



# WAITAKI DISTRICT TOURISM STRATEGY 2025

A Framework for Developing the Waitaki District Tourism Industry

## ABSTRACT

The Waitaki District tourism industry is ambitious, and sustainable growth is possible. The 2010 Strategy set the tone and laid a clear ideological foundation for development and investment. TW will now focus on product development and crisp communication to attract more people, more often, to do more things.

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## EXECUTIVE SUMMARY

Tourism Waitaki recently consulted with local communities and interested parties regarding tourism related issues. The results of that process contributed to the development of this 2025 strategic document. In it Tourism Waitaki proposes to focus on developmental work in infrastructure, identifying a core market, trade-ready operators, and district-wide itineraries. Methods of implementation focus on the use of skilled Tourism Waitaki staff, available District assets, and Tourism Waitaki's unique position to participate as an investment partner. The results will bring total visitor numbers to 520,000 by 20205, with a per-visitor spend of \$219 per night and an average stay of 2.5 nights. This will effectively triple the value of the industry over the next 10 years.

The key priorities are establishing a District-wide communication platform and clear identity, and opening clear channels of communication between the local bodies and Tourism Waitaki. Through this Tourism Waitaki will be able to better both facilitate development work and represent each local destination. Finally, the aim is to give ownership of the strategy to the communities, giving them scope and authority to develop their own products, their own collateral, their own reasons for visitors to come, while Tourism Waitaki focusses on production, distribution, and destination planning.

This approach does not represent a dramatic change in direction. As is outlined below, the previous Tourism Strategy opened the door by establishing expectations around facilitation and operator assistance. This strategy simply puts specific actions around such facilitation and outlines the specific role Tourism Waitaki can and should be expected to play and the resulting industry will be more mature and export capable.

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## OVERVIEW

Tourism Waitaki (TW), the business unit of the Waitaki Development Board responsible for regional promotions, recently consulted on and reviewed the District Tourism Strategy. The following report outlines both what they found and provides an action plan of how to proceed. In consultation with the industry, TW found there was a clear vision of what was desired: a broader more mature industry that escaped the worst of the seasonal valleys. With snow fields and beaches, and a minimal drive between the two, finding a way to limit the exaggerated cycles of the seasons is our primary objective. In order to achieve that, TW will focus on:

1. Building a broader infrastructure, particularly in the lower sections of the Waitaki Valley;
2. Developing a consistent, District-inclusive promotional message;<sup>1</sup>
3. Fostering a well-educated and highly trained staff that sell the District at all levels.

To address these TW will:

1. Develop Infrastructure
2. Develop a Consistent Market
3. Develop Trade-ready Operators
4. Develop and Sell Itineraries

This strategy builds on the 2010 District Tourism Strategy, refining some elements, and refocuses others. In section 1 the background that led to this strategy is outlined, with the current state of the industry highlighted. Section 2 outlines what the industry could be. This is based on a number of public meetings, interviews, and discussions with major industry players. Section 3 bridges the gap between what is and what could be can be by providing an overview of the tools the District has at its disposal to facilitate the change. Section 4 explains how these tools will be employed to hasten the work. Section 5 then gives the Key Measures of Success (KMSs) the industry as a whole should commit to.

## SECTION I: BACKGROUND

### *TOURISM INDUSTRY OVERVIEW*

The New Zealand tourism industry is broad, covering everything from adventure activities to small private accommodation providers. To the year ending March 2012 the total tourism industry contributed \$23.4 billion to the overall economy (TNZ, 2013a). It accounts for 9.6% of the total NZ

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<sup>1</sup> What this message is is not covered in this document. Though reference is made to it later in the report, the full outline of what this message will be, how it was developed, and how it will be implemented, is contained in SOURCE.

workforce, making it the second largest export sector of the economy (TNZ, 2013a). The industry itself is marked by low wages, unskilled and seasonal workers, and traditionally operates with severe peaks and valleys. To measure the health of the industry, operators look at three core indicators: length of stay, average dollars spent per day, and total visitor numbers. These figures can and are broken down further to give a clearer picture of who is coming and why. The bulk of visitors continue to come from Australia and the UK, with Asia – particularly China – growing.<sup>2</sup> Germans stay the longest while the British and Japanese spend the most money.<sup>3</sup> Conference guests are the most valuable group on a spend-per-head basis, while all visitors irrespective of country of departure tend to come to enjoy New Zealand’s natural surrounds and view wildlife (TNZ, 2013b). The majority stay in hotels, with limited numbers staying in private and boutique accommodation.<sup>4</sup> The national tourism strategy reinforces the reliance on a high volume of high-yield tourists that will stay for extended periods (see TNZ, 2013b; TNZ 2007). To attract them the industry is focussing on specialized offerings (see Ombler, 2013; Gray, 2013). This industry approach, and structure, sets an unofficial ceiling on strategic potential: a strategy can and will only take you as far as your capacity to host and convert tourists will allow.

