

Northland's Twin Coast Discovery Touring Route: Sub Regional Positioning Options

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1. Executive Summary

This report is the first stage of a project that will revitalise the touring route options encouraging visitors to explore more of Northland. It will inform future product development and marketing of the region in order to increase the economic contribution of tourism by \$20 million per annum from 2020 onwards.

Six workshops were held in Waipu, Whangarei, Paihia, Kaitiaki, Omapere and Dargaville during May 2015 and the outputs from these workshops analysed and further distilled. Distinctive positioning options were then developed at a region-wide and sub-regional level and these concepts presented back to stakeholders at workshops held in July 2015.

A set of overarching region-wide themes have been identified as part of this project. These convey a broad spectrum of attributes that will appeal to visitors combining geographic features with emotive benefits centered on real or genuine experiences:

- **Uplifting:** revitalising / self-discovery
- **Timeless:** ancient origins & new beginnings (firsts)
- **Real:** Kaitiaki / connected / spiritual
- **Hidden gems & stories:** in nature / history
- **Contrasting coastlines:** East vs West.

The values, themes and stories distilled from the workshops highlighted that Northland could be promoted in future as offering three clear sub-regions – East, West and North. This sub-regional split is particularly relevant to first-time visitors to Northland as

these three broad and contrasting sub-regions provide visitors with a distinctive set of reasons to visit each sub-region.

Table 1: Potential Themes Relating to Three Sub-regions

Sub-Region	Potential Themes
East	Here & now , warm / welcoming, reviving, enticing – a place of ‘fresh starts’ & ‘first times’
West	Ancient , restful, haunting, otherworldly, new beginnings
North	Eternal , spiritual, remote, soulful, mindful

It is important to note the significance of the Bay of Islands as a New Zealand and Northland icon, so care must be taken to build the regional and sub-regional offering around the appeal of this iconic area.

Dividing Northland into more than three sub-regional areas may confuse visitors with offers that overlap or deliver similar benefits. However, for regular visitors to Northland, it was felt that more condensed areas could still be presented to encourage greater exploration of the region furthering the spread of economic activity.

An alternative to presenting sub-regions to visitors was also explored. The concept promoting ‘byways’ instead of ‘sub-regions’ provides an alternative solution to attracting visitors to journey to, and through, Northland. Utilising a ‘highways and byways’ approach to destination marketing also has the advantage of using existing roads (that already appear on maps) to define journeys. This is likely to be easier than establishing new sub-regions, defining boundary lines and explaining these to visitors.

The potential exists to promote region-wide, sub-regional plus highways and byways propositions to create new reasons for visitors to travel to Northland. Digital technology combined with targeted marketing communications allows destination marketing agencies like Northland Inc. to use a multi-layered approach to attracting visitors in future. For example:

- Region wide messages promoting Northland and the Bay of Islands can apply to all visitors.
- The three broad sub-regional messages can be targeted to international visitors and new residents of Auckland who are unfamiliar with the region.
- Highways and byways journeys or propositions could be targeted at repeat visitors to entice them to experience more of the region.

Tourism operators who participated in the second round of workshops, where the above multi-layered approach was presented, expressed keen interest in the concept of promoting a new set of byways to visitors in order to encourage greater exploration and spending in the region.

One key consideration in the development of new byways offerings for visitors (rather than simply presenting sub-regions) is the need for early community involvement and ownership to ensure authentic development and ongoing support for the concepts. It is therefore recommended that community engagement occurs earlier in the touring route development project. This will require a reordering of some of the latter stages of the project, however it should result in a better set of outcomes with stronger overall

support for the project plus greater grassroots word-of-mouth promotion to visitors.

2. Introduction

The objective of the project is to develop distinctive and compelling sub-regional positionings that will underpin future touring route development leading to \$20m per annum in additional visitor expenditure from 2020 onwards.

The scope of this project includes researching best practice examples of sub-regional positioning and the distillation of themes and concepts at a sub-regional and touring route wide level by running a series of workshops to elicit attributes and values for each sub-region of Northland.

Six workshops were held in Waipu, Whangarei, Paihia, Kaitaia, Omapere and Dargaville during May 2015 and the outputs from these workshops analysed and further distilled. These attributes, values and distinctive stories can be found in the appendices of this report.

Results from each sub-region have then been compared and combined to create a region-wide perspective that will underpin future development of the Twin Coast Discovery Touring Route and to present more compelling messages and product offerings to future visitors.

There has been no specification as to the number or nature of sub-regions within the Twin Coast Discovery Highway Route – instead this project is focused on delivering the best overall positioning solution for the Twin Coast Discovery Route and the many parts of Northland that connect to it.

Our checklist to ensure our positioning options will work well for the region includes:

- Authentic
- Compelling
- Distinctive
- Sustainable (ownable in the long term).

This report outlines positioning options at a region-wide and sub-regional level with the overarching themes being distilled from the sub-regional workshops. So it is necessary to consider the sub-regional themes before the combined attributes, values and themes of the region and Twin Coast Discovery Touring Route.

3. Sub-Regional Themes

Workshops held around the region in May 2015 have generated an initial set of sub-regional outputs. Workshops were held in:

- Waipu
- Whangarei
- Paihia
- Kaitaia
- Omapere
- Dargaville.

Outputs from these workshops (shown in Appendix One) include a detailed list of attributes, values and themes that make up each area.

A list of compelling stories for each area was also compiled at the workshops so that each area has a list of stories that might be infused with future product or itinerary development to create a more distinctive, valuable and memorable experience for visitors.

Initial Observations

What became clear early on in the workshops was the strong alignment and shared understanding of Northland's offerings to visitors – including its iconic areas and popular locations. In fact the degree of alignment across sub-regions (or workshop areas) was very

strong suggesting more themes that bind the region together rather than themes that define sub-regional differences.

This is not unexpected given the fact that most participants in the workshops understand and in many cases refer visitors to other parts of their region.

The sub-regional themes summary in the table below have been distilled from the sub-regional attributes and values of the six sub-regional identities (sourced from the six workshops held in May 2015) contained in Appendix One.

3.1 Sub-Regional Themes: Summary

Table 2: Summary of Sub-Regional Themes Icons and Stories

	Waipu	Whangarei	Bay of Islands
Themes	<ul style="list-style-type: none"> • Uplifting escape: Leave busy behind • Stunning coastline and vistas • Welcoming whanau / family • Self-sufficient / hidden talents • Firsts: arrivals, history / heritage, food 	<ul style="list-style-type: none"> • Uplifted yet grounded • Sheltered hub / harbour / meeting place • Stunning coast and islands • Fit in - don't just visit • Feel better 	<ul style="list-style-type: none"> • Firsts: arrival / contact / meeting • New thinking: challenge / provoking • Discover: so much to discover/different • Stories of survival / conflict / resolution • Hidden Gems: in nature and in history
Icons	<ul style="list-style-type: none"> • Spectacular coastline and headlands • Scottish heritage • Beaches 	<ul style="list-style-type: none"> • Tutukaka Coast and Poor Knights Islands • Spectacular coastline and headlands (Bream Head) 	<ul style="list-style-type: none"> • Bay of Islands • Waitangi • Hole in the Rock
Distinctive Stories	<ul style="list-style-type: none"> • Walks, crossings / portage • First landings • Scottish migration / McLeods • Waiharakeke • Mangawhai - last stream of the stingray • Kauri • Maori battles around Mangawhai / Taupu sites • Maui and his brothers - Hen and Chickens Is • Ruakaka South - entrances / to coastal road 	<ul style="list-style-type: none"> • Poor Knights - world's largest sea cave • Ancient Trails • Great migrations: <ul style="list-style-type: none"> • Layers of Maori and European settlements • Nova Scotians • Walking in other footprints (Parihaka) • Untold stories • Kauri and forestry + mining industry • 1st sawmill Ngunguru • Reipae and Reitu (princess) / Maori chiefs • Parihaka – largest pa shared history • Manaia - Tell the story of Whangarei by the Maunga (One chief and 3 sisters) • Bream Head - 500 Kiwi (sanctuary) • Matakoe Island (limestone + Kiwi) • Meeting place of the whales • Cross-roads of trading routes • Food and wine stories • Quarry Gardens, Pukenui Forest • Helena Bay / Old Russell Road • Hatea Loop 	<ul style="list-style-type: none"> • Stories of meeting, conflict and resolution – pre-treaty, “hell-hole of the Pacific,” Treaty of Waitangi, Hone Heke, conflict, land wars, etc • Untold stories • Kupe • Early contact • 1st NZ settlers • First meetings • 1st Xmas service • 1st Brothel • 1st Licensed hotel • 1st Grapevines • Cricket games • Missionaries • Pa Sites

