

Ōtākaro Avon River Corridor Regeneration Plan

Land Use Assessment Report – Visitor Attractions



October 2017

**REGENERATE
CHRISTCHURCH**
TE KŌWATAWATA



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1 Introduction

1.1 Purpose of this report

This report has been prepared alongside a number of Land Use Assessment Reports to inform the short list of options and ultimately the preparation of the Ōtākaro Avon River Corridor Regeneration Plan (Plan).

The purpose of the Land Use Assessment Reports is to define the scope and establish the specific drivers, benefits and objectives for the land use/s that will best contribute to the overarching vision and objectives of the Ōtākaro Avon River Corridor Regeneration Plan.

1.2 Context

This report investigates the potential for including visitor attractions in the Ōtākaro Avon River Corridor Regeneration Area¹ (Area).

This report has been informed by the ideas, suggestions and proposals received by Regenerate Christchurch relating to visitor attractions, as well as by facilitated discussions with key stakeholders and organisations. Strategic alignment with other available reports and assessments (where available) has also been undertaken.

This report sets out:

- A definition for what a visitor attraction means in the context of the Area, supported by local examples.
- The key problems/opportunities, benefits and risks connected with visitor attractions. This case is supported by an investment logic map (ILM), shown in Appendix 1.
- The critical success factors relating to visitor attractions, the demand for visitor attractions in the Area and a range of feasible options to be considered across a wide scope.

This report does not consider the potential for visitor attraction ideas outside the Area, but takes into account the impact of including visitor attractions on the *greater Christchurch*² area.

¹ As defined in the Outline for the Ōtākaro Avon River Corridor Regeneration (Regenerate Christchurch, April 2017).

² All terms in italics have the meaning given to those terms in the Greater Christchurch Regeneration Act 2016.

While not a complete indicative business case, this report follows some steps from the Treasury’s guidelines for “Better Business Cases for Capital Proposals: Indicative Business Case”³, including critical success factors, benefits, risks, constraints and dependencies. Applying this approach provides a structure to test, refine and further develop the theme of visitor attractions, which in turn will inform the shortlist of land use combinations.

1.3 Appended and related assessments

In support of this land use type, a Land Use Assessment Report on the specific use for a Whitewater Sports Hub has also been prepared. This is an appendix (separate volume) to this report.

³ See: <http://www.treasury.govt.nz/statesector/investmentmanagement/plan/bbc/guidance>

2 Land use description

2.1 Overview

Developing the Plan presents an opportunity to investigate the potential to create land uses within the Area that encourage and facilitate visitor attractions (attractions) for the benefit of Christchurch residents and Christchurch's tourism industry by attracting visitors from outside Christchurch.

Before the 2010 and 2011 earthquakes, there were no significant attractions in the Area. However, based on its proximity to the central city, and the connection with New Brighton, the Area has been identified as a potential location for future attractions.

The exact nature of any attraction in the Area will rely on funding availability, the appetite for private investment and whether the concept works in with the wider vision and regeneration objectives for the Area. This report focuses on understanding Christchurch's attraction needs through stakeholder and community engagement. It also establishes the critical success factors and develops a list of potential options which will help inform the development of a longlist of land use options.

2.2 What is a visitor attraction?





An attraction in the context of the Area is a place of interest where people visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty. It offers leisure, adventure or amusement.




Some examples of attractions identified as part of the community and stakeholder engagement feedback include:

- Built structures: a building, or place of worship – religious tourism, monuments and architectural structures.
- Cultural activities and facilities.
- Sports facilities: stadiums, sports fields and golf courses.
- Adventure activities: sky bungee, Zorbs and water sports.
- Arts and culture: art trails, breweries, markets, vineyards, boutique cafes and the Christchurch Botanic Gardens.
- Accommodation: boutique, part of an architectural structure, camping/holiday park.
- Eco facilities: eco-sanctuary and community gardens.
- Other: Cycle path, observatory and eco-tourism opportunities.

2.3 Precedents and examples

To provide context, here are some examples of existing attractions in Christchurch.

