



# **ATTACHMENTS MINUTES**

**Council Meeting**

**Wednesday, 26 November 2025**



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# Title Plan - SO 616646

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**Survey Number** SO 616646  
**Surveyor Reference** 24357 - Park Burn Road Stopping  
**Surveyor** Richard Andrew Ford  
**Survey Firm** Landpro Limited  
**Surveyor Declaration**

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## Survey Details

<b>Dataset Description</b>	Section 1 Being Road to be Stopped		
<b>Status</b>	Initiated		
<b>Land District</b>	Otago	<b>Survey Class</b>	Class B
<b>Submitted Date</b>		<b>Survey Approval Date</b>	
		<b>Deposit Date</b>	

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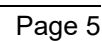
## Territorial Authorities

Central Otago District

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## Created Parcels

Parcels	Parcel Intent	Area	RT Reference
Section 1 Survey Office Plan 616646	Legalisation	1.1335 Ha	
<b>Total Area</b>		1.1335 Ha	



# Destination Management

Tourism Central Otago (TCO) is the Regional Tourism Organisation (RTO) for Central Otago, our role is to coordinate and facilitate the management and marketing of Central Otago as a visitor destination for the benefit of our communities.

This work is guided by the Central Otago Destination Management Plan (DMP), which outlines the aspiration of our communities and mana whenua for how tourism can enrich our communities' outcomes.



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# Destination Management



Council has continued to invest in Destination Management and Marketing activity to ensure that the visitor industry is developed, managed and promoted in a way

*that protects the things that matter most to the communities of the region and some of these things are non-negotiable - the wide-open spaces, the essential character of small towns, the place of mana whenua, the freedoms that locals enjoy and that they are willing to share with visitors. Without accepting and committing to these outcomes and being prepared to meet the real costs of 'getting there' the development of tourism will not be acceptable, sustainable, or viable.*

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# Destination Management

To move the district towards the desired outcomes of the Destination Management Plan there are 10 identified building blocks, with a range of short and long-term KPIs to measure progress.

The DMP building blocks are:

1. Inspiring Environmental Stewardship
2. Next Generation Community Engagement
3. Making a difference with placemaking
4. Advancing Workforce and Talent Development
5. Authentic Branding & Customer Engagement
6. Leading Cross-Sector Partnerships
7. High Impact Tourism Alliances
8. Sustainable Funding and Investment
9. State of the Art Connectivity
10. Exceptional New Product Development

The Strategies (the building blocks)



Based on COOC's partnership with Kai Tahu and the journey we have shared in the development of this DMP, rather than develop a singular strategy that highlights the relationship with mana whenua, we have embedded the values and thinking across all strategies.

The 50 year plan: Future States > 10 Year plan: Strategies > 12 month plan: Activations

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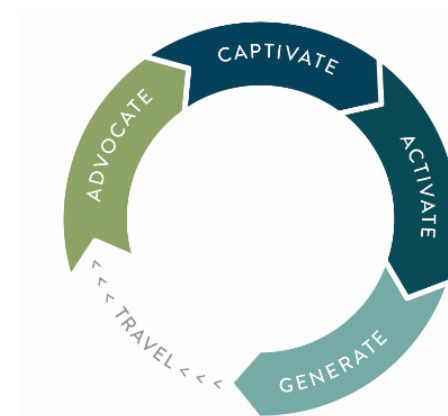
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# Destination Management

From initial inspiration, to booking, travel, and includes the in-destination experience.

- **Captivate:** We want to capture the and inspire interest of future and returning visitors by creating an emotional connection with Central Otago, A World of Difference. We focus on building awareness for the region, experiences and through compelling storytelling in owned, earned and paid channels.
- **Activate:** Once we have the attention of a future visitor, we provide inspiration, advice and tools for planning a trip using an always-on digital platforms (social media platforms and centralotagonz.com)
- **Generate:** TCO aims to connects visitors and the travel industry to local businesses that are best positioned to provide experiences and services that meet and exceed their requirements and travel motivations.
- **Advocate:** We encourages visitors, businesses and locals to share their experiences to inspire others to visit the district, drive the lifetime value of the visitor, and contribute to the community and environment. TCO also represents the interests of Central Otago across key regional and national industry events and organisations.



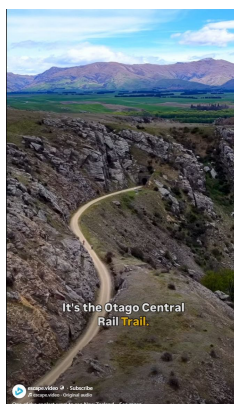
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# Destination Management

## Content, Campaigns and Communications

- Creation of digital content and management of Central Otago NZ website presence including business and community listings
- Social Media Channels @centralotagonz
- PR and Media Hosting and Storytelling
- Operator Updates



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# Destination Management

- **Trade, Business Events & Industry Development**
  - Travel Trade
  - Business Events
  - Operator Education and Support



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# Destination Management

- **Destination Development & Partnerships**

- Partnerships and Collaborations
  - Central Otago Business Events, Otago Trails, Southern Way & Southern Lakes IMA
- Community Support
- Research and Insights
- Toolkits and Resources



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# Destination Management

What's coming in the visitor industry?

- Southern Way (Tourism Boost Campaign)
- Business Events (supporting COBE members and the Cromwell Memorial Hall & Events Centre)
- Eventful Central – project
- Tourism Growth Roadmap
- Kawarau Gorge Trail, Roxburgh Gorge Trail extension, Wanaka Link
- Visitor Information & Inspiration Project
- Investment and Product Development Opportunities.

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