GO RAGLAN
Whāingaroa Naturally

TOURISM & EVENTS STRATEGY 2026–2031

Nau mai, haere mai | Welcome

HE WHENUA, HE TAIAO, HE TANGATA
Our place, our environment, our people

Shaping Whāingaroa Raglan together through community-led tourism

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INTRODUCTION

Our **Go Raglan Tourism and Events Strategy 2026-2031** is a shared commitment to shaping the future of tourism and events in Whāingaroa Raglan in a way that reflects our values, protects our environment, and strengthens our community.

Developed by the Whāingaroa Raglan Destination Management Organisation (WRDMO), in partnership with Raglan Naturally Community Trust and the wider community, this plan represents a shift from visitor-led growth to a destination-led, values-based approach.

Whāingaroa Raglan is more than a destination – it is home to many. This plan acknowledges the role of our community, businesses and visitors who contribute to making this a special place.

-Chair WRDMO, Charlie Young

EXECUTIVE SUMMARY

Whāingaroa Raglan is a fast-growing coastal destination known for its surf, creativity, and strong community focus on sustainability.

Our **Go Raglan Tourism and Events Strategy** has been community-led and developed through extensive consultation with residents, mana whenua, local businesses, community organisations, and key stakeholders to reflect the aspirations and values of Whāingaroa Raglan.

The strategy:

- Sets a clear vision and framework for sustainable tourism and events
- Aligns with the Tiaki Promise, and national Destination Management Principles
- Is grounded in community and stakeholder engagement
- Balances economic opportunity with environmental protection and community wellbeing

Guided by four pillars/pou - ***Local Livelihoods, Environment, Visitors, and Community Wellbeing*** - the plan provides practical actions to ensure tourism contributes positively to Whāingaroa Raglan, now and into the future.

COMMUNITY CONSULTATION & ENGAGEMENT

This community-led strategy has been shaped through consultation with residents, visitors, businesses, volunteers, mana whenua, community organisations and other stakeholders.

Development of the Whāingaroa Raglan Tourism and Events Vision began in August 2025, following funding support from Raglan Naturally Community Trust through the Department of Internal Affairs. A range of engagement methods was used to give people multiple opportunities to learn about the project, share their views and contribute to the strategy as it developed.

These included community and visitor surveys, pop-up information stands, business and stakeholder workshops, one-to-one conversations and hui, supported by newsletters, websites, social media, local media and community radio.

The "Your Voice Matters" survey ran from December 2025 to 31 March 2026 and received 278 responses. Together with wider engagement, the feedback helped identify community priorities and inform the future direction of tourism and events in Whāingaroa Raglan.

THE PROCESS

- Funding confirmed — Jul 2025
- Consultation launched — Sep 2025
- Community & visitor survey — Nov 2025 - Mar 2026
- Business & workforce research — Nov 2025 - Feb2026
- Strategy drafted from feedback — Apr May 2026

HOW WE ENGAGED

- Surveys
- Pop-up information
- Hui & workshop
- One-on-one kōrero
- Newsletters & media
- Websites & social media

COMMUNITY SURVEY & CONSULTATION

The "Your Voice Matters" community survey was launched in December 2025 and remained open until 31 March 2026. The survey invited residents, businesses, visitors and stakeholders to share their views on tourism, events and the future direction of Whāingaroa Raglan.

In person
Survey engagement

Digital
Survey engagement

Dec 2025–Mar 2026
Survey period

278
Survey responses

The consultation programme received 278 survey responses and provided valuable community feedback that helped inform the development of the Tourism and Events Vision.

Read the full report here.

or scan the QR code below to view

VISITOR RESEARCH & EVENT STRATEGY:

prepared by University of Waikato Management School

As part of the development of the Tourism and Events Vision, WRDMO commissioned the University of Waikato Management School to undertake independent visitor research.

Nov 2025–Feb 2026
Research period

511
Face-to-face visitor questionnaires

30
Semi-structured visitor interviews

The research examined visitor profiles, travel behaviour, length of stay, perceptions of Whāingaroa Raglan, previous event participation and preferences for future events.

The study added a visitor perspective to the wider planning process and complemented the community survey, business forums, stakeholder engagement and local economic data used to develop the plan.

As the research was conducted during the summer peak, it primarily reflects peak-season visitors. The report recommends further data collection during the shoulder and off-peak seasons.

Read the full Visitor Research and Event Strategy:

Scan Me

Please note that findings relating to Te Ao Māori and cultural activity will not be treated as a mandate for tourism development. Any future work involving local histories, tikanga, mātauranga or cultural experiences must be informed by local iwi.

Data collection locations:

- Town centre
- Wharf
- Walk bridge
- Ngarunui Beach
- Papahua Holiday Park

Key insights:

- High proportion of day visitors
- Visitors are highly satisfied
- Interest in locally connected events
- Support for shoulder-season activity
- Need for better event information before arriving

BUSINESS STAKEHOLDER ENGAGEMENT

In collaboration with Raglan Business Chamber, Waikato District Council Takitini and Hamilton Waikato Tourism, three key focus group business forums were held on these dates:

9 September, 2025

Energising Raglan's Visitor Economy – exploring with our community how a thriving visitor economy could help meet their aspirations, and to give indicators to the WRDMO and collaborators on 'how'
(Wyld Café)

12 February, 2026

Community kōrero Shaping a stronger local workforce
(The Studeo Gallery)

11 June, 2026

Community kōrero Raglan Workforce next steps: Shaping our 5 year tourism and events workforce plan – together
(Raglan Surf Life Saving Club)

ELECTRONIC NEWSLETTERS

Electronic newsletters were delivered using Mailchimp, a web-based marketing platform that enables organisations to design, send and track email campaigns and electronic newsletters.

Newsletters were used throughout the consultation process to announce project milestones, promote surveys, share updates and encourage participation in engagement activities.

Throughout the project, electronic newsletters provided a direct communication channel with residents, businesses, volunteers, accommodation providers and community organisations.