<p>Christchurch Adventure Park</p>  <p>Credit: Christchurch Adventure Park</p>	<p>The Christchurch Adventure Park, in the Port Hills, covers 358 hectares. It sets out to be the largest mountain bike park in the southern hemisphere, and offers lift-accessed mountain biking, zip lining and sightseeing experiences, with the longest chairlift in New Zealand.</p> <p>The Park aims to re-open by Christmas 2017, following damage from the Port Hills fires.</p>
<p>Christchurch Botanic Gardens</p>  <p>Credit: ChristchurchNZ</p>	<p>The Christchurch Botanic Gardens, founded in 1863, covers 21 hectares in the central city.</p> <p>The Gardens have collections of native and exotic plants, hot houses and cafes, and is currently one of Christchurch's top tourist attractions. Winter opening hours are 7am–6:30pm daily.</p>
<p>Christchurch Gondola</p>  <p>https://www.christchurchattractions.nz/</p>	<p>The Christchurch Gondola is a cable car climbing from the base in Heathcote Valley to the top of Mount Cavendish in the Port Hills. The journey takes 10 minutes, covers 1,000 metres and offers extensive views. Further attractions are available at the summit. Open 10am–5pm daily.</p>
<p>International Antarctic Centre</p>  <p>Credit: Christchurch International Antarctic Centre</p>	<p>The International Antarctic Centre is near the Christchurch International Airport. It offers polar weather and transport experiences, and penguin and husky interactions. One of Christchurch's major tourist attractions, the Centre is also the working campus of the NZ, United States and Italian Antarctic Programmes. Open 9am–5:30pm daily.</p>

<p>Ko Tāne Village</p>  <p>Credit: Willowbank, Christchurch, NZ</p>	<p>The Ko Tāne Village is at Willowbank Wildlife Reserve near the airport and is an interactive Māori cultural experience covering three centuries. Visitors learn about Māori ways of life (pre and post European settlement), and discover what this means in the 21st century. Offers 5.30pm performances and evening meals.</p>
<p>Orana Wildlife Park</p>  <p>Credit: Orana Wildlife Park, NZ</p>	<p>Set in 80 hectares near the airport, Orana Wildlife Park opened in 1976 and is an open range zoo where visitors can view kiwi, feed giraffe and see New Zealand's only gorillas. It is famous for close encounters with safari and other large animals.</p> <p>A registered charity, Orana Wildlife Park has a strong commitment to supporting endangered animals and is part of an international zoo-based breeding programme. Open 10am–5pm daily.</p>
<p>Transitional Cathedral</p>  <p>Credit: ChristchurchNZ</p>	<p>The Transitional Cathedral is the world's only cathedral made substantially of cardboard. In the central city, it operates as the Anglican pro-cathedral while the future of the Christchurch Cathedral is determined. Visitors are drawn by the architecture as well as by services, concerts and events. Open 8.30am–5pm, or for events.</p>

2.4 Uncertainties and assumptions

This report has been prepared with the following uncertainties.

Uncertainty	Assumption
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Private developer interest	There will be interest from the private sector to invest in east Christchurch.
Implementation of Plan	It is assumed that implementation of the Plan is enabled, including funding, land ownership, governance, management and delivery responsibilities.
Capital costs	<p>Indicative forecasted capital costs have been developed based on limited and generic information. A range of potential costs has been provided. The cost will depend on the implementation options and plans pursued.</p> <p>These figures are for comparative purposes only and will require a concept design, implementation approach and more defined cost estimation to establish a more robust budget.</p>

3 Strategic assessment

3.1 Purpose

This section outlines the case for change, by addressing:

- Strategic context
- Problem definition
- Investment drivers, existing arrangements and business needs
- Potential investment scope
- Benefits, risks, constraints and dependencies

This section has been informed by the community ideas, suggestions and proposals received by Regenerate Christchurch and feedback from ChristchurchNZ⁴ staff and NZ Major Events through stakeholder workshops.

3.2 Strategic context

The Greater Christchurch Regeneration Act 2016 establishes Regenerate Christchurch’s purpose to “support a vibrant, thriving Christchurch that has economic, social, and lifestyle opportunities for residents, businesses, visitors, investors and developers”. The overarching vision and objectives for the Area are as follows.

Our Shared Ōtākaro Avon River Vision

The river is part of us and we are part of the river.

It is a living part of our city.

A place of history and culture

where people gather, play, and celebrate together.

A place of learning and discovery

where traditional knowledge, science and technology meet.

A place for ideas and innovation

where we create new ways of living and connecting.

⁴ ChristchurchNZ is Christchurch's tourism, events and economic development agency, which launched in July 2017.

OUR VISION IS FOR THE RIVER TO CONNECT US TOGETHER –

with each other, with nature and with new possibilities.

Our Shared Ōtākaro Avon River Objectives

For Christchurch

- Support safe, strong and healthy communities that are well-connected with each other and with the wider city.
- Provide opportunities for enhanced community participation, recreation and leisure.
- Create a restored native habitat with good quality water so there is an abundant source of mahinga kai, birdlife and native species.
- Create opportunities for sustainable economic activity and connections that enhance our wellbeing and prosperity now and into the future.

For New Zealand

- Develop the Ōtākaro Avon River Corridor Regeneration Area as a destination that attracts a wide range of domestic and international visitors.
- Establish a world-leading living laboratory, where we learn, experiment and research; testing and creating new ideas and ways of living.
- Demonstrate how to adapt to the challenges and opportunities presented by natural hazards, climate change and a river's floodplain.

The ultimate purpose of the Plan is to enable long-term uses of land within the Area that will contribute to, and support, the regeneration of east Christchurch and greater Christchurch. The vision and objectives have been developed in order to achieve this.

3.3 The case for change

A focus on attractions would create a drawcard to both Christchurch residents and visitors to interact with the natural and built environment within the Area. Although the Area faces issues around the quality of land for construction (including remediation costs), it comprises large continuous areas of open space that geographically link the central city and New Brighton. Attractions can contribute to wider economic growth by enabling other visitor-related activities and supporting business and amenities. Also, an attraction has the

potential to create something unique for east Christchurch and help contribute to a strong and proud community in surrounding neighbourhoods.

It has been well documented through the “Christchurch Visitor Strategy: Setting the Direction 2016”⁵ that Christchurch’s role in New Zealand’s national tourism network has diminished since the earthquakes. Christchurch is no longer the destination it was. Rather, it is primarily used as a gateway to other South Island locations. The Plan is an opportunity to investigate how the Area can help rebuild Christchurch’s tourism identity and re-establish the city as a destination.

The case for change has been mapped in an investment logic map, see Appendix 1. That process is described in the following sections.

3.3.1 Investment drivers (problems/opportunities)

The first step in establishing a case for change is to identify drivers for investment. These drivers encompass the problems that need to be addressed, their causes and the related opportunity if they are addressed. Note that the problems identified with attractions focus on Christchurch as a city, rather than the Area specifically.

The following table provides an overview of the investment drivers which will help guide any decisions around including attractions in the Area.

Land use driver	Causes of problem	Related opportunity
1) Christchurch lacks attractions that operate through the shoulder ⁶ and winter seasons. Also, there are few attractions with flexible and/or late night opening hours.	<ul style="list-style-type: none"> A number of previous attractions were destroyed in the earthquakes. Current attractions are primarily outdoor. There are only a few international class attractions in Christchurch. 	Christchurch has a range of attractions that meet a wide range of visitor needs.
2) Christchurch falls behind other NZ cities in benefitting from tourism due to reduced visitation and length of stay.	<ul style="list-style-type: none"> A number of previous attractions were destroyed in the earthquakes which has reduced activities for visitors. 	Christchurch re-establishes itself as a destination and capitalises on economic growth.

⁵ See: <https://www.ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/strategies/christchurch-visitor-strategy>

⁶ “Shoulder season” is a term used in tourism to refer to the period between a destination’s low and high (peak) seasons.

	<ul style="list-style-type: none"> • The earthquakes damaged Christchurch's reputation as a safe place to visit. • Christchurch has been in a phase of recovery, rather than capitalising on tourism. 	
3) A lack of activities in east Christchurch for visiting family and friends of residents has resulted in less visitation from other parts of Christchurch and Canterbury.	<ul style="list-style-type: none"> • Most of Christchurch's major attractions are not located in the east, eg Orana Wildlife Park, International Antarctic Centre, etc. 	The range of activities available for east Christchurch residents is increased through improving access to spaces and places.

