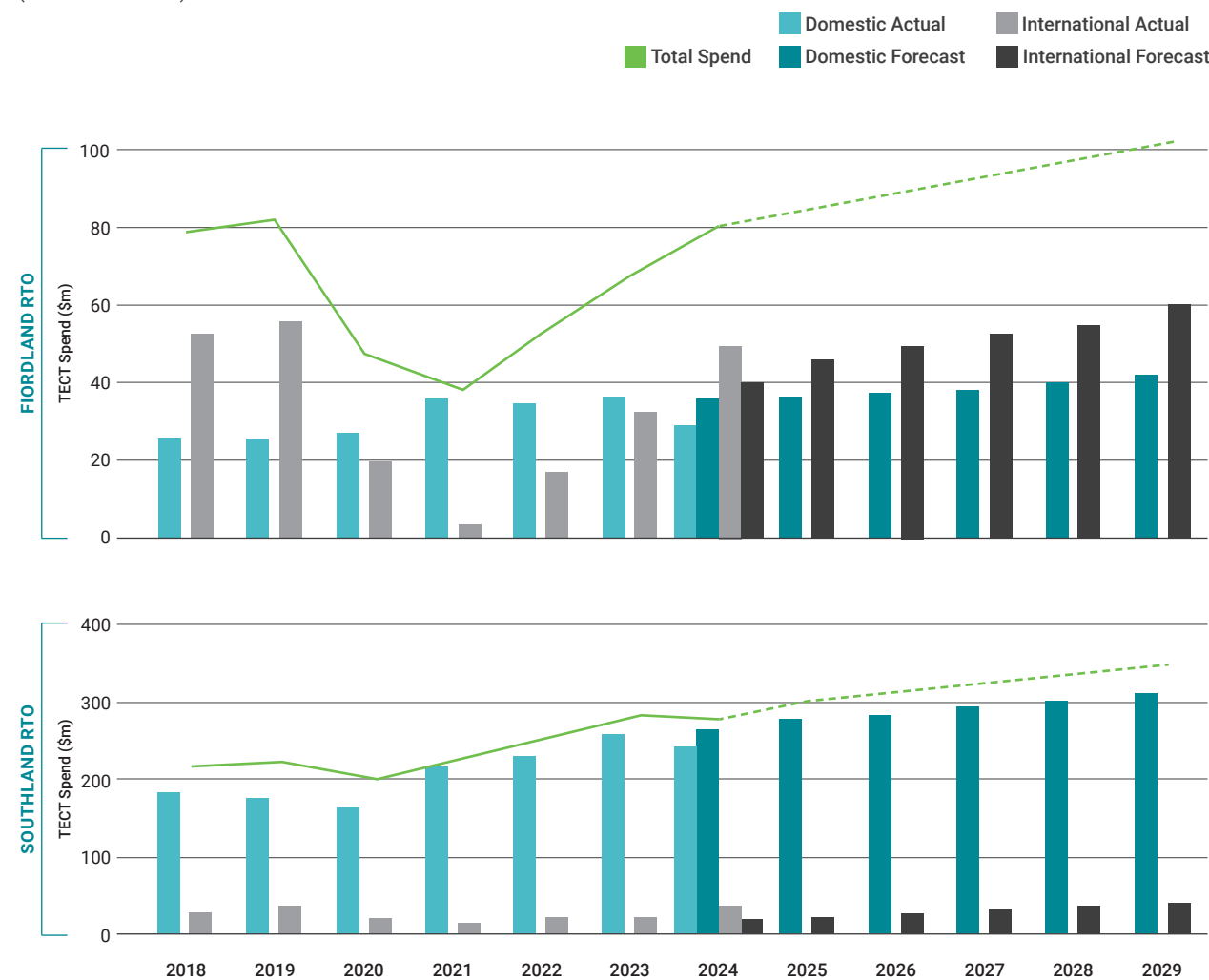
Spend Forecasts

The MSDS 2023 included forecast scenarios which attempted to predict the trajectory of our regional tourism sector recovery post-COVID. With no restrictions on international markets from a legislative perspective we are now operating within the 'Big World' scenario as opposed to the 'Small World' one, where travel would

have been restricted to domestic and Australian visitors. However, it's important to note that while there are no technical restrictions on the markets visiting us, other factors still have an impact, such as airline capacity.

Visitor Spend (\$m) Vs Forecast Tourism Electronic Card Transactions (TECTs)

(to Year End March)



Te Rau Aroha Marae

To the year end March 2024, Big World predicted total regional spend of \$365m (based on TECT data). The actual spend figure for this period reached \$357m, which was 2% up on the prior year but a 2% deficit on the forecasted spend level. This deficit was driven by domestic spend in the Southland RTO, which was also down on both last year and forecast, despite being ahead of pre-COVID levels. The Fiordland RTO also had a domestic spend decline but stronger international spend levels meant an overall growth for the RTO.

Within both RTOs international spend was higher than both the prior year and forecasted levels, with the Southland RTO reaching higher spend from this market than pre-COVID. This signals a faster than expected return of international visitation to our region.

From a domestic perspective both RTOs were down on the prior year and down on forecast, indicating that the current economic environment is having an impact on the spend level of visitors to our region. However, in both RTOs domestic spend is up on pre-COVID levels and significantly so in the Southland RTO.