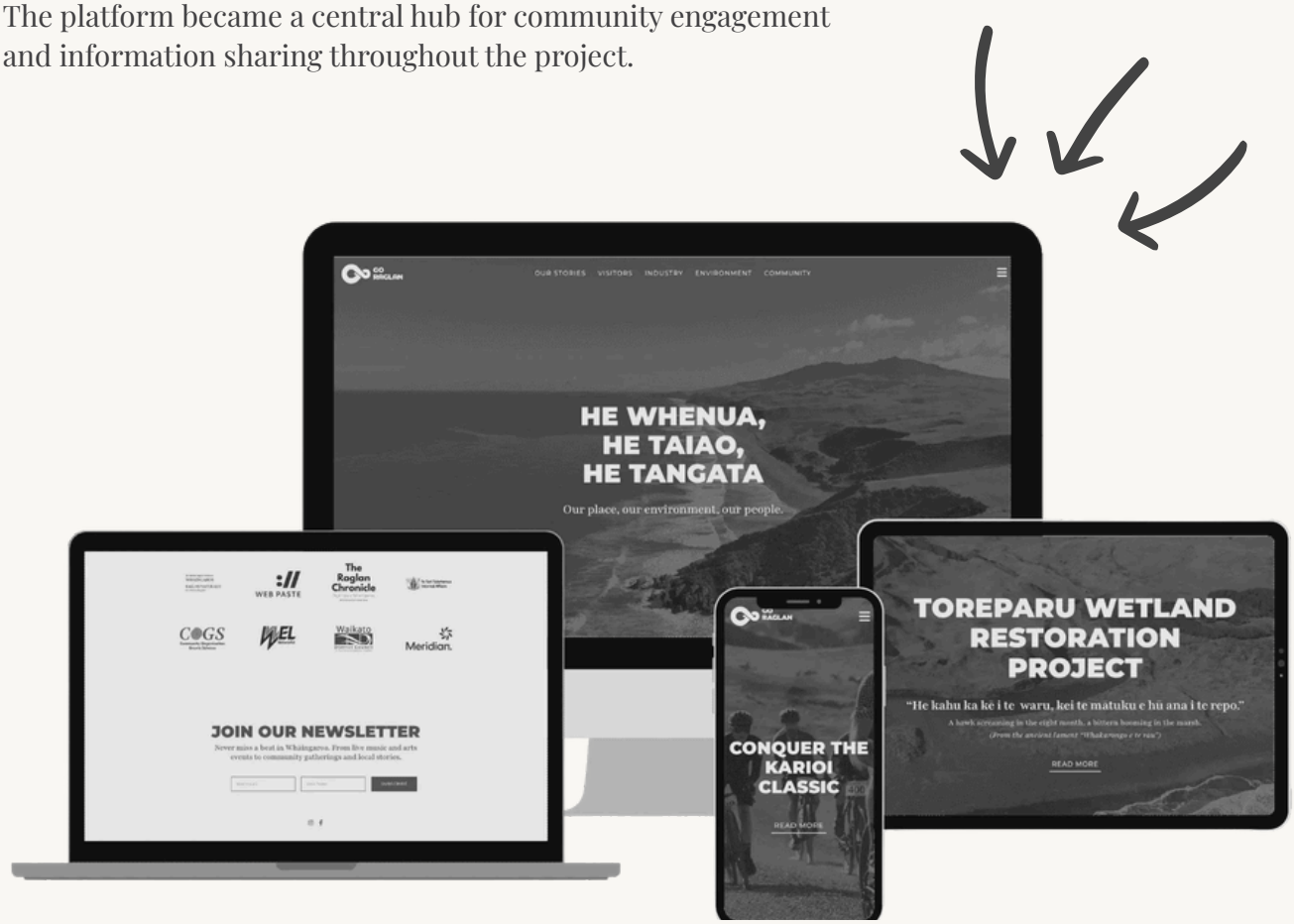
DATE	CONTENT
23/12/25	Development of the Tourism and Events Vision announced following funding support from Raglan Naturally Community Trust and the Department of Internal Affairs. Community consultation launched including the "Your Voice Matters" survey and summer roadshow programme.
15/01/26	Introduction of Workforce Development Advisor. Launch of the Go Raglan Data Insights platform providing local workforce, tourism and economic information to support community planning.
19/01/26	Community update promoting workforce development initiatives and opportunities for local engagement.
11/02/26	Tourism and Events Vision consultation update and promotion of the community survey.
20/03/26	Go Raglan community update covering workforce consultation, rangatahi workforce engagement and promotion of the Go Raglan Accommodation directory. The newsletter introduced the platform as a community-focused way for visitors to browse local accommodation and contact hosts directly.
28/04/26	Launch of the Go Raglan Jobs platform connecting local employers, job seekers and volunteers.
08/06/26	Community update highlighting local opportunities, volunteer initiatives and workforce development activities.
15/06/26	Promotion of the Go Raglan Accommodation provider hui, inviting local accommodation operators to review the WSL pilot, share booking feedback and help shape the platform's future development and potential community-benefit model.
15/06/26	Launch of the World Surf League community feedback survey and business impact survey..

WEBSITES & DIGITAL PLATFORMS

Go Raglan was developed as WRDMO's community and economic development platform. During development of the Tourism and Events Vision it was used to:

- Host project information and updates
- Promote consultation opportunities
- Publish Data Insights and local economic information
- Support workforce development initiatives
- Launch the Go Raglan Jobs platform
- Launch the Go Raglan Accommodation platform
- Promote volunteer opportunities
- Support accommodation platform development
- Share community news and events

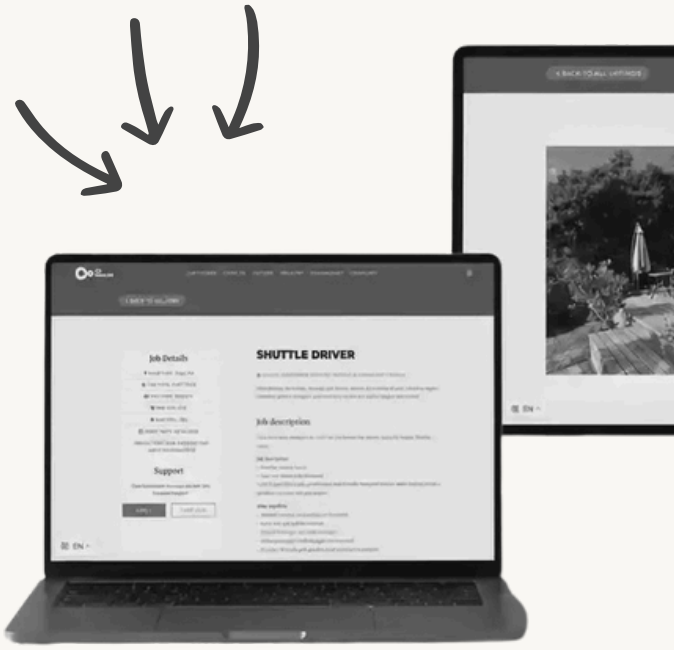
The platform became a central hub for community engagement and information sharing throughout the project.



