

Appendix 4

Summary of Western Bay of Plenty's heritage potential

The following summary – which supports the graphs on pages 16 & 17 of the Working Draft Strategy supports the development of a Heritage Strategy focused on creating a specific heritage sector that can only bring our rich heritage alive – for locals and visitors alike - in innovative, connected and exciting ways.

As a backdrop to this strategy, we are focused on building a city that reflects the heritage and aspirations of the people that live, learn, work and play here. The information gathered through our consultation and workshop processes will help our heritage professionals and rohe volunteers plan for better investment into heritage facilities and activities.

Tourism Bay of Plenty know the importance of heritage experiences as a key component for attracting visitors to the region. It is also known that **40% of locals – through their own networks - will promote the region as a tourist destination.**

- With investment in heritage this could be increased as locals build pride in creating connected heritage experiences across the rohe for locals and visitors alike.
- Promoting heritage related experiences always attract and delight locals as well as visitors to a region.
- As New Zealand's 5th largest city there is significant scope to invest in heritage projects, heritage centres and museums across the region. The four larger NZ cities all have numerous museums and heritage experiences – each reporting significant increases in interest since COVID-19.
- Planning to invest in heritage facilities and experiences across the Western Bay of Plenty rohe would anchor many heritage and other heritage related initiatives and activities along with being a draw card into the region.
- Investing in heritage becomes even more important knowing the projected regional population will be 400,000 + by 2048.

Along with locals keen to learn more about their heritage, it is well known that Heritage Explorers are travellers who are interested in immersing themselves into the heritage of the destinations they visit. This immersion usually starts before the trip, in the planning phase. They want to learn about the local customs, religion, history, heritage, arts scene, food, industry and more. They would rather go where the locals go than where the tourists go.

Additionally, heritage travellers are often environmentally conscious and want to learn more about the natural environment in which they find themselves.

It is important to note that experiences designed for heritage explorers will also be a strong drawcard for locals and their families.

Source: from Tourism Bay of Plenty and through interviews throughout the sector