Table 2 (continued): Summary of Sub-Regional Themes Icons and Stories

	Kaitaia / Top of the North	The Hokianga	Dargaville / Kauri Coast
Themes	<ul style="list-style-type: none"> • Wild: untouched, remoteness • Real: genuine bond / look after you • Spiritual: Feel human again • Best kept secrets • Relax: recover from a long trip 	<ul style="list-style-type: none"> • Beginnings: first time events • Explore/learn: the footsteps of explorers • Walk gently: be connected • Find our way: navigation/harbour/forests • Connection: to place and people 	<ul style="list-style-type: none"> • Kauri: ancient yet alive • Uplifted: reconnected to real / nature • Self-discovery: pilgrimage / perspective • Hidden heritage: connection to the past • Peaceful: isolated
Icons	<ul style="list-style-type: none"> • Cape Reinga • Spirits Bay / Piwhane • 90 Mile Beach / Te Oneroa-a-Tohe 	<ul style="list-style-type: none"> • Tane Mahuta • The Hokianga Harbour – Kupe’s arrival point • Ngawha 	<ul style="list-style-type: none"> • Kauri Forest / ancient Kauri trees • Ripiro – longest beach in NZ (107km) • Matakohe Kauri Museum • Kaipara Harbour
Distinctive Stories	<ul style="list-style-type: none"> • Te Rerenga Wairua - spirits depart to Hawaiki • Spirits Bay - steep bluff (Maori would lay bodies and slaves over cliff) • Where two seas meet • 1st landing in New Zealand • Kupe (down West Coast) and his brother (down the East Coast) - both chased octopus • Tale of the Fish (Te Hiku o te ikeā) • Ahipara - Peat fires (Sacred fire) • 90 mile (63 miles long) • North Cape - Money Tree • Pandora’s (Story?) • History of gum field - Oldest preserved timber on the planet • Kuaka - bird migration to Siberia • Mangonui - Whales / family strife /shark <u>Quirky</u> • Beaches ‘registered highway’ • Origin of the gumboot (Far North) - leather Wellingtons nicknamed gumboots • Chilli - best hot sauce in the world 2015 • Hole in the rock (white lie of moving island) • Interpret our place names 	<ul style="list-style-type: none"> • Kupe - the first landing, feats of navigation • Firsts or beginnings of so many things: <ul style="list-style-type: none"> • Honey Bees • Execution (Island of Horeke) • Rawene - 1st planned settlement in NZ • Clendon House - 1st glass windows in NZ / 1st US Consulate • American Consulate (1st) Clendon Family • First horticulture • Tane Mahuta (creation story) • There are secret places - hidden secrets • Find yourself.... • Catholic history / Pompalier / first Catholic Mass • Maori / Chinese Relationship • Shipwrecks • Opo the dolphin - 50’s film footage • Fire Dragon Chillies - World winners! • Ventnor Trail - Chinese (sunken coffins) / Maori people gave burials. • Food / Kaimoana • Slow down: “Hokianga Time” – slow food • Artists - sought after - original hippies 	<ul style="list-style-type: none"> • Sands of time / Longest beach in NZ • The firsts.....settlements, discoveries etc • Kauri • Kumara Capital • Sleeping Giant (Chain of mountains) • Maritime history: shipwrecks, Kaipara Harbour – settlements, ship building - Shackleton boat, river cruise • Geographic - volcano, lignite beach, sand dune lakes • Seafood • Gumdigging / Dalmation settlement • Timber industry - chain of mill sites • Quirky: Kumara Box, Circus Kumarani

3.2 Distinctive Sub-Regional Themes

The strong alignment in visitor offerings across the six workshops suggests fewer rather than more sub-regional areas are required. Too few sub-regions might suggest the region has little to offer while too many sub-regional areas risks confusing potential visitors by overcomplicating the regional offer.

Leading examples of sub-regional offerings would suggest that fewer sub-regional areas are more practical. Any more than six or seven sub regions makes deciding which area to visit more difficult – especially for first time visitors to a country or region. North Carolina, USA and Victoria in Australia appear much simpler than Denmark:

Figure 1: North Carolina Sub-Regions (<http://www.visitnc.com/cities-regions>)

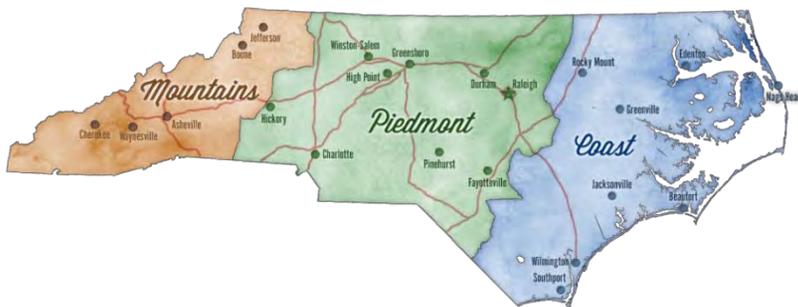


Figure 2: Victoria, Australia 'Jigsaw' (<http://www.tourism.vic.gov.au/>)



Figure 3: Denmark Sub-Regions (<http://www.visitdenmark.com/>)



3.2.1 Presenting Three Sub-Regions

Dividing Northland into three sub-regions reinforces the three geographically distinctive coastal areas – west, north and east. These three different coastal areas potentially offer the greatest contrast between each.

Positioning using three sub-regions could build on existing strengths of each with its own distinctive landscapes, stories and personality:

Table 3: Potential Themes Relating to Three Sub-regions

Sub-Region	Potential Themes
East	Here & now, warm / welcoming, reviving, enticing – a place of ‘fresh starts’ & ‘first times’
West	Ancient, restful, haunting, otherworldly, new beginnings
North	Eternal, spiritual, remote, soulful, mindful

The words/phrases suggested above each have very specific ‘personalities’ and meanings – but each adds dimensionality to the idea of ‘taking or spending time’ in the region:

- **Eternal:** means *lasting or existing forever; without end* e.g. The Spirit Coast / Top of the North
- **Ancient:** means *belonging to the very distant past* e.g. Tane Mahuta
- **Here & now:** means *being mindfully aware of what is going on right here and now, in our experience, and this includes any thinking we do about the past or future*¹ e.g. Waitangi.

¹ There is an opportunity to stress the idea of the *historic moment* – where *your* memories of a lifetime (first dive, fresh start) occur in the context of

There is an opportunity to consider the use of Te Reo Maori, perhaps in combination with English descriptors, to create distinctive and story-rich names for sub-regions. Consideration might be given to an approach that uses each language to add its own dimension or meaning, rather than opt for a ‘translation’ approach.

Clearly any Te Reo Maori would be developed in discussion with iwi and would likely involve a separate piece of work that would need to be completed by Northland Inc.

Presenting three sub-regions will work well with international visitors who are not aware of the breadth of the experiences available in Northland. Three sub-regions should also encourage new New Zealanders (especially those living in Auckland) to consider visiting more than one sub-region as part of their journey.

One problem with the approach above is that three coasts don’t relate well to the name Twin Coast Discovery. So these three areas should be referred to as two coasts and then a title without ‘coast’ in the name e.g. the Top of the North or the Far North.

some of New Zealand’s founding historical pioneering acts, journeys, encounters, conflicts etc. This is likely to be a stronger leverage of ‘heritage’ than a proposition that treats the visitor as a passive observer reading (or being told) about ‘history.’

3.2.2 Presenting Four or More Sub-Regions is Less Clear

Additional sub-regional areas could be added by splitting the three sub-regional areas described above into areas already being promoted to visitors. However, when considering the themes across six regions for example, a significant overlap occurs – as shown in the section 2.1 above where themes such as firsts or beginnings and uplifting or stunning coastlines appear in multiple sub-regions. As a consequence of this thematic blurring, the points of difference for each sub-region are likely to revert to more obvious geographic or iconic features of each area e.g.

Table 4: Geographic Icons as Themes Relating to Six Sub-Regions

Sub-Region	Geographic / Icons as Themes
Top of the North	North coast, spirits coast or lonely coast
Bay of Islands	Bay of Islands and the sheltered coast
Tutukaka Coast	Poor Knights or Tutukaka dive coast
Whangarei / Waipu Coast	Volcanic peaks and islands, and the sweeping sandy beaches of Ruakaka and Waipu
Hokianga Harbour	Hokianga’s ancient navigator(s) and harbour connections
Kauri Coast	Tane Mahuta, Kauri forest and the Kaipara Harbour

Arguably this approach is similar to what is currently being offered – geographic areas rather than strongly themed sub-regions with clear points of difference. The biggest issues with offering more sub-regions to visitors are:

- a. Potential confusion over which area to visit and a tendency to leave areas out that don’t seem exciting or relevant.
- b. Overlapping offerings where each sub-region starts to sound the same as its neighbouring areas.

3.2.3 Practical Considerations

The Bay of Islands as the well-known icon of Northland and New Zealand should continue to be promoted as a distinct entity in destination marketing messages alongside any new messages about Northland and its sub-regions.

Deciding the right number and mix of sub-regions for Northland must ultimately be centered on what is more likely to appeal to visitors rather than internal or political boundaries. Our recommendation is to promote fewer sub-regions in order to provide the greatest contrast for visitors to experience as is the case with three sub-regions (as outlined in section 3.2.1 above). Combining the contrasting themes and physical characteristics of three sub-regions presents opportunities to quickly educate travel media, trade and visitors that, in order to truly understand Northland, they should visit three distinct parts of the region.

Finally, the phrase “Twin Coast Discovery” suggests two sub-regions: East and West, however the significant contrasts between these two coasts and the presence of the third ‘North coast’ including the iconic Cape Reinga is problematic in a naming sense.

3.2.4 Sub-Regions Connected by Highways and Byways

An alternative to creating sub-regional areas with boundaries that may result in gaps or overlaps that confuse visitors or create tension in local communities is to focus instead on the pre-existing roads that provide access for visitors to the many remote parts of Northland. The notion of ‘highways and byways’ may present a simpler way to entice visitors into sub-regional areas without the need to create boundary lines on maps.

Substituting ‘byway’ for ‘sub-region’ may unlock more opportunities to entice visitors to journey to and through Northland without having to create sub-regions as such.

The term ‘highways and byways’ is well known, and suggests main routes, side roads, trails and personal journeys full of incidents, encounters, special features and experiences. A ‘highways and byways’ approach to promoting Northland and the Twin Coast Discovery Touring Route presents something of a competitive advantage for the region as the road network already offers a set of major and minor roads taking visitors to the more secluded coastal scenic locations. ‘Highways & byways’ also suggests a contrast in the type of journey available to visitors:

- **HIGHWAYS:** fast, efficient, easy A grade road infrastructure. Generally speaking the term ‘highway’ means a road that will get you from A to B fast.
- **BYWAYS:** slower, story-rich, natural wonders, full of encounters and memories. ‘Byways’ suggest slower perambulation, intimate encounters and spending *time* – experiencing a myriad of ‘touch points.’