In early 2014, the Tourism Industry Association (TIANZ), in conjunction with a number of other interested groups, released the 2025 NZ tourism strategy. This document shifted the focus away from specific outcomes per se, and onto a national framework for individual organisations to construct their own way forward. In essence, as opposed to a blue-print for each organisation to follow, it established the parameters within which those organisations should act. It set the tone and the sought to harness the industry’s collective effort; though individual paths were open, the destination was universal: more people, doing more things, spending more time. The 3Ms.

#### *WAITAKI DISTRICT TOURISM STRATEGY OVERVIEW*

The Waitaki District mirrors the overall industry. Although one of the smallest RTOs, the Waitaki District boasts some of the best and easy-access natural attractions in the Country. This resulted in a strategy intent on (1) increasing visitor numbers (expected to grow to just under 700,000 by 2016 (WDB, 2009)); (2) expanding the time spend in the District (the average length of stay is approximately 2 days); (3) and raising the per-visitor yield to \$127 per visitor per day by 2016 (WDB, 2009) through greater visitor attraction participation. The Waitaki, strategically, has sought to align itself with the national trend to attract a higher number of high-yield, long-stay visitors. It was focussed on similar specialty markets as those indicated by the general industry (WDB, 2009).

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<sup>2</sup> See TNZ (2013a) and TNZ (2013b)

<sup>3</sup> See TNZ (2013a) and TNZ (2013b)

<sup>4</sup> See TNZ (2013a) and TNZ (2013b)

In late 2009 the WDB released a strategy document titled *Living a Legacy*. This document focussed on establishing ‘quality tourism products and services that enhance experiences for visitors and ensure steady and managed growth’ (WDB, 2009, p. 2) across a range of emerging tourism sub-markets. Wine and cuisine, environmental and ecological, as well as heritage based tourism activities were discussed (WDB, 2009). Emphasis was placed on helping the local industry to mature and look outward in order to attract visitors. To do so the WDB set five strategic goals: deliver maximum value, deliver an effective annual marketing approach, provide leadership, ensure effective sustainable destination management, and establish new tourism products (WDB, 2009).

OBJECTIVE	INITIATIVE (S/O)	IMPROVEMENTS (S/W)	DEFENCE (W/O)	AVOID (W/T)	PROPOSED OUTCOME
<b>Deliver Stakeholder Value</b>		Focus on sales and customer service			Tourism is valued, and is one of the top 3 contributors to economic activity in the region
<b>Produce Annual Marketing Plan</b>	Build strong relationships with industry partners		Attend conferences and establish new events to combat competitor activities		Waitaki is seen as a must see destination
<b>Strengthen Local Tourism Operator</b>	Help develop operators and build the necessary infrastructure for their growth				Operators are supported in producing world class products and services
<b>Effective Destination Management</b>	Enter JV agreements with local councils for infrastructure development		Focus on sustainability and environmental qualifications as point of difference		Waitaki is seen as leader in tourism sustainability practices
<b>Establish New Tourism Ventures</b>		Establish new ventures and upgrade existing ones			Average length of stay over 2 nights

Table 1: District tourism goals as set in 2009

MEASURE	2009	2010	2011	2012	2013	2014 <sup>5</sup>	VARIANCE
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<sup>5</sup> The 2014 figure represents the 12 months June 2013 to June 2014 and is used to indicate the current position.

<b>Total Visitor Numbers (Bed Nights)</b>	295,024	301,061	289,973	304,455	340,787	383,000	29% Increase
<b>Length of Stay (Nights)</b>	1.49	1.53	1.54	1.56	1.49	1.56	4.6% Increase

Table 2: Waitaki District tourism industry performance

More recent research demonstrates substantial growth. In each of the 37 Months May 2011 through to June 2014 an annual increase in total visitors has been recorded. The bed night measure has fluctuated, but now sits above the same period in 2009, and is equal to the heights of 2012. Peaks of nearly 2 were recorded during this time. This is reinforced by recent BERL statistics. A recent report showed growth in the total value of the industry (up 7%), the total number of tourism-related businesses (up 5%), and the total number of FTEs employed in the industry (up 5%). Tourism accounts for approximately 6% of the District’s total GDP, and is growing. The number of tourism-related businesses has increased, and the overall employment within the sector has grown (BERL, 2014).