GO RAGLAN JOBS

Launched to support local workforce development and connect employers, job seekers and volunteers.

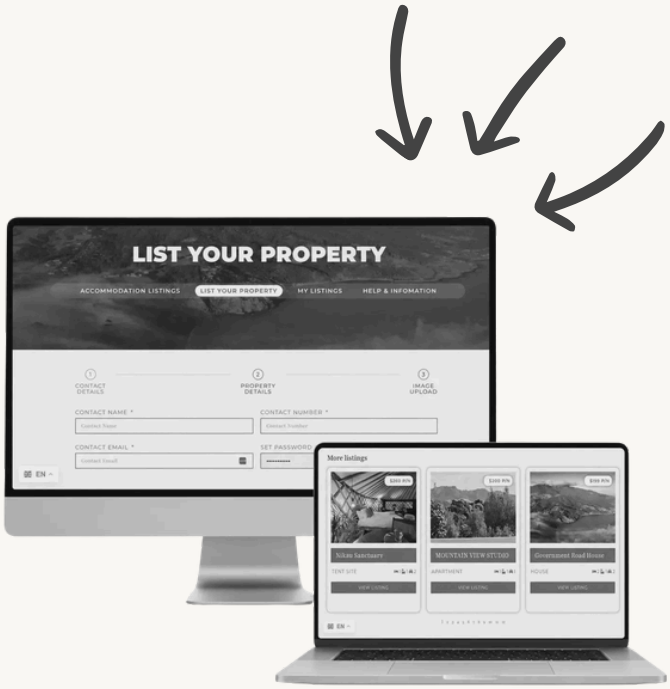
The platform provides local employment opportunities while supporting one of the key priorities identified through community engagement: attracting, retaining and developing local talent.



GO RAGLAN ACCOMMODATION

Launched in February 2026 as a local accommodation listing platform that connects visitors with places to stay offered by our community. The service was created to help address accommodation shortages during major events, when finding available lodging through traditional booking platforms such as Airbnb can be difficult for both visitors and event organisers.

By providing a locally focused alternative, the platform supports the Raglan community and aims to strengthen the local economy so that more visitors can stay and enjoy everything Raglan Whaingaroa has to offer.



RAGLAN IHUB

Raglan iHUB serves as Whāingaroa's visitor information platform and destination marketing website.

Throughout the consultation process it was used to:

- Share visitor information
- Promote local businesses and experiences
- Promote events and activities
- Connect visitors with accommodation providers
- Support destination management objectives
- Communicate visitor-related information to both residents and visitors

Together, Go Raglan and Raglan iHUB provide important digital channels for sharing information and supporting community engagement.

SOCIAL MEDIA

Facebook and Instagram channels were used throughout the consultation period to communicate with residents, businesses, visitors and stakeholders.

Social media activity supported:

- Community consultation updates
- Promotion of pop-up engagement events
- Workforce development initiatives
- Launch of Go Raglan Jobs
- Accommodation platform engagement
- Community stories and local initiatives
- Visitor information and destination content

Social media also provided an important mechanism for directing people to surveys, websites, newsletters and community events.

BUILDING AUDIENCE REACH

As part of the consultation process, WRDMO invested in building digital communication channels capable of reaching a broad audience across Whāingaroa and beyond.

These channels created multiple opportunities for residents, businesses and stakeholders to access information, participate in consultation activities and remain informed throughout the development of the Tourism and Events Vision.

Raglan iHUB

Sept 2025 - May 2026

Social Media

568,000+
Content views

119,000+
Accounts reached

Website | April–May 2026

4752
Users

12,900+
Page Views

Go Raglan

Sept 2025 - May 2026

Social Media

43,000+
Content views

978
Combined followers

Website | April–May 2026

3447
Users

10,500+
Page Views

Electronic newsletters

The WRDMO Mailchimp database grew to more than 550 subscribers, providing a direct way to share updates, promote consultation opportunities and keep the community informed.

ONGOING ENGAGEMENT

The communication channels and relationships developed throughout this process will continue to support implementation of the Tourism and Events Vision.

Regular community updates, stakeholder engagement, newsletters, website content and social media communications will help ensure the vision remains responsive to community needs and aspirations over the next five years.

NGA POU E WHA O WHĀINGAROA
Our Four Pillars

All initiatives, investments, and decisions should align with one or more of the four pou.

Pou/Pillar 1:

HE OHANGA HĀPORI
Local Livelihoods

Supporting a strong, diverse, and resilient local economy.

Key focus areas:

- Sustainable tourism businesses that align with local values
- Increased local employment and skills development
- Support for Māori enterprises, creative industries, and small businesses
- Events that deliver economic benefits without overburdening the community

Pou/Pillar 2

KAITIAKITANGA
Environment

The natural environment is central to Whāingaroa Raglan's identity and wellbeing.

Key focus areas:

- Protecting coastal ecosystems, awa, and ngahere
- Promoting regenerative and low-impact tourism
- Visitor education around tikanga and environmental care
- Building waste reduction, water quality, and climate resilience into tourism and event planning

Pou/Pillar 3:

MANAAKITANGA
Visitor experience

Delivering high-quality, respectful, and meaningful visitor experiences.