Table 5: Potential Journeys as Highways and Byways

Sub-region / Byways	Potential Journeys
The highways and byways of the Twin Coast Discovery Touring Route	<p>The Great Northern Highways and Byways that connect three distinctive sub-regions:</p> <ul style="list-style-type: none"> - Promote popular existing byways using theme based itineraries e.g. Mangahwai, Tutukaka Coast, Kerikeri Basin, 90 Mile Beach / Cape Reinga, Hokianga Harbour and even Tane Mahuta. - Develop or redevelop other byways as visitor options e.g. Waipu, Ruakaka, Matauri Bay, Ahipara, Kai-iwi Lakes and cross-island journeys e.g. Bay of Islands to Hokianga.

Byways or journeys by road can be linear corridors or loops – the latter can be used to provide a sub-regional offering in itself without the need to define sub-regional boundary lines i.e. the road provides a natural boundary as well as corridor.

Northland could even adapt the United States National Scenic Byways Program (NSBP)² established in 1991, by the U.S. Secretary of Transportation which recognises certain roads as National Scenic Byways based on their archaeological, cultural, historic, natural, recreational and scenic qualities. There were 150 nationally designated byways in 46 States in 2012. The Federal Highway Administration promotes the collection as America’s Byways®. New byways could be developed over time rather than focusing on one Twin Coast Discovery Touring Route or set of sub-regions.

² For more information on America’s Byways® see the examples and definitions in Appendix Two.

4. Region-Wide Themes

The regional identity attributes in the pyramid on the next page show a range of themes that convey a broad spectrum of benefits to visitors – from geographic contrasts to more eternal and uplifting aspirations:

- **Uplifting:** revitalising / self-discovery
- **Timeless:** ancient origins & new beginnings (firsts)
- **Real:** Kaitiaki / connected / spiritual
- **Hidden gems & stories:** in nature / history
- **Contrasting coastlines:** east vs west.

It is important to note the significance of the Bay of Islands as a primary icon for New Zealand and Northland. Inclusion of the Bay of Islands as a distinct entity should occur at the overarching region-wide level and it could also be reinforced at sub-regional and even byway levels.

Northland has a number of distinct advantages as a region, and key to these are its elongated form and its ‘Northern most’ location – combining to give it a wonderful climate. If this *natural* character is played off against the region’s cultural, social, spiritual & historical stories and essence, a powerful underpinning idea of an ‘island-like³’ place, culture and ‘time’ can be told as an authentic and true point of difference that can be easily owned by the region e.g.

³ The concept of ‘island-like’ is an underpinning idea that may not ever be used to describe the region in marketing material but the benefits of going to such a place will be conveyed to potential visitors.

As you enter by road, a narrow strip⁴ of low-lying land connects Northland to the rest of the North Island. Think ‘island realm’ and you’ll begin to understand what makes Northland special.

*Just as islands offer **a world away**, so too does Northland. Northland’s elongated (6 hours long, 40 minutes wide) landscape is so accessible, and yet so varied.*

Painting a picture of this ‘island-like’ region provides options to position Northland distinctively as “a world away.”

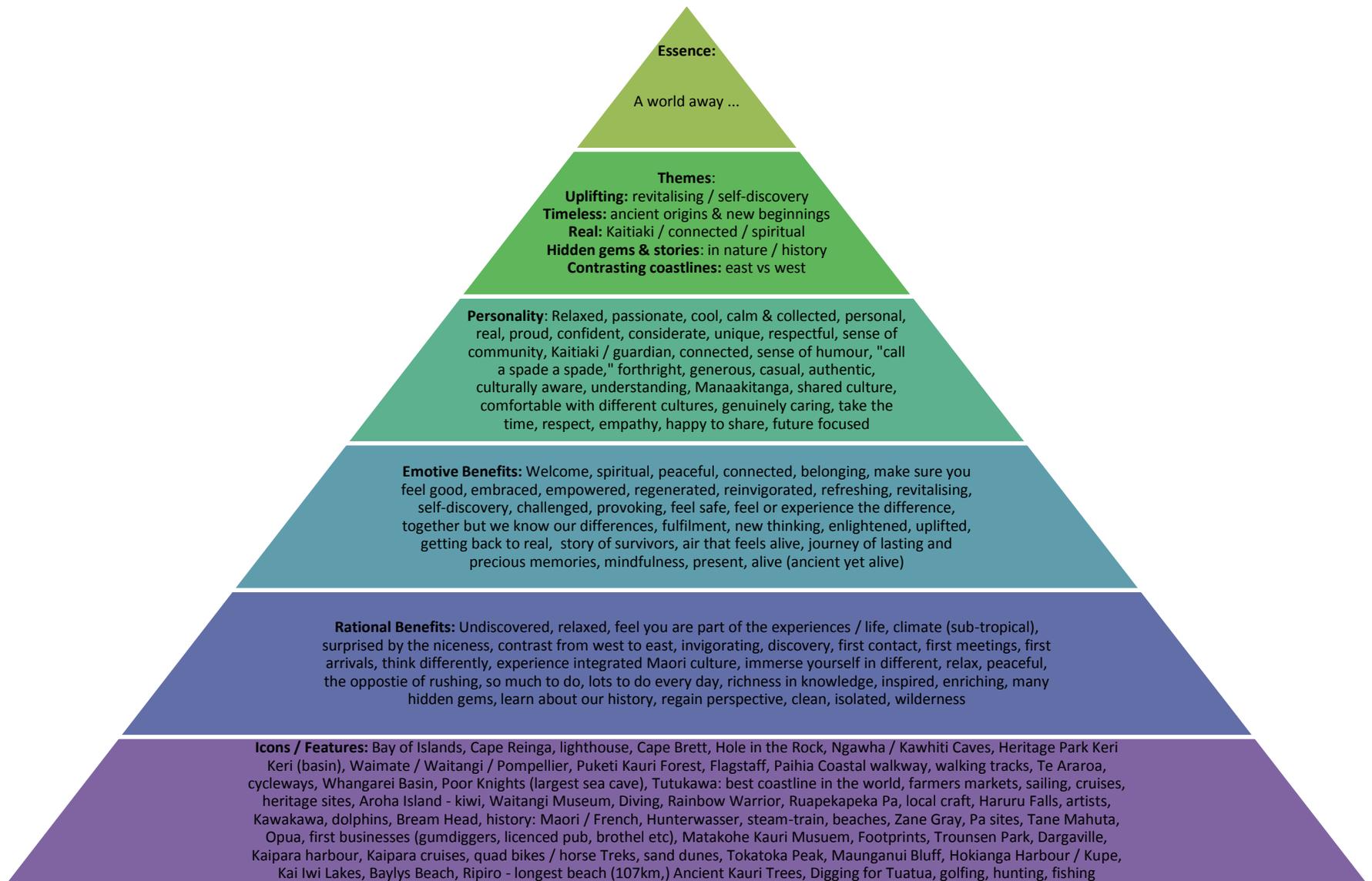
Drawing also on the idea of ‘time,’ ‘timeless’ or even ‘island time’ from the three sub-regional areas, these same attributes can also be used to underpin the regional positioning:

- **Eternal:** means *lasting or existing forever; without end*
- **Ancient:** means *belonging to the very distant past*
- **Here & now:** means *being mindfully aware of what is going on right here and now, in our experience, and this includes any thinking we do about the past or future.*

The more basic fallback option for positioning the region is simply to rely on its northern most region status within New Zealand and the associated natural and climatic advantages. However these geographic attributes have been used before (i.e. the Winterless North) and should be seen as secondary substantiations to the more impactful positioning ideas of “a world apart” and its timelessness.

⁴ Approximately 10km wide between Kaipara Harbour and Mangawhai on the east coast.

Figure 4: Northland Region-Wide Identity Attributes



5. Linking Themes / Hierarchy

A combination of region wide, sub-regions and byways offers a very distinctive 'Northland' proposition including a range of stories and products for visitors to choose from and for Northlanders to develop and market.

