

Plans of action

ONGOING

In Progress

SHORT TERM

1 Year

MEDIUM TERM

2-4 Years

LONG TERM

5+ Years

Work together as a coalition

Residents, mana whenua and visitors feel positively about tourism.

A tight-knit group of stakeholders who work together to create change. Together, they shape the tourism system more effectively than they would as individuals.

WORK TOGETHER AS A COALITION	ACTION	ACTIVITIES/PROJECTS	WHO	WHEN
Build relationships between the people and organisations that will shape tourism's future.	Establish a DMP leadership group.	- Constant cadence of reporting and communication of tourism projects and successes to all stakeholders.	- Destination Hauraki Coromandel (DHC) - Thames-Coromandel and Hauraki District Councils (TCDC / HDC) - Iwi - Industry	SHORT TERM
	Bring stakeholders together to make collaborative decisions.	- Build a stakeholder engagement platform where stakeholders can provide feedback and have a visible voice. - Establish industry forums.	- DHC - TCDC / HDC - Industry - Communities	SHORT TERM
	Work with the Department of Conservation and mana whenua to align with their priorities.	- Develop joint relationships to prioritise efforts. - Support cultural tourism initiatives.	- DHC - Department of Conservation (DOC) - Iwi - TCDC / HDC	MEDIUM TERM
Help the tourism industry work better together.	Assist businesses to build capability to effectively manage transaction values and marketing.	- Provide operator education regarding pricing and value of products. - Foster trade relationships with operators to maximise yield.	- Tourism NZ - Tourism Industry Association - DHC	ONGOING
	Explore creating/partnering with another industry to manage off-season lows.	- Business case development opportunities. - Workforce deployment strategy to another industry/region.	- TCDC/HDC - Business associations - Industry	LONG TERM
	Advocate for affordable housing solutions for tourism workforce.	- Advocacy plan and reporting.	- TCDC/HDC - Business Associations	LONG TERM
Measure the whole value of tourism.	Measure success based on yield and holistic visitor value that stays within the community.	- Tourism Sentiment Score® tracking. - Develop, track and report relevant tourism related economic metrics. - Evaluate tourism revenue leakage in the region.	- DHC - TCDC / HDC	SHORT TERM
	Reduce rate-payer funding burden for tourism infrastructure.	- Advocate to central government for national tourism funding solution.	- DMP leadership group - TCDC/HDC	MEDIUM TERM