

Destination Coromandel's 2016 Annual report

TO Economic Development Committee
FROM Hadley Dryden - Destination Coromandel manager
DATE 19 August 2016
SUBJECT Destination Coromandel's 2016 Annual report

1 Purpose of Report

This report is to provide the Economic Development Committee with the Annual Report and provide an update on activity for the year ahead.

2 Background

Destination Coromandel are focused on the 16/17 year, and performing their core role of marketing the region. This follows a year of record growth for the region across key metrics in what was bumper season for the tourism industry.

Visitor spend increased by 5% to \$389 million. Domestic continues to be the influential source of spend with \$311 million (4% growth). However the 7.8% percentage increase was greater for international spend which reached \$77 million.

Traffic to www.thecoromandel.com climbed by 17% with a marked increase in use from mobile devices. The Coromandel Facebook following bypassed the 50k mark and the social media photo sharing platform Instagram, was launched prior to the summer season.

Destination Coromandel's reputation is well established with an increasing presence of trade and media files covering the region.

The 15/16 year was a busy one, this was reflected in the output of marketing activity. Going forward Destination Coromandel intend to consolidate marketing resources to present a coordinated message to the market.

Improving the functionality and sales systems in the Whitianga and Thames i-SITE will allow the focus of marketing the region to continue.

3 Discussion

Destination Coromandel General Manager Hadley Dryden will verbally brief the Committee on highlights from the 15/16 FY as detailed in the Annual Report, which will be tabled at the meeting. He will also indicate plans for the year ahead.

4 Suggested Resolution

That the Economic Development Committee receives the 'Destination Coromandel 2016 Annual report' dated 19 August 2016.