Figure 5: Potential Hierarchy in Promoting Regional and Sub-Regional Themes

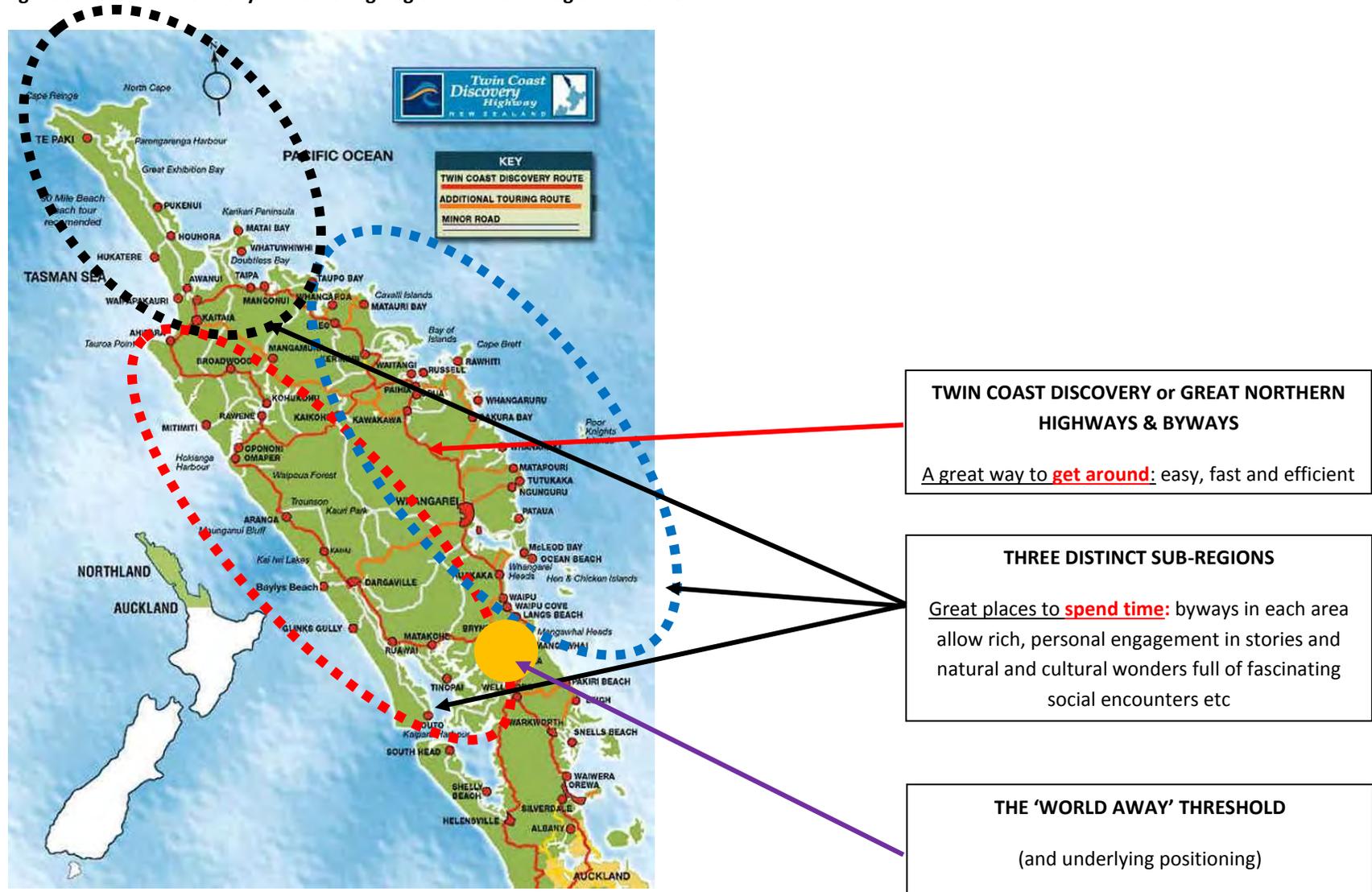
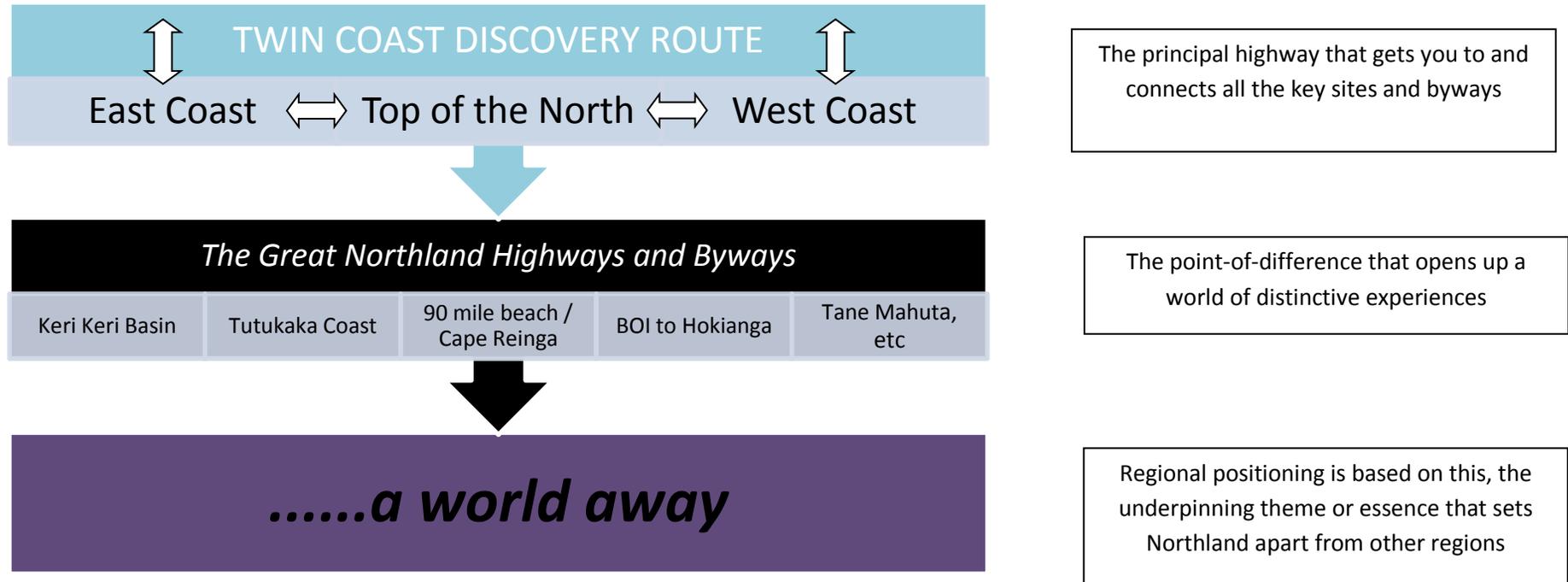


Figure 6: Potential Layered Positioning (From a regional infrastructure point-of-view)



EXAMPLE OF COPY DEFINING OUR POINT OF DIFFERENCE: Northland.....a world away⁵

*What makes the real difference up here are the byways – the network of roads and trails that take you **from ‘everyday’ to ‘everlasting’** – meandering through a myriad of small kainga (villages) and diverse local populations, to the wharves where boats will take you to amazing offshore islands and underwater worlds. You’ll witness true stories (and tall tales) as you wander through the buildings and landscapes where some of New Zealand’s foundations were debated and agreed. You’ll trace the footprints of those who made history as you create your own memories of a lifetime in unforgettable untouched natural environments.*

⁵ The underpinning regional positioning of ‘a world away’ is not intended as a strapline or descriptor to be used in marketing text. It is intended as a foundation theme or essence that, in the case of the text above, clearly sets Northland apart as a region.

6. Story Based Examples Using New Positioning Themes

Northland has an opportunity to play a leadership role in developing a series of ‘byways’ across natural environment, cultural, archaeological and scenic categories. The examples that follow outline the incredible richness of existing experiences that could be framed in this new way. There would be no shortage of contenders for the ‘great Northland highways and byways.’

The first example provides the basis for compelling stories/product development, within a set of guidelines enabling new or updated byways to be launched / relaunched each year if required. As awareness of byways increases over time the Twin Coast Discovery Highway may receive less promotional emphasis – potentially being replaced by the broader ‘great Northland highways & byways’ proposition as shown below.



Points to note:

1. The ‘world away’ positioning is the key story to be expressed, but *not intended* as the language used to express it.
2. The *Twin Coast Discovery Highway* story is central, but it is how it is used that creates a Northland point-of-difference.
3. The idea of ‘time’ (both in terms of the region’s history and ‘slow down and enjoy’) are key. Wherever possible this should be framed in ways that are visitor centric.
4. There is a possible ‘promotional’ role for the language of the new proposition.

This second scenic and heritage (place-based) example could be titled The East-West passage or The Treaty Trail.

The passage from the Bay of Islands to Hokianga is one overlaid with many ancient, historic and contemporary journeys. This has all the elements of a great byway.



Left: The route of the Far North Cycleway

Centre: After the initial signing ceremony in Waitangi Governor Hobson headed to Hokianga, where most of the rangatira were experienced at negotiating business agreements with timber traders and settlers. Many there were suspicious of Hobson and his Treaty. Some were concerned about how the Treaty would affect trade and commerce with settlers. Others, like Te Taonui, had visited Sydney and seen how badly the Aborigines fared from British treatment. However, after much debate, many Hokianga rangatira signed, and over the following months other rangatira in the Bay of Islands and at Kaitaia signed.

Right: This map was published in 1822 in the *Church Missionary Register* to illustrate the missionary Samuel Marsden's journeys. Marsden visited New Zealand a number of times from 1814, and travelled extensively throughout Northland. The routes of the missionaries' trips inland and Marsden's 1819 trip to the Hokianga (River Gambier) are marked. William Puckey, who had previously commanded a ship out of England, accompanied him to the Hokianga. Marsden recorded in his letters that Puckey took soundings and bearings at the mouth of the Hokianga.

7. Recommended Approach to Project Rollout

Adopting a multi-layered strategy to develop the appeal of regional and sub-regional offerings is now possible given the ability to promote different propositions to different audiences using online and mobile technologies. It is recommended that Northland Inc. build destination appeal by promoting three ‘layers’ of destination messaging:

Table 6: Multi-Layered Communications Messages

Offering	Audiences
Region-wide	All audiences need to understand Northland’s points of difference as a region including the iconic Bay of Islands.
Three sub-regions (West, North, East)	International markets and new New Zealanders who have little understanding of Northland. Promoting the contrasting nature of these three coastal sub-regions ensuring that the Bay of Islands is highlighted first then providing these visitors with a broader understanding of how different each coastal area is. This may also prove useful in educating international travel trade and media that, in order to truly understand Northland, they should visit or write about these three different coasts / sub-regions.
Up to 12 Byways / Journeys	The Auckland market in particular and domestic visitors in general who already have a reasonable knowledge of Northland through prior visits. Repeat visitors will be more responsive to something new such as a byway with a new name that tells a story as well as joins towns and places on the map.