3.3.2 Visitor attraction investment objectives

The attraction investment objectives help determine Christchurch's needs with respect to tourism and attractions. They inform the assessment of how an attraction land use could contribute to achieving the overarching objectives and Land Use Assessment Criteria for the Area.

The attraction investment objectives are to:

- Provide Christchurch with attractions that have shoulder and off-season capabilities and flexible opening hours.
- Provide a compelling commercial or economic proposition for potential developers and operators.
- Ensure that any attractions reflect and complement the Area's overall design plan.

3.3.3 Benefits

To be able to measure the success of any visitor opportunity, these benefits have been established:

- Attractions bring people back into east Christchurch and help create linkages between surrounding neighbourhoods and communities.
- Christchurch is known as a desirable city for local, national and international visitors.
- There are local economic growth and employment opportunities.
- The attraction contributes to the regeneration of the Area.

3.3.4 Contribution to overarching vision and objectives

An attraction land use is considered to contribute to the overarching vision by connecting people and creating places where people gather, play, and celebrate together.

The following table sets out how attractions could contribute to the overarching objectives.

Overarching objectives	Link to attraction benefits
For Christchurch	
Support safe, strong and healthy communities that are well-connected with each other and with the wider city.	Attractions bring people back into east Christchurch and help create linkages between surrounding neighbourhoods and communities.
Provide opportunities for enhanced community participation, recreation and leisure.	The attraction contributes to the regeneration of the Area.
Create a restored native habitat with good quality water so there is an abundant source of mahinga kai, birdlife and native species.	No material benefit.
Create opportunities for sustainable economic activity and connections that enhance our wellbeing and prosperity now and into the future.	There are local economic growth and employment opportunities.
For New Zealand	
Develop the Ōtākaro Avon River Corridor Regeneration Area as a destination that attracts a wide range of domestic and international visitors.	Christchurch is known as a desirable city for local, national and international visitors.
Establish a world-leading living laboratory, where we learn, experiment and research; testing and creating new ideas and ways of living.	No material benefit.
Demonstrate how to adapt to the challenges and opportunities presented by natural hazards, climate change and a river's floodplain.	The attraction contributes to the regeneration of the Area.

In line with the above, it is considered that an attraction land use has the potential to contribute to the overarching vision and objectives of the Area. As such, further work has been undertaken to determine the scope of attraction land uses; as well as identify any risks, interdependencies and constraints, and to define the critical success factors and investigate potential options.

3.3.5 Scope assessment

The scope looks at attractions from a portfolio perspective, providing a minimum, intermediate and maximum scope with respect to potential costs and visitors. This analysis has been informed by existing attractions and external research. The below scope is aimed at informing the longlist of land use options:

- Minimum scope – local: a small scale attraction aimed at a local audience which may have indirect benefits for national and international audiences. This option requires minimal initial investment and ongoing costs. The investment would be expected to be less than \$20m.
- Intermediate scope – national: a medium scale attraction aimed at national or international tourists. This option requires some level of development and infrastructure, with moderate initial investment and ongoing costs. The investment is expected to be \$20m to \$100m.
- Maximum scope – international: a large scale attraction aimed at national and international tourists. This option requires significant development. Investment is expected to be greater than \$100m.

3.3.6 Risks

It is also important to identify and record any potential risks around developing attraction opportunities, and their mitigations.

Risk	Mitigation process	Residual risk rating
The proposed attractions do not generate increased visitation to Christchurch and/or the regeneration of Christchurch.	Perform sufficient due diligence around the envisioned target audience and forecast demand for each proposed attraction.	Moderate
The proposed attractions do not align with the	Ensure the assessment and design process takes into	Moderate

Christchurch visitor strategy or the design plan for the Area.	account the wider impact of any attraction on Christchurch.	
The attraction becomes an island in east Christchurch and is not integrated into the community or creates gentrification or displacement in east Christchurch.	Ensure the attraction will support and encourage complementary amenities in the area. Ensure community buy-in and alignment with other projects.	Moderate
No developers or operators can be found for the proposed attractions.	Ensure a strong commercial proposition is present from the outset and can be clearly demonstrated and supported from a financial perspective.	Moderate

3.3.7 Constraints and interdependencies

These constraints have been identified for visitor attractions.

Constraints	Description
Land	The geotechnical and flood plain footprint of the land will affect what can be developed or built in the Area.
Population and visitor numbers	Christchurch's population and the number of visitors able to travel to and stay there creates a constraint on the size and number of attractions that will be feasible.

These interdependencies have been identified for attractions.

Interdependency	Description
Christchurch visitor strategy	This attraction report needs to consider the wider Christchurch visitor strategy and other visitor initiatives.
Transport infrastructure	The success of any attraction in the Area will largely depend on the wider transport network.
Land use assessment reports	Land uses cannot be considered in isolation, and all land use assessments must be considered together.
Other regeneration and urban master plans	Any land use needs to consider other projects undertaken by Regenerate Christchurch, Development Christchurch Ltd and

	Christchurch City Council in nearby areas, including New Brighton and the central city.
The Plan	The Plan which sets out proposed land uses is being prepared under the Greater Christchurch Regeneration Act 2016. The Minister makes the final decision on whether or not to approve the draft Plan. In making this decision, the Minister must have regard to/consider matters set out in section 38 of the Act. This includes considering the fiscal and financial implications of the draft Plan and whether the draft Plan is in the public interest.
The Crown's investment in land	The Crown has made a significant investment in land within the Area and is the critical decision maker in determining the future use of the Area. The overall return on investment (financial and non-financial) is a critical issue for the decision makers.

4 Visitor attraction options

4.1 Purpose

The purpose of this section is to:

- Establish the critical success factors for attractions
- Understand the demand for attractions in Christchurch
- Develop a set of example options to inform the development of a longlist of land use options.

4.2 Critical success factors

Critical success factors are considered to be the attributes that are essential for ensuring any attraction land use types align with the overall vision and objectives for the Area. The key point is that critical success factors are crucial, not desirable. Further, it is important to differentiate between critical success factors and design principles.

The following factors are considered essential to ensure the success of attractions in the Area if areas for visitor attractions are included in the longlist of land use options. These factors have been developed as part of the work undertaken in this report.

Critical success factor	Description
Commercial/economic viability	Any attraction option must have a strong commercial (or community/cultural) proposition and long-term success certainty.
Supporting transport and services infrastructure	Any attraction option needs to be serviced appropriately from a transport and services infrastructure perspective, both in initial investment and ongoing costs.
Appeal	The potential for any attractions will rely on the progress and completion of other projects in the Area to create an environment with commercial appeal.
Christchurch visitor strategy alignment	The success of any attraction needs to align with Christchurch's visitor strategy, to add to Christchurch's story.
Accessibility	The success of any attraction needs to incorporate accessibility, from both a physical access and cost access perspective.

4.3 Demand analysis

The Canterbury earthquakes in 2010 and 2011 significantly disrupted the Christchurch tourism market. The following commentary takes into account the “Christchurch Visitor Strategy: Setting the Direction 2016” and discussions with ChristchurchNZ staff.

4.3.1 International tourism

Christchurch’s role in the wider New Zealand international tourism network has diminished, which has affected a wide range of sectors and jobs ultimately leading to an estimated \$300m annual reduction in the Christchurch economy. Since 2011, international visitor spend dropped below domestic visitor spend – it was previously 30 per cent higher – and has not yet recovered. To re-establish itself on the map, Christchurch needs to ensure it is a vibrant, accessible and interesting place that creates a unique proposition for all visitors.

The annual number of passengers coming through Christchurch International Airport returned to pre-quake levels in 2015 and grew significantly in 2016 as a result of increased passenger capacity and growth in the overall NZ tourism market. However, this was driven equally by an increase in domestic visitors. Christchurch is typically viewed by international visitors as a gateway rather than a destination, meaning that tourists quickly disburse to other South Island locations rather than staying in Christchurch for any length of time.

Christchurch lacks activities or attractions targeted at international audiences. In particular, it lacks activities or attractions that operate both during the shoulder or off seasons and at night or on weekends. Aside from the Christchurch Adventure Park, the most recent major international tourist attraction to open was the International Antarctic Centre in 1990.