Key focus areas:

- Experiences grounded in local stories, culture, and creativity
- Managing visitor flows to reduce pressure on people and place
- Clear, consistent visitor information and wayfinding
- Encouraging longer stays rather than higher volumes

Pou/Pillar 4

HE ORA HĀPORI
Community wellbeing

Ensuring tourism supports local quality of life. Supporting locals, Rangatahi/Youth and volunteers.

Key focus areas:

- Managing visitor pressure on infrastructure and housing
- Ensuring community voice in tourism decisions
- Equitable access to benefits from tourism and events
- Protecting Raglan's lifestyle and sense of place

HE PĀTAKA RARAUNGA

Data Insights

This plan is informed by both quantitative data and lived experience.

Key data sources include:

- Visitor numbers, seasonality, length of stays
- Event attendance and economic contribution
- Community sentiment and wellbeing measures

Data will be used to:

- A — Inform decision-making
- B — Monitor impacts
- C — Adapt options over time

MARKET VIEW REPORTS

REPORT 1:

Spend in Huntly, Raglan & Waikato District

over the last 24 months with year end June 2025.

REPORT 2:

Karioi Classic cycling event 2025

the impact of Karioi Classic event on Raglan retail 25th to 27th July 2025.

REPORT 3:

Raglan Arts Weekend & Blues Music Festival

the impact of these events on Raglan Retail Labour Weekend 25th – 27th October 2025.

REPORT 4:

Soundsplash Music Festival 2026

the Impact of Soundsplash on Raglan Retail 16 to 18 January 2026

AIRBTICS DATA 2025:

Airbtics provides daily occupancy data and historical insights into nightly rates, revenue, seasonality, length of stay and booking lead time.

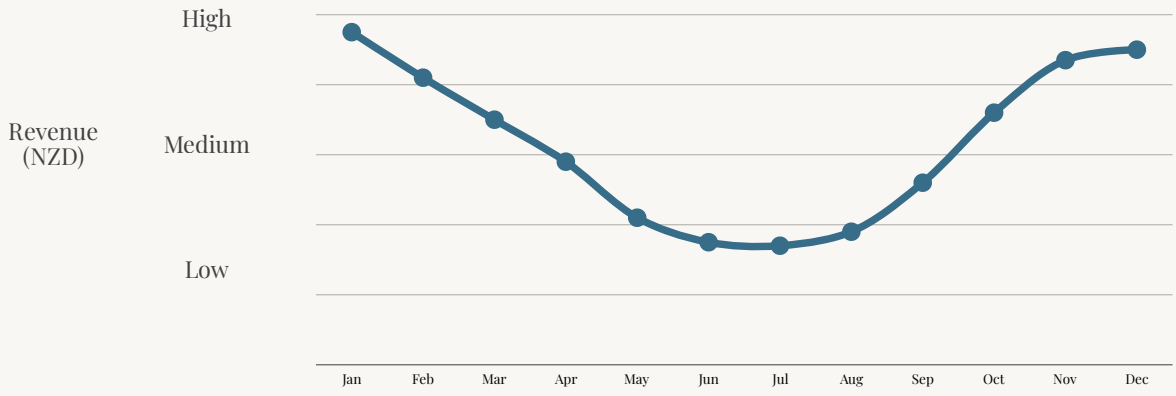
NZD $45,048
median annual revenue

7.8%
year-on-year revenue growth

56%
occupancy rate

354
active listings

Seasonality - revenue by month



The data indicates a stable but strongly seasonal accommodation market. Demand is highest from November to January and falls through the winter months, while nightly rates remain comparatively steady.

Revenue growth appears to be driven more by higher prices than increased occupancy. The strongest demand is within the mid-to-upper price range, with more limited growth expected across the wider market.

Budget accommodation may be under-represented because backpacker, hostel and campervan stays are often booked outside Airbnb-style platforms.

READ MORE

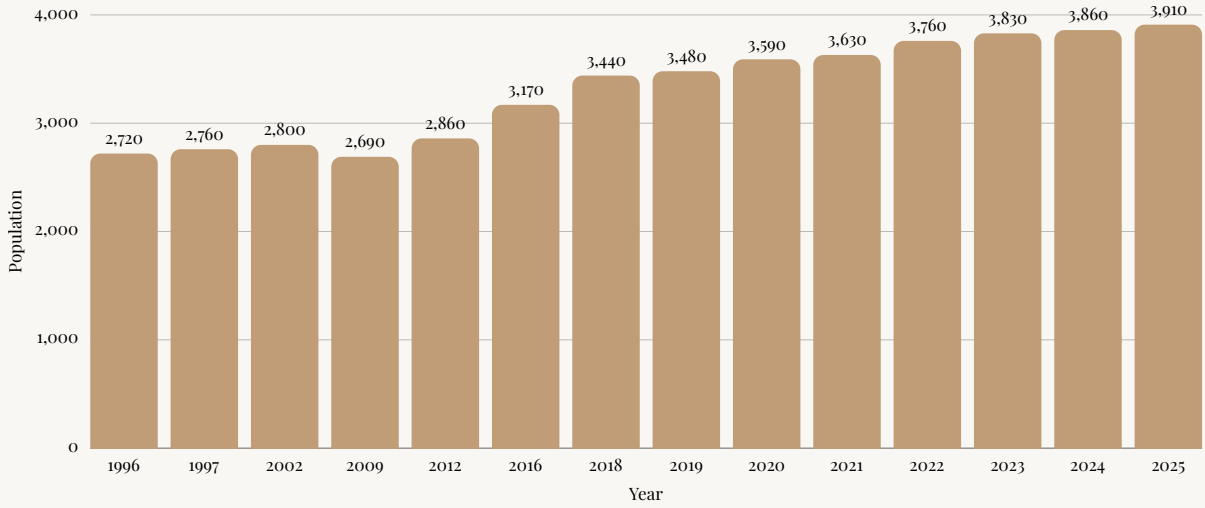
Airbitics Data

CENSUS NZ DATA:

QUICK STATS: Learn key numbers such as population size, median age, and median income for Raglan, and how these compare with New Zealand.

Population of Raglan, 1996–2025

This section is a snapshot showing the number of people living in Raglan between 1996-2025



READ MORE

Census Data

World Surf League (WSL) – In May 2026, Whāingaroa Raglan hosted the New Zealand Pro, supported by the Government's Events Attraction Package. WSL selected Manu Bay for its internationally recognised left-hand break and suitability for elite competition.

Following the event, Go Raglan commissioned research into its social, economic, environmental and destination impacts. Scan the QR code to read the full Whāingaroa Raglan World Surf League Impact Report.

Scan Me

ANNUAL EVENT PLAN

Events play an important role in Whāingaroa Raglan's social and economic life. In consultation with our community, below is a calender of existing events and suggestions for potential new events

January

Soundsplash

Fishing competition

Raglan Creative Market
Movies at the Old School
Raglan Growers Market (weekly)

Auckland Anniversary

February

Fishing competition

Raglan Creative Market
Movies at the Old School
Raglan Growers Market (weekly)

Waitangi Day

March

Maui Dolphin Day

Raglan Rev Up

Raglan Creative Market
Movies at the Old School
Raglan Growers Market (weekly)

April

Raglan Growers Market (weekly)
Raglan Creative Market
Movies at the Old School

Anzac Day

Easter

May

Whaingaroa Hoe Waka Ama

WSL (unconfirmed return)

Raglan Creative Market
Movies at the Old School

June

Art to Wear (biennial)
Raglan Creative Market
Movies at the Old School

Kings'Birthday

July

Karioi Classic Cycle

Raglan Creative Market
Movies at the Old School

Matariki

August

Raglan Creative Market
Movies at the Old School

September

Raglan Ukulele Festival
Raglan Creative Market
Movies at the Old School
Raglan Film Festival

October

Raglan Arts Weekend

Country Blues Festival
Raglan Fish Oyster festival
Movies at the Old School
Raglan Growers Market (weekly)

Labour Weekend

November

Raglan Creative Market
Circus Busking Festival
Movies at the Old School
Horticultural Garden Ramble
Raglan Growers Market (weekly)

December

Raglan Creative Market
Raglan Growers Market (weekly)
Movies at the Old School
NYE Parade & Fireworks

KEY

Significant events with over 1000 visitors attending

Nationally recognised public holidays

This is a snapshot in time. Please keep us informed as new events emerge.

Suggested ideas for additional events (community consultation):

- Kai/Beverage including hangi/boil up festival
- Sculpture Park event/walk
- Cultural mana whenua history
- Karioi Trail Run

- Matariki
- Night markets
- Outdoor movies
- Classic car event
- Harbour speed-boat races

- Ruapuke Festival
- Wellness yoga festival
- Music festival with local business as venues
- Ocean themed event/s
- Kapa Haka

GUIDING FUTURE EVENT PLANNING

Future event planning will embrace a holistic approach that reflects the aspirations of Whāingaroa Raglan, with every event contributing to the wellbeing of the community, the environment, visitors, and the local economy. Guided by the four pou/pillars, events will create lasting value while celebrating the unique identity, culture, and spirit of place that make Whāingaroa Raglan distinctive.

Pou/Pillar 1:

HE OHANGA HĀPORI Local Livelihoods

Events will strengthen a thriving, diverse, and resilient local economy by creating opportunities for local businesses, producers, creatives, and entrepreneurs, while encouraging year-round economic vitality.

Pou/Pillar 2:

KAITIAKITANGA Environment

Events will honour and protect the natural environment, recognising it as the foundation of Whāingaroa Raglan's identity and wellbeing. Sustainable event practices will safeguard the area's landscapes and ecosystems for current and future generations.

Pou/Pillar 3:

MANAAKITANGA Visitor Experience

Events will offer authentic, welcoming, and memorable experiences that reflect the values of manaakitanga and showcase the unique character of Whāingaroa Raglan. A balanced year-round events programme, particularly during the shoulder seasons, will enrich the visitor experience while supporting local businesses and strengthening Whaingaroa Raglan as a destination.

Pou/Pillar 4:

HE ORA HĀPORI Community Wellbeing

Events will enhance community wellbeing by enriching local life, creating opportunities for rangatahi (youth), celebrating the contribution of volunteers, and fostering connection, inclusion, and a strong sense of belonging.

Together, these four pou/pillars provide a shared vision for an events programme that is community-led, environmentally responsible, economically resilient, and culturally grounded—creating meaningful experiences that benefit both residents and visitors while protecting what makes Whāingaroa Raglan special.

WORKFORCE DEVELOPMENT

"Ka mahi te kaheru matarau"
Success is determined by collective effort

A resilient tourism and events sector depends on a skilled, supported and locally connected workforce. Building stronger local employment pathways will help businesses respond to seasonal pressures, improve service quality and ensure more of the benefits of tourism remain within Whāingaroa.

This work has been led by Go Raglan's Tourism and Events Workforce Development Advisor. The role supports local employers, rangatahi, hapū, training providers and community organisations to identify workforce needs and develop practical pathways into local employment, training and career development.

The focus is on creating meaningful local jobs, strengthening business capability and developing workforce pathways that reflect the values, culture and aspirations of Whāingaroa.

73
Employer survey responses

37
Youth survey responses

27
Hapū & Rangatahi survey responses

18
One-on-one business hui

90
Combined attendance across 3 events

Jan-Jun
Evidence-gathering period

This process confirmed ongoing staff shortages, seasonal workforce pressures, limited local training options and practical barriers to employment, alongside strong employer appetite for support with recruitment, retention, leadership and workforce planning.

KEY PRIORITIES

Identified through employer, rangatahi, hapū and community engagement:

- Create clearer pathways from education and training into local employment
- Support rangatahi into meaningful, paid work and career development
- Increase access to training delivered within Whāingaroa
- Help employers strengthen recruitment, retention, leadership and cultural capability
- Support hapū-led employment, training and enterprise opportunities
- Improve local job visibility and connections between employers and jobseekers through Go Raglan Jobs

HAPŪ AND RANGATAHI ASPIRATIONS

Hapū and Rangatahi engagement — including a dedicated Hapū & Rangatahi Work Survey, open to all ages who whakapapa to Whāingaroa — highlighted the importance of employment pathways that are culturally grounded, locally connected and supportive of whānau. Two in three respondents said workplaces that reflect tikanga and te ao Māori matter to them when choosing where to work.