Northland Inc. will be able to carefully manage communications to ensure the right messages meet the various target audiences via the right channels e.g.:

Table 7: Potential Communications Matrix

Northland Offerings:	Proposition	Audiences	Channels
<ul style="list-style-type: none"> • Icons • Thematic / cultural / geographic itineraries • Pou Trail, Cycle Trail • Regional guides / website promoting individual businesses 	Region-wide / Bay of Islands / Twin Coast Discovery	All	International media and trade + TNZ and domestic media
	3 Sub-regions (East, West North)	International visitors, new NZers	International media and trade + TNZ
	Byways or routes as new journeys to promote up to 12 sub-regions	Domestic visitors, repeat / long stay international	Domestic print, TV and digital media

It is likely that new byways / journeys will be promoted online in the first instance via websites, social media and possibly Apps. Physical roadside signage may take longer to be installed as the relative popularity of each byway or journey becomes known, and as signage solutions become available via the NZ Transport Agency and local Councils.

Figure 7: Phases of Promoting New Byways



As byways or road journeys gain in profile over the first three years of the project it will be possible to broaden the Twin Coast Discovery touring route offering into a “highways and byways” proposition – potentially creating a new set of “Great Northern Highways and Byways.” So ultimately the byways (as long as they are distinctive and boldly named) become the compelling reason for visitors to slow down and explore the region rather than simply promoting the Twin Coast Discovery Highway route in order to educate visitors that there are two options for traveling north and south around the region.

The overarching goal of this project is to *Increase the contribution of the tourism sector to Northland’s regional GDP*. Achieving additional tourism expenditure of \$20m per annum is underpinned by four stages of the overall project:

1. Creating stronger sub-regional identities / positionings.
2. Interpretation – adding layers, information nodes, new technology.
3. Te Tai Tokerau Pou Trail – our point of difference.
4. Towns and Communities – integration and synergy.

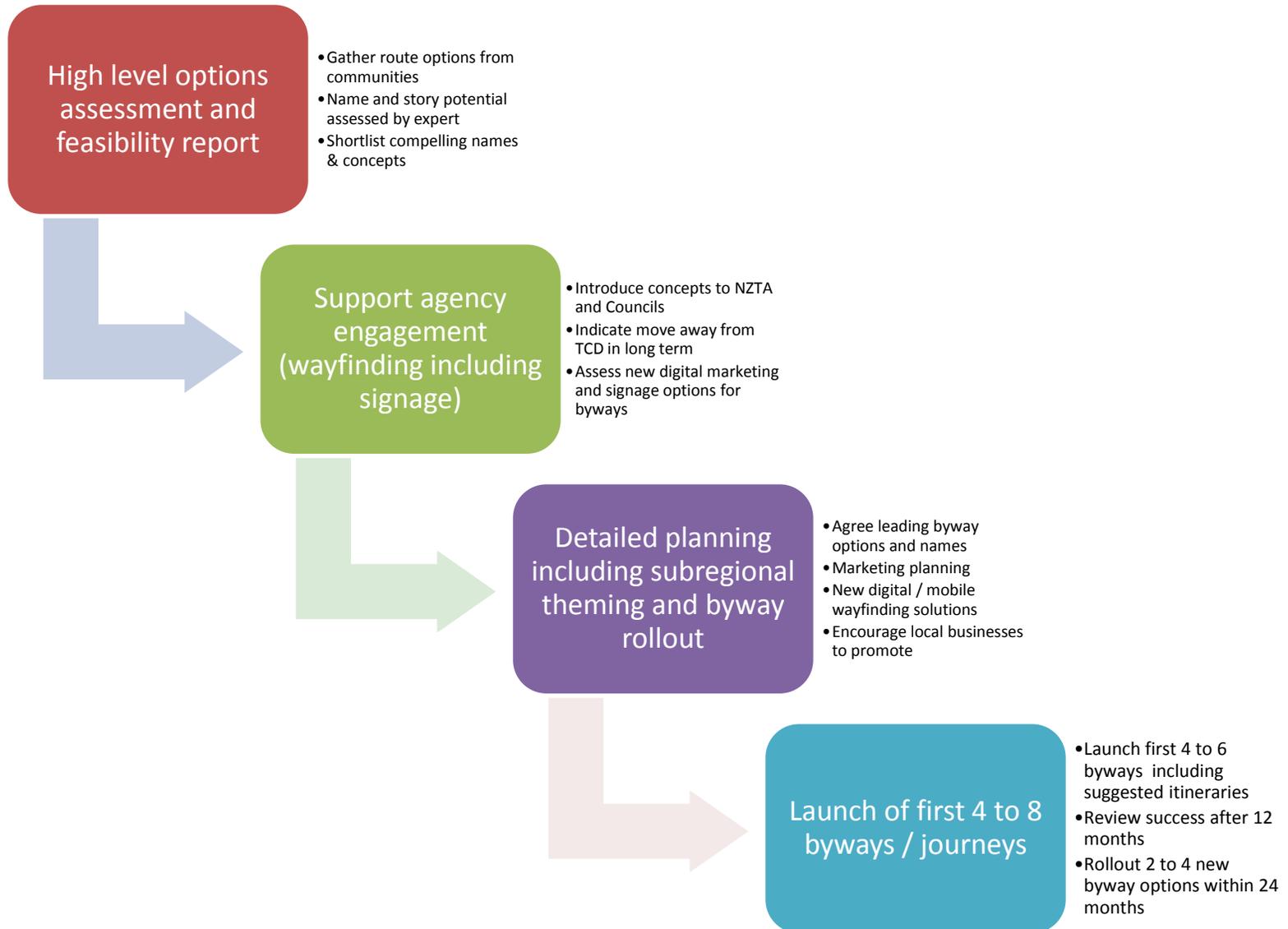
Engaging with communities earlier on in the project will ensure authentic byway / tourist drive⁶ / journey options are developed.

Finally, staging the rollout of scenic byways up to a total of around 8 to 12 will ensure there are new reasons for media to write about different parts of Northland over a period of up to five years. So, just like the New Zealand Cycle Trail has had various openings as trails have been completed, Northland could have a series of launches that gain ongoing media and visitor attention.

⁶ Current road signage in Northland includes ‘tourist drives’ such as to Whangarei Heads from the town basin. While the concept of tourist drives is useful, the name is very outdated and not seen as compelling for promoting exciting new scenic / heritage or cultural byways to visitors in future.

7.1 Recommended Next Steps

Figure 8: Recommended Next Steps for the Project



8. Product Development Implications

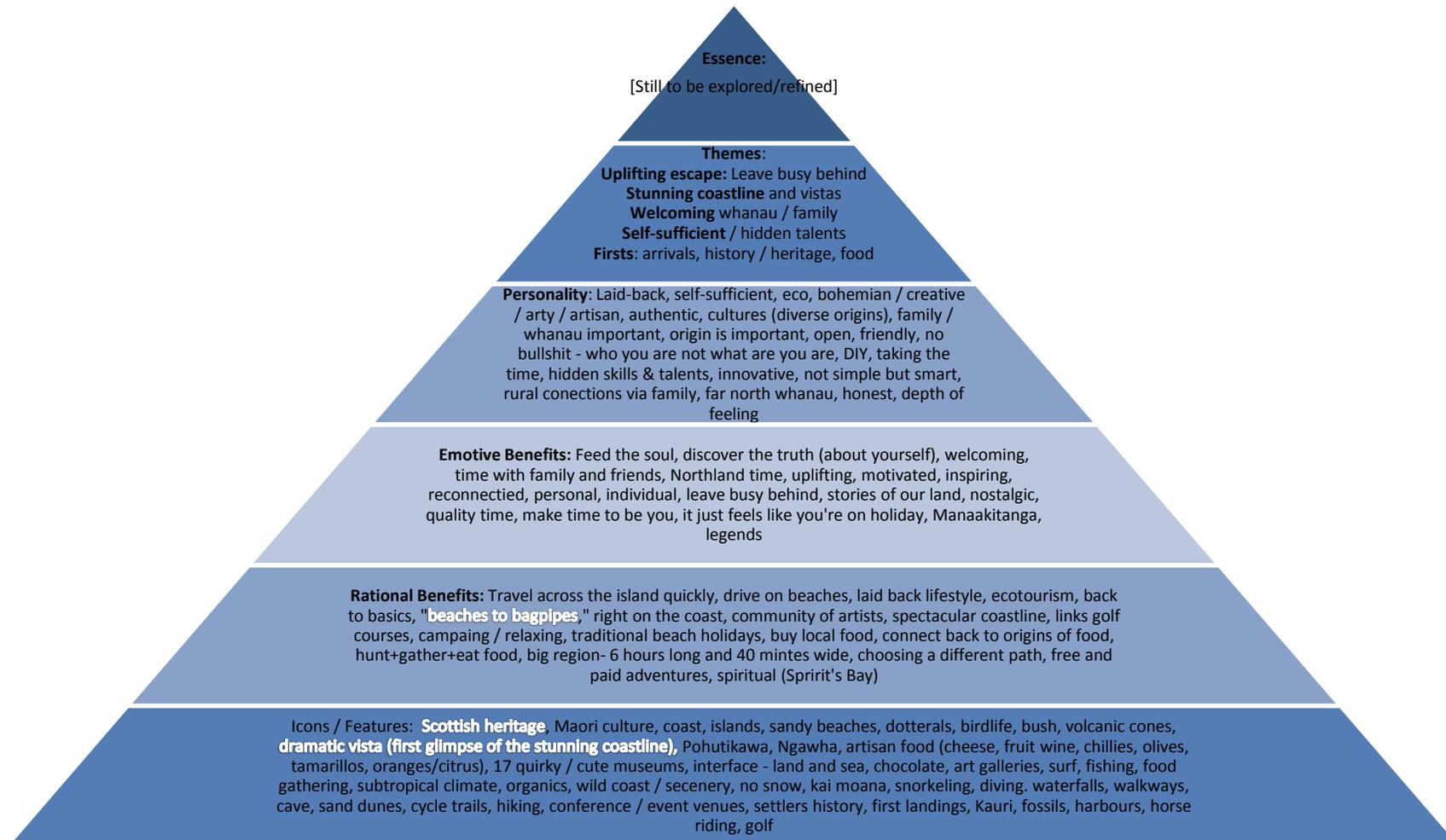
The values and themes distilled in the process of this sub-regional positioning review have highlighted strong alignment across Northland. In order for future product development to be authentic and to support the foundations of the regional identity, the values outlined below provide a clear steer and potential checklist for Northland Inc. to assess the suitability of proposed new products / experiences in the region:

Table 8: Checklist for Future Product Development Projects in Northland

Checklist of essential elements for new Northland visitor products / experiences	Northland’s underpinning themes & values
<p>Region wide attributes (derived from region-wide themes & personality):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Original – new products / experiences should be world or New Zealand firsts not copied from other regions such as Queenstown or Rotorua e.g. Hundertvasser’s toilets in Kawakawa <input type="checkbox"/> Personal – not mass produced, delivered by local people providing a personal connection to Northland <input type="checkbox"/> Uplifting and / or enlightening – a new perspective for visitors offering much more than just scenery, adrenalin or relaxation e.g. enabling visitors to get closer to nature such as a new guided canopy walk in a Kauri forest <input type="checkbox"/> Connection to coastlines and / or journeys 	<p>Overarching essence: “a world away...yet closer than you think”</p> <p>Themes:</p> <ul style="list-style-type: none"> • Uplifting: revitalising / self-discovery • Timeless: ancient origins & new beginnings (firsts) • Real: Kaitiaki / connected / spiritual • Hidden gems & stories: in nature / history • Contrasting coastlines: east vs west. <p>Personality: Relaxed, passionate, cool, calm & collected, personal, real, proud, confident, considerate, unique, respectful, sense of community, Kaitiaki / guardian, connected, sense of humour, “call a spade a spade,” forthright, generous, casual, authentic, culturally aware, understanding, Manaakitanga, shared culture, comfortable with different cultures</p>
<p>Sub-regional attributes (based on three sub-regions):</p> <ul style="list-style-type: none"> <input type="checkbox"/> East including Bay of Islands: Building on the idea of being present and gaining a better understanding of our history, culture and our place in the world from the past to present <input type="checkbox"/> West including the Kauri Coast: Reinforcing the untouched nature of the long beaches and forests that are ancient yet alive <input type="checkbox"/> North to Cape Reinga: Offering a different way to travel from the beach-as-highway (physical) to the spirit path as souls depart for their spiritual home 	<p>Three sub-regions and contrasting themes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Here & now, warm / welcoming, reviving, enticing – a place of ‘fresh starts’ & ‘first times’ <input type="checkbox"/> Ancient, restful, haunting, otherworldly, new beginnings <input type="checkbox"/> Eternal, spiritual, remote, soulful, mindful
<p>Individual byway / journey attributes (to be determined)</p>	

Appendix One: Workshop Outputs (6 workshops held during May 2015):

Waipu Workshop Outputs

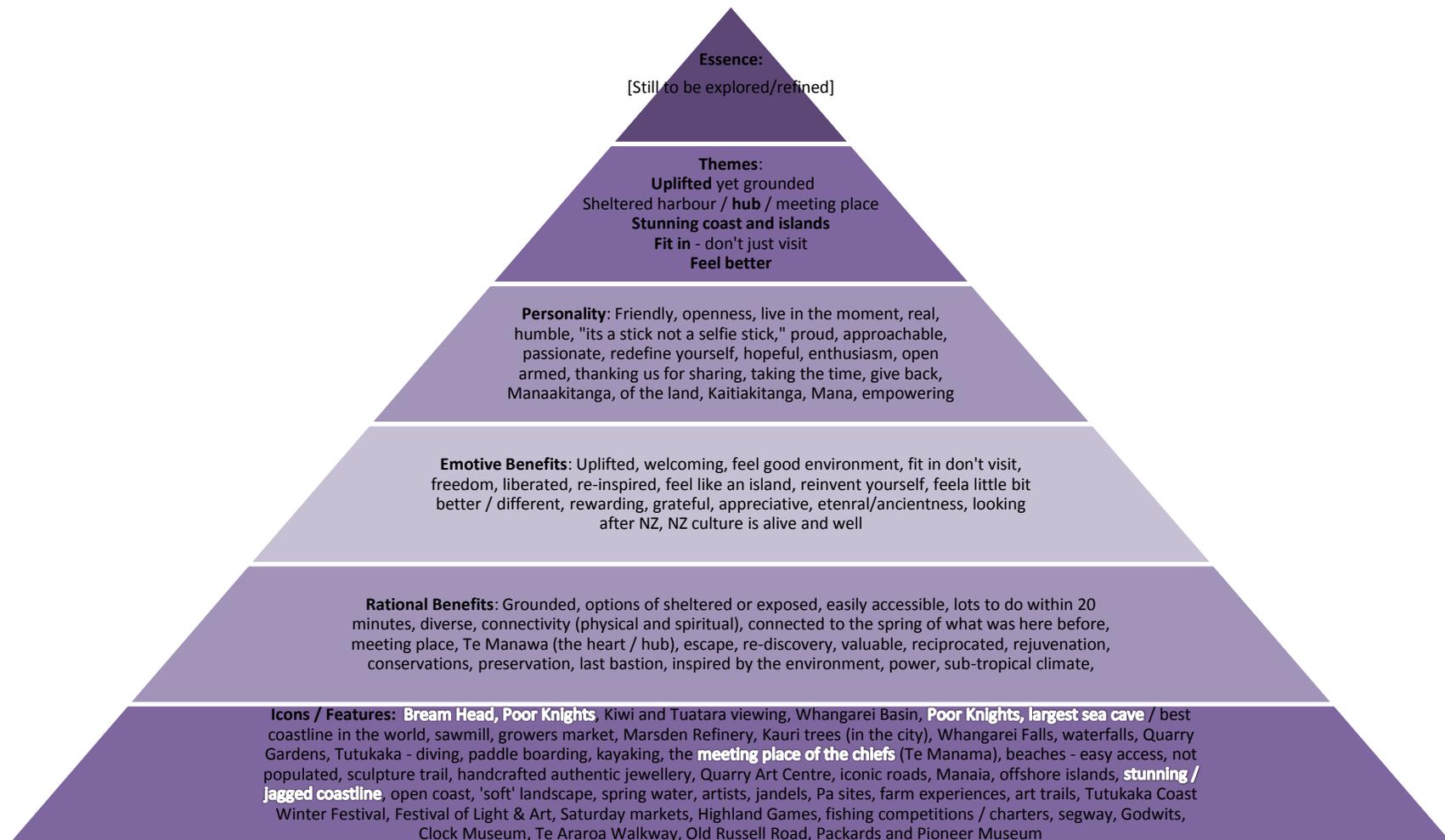


'Ownable' items have been highlighted above in white font.

Distinctive Stories

- **Walks, crossings / portage**
- **First landings**
- **Scottish migration / McLeod**
- Waiharakeke
- Mangawhai - last stream of the stingray
- Kauri
- Maori battles around Mangawhai / Taupu sites
- Maui and his brothers - Hen and Chickens Is
- Ruakaka South - entrances / to coastal road

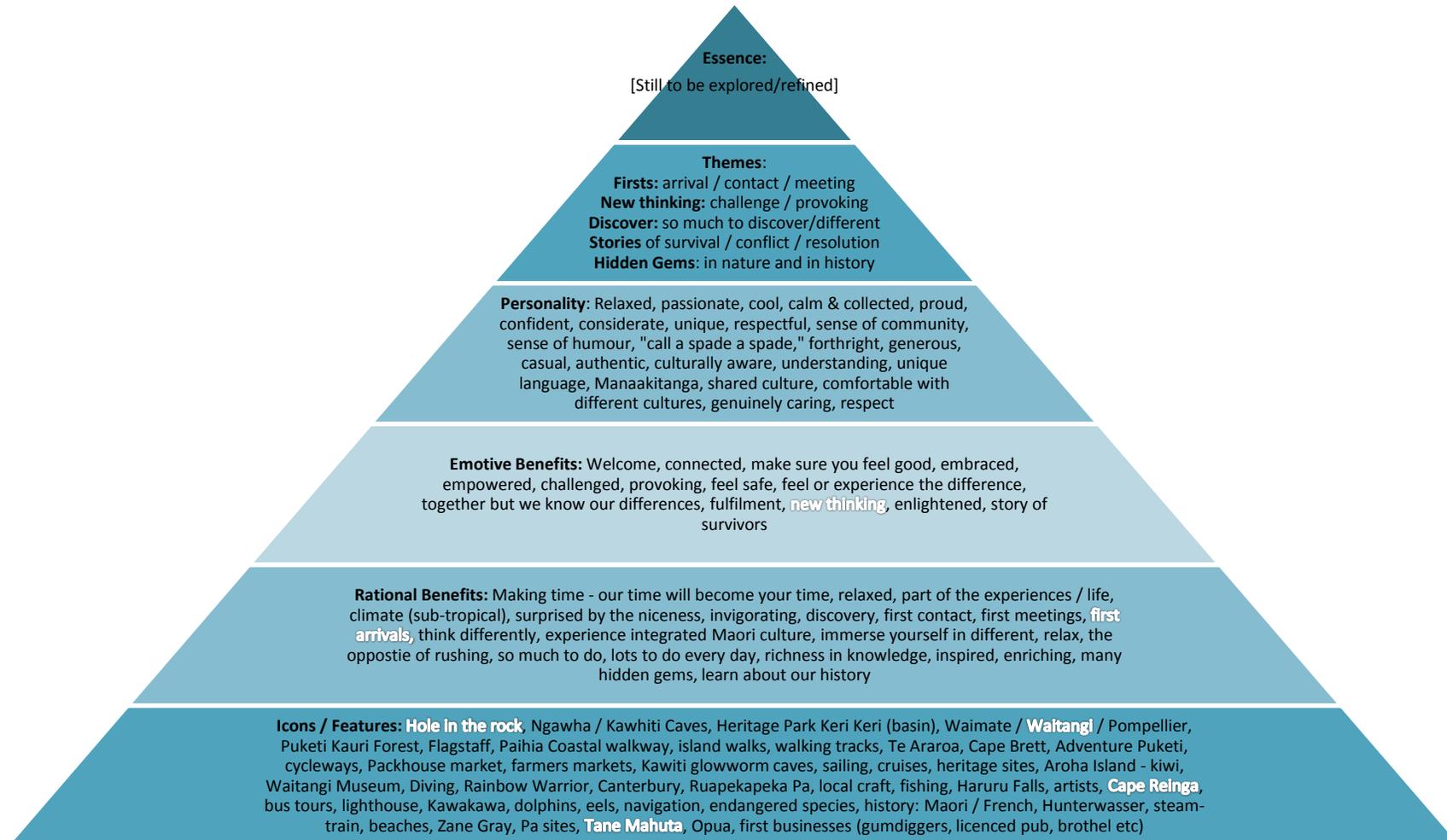
Whangarei Workshop Outputs



Distinctive Stories

- **World's largest sea cave at Poor Knights**
- **Poor Knights story**
- **Ancient Trails – can we link ancient trails with our modern trail i.e. the Twin Coast Discovery Highway?**
- **Great migrations:**
 - **Layers of Maori and European settlements**
 - **Nova Scotians**
- **Walking in other footprints (Parihaka)**
- **Untold stories**
- Kauri and forestry industry
- 1st sawmill Ngunguru
- 1st flats in Whau Valley
- Reipae and Reitu (princess) / Maori chiefs
- Mining history
- Parihaka – largest pa shared history / older
- Manaia - Tell the story of Whangarei by the Maunga (One chief and three sisters)
- Bream Head - 500 Kiwi (sanctuary), potential world heritage
- Matakoe Island (limestone) - Kiwi creche
- Meeting place of the whales
- Cross-roads of trading routes
- Food and wine stories
- Quarry Gardens, Pukenui Forest
- Helena Bay / Old Russell Road
- Hatea Loop
- Diversity in small place

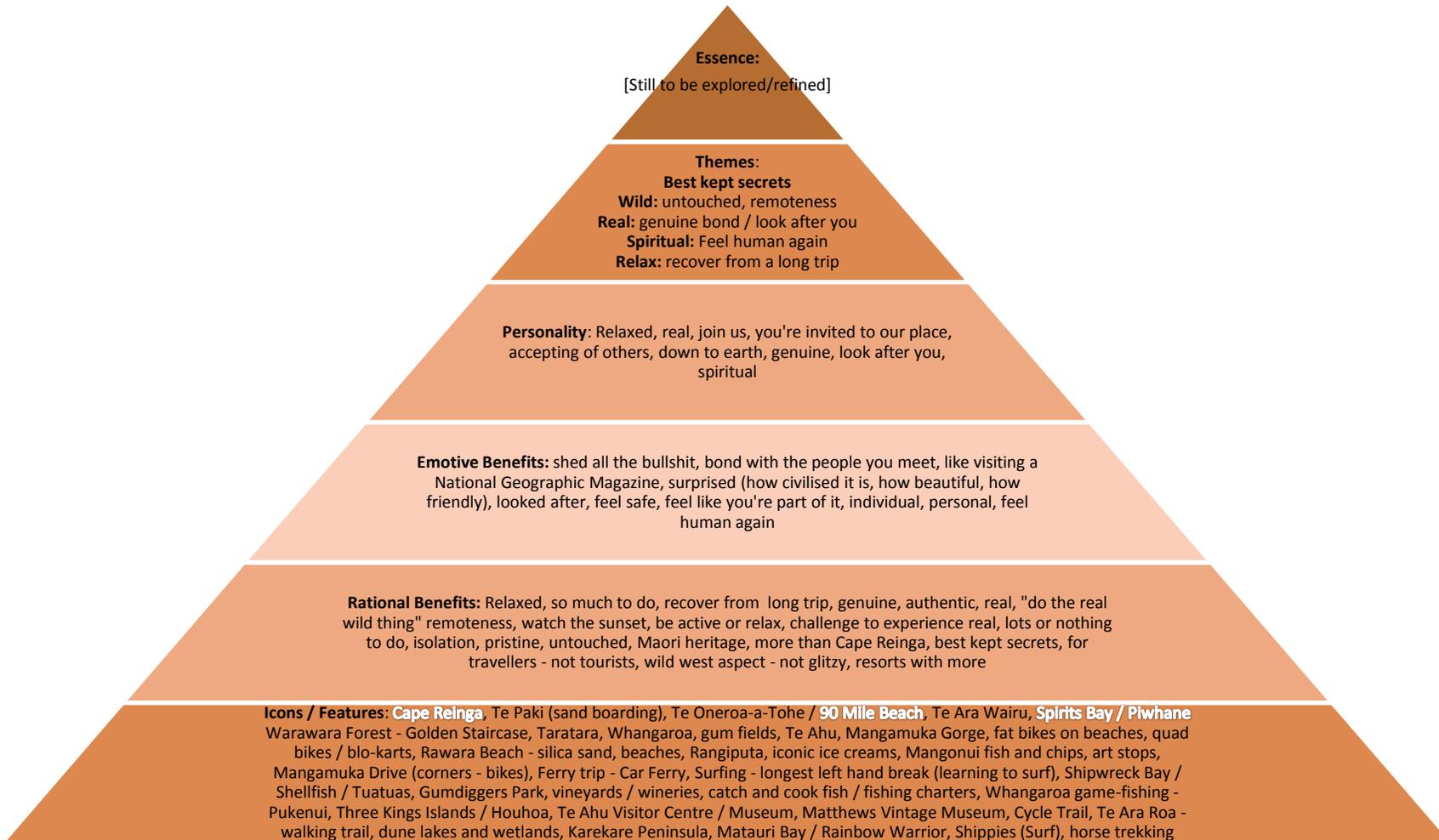
Bay of Islands Workshop Outputs



Distinctive Stories

- **Stories of meeting, conflict and resolution – pre-treaty, “hell-hole of the Pacific,” Treaty of Waitangi, Hone Heke, conflict, land wars, etc**
- **Untold stories**
- Kupe
- Brothel
- 1st Xmas service
- Licensed hotel
- Grapevines
- Cricket games
- Missionaries
- First meetings
- Pa Sites
- Early contact
- 1st NZ settlers

Kaitaia / Top of the North Workshop Outputs



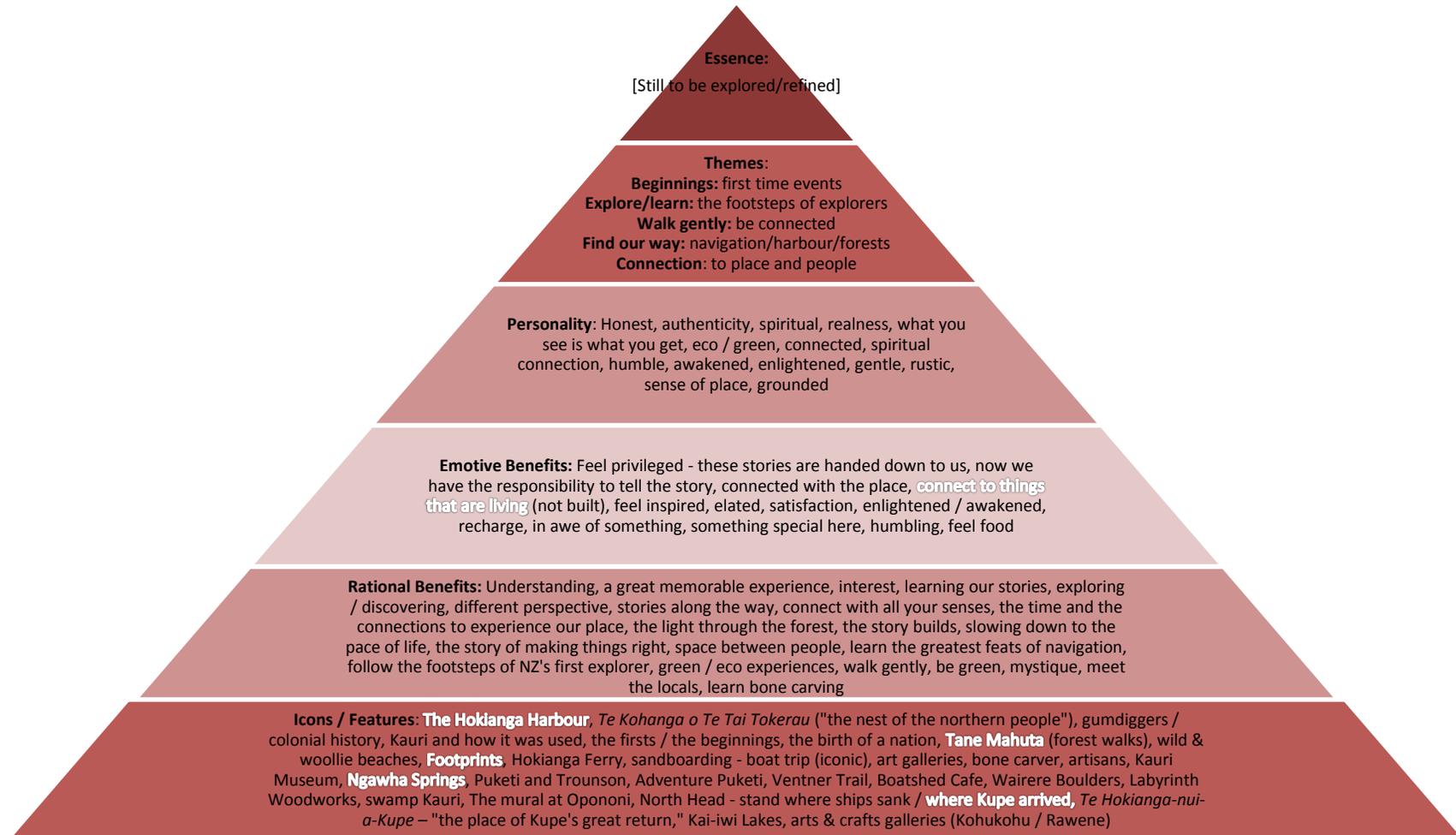
Distinctive Stories

- **Te Rerenga Wairua - spirits depart to Hawaiki**
- **Spirits Bay - steep bluff (Maori would lay bodies and slaves over cliff)**
- **Where two seas meet**
- **1st landing in New Zealand**
- **Kupe** (down West Coast) and his brother (down the East Coast) - both chased octopus
- Tale of the Fish (Te Hiku o te ikeā)
- Ahipara - Peat fires (Sacred fire)
- 90 mile (63 miles long)
- North Cape - Money Tree
- Pandora's (Story?)
- History of gum field - Oldest preserved timber on the planet
- Kuaka - bird migration to Siberia
- Mangonui - Whales / family strife - son and the shark