The Area could be a part of a unique visitor experience offering for Christchurch through the creation of a range of international and domestic attractions. A range of successful attractions will enable complementary attractions and amenities to be established, creating new jobs and bolstering the Christchurch economy.

4.3.2 Domestic tourism

While international visitation is important, domestic visitation is more year-round and spreads across the city. Also, domestic spend is currently higher than international visitor spend in Christchurch. The Canterbury earthquakes affected domestic tourism in Christchurch with respect to both sports tourism and activities/attractions that catered for visiting family and friends of local residents.

Sports tourism was significantly affected by the damage to major sporting facilities, including QEII, AMI Stadium, Centennial Pool, etc. Damaged facilities impacted the ability for

Christchurch to hold sporting events from elite or international level right down to community or school tournaments. This situation reduced the visitation and economic activity which follows these events. Christchurch was also home to a number of successful national and international disabled sports events, which created a strong and accessible reputation for the city. Discussions with Sport Canterbury and Sport New Zealand indicate that planned sporting facilities, eg Metro Sports Facility, Ngā Puna Wai, etc, will meet the current needs for traditional sports in Christchurch when delivered, so there is no immediate need for traditional sporting facilities in the Area. However, there remains potential demand for emerging and growing sports that do not yet have Christchurch facilities.

The other area of domestic tourism significantly impacted by the earthquakes is activities or attractions for visiting friends and relatives. While many friends and relatives have continued to visit, a lack of infrastructure and damage to existing facilities or hubs has reduced the ability for economic activity to grow.

The Area creates an opportunity to capitalise on the domestic visitors who continue to travel to Christchurch. At present, most of Christchurch's paid and free attractions are in the west. With New Brighton yet to cement itself as a destination, there is little to attract Christchurch residents and their visiting family and friends to the east.

4.4 Potential options

To help inform the development of a longlist of land use options, a list of potential attraction options has been developed. These options, outlined below, are examples which have the potential to meet the investment objectives and critical success factors outlined in this report. Where possible, these options are supported with an overview of existing attractions, to provide context for what could be included in the Area in the future. The options are intended to provide context to the development of a longlist of land use options only, and should **not** be interpreted as attractions to be included in the Area.

The feasibility and potential environmental, community, transport and other impacts will need to be investigated further for each option once further clarity on the land use options for the Area is established.

4.4.1 Themed space

Create a themed space that represents Christchurch's history or culture. The space could have an overall design feature – for example, a maze – which incorporates aspects of Christchurch's cultural heritage, earthquake events and natural environment through

sculptures, murals, themed spaces and other design ideas. Ideas from the community could be incorporated, as well as cafes, restaurants, bars, playgrounds, etc.

**Glow-in-the-dark cycle path,
The Netherlands**



Credit: Heijmans (The Netherlands)

Artist Daan Roosegaarde developed this 600-metre-long cycle path that contains thousands of twinkling coloured stones. The stones are charged by daylight and display fragments of the famous Starry Night painting by Van Gogh.

4.4.2 Playground

The Margaret Mahy Family Playground has been a huge success and there may be an opportunity to create another playground with a similar theme for east Christchurch residents. This could begin a theme for Christchurch as a playground capital.

**Margaret Mahy Family Playground,
Christchurch**



Credit: ChristchurchNZ

The Margaret Mahy Family Playground is a regional destination in the central city for people of all ages and abilities, particularly children. Amenities include a 4m wide slide, double flying fox, water cannons and BBQ area. Open 24 hours.

4.4.3 Observatory/Dark Sky park

Use the absence of light pollution in the Area to build an observatory and supporting infrastructure. The observatory at the Arts Centre was popular among locals and also offered a place for educational research. The Area could feature an observatory that catered for visitors and complemented the Mt John Observatory in Tekapo. Likewise, a Dark Sky approach to the area could build on New Zealand's reputation for low light pollution.

Townsend Observatory, Christchurch



Credit: Arts Centre of Christchurch, NZ

The Townsend Observatory in the Arts Centre was badly damaged during the 2011 earthquakes. The historic Townsend telescope could be recommissioned in the Area subject to discussions with the Christchurch Arts Centre.