PRIORITIES INCLUDE:

- local jobs for local people, including hau kāinga and whānau
- opportunities in cultural tourism, guiding, storytelling and taiao-based work
- workplaces that uphold tikanga and provide culturally safe environments
- mentoring, work experience, paid training and leadership development
- stronger partnerships with hapū, marae, schools, employers and training providers
- practical support to overcome barriers such as transport and limited awareness of available opportunities

These aspirations will guide workforce initiatives and help ensure the economic benefits of tourism and events contribute to whānau, hapū and the wider Whāingaroa community.

WORKFORCE ACTION AREAS

Action area	Five-year direction	Intended outcome
Local training pathways	Work with training providers, hapū and employers to deliver relevant training within Whāingaroa, including hospitality, events, guiding, digital skills and environmental work.	More local people can access training without travelling outside the community.
Rangatahi pathways	Develop mentoring, work experience, paid training and entry-level employment opportunities with schools, youth services and local employers.	Rangatahi have visible and supported pathways into meaningful local work.
Employer capability	Provide practical support and workshops covering recruitment, retention, leadership, seasonal planning and culturally safe workplaces.	Stronger businesses, improved staff retention and better employment experiences.
Hapū-led workforce development	Support hapū and marae to shape training, employment and enterprise opportunities connected to culture, whenua, taiao and local narratives.	Greater hapū participation and leadership within the visitor economy.
Local employment connections	Continue developing Go Raglan Jobs as the central platform connecting local employers, jobseekers, volunteer opportunities and training pathways.	More local vacancies are visible and more positions are filled by Whāingaroa residents.
Access and participation	Advocate for practical responses to barriers including transport, seasonal instability and limited access to training.	More equitable access to employment and workforce development.

For detailed operational actions, timeframes and delivery partners, see the Operational Workforce Actions table (page 29)

ACTION PLANS & ACCOUNTABILITY

Clear actions ensure this plan delivers real outcomes.
This section includes:

- Prioritised action plans aligned to the four pou
- Clear roles and responsibilities
- Timeframes and measures of success
- Monitoring and reporting using data

Accountability is shared and transparent.

refers to the corresponding action in the Operational Workforce Actions table on page 29.

Pou 1: HE OHANGA HĀPORI – Local Livelihoods
Supporting a strong, diverse, and resilient local economy.

Item	Action	Outcome	Key organisations for delivery
1.1	Support shoulder-season events and experiences	Increased year-round visitor spend and business resilience	WRDMO, local businesses, RBC
1.2	Promote local products, services and markets through Go Raglan and visitor channels	Increased support for local businesses	WRDMO, RBC, businesses
1.3	Develop rangatahi pathways from education and training into work experience and local tourism and event employment (*implements 7.3.2, 7.3.7)	Clearer pathways into meaningful local work, increased skills and more rangatahi employed locally	Schools, training providers, employers, Go Raglan Jobs
1.4	Support hapū tourism and cultural enterprise development	More hapū-led tourism enterprises and greater participation in the local visitor economy	Hapū businesses
1.5	Continue to review community benefit funding models linked to visitor activity and events (Go Raglan Jobs, Go Raglan Accommodation, Event booking system)	Greater return of tourism benefits to the community	WRDMO, community
1.6	Develop Māori-led tourism training pathways, including storytelling, guiding and taiao skills (* implements 7.3.1, 7.3.5)	More Māori participants gaining tourism skills and progressing into local tourism and event roles	Marae, hapū, training and support partners including Wintec, Te Wānanga o Aotearoa and ServiceIQ
1.7	Create "Local Jobs for Local People" employer pledge (*implements 7.3.3)	More hau kāinga employed locally	WRDMO; Employers; Go Raglan Jobs custodian
1.8	Develop employer capability workshops (cultural safety; leadership; retention) (*implements 7.3.4)	More supportive, culturally safe workplaces	WRDMO; Hapū; Industry bodies
1.9	Support development of a Whāingaroa trade & training hub (*implements 7.3.9; 7.3.1)	Local access to training	WDC; Wintec; BCITO; Training and Support Partners; Hapū

Pou 2: KAITIAKITANGA – Environment The natural environment is central to Whāingaroa Raglan's identity and wellbeing.			
Item	**Action**	**Outcome**	**Key organisations for delivery**
2.1	Promote visitor education around environmental care and local values	Increased visitor awareness and responsible behaviour	Xtreme, Hapū, WRDMO
2.2	Support low-waste and regenerative practices at events	Reduced environmental impacts from events	Xtreme, event organisers, WRDMO
2.3	Develop visitor information encouraging walking, cycling and shared transport	Reduced transport impacts	WDC, WRC, WRDMO
2.4	Support community-led restoration and environmental projects	Increased visitor contribution to environmental outcomes	Community groups, WRDMO
2.5	Monitor tourism impacts	Improved evidence-based decision making	WRDMO
2.6	Voluntourism	Promotion of conservation projects e.g. Toreparu Wetland Restoration and potential for voluntourism	Community groups, WRDMO
2.7	Develop taiao-based training (waterways; bush skills; rongoā; conservation) (*implements 7.3.1; 7.3.5)	Stronger environmental workforce	Hapū; DOC; Environmental groups; Training and Support Partners
2.8	Support Hapū-led taiao tourism experiences (*implements 7.3.5; 7.3.1)	Regenerative tourism; authentic Hapū experiences	Hapū; Pakihi operators; Tourism operators
2.9	Embed tikanga-based environmental practices in events (*implements 7.3.4; 7.3.5)	Culturally aligned, lower-impact events	Event organisers; Hapū; WRDMO
2.10	Create pathways for Rangatahi/Youth into conservation roles (*implements 7.3.2; 7.3.8)	Youth employment in taiao; career pathways	Schools (Raglan Area School); DOC; Environmental groups; Marae
2.11	Promote sustainable, year-round business practices among tourism operators	Reduced environmental impact across tourism businesses	WRDMO, tourism operators, environmental advisors

Pou 3: aligns particularly strongly with the survey results. Respondents specifically wanted: more events across the year | stronger storytelling | better information | better walking and cycling access			
Pou 3: MANAAKITANGA – Visitor experience **Delivering high-quality, respectful, and meaningful visitor experiences.**			
Item	**Action**	**Outcome**	**Key organisations for delivery**
3.1	Develop visitor information and wayfinding improvements which includes cultural and heritage interpretation – coast/surf care, beach access	Improved visitor experience	WRDMO, WDC
3.2	Support local storytelling initiatives highlighting history, culture and place	Stronger sense of place	Hapū, Community, WRDMO
3.3	Promote year-round events and experiences	Increased shoulder-season visitation	Event organisers
3.4	Develop visitor education resources reflecting local values and tikanga	More respectful visitor behaviour	Hapū, WRDMO, WDC, Xtreme
3.5	Promote local experiences, arts and cultural activities	Longer visitor stays and increased local spending	Tourism operators, WRDMO
3.6	Cycling/walking	continue cycle/walking network improvements to provide connectivity between local hubs and mountain bike park	WRDMO, WDC, community
3.7	Drive journey	Work with Hamilton Waikato Tourism (HWT) to integrate the west coast into the regional drive journeys programme	HWT
3.8	Support and collaborate with HWT to deliver initiatives that contribute to our shared strategic objectives.	Outcomes that deliver on: Destination marketing, management, event development and industry capability	WRDMO, HWT, WDC
3.9	Develop cultural competency training for all tourism staff (*implements 7.3.4; 7.3.1)	More culturally safe visitor experiences	Hapū; Training and Support Partners; Employers
3.10	Support Māori-led visitor experiences (*implements 7.3.5; 7.3.1)	Authentic storytelling; richer visitor experiences	Hapū; Māori operators; Tourism operators
3.11	Increase Hapū representation in front-of-house roles (*implements 7.3.2; 7.3.3)	Visitors experience local culture; more local employment	Employers; Go Raglan Jobs custodian; WRDMO
3.12	Embed Te Reo Māori in visitor touchpoints (*implements 7.3.4; 7.3.1)	Normalised Te Reo across visitor interactions	WRDMO; WDC; Businesses; Hapū
3.13	Develop values-based event guidelines (*implements 7.3.4; 7.3.5)	Events aligned with tikanga; respectful visitor behaviour	WRDMO; Hapū; event organisers

Pou 4: HE ORA HĀPORI – Community wellbeing Ensuring tourism supports local quality of life. Supporting locals, Rangatahi/Youth and volunteers.			
Item	**Action**	**Outcome**	**Key organisations for delivery**
4.1	Undertake regular community sentiment surveys	Ongoing community input into tourism planning	WRDMO
4.2	Support volunteer recruitment, training and recognition programmes	Stronger community capacity	Community organisations, WRDMO (Go Raglan Jobs)
4.3	Improve communication and reporting on tourism and event outcomes	Increased transparency and trust	WRDMO, WDC
4.4	Monitor visitor impacts on infrastructure, housing and community wellbeing	Better-informed decision making	WDC, Central Government
4.5	Increase opportunities for Rangatahi/Youth participation in tourism, events and decision making	Greater Rangatahi/Youth engagement and leadership	Schools, Rangatahi/Youth organisations
4.6	Continue to manage Raglan iHUB services	Promote local economic growth and sustainable travel practices (Local + regional attractions)	WRDMO
4.7	Develop cultural safety and inclusion guidelines for local employers (*implements 7.3.4)	More culturally safe, inclusive workplaces where hapū and rangatahi feel respected and supported	Hapū, WRDMO, employers
4.8	Support transport solutions for Rangatahi/Youth (*implements 7.3.8)	Reduced barriers to work and training access	WRDMO; Regional Transport Partners; Community Groups; Schools (Raglan Area School)
4.9	Develop whānau-friendly workplace practices (*implements 7.3.4)	Improved retention and work–life balance for staff	Employers; WRDMO; Hapū
4.10	Strengthen partnerships with marae (*implements 7.3.5)	Shared decision-making; stronger Hapū leadership in tourism	Marae committees; Hapū; WRDMO
4.11	Support and promote community-led events that align with the four pou (*implements 7.3.3)	Stronger local participation, community connection and local benefit from events	Event organisers, WRDMO, hapū, local media

Item	Action Plan Year 3-5	Action/Description
1	**Pou 1: HE OHANGA HĀPORI – Local Livelihoods**	• Reassess goals including funding and sponsorship opportunities for the next strategic period • Investigate and research viability and options to implement a targeted rate with Waikato District Council for future growth
2	**Pou 2: KAITIAKITANGA – Environment**	Evaluate the success of initial projects and make necessary adjustments
3	**Pou 3: MANAAKITANGA – Visitor experience**	Strengthen Raglan's position in national and international tourism markets
4	**Pou 4: HE ORA HĀPORI – Community wellbeing**	Increase community involvement and support
Operational Workforce Actions (Years 1–5, phased)		
Item	**Action**	**Key Organisation for Delivery**
7.3.1	Develop local training pathways delivered in Whāingaroa (hospitality basics; event ops; guiding; digital skills)	Training and support partners; local employers
7.3.2	Establish a structured Rangatahi work-readiness programme (mentoring; work experience; paid training)	Raglan Area School; WRDMO; youth services; employers
7.3.3	Create a "Local Jobs for Local People" initiative through Go Raglan Jobs	WRDMO; Go Raglan Jobs; local media; employers; Hapū
7.3.4	Deliver employer capability workshops (recruitment; retention; leadership; cultural safety)	WRDMO; Hapū; industry bodies
7.3.5	Support Hapū-led workforce pathways (cultural storytelling; taiao roles; guiding)	Marae; Hapū; WRDMO; Māori operators
7.3.6	Develop seasonal workforce planning with local businesses	Employers; WRDMO
7.3.7	Improve visibility of local jobs through Go Raglan Jobs (campaigns; school visits; outreach)	WRDMO; Raglan Area School; local media
7.3.8	Advocate for transport solutions for Rangatahi accessing local mahi	WRDMO; regional transport partners; community groups
7.3.9	Support development of a Whāingaroa trade & training hub	WDC; BCITO; Training partners; Hapū; businesses

TOURISM SYSTEM ROLES

Central Government Tourism Policy

On 25 June 2026, the New Zealand Government released its Tourism Policy Statement, setting a long-term direction for the visitor economy. The statement translates the Tourism Growth Roadmap into a framework for how tourism will be governed, coordinated and funded.

It also emphasises protecting New Zealand's international competitiveness and reputation as a safe, welcoming destination.

Source: Ministry of Business, Innovation and Employment.

Cross-cutting system issue	Central government	Local government	Industry	Comment
Policy, system settings and strategic direction	**Lead**	Enable	Partner	Central government leads the broader economic strategy, setting overall direction and priorities for the tourism system. Government ensures the tourism system operates effectively to support outcomes for New Zealand and New Zealanders, including, as appropriate, enabling industry strategy.
Tourism industry strategy	Enable	Enable	**Lead**	Industry leads industry strategy, reflecting sector aspirations and how tourism businesses and organisations will contribute to economic, social, community and environmental outcomes. Local government shapes and delivers destination priorities.
Tourism funding	**Lead**	Partner	Partner	Central government receives revenue from tourism activity and determines the deployment of funds for tourism-related programmes and initiatives. Local government chooses to invest some rates funding into tourism-related programmes and initiatives.
Domestic marketing	Enable	**Lead**	Partner	Marketing to New Zealanders to travel and attend events within New Zealand is undertaken by both local government, including regional tourism organisations, and tourism businesses.

Cross-cutting system issue	Central government	Local government	Industry	Comment
International marketing	**Lead**	Partner	Partner	Tourism New Zealand is the national tourism marketing agency. This is supported and leveraged by businesses and regions that market internationally.
Place-based planning and destination management	Enable	**Lead**	Partner	Management of place is an important tourism function that considers the needs for sector growth alongside community need and environmental impacts.
Management of public infrastructure	**Lead**	Enable	Partner	Central government plans and invests in infrastructure that is a function of central government, for example major roads and Department of Conservation assets.
Management of local infrastructure	Enable	**Lead**	Partner	Local government plans and invests in infrastructure that is a function of local government and primarily intended to deliver broader community outcomes, for example amenities, venues, local roads, waters, parks, seaports and airports.
Product development	Enable	Enable	**Lead**	Tourism businesses lead the development of commercial products and services for visitors that are primarily commercial in purpose and supported by private investment or business revenue. Central and local government enable this activity through planning, infrastructure and investment settings.
Education and skills qualification delivery	**Lead**	Partner	Partner	Central government provides the educational and vocational skill qualifications required by the tourism, hospitality and events sectors through secondary school, vocational and tertiary education.
Workforce capability and development	Enable	Enable	**Lead**	Industry has a direct interest in attracting, retaining and upskilling its workforce. This includes recruitment, on-the-job training, career progression, skills development and engagement in both the development and use of government-provided programmes.

Cross-cutting system issue	Central government	Local government	Industry	Comment
Data and insights	**Lead**	Partner	Partner	Data and insights for the tourism sector are largely led by central government. The availability of different data and the impact of new technologies are providing new opportunities that need consideration in a coordinated system.
Industry intelligence and early warning	Partner	Partner	**Lead**	The industry is sensitive to market forces, capability challenges and other risks and is best placed to assess situations and respond. However, it is often reliant on government data and intelligence to inform this work.
International connectivity	Enable	Enable	**Lead**	International aviation and cruise connectivity is largely dependent on private sector businesses but relies on infrastructure enabled by central and local government.
Business sustainability and emissions transition	Enable	Enable	**Lead**	The industry leads sustainability initiatives in the sector and businesses participate in sustainability programmes.

CLOSING STATEMENT

Our Go Raglan Tourism and Events Strategy 2026-2031 reflects the collective vision of Whāingaroa Raglan - a place where people, culture, and environment come first.

By embedding the Tiaki Promise principles, and with collaboration, we can commit to a future where tourism supports a thriving, resilient, and connected community.

Stay connected with us on FB, Instagram and sign up for our electronic newsletters

SPONSORS AND ACKNOWLEDGEMENTS

- Key funding partners: Hapori Whānau Trust | Raglan Naturally Community Trust, Waikato District Council, COG's, WEL Networks, Meridian, Te Tari Taiwhenua Internal Affairs
- Community sponsors: Webpaste, Raglan Computer Services, Raglan Holiday Park Papahua,
- Bizworx, The Raglan Chronicle, Raglan Community Radio, Raglan Naturally
- Community organisations: Xtreme Zero Waste, Raglan Community House, Raglan Business Chamber, Community Energy Whāingaroa, Whāingaroa Environment Centre
- Hapū, Rangatahi/Youth and Raglan Area School
- Local businesses and contributors
- Waikato University Management School Yiqing Liu and Chris Ryan
- Kelvin Norgrove - Stratgease
- Volunteers - thank you to all our volunteers, from events to everyday support; our community thrives because of the time, skills and aroha our volunteers give. Local organisations rely on volunteers to deliver programmes, host events, and run essential services. Our volunteers make a difference every day, and help build a stronger, more resilient Whāingaroa. They are at the heart of what we do and the reason Raglan shines.

WRDMO board: Charlie Young, Taruke Thomson, Angela Williams and Lisa Thomson.

Project team: Jacqueline Anderson, WRDMO Manager; Maki Nishiyama, Digital Marketing Coordinator; Janine Jackson, Cooper Communications; and Jami Dickson, Tourism & Events Workforce Development Advisor

APPENDIX

refer online links for supporting guiding documents and further detailed findings

- Go Raglan Whāingaroa Visitor and Events Community Insights Report
- Go Raglan Tourism and Events Workforce Development strategy
- Youth Development Worker Evaluation Report from Raglan Community House
- Whāingaroa Harbour Strategy
- Raglan Character Isthmus Study
- Tiaki Promise
- Tourism NZ Policy (June 2026)
- Hamilton Waikato Tourism Strategy
- He mahere Hapori whānui o Whaingaora | Raglan Naturally our community Plan February 2020