Ascot Park Hotel

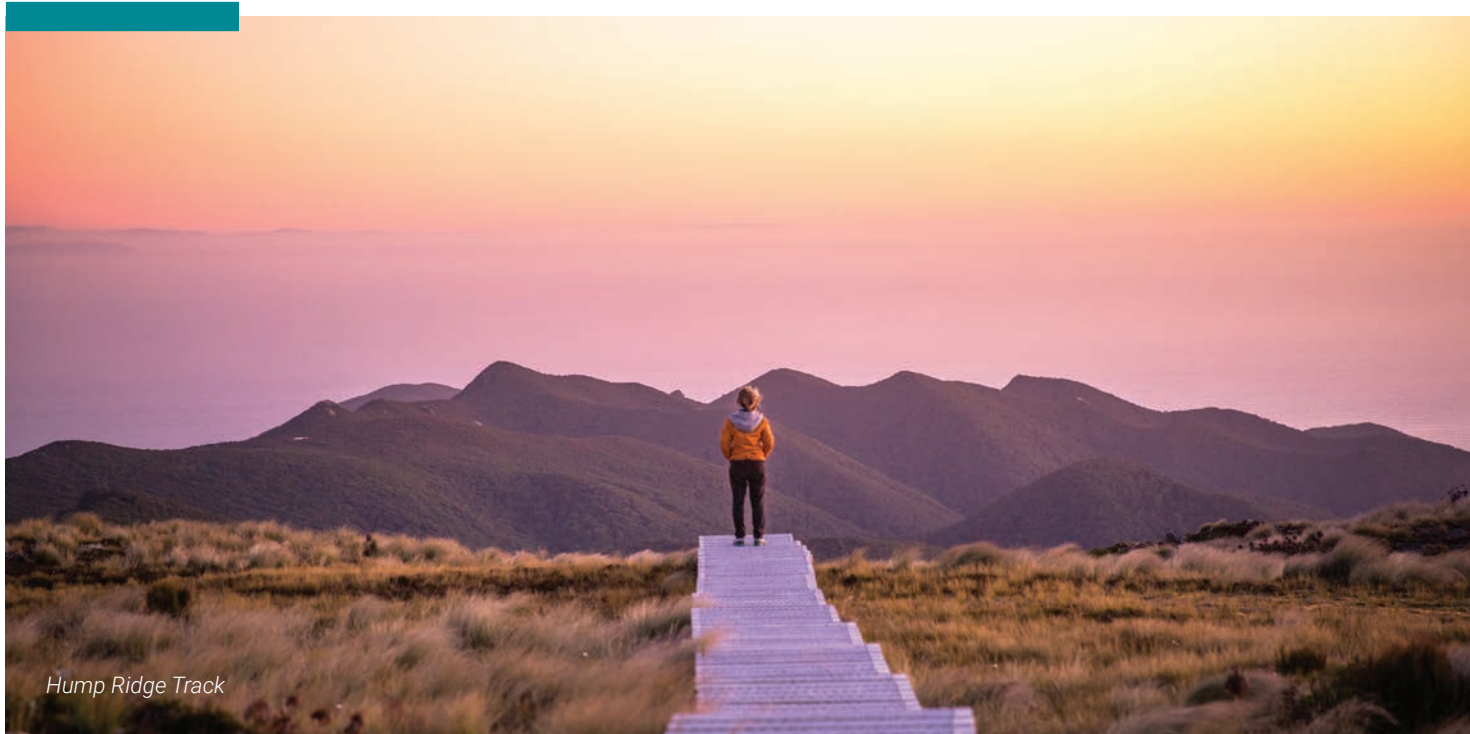
Looking Forward

This document provides an update on progress to implement the MSDS 2023. Great South, as the Strategy champion and lead driver of many projects, has prioritised areas of initial focus and will reassess these on an annual basis to adapt to changes in the tourism landscape that may occur. Great South will also connect with organisations leading other strategy projects on at least an annual basis. Successful implementation will require the continued support of all stakeholders and strong collaboration with each other, with our Papatipu Rūnaka, and with our communities.

It's important to note that any implementation timeframes noted are a guideline and that some projects may take longer to realise than anticipated. The implementation of many projects is dependent on capacity within each lead organisation and there are several that require additional funding to progress in a meaningful way. At the time of writing this update the budgets of both central and local government are severely constrained. However, the MSDS 2023 takes a longer view, and it is hoped this position will improve as time moves forward.

A number of key projects have been either significantly progressed or completed in the last 18 months., many of which lay the foundation for others to progress. In the last two years we have seen the revitalization of Waihōpai Invercargill's central city and the role of our main centre as a hub for tourism in the region will continue to grow, with the opening of the Distinction Hotel and the much-anticipated development Te Unua Museum of Southland. Looking forward we also expect to see a refreshed suite of data to support measurement of progress, enabling us to better plan, develop, market, and manage our regional tourism sector. A two-year pathway has been set for the delivery of this information, which will have a more holistic focus and include measures which assess community sentiment and sustainability, alongside traditional economic indicators.

Great South will continue to build on the momentum that has occurred in the first year of implementation and acknowledges the willingness of key stakeholders and partners to work together to achieve progress and deliver on the MSDS 2023 and its vision for our region's visitor economy.



Hump Ridge Track



GREAT SOUTH

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