4.4.4 Eco-attractions

Create an eco-attraction, to build on Christchurch's international reputation as a garden city. Christchurch holds a number of botanical and garden events each year.

Eden Project, UK



Credit: Eden Project, UK

The Eden Project is a popular visitor attraction in Cornwall, England. The complex has two huge enclosures consisting of adjoining domes that house thousands of plant species and emulate a natural biome. One simulates a rainforest environment and the other, Mediterranean. There are collections of plants with an interesting backstory, eg prehistoric heritage, and an outside botanical garden for local and British plants and wildlife.

4.4.5 Cultural experience

Create a cultural experience that reflects the history of Christchurch and/or New Zealand. Christchurch currently lacks the type of major cultural experience which is present in other major centres. The Area offers an opportunity to tell Christchurch's story and incorporate the Ōtākaro Avon River, which is an important part of Christchurch's history.

Tamaki Village, Rotorua



Credit: Tamaki Village, Rotorua, NZ

The Tamaki Village is an interactive Māori cultural experience in Rotorua that gives visitors a view into Māori history, art forms, rituals and traditions.

4.4.6 Golf course

Use the space to build a premium golf course similar to Clearwater. New Zealand is known as a golf mecca and Clearwater has been a major success in Christchurch from both an attraction and real estate perspective. An additional premium course would be preferable as Christchurch does not have a shortage of green fee or standard club courses.

4.4.7 Theme park

Create a theme park-based attraction. Rainbow's End is currently the only major theme park in New Zealand and there is an opportunity to investigate whether there is demand for another theme park attraction.

Rainbow's End, Auckland



Credit: Rainbow's End, Auckland, NZ

At 9.3 hectares, Rainbow's End is NZ's largest theme park and employs up to 300 staff. It offers a main theme park as well as the Kidz Kingdom, a family entertainment centre for children aged 8 years and under.

Sky Screamer, Auckland





Credit: Sky Screamer, Auckland, NZ

The Sky Screamer is an adventure tourist attraction aimed at thrillseekers. Unlike bungee jumping, the Sky Screamer operates without requiring a structure, natural or built.

4.4.8 Action sports facility/grounds

Construct a sports facility that would attract spectators and/or competitors in addition to participants. Christchurch is well known as a destination for a range of sports and attracts visitors and competitors both nationally and internationally. There is an opportunity to further investigate the feasibility of alternative use sporting facilities/grounds in the Area.

<p>FISE Action Sports, France</p>  <p>Credit: Photo by Goulven Gonthier</p>	<p>For the last 20 years, the annual Festival International des Sports Extrêmes (FISE) in Montpellier has been a staple event in the action sports calendar. It attracts hundreds of international athletes and hundreds of thousands of fans. 2016 saw over 600,000 spectators attend.</p>
<p>Disc golf course</p>	<p>Disc golf is played much like traditional golf. Instead of a ball and clubs, players use a flying disc, or Frisbee®. The sport was formalised in the 1970s, and shares with "ball golf" the object of completing each hole in the fewest number of strokes (or, in the case of disc golf, fewest number of throws).</p> <p>There are a number of courses throughout NZ (see http://www.discgolf.co.nz/index.php)</p>
<p>Alberta Indoor BMX Track, USA</p>  <p>http://www.albertabmx.com/indoor.html</p>	<p>The Alberta Indoor BMX track incorporates dirt jumps under a semi-permanent shell that allows all weather use and the ability to protect the track condition from the elements.</p>

4.4.9 Flatwater facility

Construction of a flatwater facility that would attract spectators. A flatwater facility could provide a base for a number of water sports that attract national and international spectators and add to Christchurch's current sport facility portfolio. See the Flatwater Sport and Recreation Facilities Indicative Business Case for more detail. This document identifies a range of options from festival style in-river courses to large scale out-of-river facilities.

4.4.10 Festival water sports course

A festival-style short water sports course for events and competitions between Fitzgerald Avenue and Stanmore Road and linking further downstream that attracts small and unique events for a wide range of water sports.

