

## **West Coast Tourism MRI**

### **Moana Project**

#### **Project Management Team (PMT) Responses to Report Recommendations.**

##### *1/ Stage 1 Collaborative approach and structure*

The recommendation to establish a Lake Brunner Tourism Development entity is not supported by the PMT. The PMT does agree that the Moana visitor industry would benefit from more collaborative activities to promote the area.

Tourism West Coast (TWC) already provides the marketing / coordination role for tourism products and the cost to establish and support an additional organisation specifically for the Lake Brunner area which is still a developing destination cannot be justified.

The main thrust should be for the local Lake Brunner Business and Promotion Association to foster closer links with the Greymouth Business Association, i-Site Centre and TWC.

##### *2/ Stage 2 Interventions*

Operational interventions- The PMT do not support the development of an internet portal for the Lake Brunner / Moana area as this is unlikely to elicit many 'hits' and key information should be promoted through the TWC web site and or the Regional web site under development by DWC. Business capability issues are already addressed in some form by the courses run by Development West Coast (DWC) and the signage issues may be addressed by a further MRI project.

The greater use of the internet to market the area and to transact business is a very worthwhile step. The first step is to commission a new contemporary set of images that can be distributed to firstly the RTO and Greymouth Business Association, and to others in the distribution chain. The image most associated with Moana is of Transscenic Rail. Images that better portray other assets of the area could be effective.

Maintenance and presentation- The PMT acknowledges that there is an issue with appearance and the standard of many of the 'public' areas around Moana and the lake shore and railway interface but this is a direct reflection of the small rateable base in the area and the inability of the Grey District Council (GDC) to access alternative or additional funds to undertake this work.

Investment in tourism infrastructure-The PMT is of the opinion that future tourism development will be driven principally by external investment in tourism businesses and private homes in the area. The development of tracks and walkways will be demand driven and the Department of Conservation will be a key contributor to this outcome.

A coordinated voice from a strong Lake Brunner Business and Promotions Association with good links to other regional associations will have the best chance of influencing the investment decisions of Department of Conservation (DoC) and the GDC.