

Transport Planning and Destination Management

Francisca Simone and Anna Sanson

New Zealand-Aotearoa Government Tourism Strategy

Attractions – visitors need things to do and see – this influences how long they stay and how much they spend

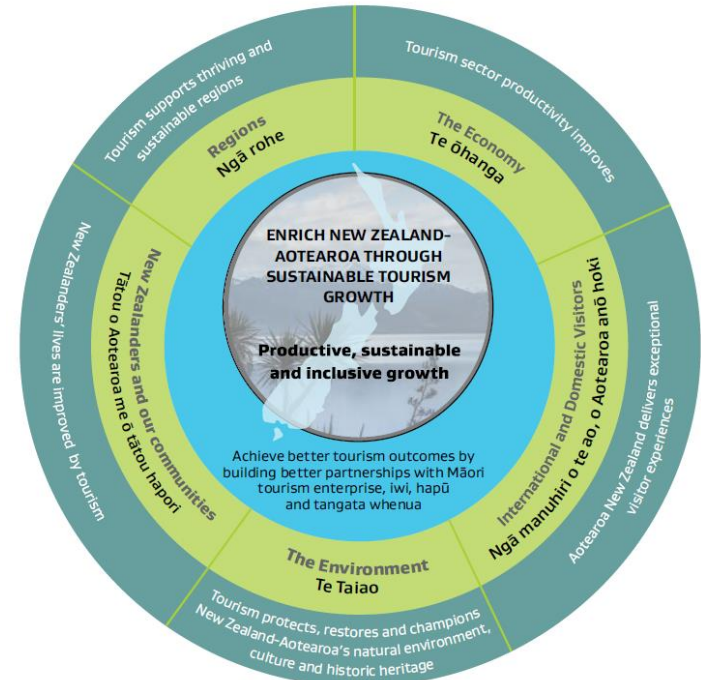
Awareness – visitors need to know what's on offer – this will drive visitor numbers and spend across the year

Access – visitors need to be able to get to where they want to visit safely in a timely way for an appropriate cost. This includes air, road, rail, sea, trails and cycleways

Amenities – visitors need accommodation, retail and hospitality, drinking and waste water and other infrastructure

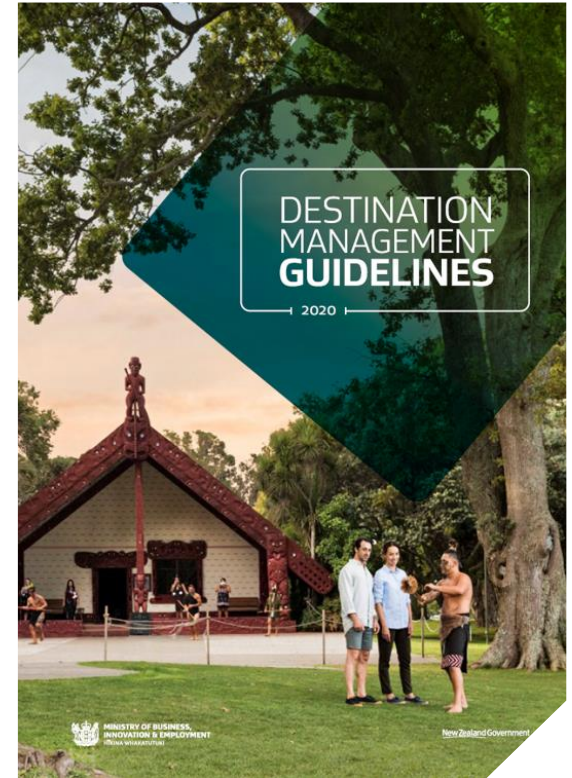
Attitudes – communities need to want to welcome visitors to their region

Five key areas to focus on to support well-functioning regional visitor destinations



Destination Management Planning

“Destination management is the coordinated management of all the elements that make up a site or destination—its values, attractions, the people, infrastructure, **access** and how the place is marketed.”



Access

- Access can either accelerate or hinder visitor growth
- The more transport modes and gateways regions have, the more options visitors have
- The quality of a journey is just as important as its availability



Transport Planning – How does it fit ?

Visitors need to be able to get to where they want to visit safely in a timely way for an appropriate cost. This includes air, road, rail, sea, trails and cycleways.

It is important we all work together on transport issues in the tourism sector. This requires a coordinated approach and the alignment of national and regional plans, strategies and policies.