TW will continue to focus on these outcomes, with modified positions based on a refined direction of focussed and identifiable growth that meld the district into a single marketable story. We have seen, and will continue to see, the development of heritage activities in Oamaru, with pseudo-adventure growing in the Ohau and Omarama areas, with nature and wildlife along with a growing gourmet industry increase. TW takes the position that, to realise the District-level aspect of the TIANZ 2025 vision, a move away from specific industry themes is necessary and a focus on investment is the best way forward. Developing markets, itineraries, operators, and infrastructure will foster a clear identity, set targets in line with the overall national goals, and provide real sustainable growth by acting as a vehicle for broad district-wide tourism development.

## SECTION 2: WHAT THE WAITAKI WANTS

Growth in line with the 2025 vision would entail one of the following: (1) increase visitor numbers to 1,000,000 people while maintaining the current yield of \$194 per visitor per day for 1.51 days; OR (2) have visitor numbers remain at 380,000 and have those visitors stay for 2.63 nights at the current \$194 per visitor per day; OR (3) raise the visitor yield to \$350 per visitor per day for 380,000 people staying 1.51 nights. The result of focussing on any or all of the above we can expect a more professional, collaborative, mature, internationally recognised, self-sustaining industry with flatter peaks and troughs, which has a clear understanding of who comes and why they come.

### SECTION 3: WHAT WAITAKI HAS

The intention now is to take advantage of the relatively small size of the District, refocus international attention on the remote and compact nature, and present a crisp, clear message that in this tiny wedge of the South Island a visitor can do and see anything New Zealand has to offer by capitalising on the fact that in two hours a visitor can go from the Alps to the ocean, and experience everything New Zealand has to offer in between. The following strategic schematic shows what is currently at the District’s disposal to take advantage of a fundamentally strong and uniquely placed District with opportunities in the natural-environmental, heritage, and soft adventure areas:

Factors	Resource or Competence	Valuable (Y/N)	Exploitable (Y/N)	Rare (Y/N)	Costly to Imitate (Y/N)	Competitive Implications
<b>TANGIBLE</b>						
Infrastructure	Resource	Y	Y	N	Y	Neutral to Positive
Location	Resource	Y	Y	N	Y	Neutral to Positive
Natural Assets	Resource	Y	Y	Y	Y	Positive
Trade-ready Operators	Resource	Y	Y	N	Y	Neutral to Positive
Operational Consents	Resource	Y	Y	Y	Y	Positive
<b>INTANGIBLE</b>						
Local Knowledge/Stories	Competence/Resource	Y	Y	N	N	Neutral
Alliances	Resource	Y	Y	N	N	Neutral
Public Involvement	Resource	Y	Y	N	N	Neutral
Development Rights	Resource	Y	Y	Y	N	Neutral to Positive
IP	Resource	Y	Y	Y	Y	Positive
Conversion Capacity	Competence/Resource	Y	Y	Y	N	Neutral to Positive

Table 3: District Asset Summary and Deployment Potential

Infrastructure, our location, operators ready to work with trade, out right to develop and convert visitors all provide a clear opportunity. While there are fundamental shortages and gaps in all these areas, they also represent something that provides a framework for unique stories and unique delivery of those stories. Investment in this base will therefore push the tourism industry forward through a process of greater differentiation and product instantiation. The Waitaki will BECOME something BIGGER and BETTER because developing products based on its small but crafted



stature and then selling them by capitalising on its personality cannot be replicated or challenged by any other region.

#### SECTION 4: HOW TOURISM WAITAKI WILL USE IT

To fill the gaps. We will first, facilitate the **DEVELOPMENT OF LOCALISED INFRASTRUCTURE**. We will do this by focussing on the needs, aspirations, and strengths of each community. We will meet with local operators and interest groups and facilitate their plans. The following is a list of location-specific, tourism focussed, projects identified by local communities:

##### Omarama

- System for contacting tourists before they contact us, and encouraging visitors to book activities before they come and/or capturing people once they are here
- Paraponting
- Clay Cliffs Donation Box and New signage
- Town signage highlighting OMARAMAs unique qualities, that show what is available

##### Kurow

- Improved signage
- Expanded ISITE

##### Duntroon

- Community Map for each town (A3 hand out) that includes bins/dumping stations, etc.
- A scenic touring route along SH83 to slow visitors down<sup>6</sup>
- Improved signage for facilities and attractions that list of what is in town
- Upgrade and better maintain the public toilets
- Filtered water fountains
- Bike stands
- Commercialise the camping ground<sup>7</sup>
- Laybys on main SH83 to encourage safe practices when tourists stop for photos
- Improved refuse facilities
- Maori rock art

##### Palmerston

- Dump site
- Heritage walks highlighted, marked, and promoted with professionally produced brochures and marked with quality information boards<sup>8</sup>
- Formal, commercial camp site in Palmerston
- Provide feedback and statistics to tourism operators on a regular basis
- Upgrade listings and coverage on the TNZ website: [newzealand.com](http://newzealand.com)
- Expand the information centre and give more opportunities to book

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<sup>6</sup> A section on the website to both promote routes and encourage people to share their routes with others

<sup>7</sup> This could be taken over by A2O as an official campground for the Trail.

<sup>8</sup> Do this with standard installations that can have the signs changed out based on activity or story, or even time of year.

## Oamaru

- Improve the current signage to give it more life
- Add a giant penguin at the entrance to the town
- Provide a list of open and available attractions and facilities for busses going into ISITE
- Have themed story boards around town telling cool, funny, and interesting stories
- Provide a guide to the most photographic locations – boulders, precinct, valley, gardens, outback farms, etc.
- Have a better balance of free vs. charged activities
- Establish and promote more walkways in and around the coastal area<sup>9</sup>
- Establish more culturally interactive experiences around heritage/pioneer, indigenous, and agricultural history
- Focus on the locals and encourage them to experience the District
- Better promotion of events
- Incorporate the Oamaru Marina and harbour area
- Establish educational tours<sup>10</sup>

The specific nature of TWs role in any development project will be determined by the specific nature of the proposal. However, in the event TW chose to invest directly in developing activity assets, the following criteria and process for identifying development opportunities will be used:

1. The venture sits within the Waitaki District;
2. The venture is not in open competition with any other existing operator, and will not foreseeably detract from any other operator's commercial activity and/or viability;
3. Such an activity fills a gap identified by either TW or the local community, or an industry partner;
4. A business case complete with financial forecasts and a timeline for both development and launch, is made by the industry partner or local community to the WDB for the specific project;
5. The Board considers the business case, evaluating the efficacy in meeting the core criteria of fostering real growth in the 3Ms;
6. Where necessary a presentation is made to the Board;
7. If deemed appropriate, the Board will identify what, if any, contribution it will make;
8. Participants are notified and contracts are signed.

The following table outlines our broad projected timeline and focus on specific community-based projects through 2018:

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<sup>9</sup> There should be loops, with connecting tracks, and walks that join the towns via the A20 track.

<sup>10</sup> The arts festival and garden project from the arts advisory group

PROJECT	2014	2015	2016	2017	2018
Signs	Town Track	Amenity Activity	Highway		District Touring Routes
Tracks	Palmerston and Kurow Cycle Tracks  A2O Connectors	Duntroon Walking Tracks		Further A2O Extension Trails	Oamaru Art Trail
Amenities	ISITE in Omarama  Oamaru Convention Bureau	ISITE in Palmerston	Further ISITE network expansion		
Trade-ready Activity Operators	10	12	15	25	30
Collateral	TW Guide Maps Conference Brochure		TW Guide Map App replaces printed material		Guide/Map App
Research	Baseline			Perform	

Second, we will use this infrastructural development to **DEVELOP A CONSISTENT MARKET**.<sup>11</sup> This is less about where people are coming FROM, and more about what they are coming TO, and WHY. The above information tells us people are travelling through the Waitaki in large numbers, that they are using some of our amenities and visiting few of our attractions with regularity relative to the numbers passing. Our market is those people already here, the ones already coming through town, and by extension, those that plan to come and are looking for a slice of New Zealand they can take in slowly. We already know that our major domestic markets are Canterbury and Otago, and that our primary offshore market is Australia, followed by China, the US and Europe. We also know that there are emerging markets in South-East Asia, India, Eastern Europe, and South America. .

Within those broad points of departure there is a group we term the Waitaki Market: the group that will be responsive to our District-wide set of stories and activities irrespective of where they come from. These are typically adventurous travellers, curious about the undiscovered and personal touches that stem from authentic locations. They travel slowly, focus on experiences and activities, seek out the stories behind the locations, and spend time with local people and in local

<sup>11</sup> See Appendix 1 and Appendix 2 for a breakdown of the current Waitaki Tourism market.

establishments. They travel for education as much as for enjoyment, and seek out experiences that are crafted to their own interests. Investment will foster their reasons for coming to the Waitaki, encourage those people already here to slow down, and grow the THE market within the district through increased patronage.

To do so we will invest in 5 areas:

1. Enhancing our regional presence through an expanded ISITE network;
2. Developing a consistent, district-wide sales trigger, and promoting this through domestic-level campaigns and internationally through established distribution channels;
3. Developing our inter-regional connections for joint activity offshore;
4. Developing a district-wide sales website: [bookwaitaki.com](http://bookwaitaki.com), which will leverage all existing online activity and tie into general regional and national activity;
5. Continuing to develop and further establish direct in-market relationships with major inbound and travel agent groups who will sell our district on our behalf.

Third, we will capitalise on the investment and increase in people to further **DEVELOP TRADE-READY OPERATORS**.<sup>12</sup> The industry is heavily weighted to accommodation, food, and fuel suppliers. While this forms the foundation of a strong infrastructure, it does leave room to provide activity-based leisure experiences to fill out the industry profile. And by encouraging more of those providers to work with and be confident in supplying trade we will be more attractive to wholesalers. TW will therefore focus on assisting operators establish, develop, and expand their trade-ready products. To do so TW will focus on FOUR activities:

1. Developing existing operators to have trade-ready product;
2. Creating the Oamaru Convention Bureau to give a platform for conference and incentive work to reach trade markets;
3. Working with key community organisations/groups to outline what is necessary and help professionally develop operators' staff to encourage continual District-wide sales activity and emphasis;
4. Establishing a touring road-show of trade-ready, and soon-to-be trade-ready operators to represent at industry events.

Finally, we will work with those operators to **DEVELOP AND SELL ITINERARIES**.<sup>13</sup> To develop these itineraries we will:

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<sup>12</sup> See Appendix 3 for an overview of the current Waitaki District tourism sector mix.

<sup>13</sup> See Appendix 4 for a sample Itinerary.

1. Work closely with the Waitaki Tourism Association on what offers the industry is willing and able to make;
2. Communicate back to the industry what the markets are purchasing;
3. Establish a consistent format and production cycle for the itineraries.

## SECTION 5: WHAT WE WILL GET

The purpose of the organisation is to grow the district tourism industry; the goals are to increase visitor numbers to 520,000, length of stay to 2.5 nights, with an average yield of \$213 per visitor per night, and thereby more than double the value of the industry from \$120 million to \$277 million by 2025. The outcomes, the 3Ms discussed above, by which the success of this strategy will be measured can now be broken down as follows:<sup>14</sup>

### MORE THINGS

1. A broader range of medium- to high-end accommodation options, relieving pressure on and providing scope for more active promotion of the mid-range offerings;
2. More facilities, attractions, and infrastructure;
3. A greater range of attractions and services that both attract and encourage a greater number of visitors to visit and stay in the District;
4. Higher, better paid, and more stable employment in direct sales;
5. Greater conversion of visitors to paying guests;
6. More high-value product in the industry.

### MORE PEOPLE

1. A modest 1% annual growth compounding year on year, as seen in the CAM;
2. Occupancy rate rising to an average of 32% by 2025;
3. Higher visitation to and ticket uptake for all district attractions;
4. Mature conferencing infrastructure, attracting a 12 conferences annually by 2025;
5. Focussed, consistent, themed domestic promotion and publicity campaigns;
6. Increased IBO volumes to bell-weather operators (OBPC, Wrinkly Ram, Ohau Ski Fields, A20, Brydone Hotel, Heritage Gateway Hotel, HQ, etc.);
7. New Conference and Incentive strategy that is actively promoted and drawing in groups.

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<sup>14</sup> target figures for each point, plus Key Measures of Achievement (KMAs) need to be developed along with basic explanations and potential budgets, are currently being developed

## MORE TIME

1. Higher average length of stay, progressing to 2.5 by 2025;
2. Marketable local products and general District-wide itineraries available incorporated into the sales portfolio of major IBOs, travel agents, and FIT networks.

## SUMMARY

TW is responsible for the destination marketing for the Waitaki District, and they recently consulted on and reviewed the District Tourism Strategy. The WDB found there was a clear vision of what was desired: a broader more mature industry that escaped the exaggerated cycles of the seasons. A broader infrastructure, particularly in the lower sections of the Waitaki Valley, a consistent, District-inclusive promotional message,<sup>15</sup> and a well-educated and highly trained staff that sell the District at all levels were identified as key goals. To achieve these outcomes TW proposes to develop infrastructure, a consistent market, trade-ready operators, and saleable itineraries.

This strategy builds on the 2010 District Tourism Strategy, refining some elements, and refocuses others around the 3Ms: more people, more time, and more activities. By 2025 we will increase visitor numbers to 520,000, length of stay to 2.5 nights, with an average yield of \$213 per visitor per night, and thereby more than double the value of the industry from \$120 million to \$277 million by 2025 through an aggressive industry expansion programme focussed on local aspirations and capital investment.

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<sup>15</sup> What this message is is not covered in this document. Though reference is made to it later in the report, the full outline of what this message will be, how it was developed, and how it will be implemented, is contained in SOURCE.