Henley Royal Regatta, UK

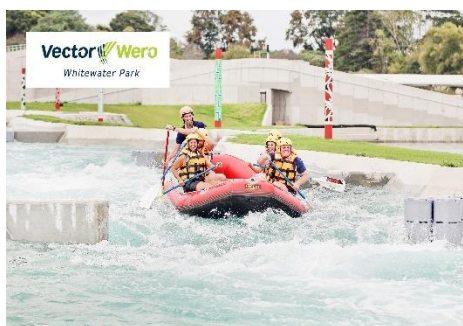
The Regatta attracts thousands of visitors over a 5-day period. Spectators are thrilled by over 200 races of an international standard, which includes both Olympians and crews new to the event.

In addition to watching the racing, visitors can take in the ambience of the enclosures, enjoying the array of restaurants, bars and shops available, as well as the charming views of Henley and the River.

4.4.11 Whitewater sports hub

Construct a whitewater sports hub that could be used as an attraction as well as for sporting events and education, eg a surf park, white water park, wakeboard park, etc. An action water sports facility could provide a base for a number of water sports that attract national and international spectators and add to Christchurch's current sport facility portfolio. It could be used as an attraction for thrillseekers and add to Christchurch's adventure offering.

Vector Wero Whitewater Park , NZ



Credit: Vector Wero Whitewater Park, NZ

The Vector Wero Whitewater Park in Manukau is a world class tourism destination that engages communities and youth. It is NZ's first facility to offer an artificial river and water course for recreation, sports, and emergency services training, school programmes and youth development.

4.4.12 Gondola

Construct a gondola that provides a transportation option between the central city and New Brighton. It would have a number of stops along the routes to allow access to different parts of the Corridor and to provide a car-free transport option.

La Paz's Cable Car System, Bolivia

Mi Teleferico is a cable car network providing fast and reliable transport between the city's major attractions. A tourist attraction in its own right, the cable cars provide spectacular bird's-eye views from each of the lines, enabling passengers to grasp just how big and sprawling the city is.

4.4.13 Art/sculpture park

Develop an art/sculpture park that uses the landscape of the Area to display different pieces of outdoor art. Complementary to many other ideas for the Area.

Connells Bay Sculpture Park



Sculptor – David McCracken
Credit: Connells Bay Sculpture Park

The privately owned Connells Bay Sculpture Park showcases outdoor sculptures on Waiheke Island. It is a place where art and nature unite. Guided walks are offered for people to view the permanent and temporary works by prominent New Zealand sculptors.

4.4.14 Eco-sanctuary

Develop an eco-sanctuary for Christchurch to build on the success of existing eco-sanctuaries in Dunedin, Wellington and across New Zealand. It could be developed to encourage both ecological restoration and education while incorporating other visitor attraction ideas to enhance the offering. The eco-sanctuary could also be focused around certain themes, eg a butterfly habitat.

Zealandia, Wellington



Credit: Zealandia Ecosanctuary

Zealandia is the world's first fully-fenced urban eco-sanctuary. The 225-hectare conservation project has reintroduced 18 species of native wildlife back into the area, six of which were absent from mainland NZ for over 100 years.

5 Conclusion

As a result of the work completed in this report, which included stakeholder workshops and consideration of the ideas, suggestions and proposals received by Regenerate Christchurch from the community, **it is recommended that the ability to allow for a wide range of attraction ideas that have the potential to succeed in the Area is included in the longlist of land use options.** It is clear that the success of attractions in the Area would be closely linked to the successful regeneration of the Area overall and the creation of a unique and attractive place with appropriate supporting infrastructure that provides investors with the confidence to investigate opportunities in detail.

In particular, the following key points should be considered in any decision around including attractions in the Area:

- Any opportunities presented for attractions need to ensure alignment with the investment objectives and critical success factors established in this report.
- There needs to be a balance of attractions that cater for local residents and international visitors.
- Given the need for greater focus on Christchurch’s tourism sector, priority should be given to assessing and progressing any visitor attraction opportunities that are presented if visitor attraction areas are included in the Plan.
- If visitor attraction areas are included in the longlist of land use options option(s), there needs to be a focus on creating “clusters” that are supported by an effective and efficient multi-modal transport network connecting the central city and New Brighton.

Appendix 1: Investment logic map

The investment logic map process provides a framework for identifying the problems which need to be resolved, the potential benefits from addressing the problems and the development of investment objectives with respect to a potential project or land use.