Quirky

- **Beaches 'registered highway'**
- **Origin of the gumboot (Far North) - leather Wellingtons nicknamed gumboots**
- Chilli - best hot sauce in the world 2015
- Hole in the rock (white lie)
- Interpret our place names

Hokianga Workshop Outputs



Distinctive Stories

- **Kupe - the first landing, feats of navigation**
- **Firsts or beginnings of so many things:**
 - Honey Bees
 - Execution (Island of Horeke)
 - Rawene - 1st planned settlement in NZ
 - Clendon House - 1st glass windows in NZ / 1st US Consulate
 - American Consulate (1st) Clendon Family
 - First horticulture
- Creation of Tane Mahuta (creation story)
- There are secret places - hidden secrets
- Find yourself...
- Catholic history / Pompalier / first Catholic Mass
- Maori / Chinese Relationship
- Shipwrecks
- Opo the dolphin - 50's footage (Omapere museum)
- Fire Dragon Chillies - World winners!
- Ventnor Trail - Chinese (sunken coffins) / Maori people gave burials.
- Food - Kaimoana
- Slow down! "Hokianga Time" - the slow food movement
- Artists - sought after - original hippies

Kauri Coast / Dargaville Workshop Outputs



Distinctive Stories

- **Sands of time / Longest beach in NZ**
- **The firsts....settlements, discoveries etc**
- **Kauri**
- **Kumara Capital**
- Sleeping Giant (Chain of mountains)
- Maritime history: shipwrecks, Kaipara Harbour – settlements, ship building - Shackleton boat, river cruise
- Geographic - volcano, lignite beach, sand dune lakes
- Seafood
- Gumdigging / Dalmation settlement
- Timber industry - chain of mill sites
- Quirky: Kumara Box, Circus Kumarani

Appendix Two: Byway Examples and Definitions from the US Department of Transportation

This program offers an excellent basis for thinking about the development of story/landscape rich offers in Northland, making a feature of the secondary roads and using this to reinforce what is special about the highways which ‘get you into, around and out of Northland’.

What Is The National Scenic Byways Program’s History?⁷

The National Scenic Byways Program (NSBP) was established in 1991, reauthorized in 1998. Under the Program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational and scenic qualities. As of 2012, there are 150 nationally designated byways in 46 States. The Federal Highway Administration promotes the collection as America’s Byways®.

The program is a voluntary, grassroots program founded upon the strength of the leaders for individual byways. It recognizes and supports outstanding roads, providing resources to help manage the intrinsic qualities within the broader byway corridor to be treasured and shared.

What Is The National Scenic Byways Program’s Vision?

The vision of the Program is to create a distinctive collection of American roads, their stories and treasured places.

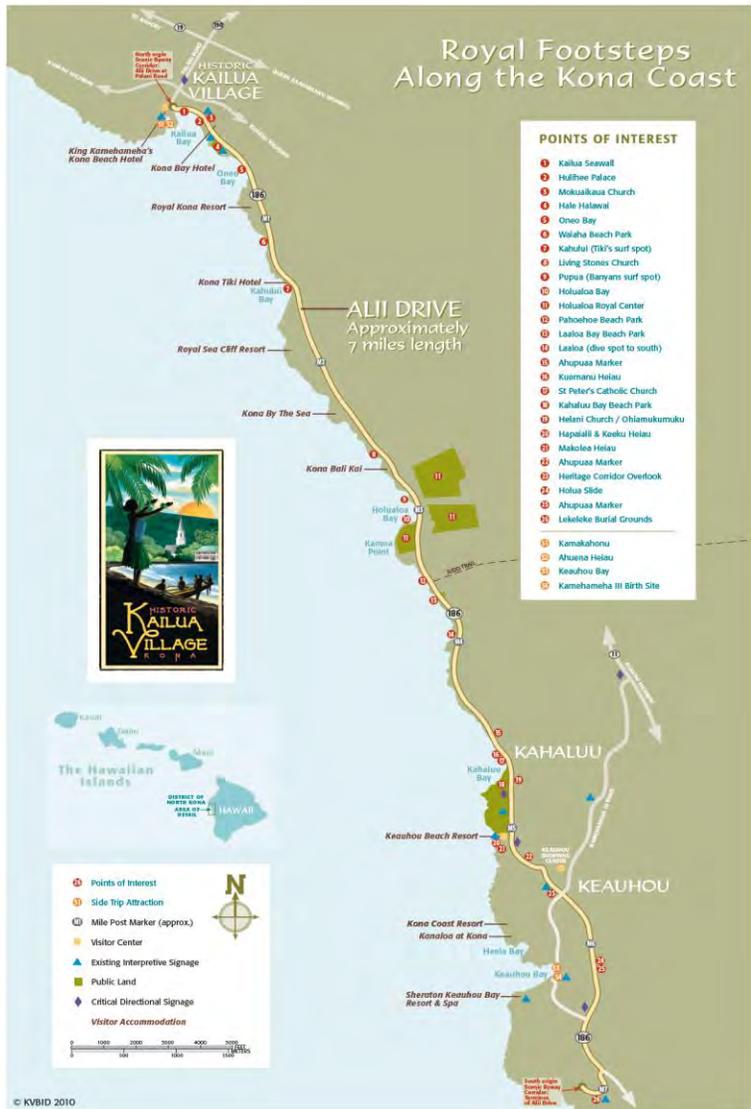
What Is The National Scenic Byways Program’s Mission?

The mission of the National Scenic Byways Program is to provide resources to the byway community to create unique travel experiences and enhance local quality of life through efforts to preserve, protect, interpret and promote the intrinsic qualities of designated byways.

The National Scenic Byways Program defines a ‘scenic byway’ as: “...A public road having special scenic, historic, recreational, cultural, archaeological, and/or natural qualities that have been recognized as such through legislation or some other official declaration. The terms “road” and “highway” are synonymous. They are not meant to define higher or lower functional classifications or wider or narrower cross-sections. Moreover, the term “byway” refers not only to the road or highway itself but also to the corridor through which it passes (FHWA Interim Policy, May 18, 1995)”.

⁷ US Department of Transportation, Federal Highways Administration
http://www.fhwa.dot.gov/hep/scenic_byways/

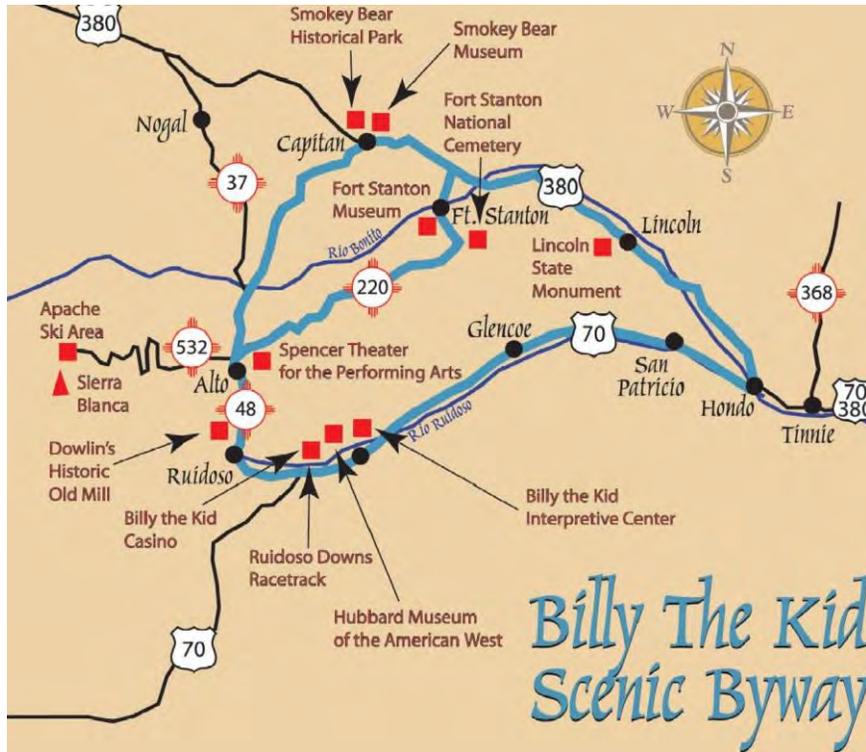
Example: 1. ROYAL FOOTPRINTS ON THE KONA COAST (HAWAII)



Point to point byway example.

<http://www.hawaiiscenicbyways.org/index.php/byway/royal-footsteps-along-the-kona-coast>

Example 2. BILLY THE KID TRAIL (NEW MEXICO)



Circular or loop byway example.

<http://www.billybyway.com/>