Leigh Pearson, Acting GM, Engagement and Partnerships, NZ Transport Agency

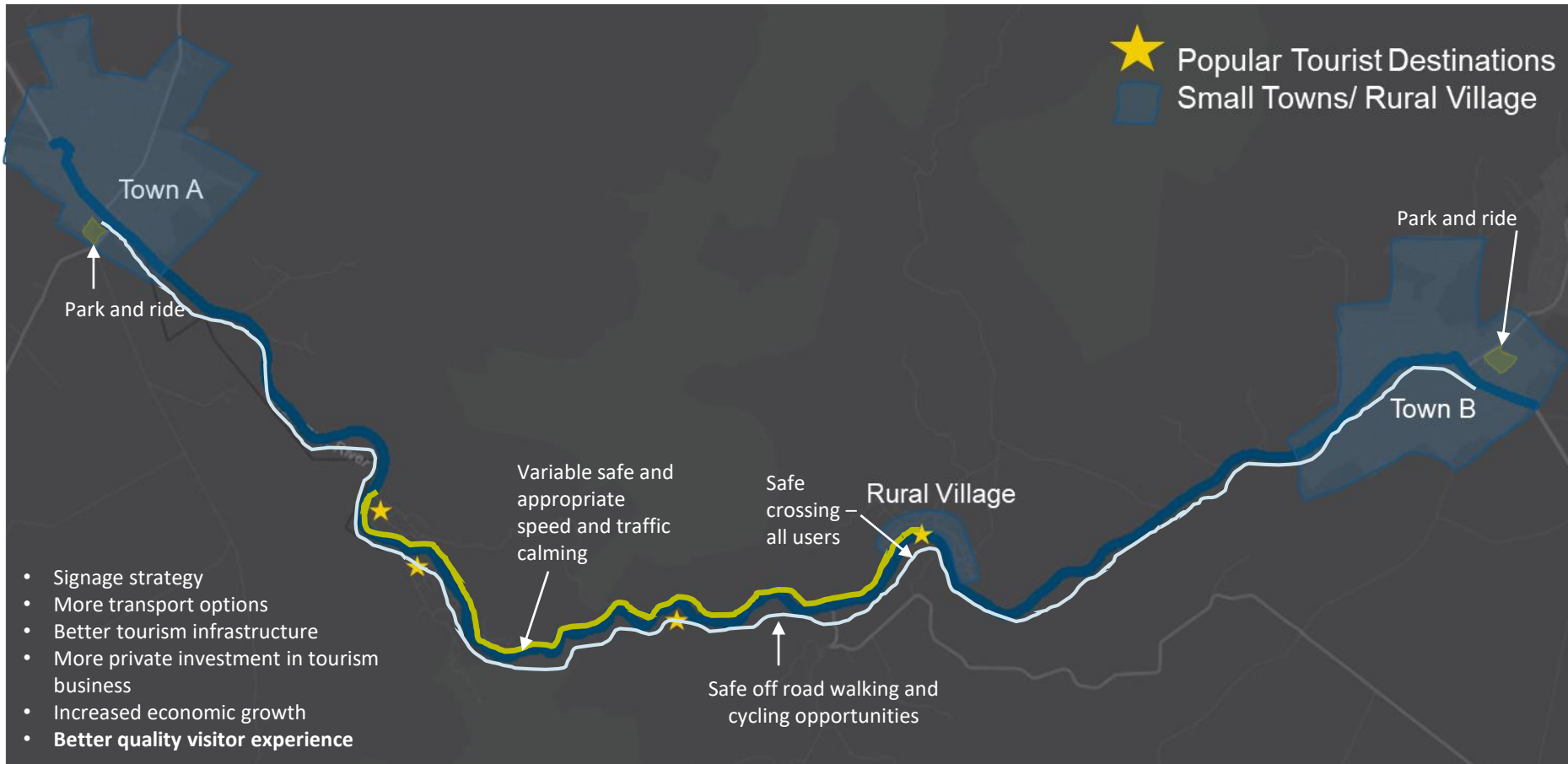
A common example

- Transport corridor with popular tourist destinations in the middle
- Transport problems – safety, resilience, access and capacity
- Lack of tourism infrastructure – parking, toilets, poor access for alternative transport modes



Some questions to ask?

- Is there a plan for each access mode in terms of maintenance, enhancement, expansion and investment?
- Do the destination's access modes connect to other services, to enable efficient movement and dispersal across the region and into neighbouring regions?
- Have we considered the needs of less able or impaired visitors?
- Is there adequate directional and amenity signage to support the visitor experience? Is there a strategy and process for developing this?
- Are there any risks with regard to access (e.g. poor-quality roads or port facilities)?
- Have we considered future travel trends (e.g. electric vehicles)?
- Have we considered all the potential/likely partners (public and private entities) in developing access infrastructure?



Summary:

