

Destination Waitaki



Omarama Discussion – 10.6.21

Purpose:

- Understand Omarama residents' views on Destination management, issues and opportunities

Context

Invitation sent via Vicky Munro (Chair Ahuriri Community Board). ~24 members of the community attended, a mix of residents and businesses (Accommodation, F&B, Retail, Service Station, Fire Chief). No surveys were completed in advance of the workshop. Robust discussion. Concerns flagged prior to the meeting regarding lack of parking for tour buses and visitors during peak season. Health and safety concerns flagged along with a number of near miss accidents. Clear community resistance to growing visitor numbers until traffic management solutions are provided to manage congestion and parking issues.

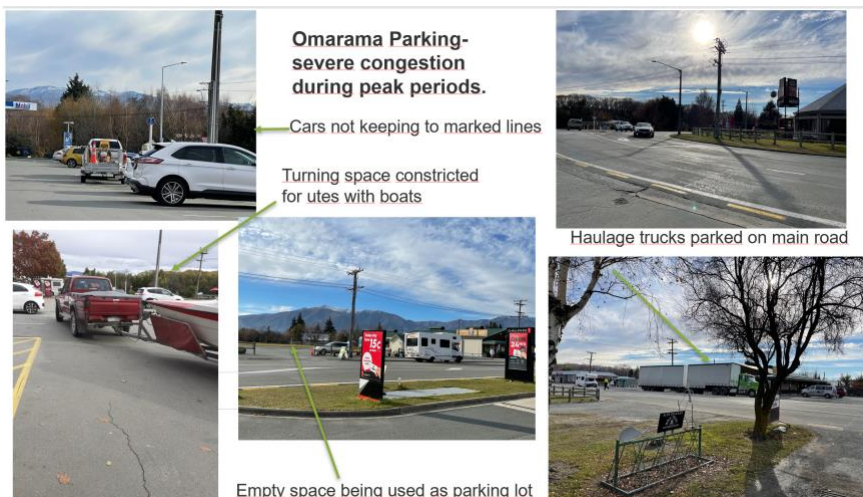
Group was informed monies have been allocated in the LTP to resolve the issue and discussions are underway with Mike Harrison, WDC Roading Mgr and Waka Kotahi/NZTA regarding an Instrument of Delegation to enable the council to move forward with the parking issue discussion.

Ensure Destination Management integrates with current Omarama Master plan and LTP.

Desired Outcomes from DM

Social

- Better management of peak visitor numbers. Congestion issues flagged.
 - H&S considerations due to suboptimal road signage/parking. Parking needs to be better organised.
- Ensuring valuable open spaces within the town boundary are maintained
 - Repurpose Rabbit board land – add parking, toilets
- Rezone subdivisions.
- Re-introduce Information centre
- Community assets – Pic-nic tables; rubbish bins (recycling bins/recycle centre (cf Oamaru).



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Environmental

- Respect and Protection of the environment.
 - Natural plantings// native flora and fauna around lakes.
- Maintaining our key assets - the natural environment
- Upgrading of water (drinking fountains).
- Better Spatial Awareness Planning

Economic

- Increase in permanent residents and new businesses
- Visitors staying longer
- Reduced seasonality – management of the shoulder season. More business and visitor experiences outside the peak.
- Leverage Accommodation options to promote Events/Weddings etc.

Cultural

- No mention of cultural experiences

Target visitors

1. **People who value what we value**
 - a. People who respect us and the environment. Don't want to change us.
 - b. Like minded people, in harmony with us.
 - c. People who enjoy the area and like what we like,

Key Assets and Experiences

Overarching thought – Promote what we have already – outdoor experiences.

1. Adventourism

- a. Biking – Explore different trail options to suit different target audiences
 - i. Alps 2 Ocean – mundane
 1. Strong use for both cycling and walking
 - ii. Mountain Biking Tracks
 1. Farm land
 2. Quailburn
 3. Broken Hut
- b. Walking
 - i. Walking Tracks
- c. Fly Fishing
 - i. Ahuriri – guided tours
- d. Hang Gliding

2. Hero Locations

- a. Clay Cliffs
 - i. Improve with toilets
 - ii. Install counters to manage traffic flow

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- b. Lakes
 - i. Beautification
 - ii. Improved Parking for cars + bikes and cars +boats
- c. Rivers
 - i. Omarama swimming
- 3. Omarama as a Dark Sky Reserve – linkage with Mackenzie?**
 - a. Leverage Omarama name – “ a place of light” – open, clear skies, starry
 - b. A touch of paradise.
- 4. Breadth of Accommodation** options for events/conferences etc

Identity

- 1. Friendly, relaxing, touch of paradise**