

## Visitor Strategy

A combined response from the Lyttelton Harbour Business Association, Project Port Lyttelton and the Lyttelton Information and Resource Centre Trust. Wendy Everingham from 1-4 Harmans Rd Lyttelton has collated the response on behalf of these groups.

Thank you for the opportunity to submit on this strategy. We would like to present this submission to the council. We think the strategy could be enhanced if the following points were taken into consideration.

Where ever Christchurch is mentioned in the document the Peninsula should be added. For example strategic Goal 1 should read: Develop Christchurch and the Peninsula into a priority destination for visitors.

- In our opinion a strategic goal has been omitted.

**The Peninsula is a niche eco tourism destination on the South Island.**

A priority objective should be: to research and develop eco tourism on the Peninsula. The council should be a key stakeholder in several community-focused projects. Projects may include the continuation of the Harry Ells walking network, an iconic walking route to Akaroa, cycle touring and mountain biking routes with associated accommodation facilities. Also to work in conjunction with partners to develop educational eco-tourism in response to the known impact of visitors on infrastructure and landscape.

### **General Comments:**

The Lyttelton Harbour community wants to retain its own independent visitor centre. Total control of visitor centres should not be based from Christchurch. Lyttelton Harbour Basin is a destination in its own right and needs a visitor centre to help reinforce our village/ community atmosphere.

The Banks Peninsula tourism budget allocation of \$140,000 would be better spent by applying this directly to the local organisations of Akaroa, Lyttelton Harbour and Little River. These funds would be used to support Visitor Centres and for the production and distribution of marketing collateral. Where appropriate the existing CCT distribution network would be accessed with the use of these funds. The local community organisations are better placed to create marketing materials that will allow Banks Peninsula to be

seen as a distinctive entity in its own right. We appreciate the need for an integrated approach and would like to explore ways for a true partnership between CCC, CCT, CDP and the local Banks Peninsula organisations and community groups.

Sustainability is mentioned throughout the document. If this only relates to financial sustainability this needs to be questioned.

Some visitor information services need to be subsidised because they add to the quality of the experience and assist a local community. In Lyttelton our visitor centre is a community information point as well as a visitor centre. Towns need a place where local information can be shared.

Sustainability also needs to take into account the environment. With limited water supplies and the fragility of the landscape, the Peninsula cannot cope with mass tourism. Substantial capital is needed to be invested to improve local infrastructure in conjunction with the creation of more conservation parklands.

### **Current Situations and Managing Growth.**

Some future challenges/risks don't even seem to have been addressed in the strategy..

- The cost of oil is going to increase significantly. It may become too expensive to fly to and within New Zealand. This has the potential to have a major impact on tourism.
- As more people become aware of climate change and the impact of flying and CO2 levels this could also be a deterrent to travel
- Assumptions of continued growth in the industry may not be realistic.

### **What is the role of CCC in tourism?**

- Help smaller communities maintain local visitor information points, as they are more than tourist sites. They provide valuable information for local communities as well. This can be achieved with community grants
- Help with the production of generic location brochures
- Provide adequate infrastructure for visitor activities. For example toilet facilities, parking for buses and mobile homes
- Create good visitor signage both interpretive and locational
- Develop walking trails and mountain bike tracks

- Advocate for better public transport
- Maintain the roading network
- Free or subsidised rental for local visitor centres
- Lease/develop council owned land for the purpose of community camping grounds
- Restore historic huts located on existing walking trails and lease out for cheaper holiday accommodation
- Ensure port/wharf facilities are appropriate for cruise ships and local boating needs. Signalling the need to develop a public access waterfront and pleasant cruise ship/ blackcat access etc.... this also signals the support for a historic precinct before developers rip the heart out of Lyttelton ie cafe culture style developments.
- Assist in obtaining affordable housing for service industry workers and our artistic communities.

### **Comments on specific goals.**

#### Goal 1.2

An interpretation plan needs to be developed for the Peninsula as well as the city. All city/Peninsula entrances should be enhanced. Peninsula entrances should include Lyttelton.

#### Goal 2.2

Acknowledging the vibrancy of Farmers Markets, community gardens and rural landscapes can reinforce the “garden city” identity.

#### Goal 2.3

The tourism workforce is not the only market that needs affordable houses. Vibrant communities that attract visitors need vibrant artistic areas. Affordable studios and art spaces are needed to maintain the vitality of Lyttelton for example.

#### Goal 2.4

Developing transport infrastructure also needs to consider:

- Ensuring bicycles can be taken on buses. Cycle tourism is limited around the Lyttelton Harbour because there is no means to transport bicycles through the Lyttelton tunnel other than by private vehicles
- Public Bus networks could be better promoted as a means to access tourist sites
- Development of more ferry routes in the Akaroa/Lyttelton Harbours

- Development of iconic public walking routes on the Peninsula

### Goal 3

- Communities need to have a voice in how their areas are promoted. CCT should not have a monopoly on the entire process. CCC/CCT should help to facilitate local community outcomes with in an overarching strategy. CCC/CCT should actively work with existing community groups (Lyttelton Information and Resource Centre Trust, Lyttelton Harbour Business Association, Project Port Lyttelton etc to get the best outcomes. Tourism will not benefit our smaller communities if the smaller players are marginalized as a result of excessively high charges from the central tourism agency.