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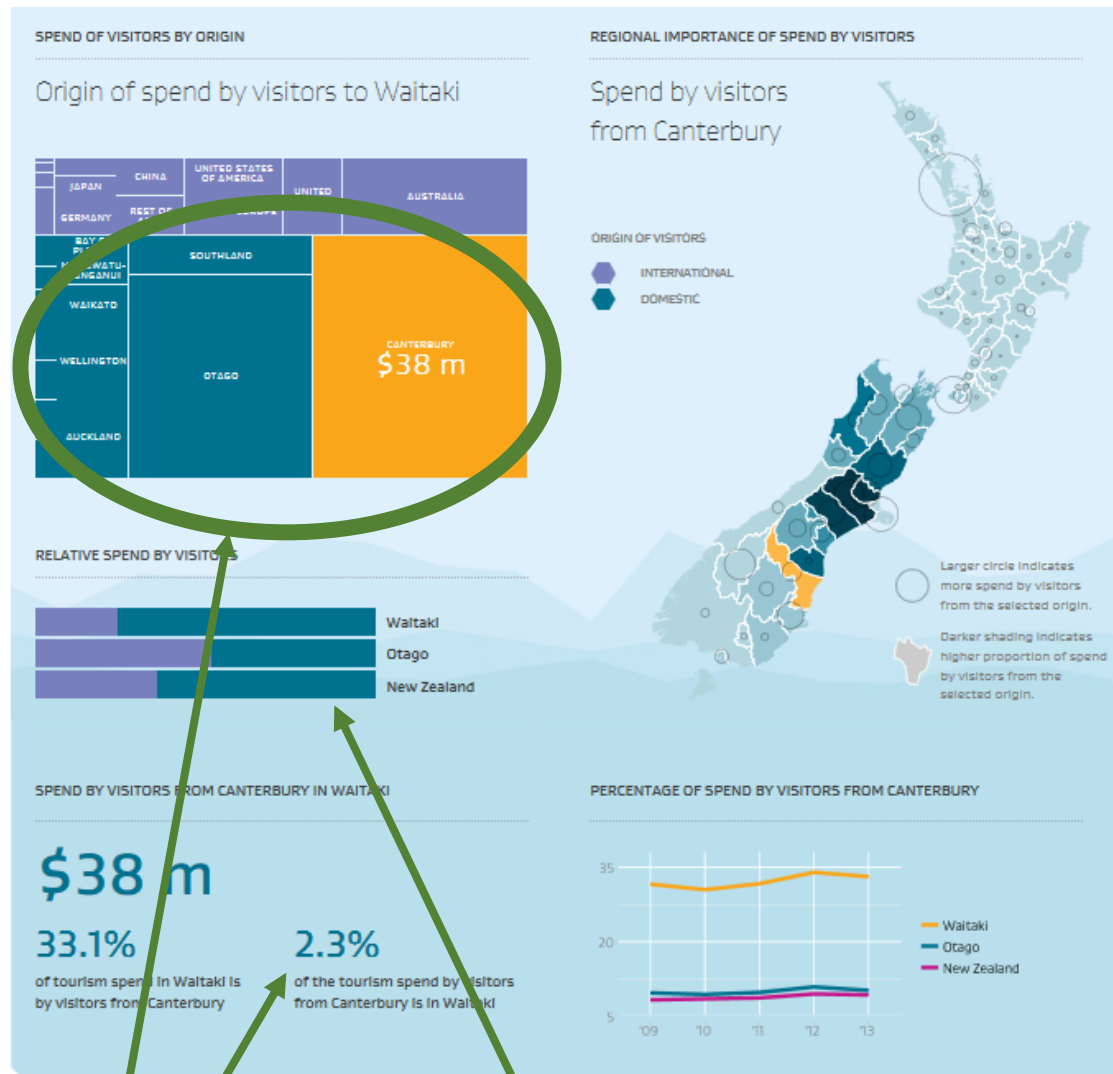
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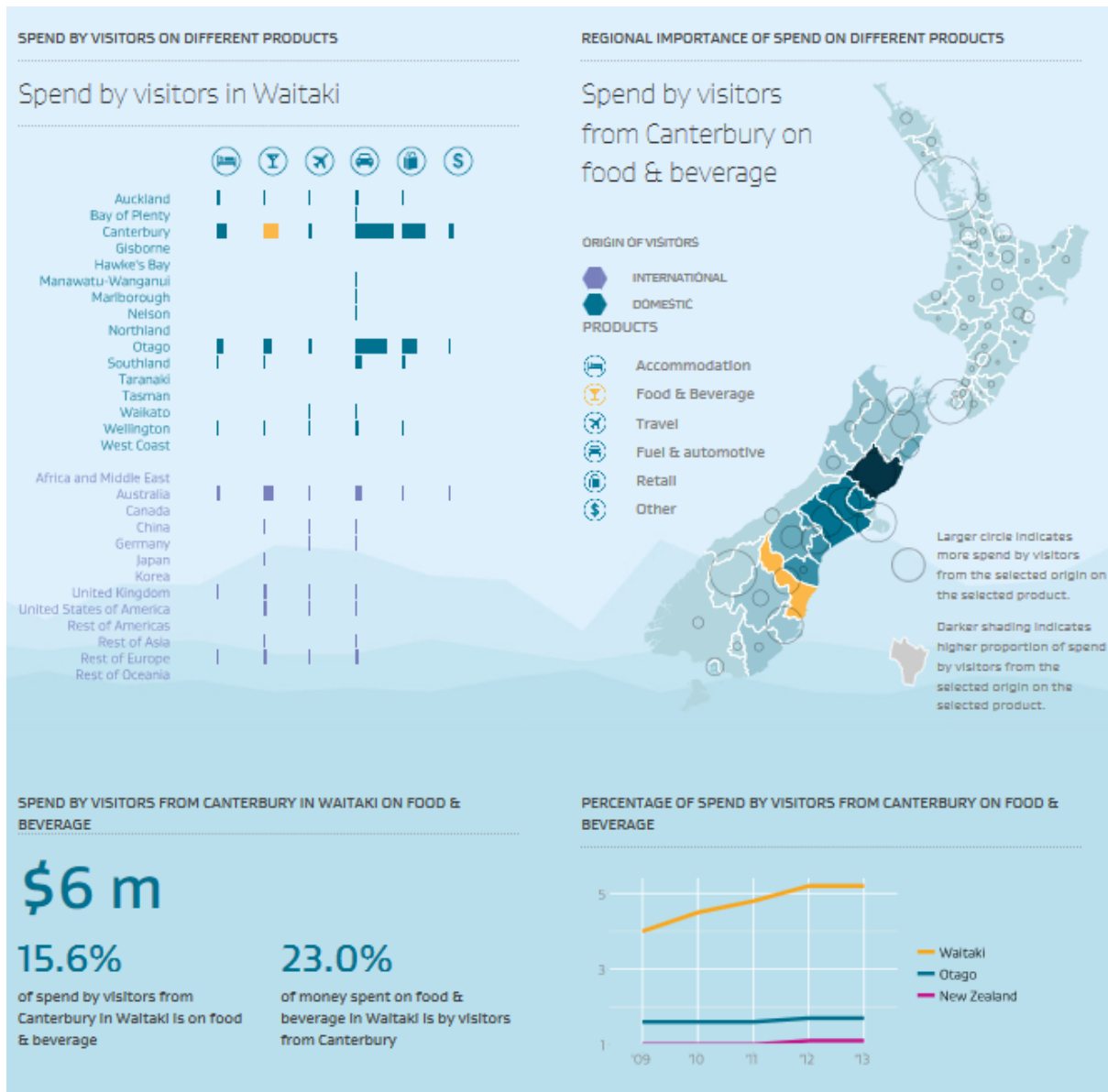
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## APPENDIX 1: Tourism Market by Origin



