

Waikato Motel Association  
P O Box 9385  
Hamilton



1 May 2015

Waitomo District Council  
PO Box 404  
Te Kuiti

**Submission 028**

To Whom it may Concern

**Submission in support of Hamilton Waikato Tourism's (HWT) Increased Funding Application**

The Waikato Motel Association endorses the Hamilton Waikato Tourism's application to increase funding, and, respectfully suggests your Council to also, to ensure the benefits of Tourism and the Visitor experience continue to grow and provides a financial return for all Investors.

Tourism is New Zealand's second largest export industry providing 1 Billion dollars of visitor expenditure in the Waikato region.

HWT aims to increase this by \$350 million per annum by 2025 by increasing a substandard rate of regional tourism growth from 1% to 2.7%.

With \$20,000 increased funding HWT aim to do this in Waitomo District by

1. Destination Management Plan. Plan will include identifying opportunities across the district - Waitomo, Pureora, PioPio.
2. Cycling – focus on growing greater demand for cycling experiences. Continue support for the Pureora Timber Trail to maximise opportunities.
3. Supporting tourism cluster activities e.g. Destination Waitomo, Destination Pureora
4. Increased Convention Bureau activity to drive sales and conversion to support venues – THL, incentive activities etc.

The Waikato Motel Association works with HWT because of

1. Professional approach to promoting the Waikato Region.
2. Additional visitor spend that supports the Waikato infrastructure.
3. Continued investment from Local Authorities and Tourism Industries is paramount to ensuring the Waikato Region competes with other regions throughout New Zealand
4. Regional Tourism spend of millions of dollars must be protected.
5. Further opportunities to expand the growth of tourism in the Waikato through information and communication through internet technology, printed material and networking.

A positive response from the Waitomo District Council will support the ambitious 2.7% growth target allowing our region to develop further.

Thank you in anticipation

Kind regards

Narinder Sagoo. WMA President.

**Waikato Motel Association (Inc.)**

P.O. Box 9385, Hamilton North

