

Strategic Tourism Asset Protection Programme (STAPP)

Funding Approved by Ministry of Business Innovation & Employment for 2020-2021 financial year

Destination Management and Planning	
<p>AMBASSADOR PROGRAMME Further develop five Ambassador programmes for the region, including for Matamata-Piako, Ōtorohanga & Waitomo, South Waikato, Waipā & Waikato Districts. <i>Note: Kirikiriroa Hamilton Ambassador launched Nov 2019</i></p>	<i>In conjunction with Bay of Plenty, Coromandel, Rotorua and Tairāwhiti Gisborne</i>
<p>DESTINATION MANAGEMENT APPROACH Combine Visitor Strategy, Tourism Opportunities Plan and Major Events Strategy into the Destination Management framework</p>	
<p>WEST COAST JOURNEY Feasibility study on west coast journey 'flavours' & 'anchors', branding & development from Port Waikato to Mokau, then into Taranaki</p>	<i>In conjunction with Venture Taranaki</i>
<p>WAIKATO RIVER ACTIVATION Feasibility study for new activities and activations on the Waikato River</p>	
<p>TOURING ROUTES Define how visitors utilise existing touring routes through our region; enhance existing & identify future touring routes; and develop strategy</p>	<i>In conjunction with Rotorua & Ruapehu</i>
<p>TRIPTECH Procure visitor flow data from mobile travel apps to measure traffic flow through the region</p>	<i>In conjunction with Coromandel, Bay of Plenty, Hawke's Bay, Rotorua, Ruapehu, Tairāwhiti, Gisborne & Taupo</i>
<p>FOOD TOURISM Develop "farm to fork" story, itineraries, marketing initiatives & product development of Waikato's food provenance, production & experiences</p>	<i>In conjunction with Bay of Plenty, Rotorua & Ruapehu</i>
Industry Capability Building and Product Development	
<p>UPWEIGHT TOURISM SYMPOSIUMS Expand our existing industry symposium offering</p>	
<p>HWT CAPABILITY BUILDING Additional training for existing staff; fixed term contract for a project coordinator position to support team to deliver STAPP projects</p>	
<p>REGIONAL TOURISM MARKETING ADVISORY Provide tourism marketing, online and digital advisory/capability service to operators <i>Note: This will not duplicate RBP/Tourism Transitions support programme</i></p>	
<p>REGENERATIVE TOURISM PROGRAMME Leadership programme for RTOs and operators which develops sustainability outputs based on a destination management approach</p>	<i>In conjunction with Coromandel, Bay of Plenty, Rotorua, Ruapehu, Tairāwhiti Gisborne & Taupo</i>
<p>TOURISM INSIGHTS Develop a user-friendly regional tourism dashboard</p>	<i>In conjunction with Coromandel, Tairāwhiti Gisborne & Taupo</i>

Domestic Marketing	
<p>BUSINESS EVENTS CAMPAIGN Recovery campaign for the business events sector, including hosting a buyer MegaFamil and an Industry Showcase.</p> <p><i>Note: STAPP required due to significantly reduced industry investment to deliver these activities.</i></p>	
<p>EVENT PROMOTION Marketing and promotional activations to stimulate domestic visitation and increasing length of stay for major and key events</p> <p><i>Note: STAPP required due to significantly reduced industry investment to deliver these activities.</i></p>	
<p>CENTRAL NORTH ISLAND DOMESTIC CAMPAIGN To extend the current Central North Island domestic marketing campaign “Get Out More NZ’</p> <p><i>Note: STAPP required due to significantly reduced industry investment to deliver these activities.</i></p>	<p><i>In conjunction with Bay of Plenty, Rotorua, Ruapehu, Tairawhiti Gisborne & Taupo</i></p>
<p>NATIONAL DOMESTIC CAMPAIGN Leverage Tourism New Zealand’s ‘Do Something New, New Zealand’ campaign, including activations and marketing opportunities with regional content</p> <p><i>Note: STAPP required due to significantly reduced industry investment to deliver these activities.</i></p>	<p><i>In conjunction with Tourism New Zealand</i></p>
<p>AUCKLAND JV CAMPAIGN New joint venture campaign with ATEED to promote visitation into the Waikato and Auckland regions.</p>	<p><i>In conjunction with Auckland</i></p>
<p>REFRESH RIDE.NZ Review, refresh and reinvigorate the RideNZ marketing platform for the Central North Island cycleways, MTB and Great Rides</p>	<p><i>In conjunction with Bay of Plenty, Rotorua, Ruapehu & Tairawhiti Gisborne</i></p>
<p>DOMESTIC CONSUMER EVENTS Exhibition and bookings conversion for our destinations at national domestic consumer events</p>	<p><i>In conjunction with Bay of Plenty, Rotorua, Ruapehu & Tairawhiti Gisborne</i></p>
<p>CENTRAL NORTH ISLAND CONSUMER SHOW Develop a new consumer show in Auckland following our eXplore trade show to stimulate domestic visitation into the Central North Island</p>	<p><i>In conjunction with Bay of Plenty, Rotorua, Ruapehu & Tairawhiti Gisborne</i></p>