The above illustrates the nature of the current industry, with the vast majority of the sector value derived from domestic travellers, the largest offshore market being Australia. We are more dependent on domestic travel than the average throughout the country and throughout Otago. For this reason we intend to expand our domestic pull from our well-represented areas as we feel there is room to grow those markets.

## APPENDIX 2: Tourism Market Spend by Origin





The market is currently weighted toward fuel, retail, and accommodation. This indicates the travellers are using the district as a stop-over: spending the night, fuelling up and buying supplies. There is little relative attraction activity. We will gauge the success of the strategic focus on growth in two areas: accommodation (indicating longer or a higher volume of stays) and attractions (indicating a higher uptake of paid attraction attendance).



APPENDIX 3: Waitaki District Tourism Industry Operator Mix



Tourism Business units	Years ending March				%pa change	
	2003	2011	2012	2013	2012 to 2013	2003 to 2013
Tourism-characteristic Industries	75	120	122	124	2.3	5.2
Tourism-related Industries	17	28	27	29	9.0	5.6
All non-tourism-related Industries	22	37	39	43	9.0	6.8
Tourism Sector	114	184	188	196	4.7	5.6
Total Business Units: Waitaki	2,545	2,833	2,858	2,884	0.9	1.3

Source: BERL Regional Database 2013



APPENDIX 4: Sample Waitaki District Itinerary


<b>Tourism Waitaki Itinerary</b>		
		<b>Comments</b>
<b>First Day</b>	Arrive in Oamaru via Mt Cook. Driving down the Waitaki Valley	
<b>Paid Activity Option</b>	<p><b>Hot Tubs Omarama</b> Soak in a fresh water hot tub under the big sky that is Omarama! Overlooking a tranquil lake, with silent Gliders overhead, take time out from your day and relax.</p> <p>Contact: Jan Thomas Address: Main Highway, Omarama Phone: 03 4389703 Website: <a href="http://www.hottubsomarama.co.nz">www.hottubsomarama.co.nz</a></p> 	There is a charge – contact directly if you would like more information
<b>Free Activity Option</b>	<p><b>Elephant Rocks</b> Incredible limestone formations – must see! Fantastic photo opportunity!</p> <p>The limestone rocks are not visible from the road, you have to go through the gate and walk a few metres before you can see them</p> 	Free

<p><b>Paid Activity Option</b></p>	<p><b>Whitestone Cheese</b> Award winning cheese. Visit the viewing room, café, cheese tasting.</p> <p>Contact: Simon Berry Address: 3 Torridge Street, Oamaru Phone: 03 434 8098 <a href="http://www.whitestonecheese.co.nz">www.whitestonecheese.co.nz</a></p> 	<p>There is a charge – contact directly if you would like more information</p>
<p><b>Paid Activity Option</b></p>	<p><b>Steampunk HQ</b> Visit Steampunk HQ Gallery, wander in this darkened gallery and experience the industrial side of Steampunk.</p> <p>Contact: Brian DeGeest Address: Tyne Street, Oamaru Phone: 027 242 8646 <a href="http://www.steampunkoamaru.co.nz">www.steampunkoamaru.co.nz</a></p> 	
<p><b>Activity Day Tour</b> Duration 40 min</p>	<p><b>Oamaru Blue Penguin Colony</b> Enter the breeding area, wander in the penguin's environment. View penguins in their burrows if they are resting during the day.</p>	

	<p>Contact: Kelly Currie Waterfront Road, Oamaru <a href="http://www.penguins.co.nz">www.penguins.co.nz</a></p> 	
<p><b>Accommodation</b> <b>Check into your accommodation</b></p>	<p><b>Brydone Hotel</b> Step inside the enchanting Brydone Hotel Oamaru and you will find yourself in a gentler, more gracious era, when a sweeping staircase, grand chandeliers and ornate interiors represented the height of style and the finest accommodation. Built of white, elaborately carved Oamaru limestone in 1881, this impressive Oamaru hotel has welcomed and charmed guests for over a century.</p> <p>Contact: Justin Ludlow Address: 115 Thames Street, Oamaru Phone: 03 433 0480 Website: <a href="http://www.brydonehotel.co.nz">www.brydonehotel.co.nz</a></p> 	
<p><b>Activity</b> <b>Evening Viewing</b> <b>(Start time depends on the time of year you visit)</b></p>	<p><b>Oamaru Blue Penguin Colony</b> Sit right next to the Pacific Ocean and view the world's smallest penguin arrive home from a day at sea.</p>	<p>Please wear warm clothing – we ask for no photography for the protection of our penguins.</p>



		
<b>Dinner Options</b>	<ul style="list-style-type: none"> <li>• Star &amp; Garter</li> <li>• Portside Restaurant – opposite the Oamaru Blue Penguin Colony</li> <li>• Galleon Restaurant</li> <li>• T Bar restaurant – located at the Brydone Hotel</li> </ul>	Varying price points available – all of these restaurants offer classic kiwi meals, fish and chips etc. Stone Grill option available at Galleon
Next Day		
<b>Breakfast at your accommodation</b>	<b>Brydone Hotel</b>	
<b>Free Activity</b>	<b>Victorian Precinct</b> Wander through the Precinct viewing the 19 <sup>th</sup> Century streetscape. Brewery Whisky Tasting Galleries Fudge Shop Wine Bar Curio Shops Printing Press Crafts and more <a href="http://www.historicoamaru.co.nz">www.historicoamaru.co.nz</a> 	

<p><b>Travel to Moeraki</b>  <b>30 minutes south</b>  <b>of Oamaru</b></p>	<p><b>Moeraki Boulders</b>  Turn left to visit the Moeraki Boulders. More than 30 spherical boulders scattered along the beach each approx. 3m in diameter.</p> 	<p>Gold coin donation for the upkeep of the track down to the beach.</p>
<p><b>Travel to Dunedin</b>  <b>50 minutes</b></p>		