

NORTHLAND

FOOD & BEVERAGE TOURISM SECTOR

SUMMARY REPORT & ACTION PLAN

NOVEMBER 2021



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Nau te rourou, naku te rourou, ka ora te manuhiri

“With your food basket and my food basket, the people will thrive”

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METHODOLOGY

This Food & Beverage Tourism Sector Strategy & Action Plan for Te Tai Tokerau Northland was developed by Food + Drink New Zealand during the period of April – June 2021 and involved:

- Internal discussions and workshops with Northland Inc
- 1 x mini familiarization visit (April) with some producer meet-and-greets
- 1 x external stakeholder workshop (April) and 1 x external Zoom workshop (June)
- An online survey to the wider food and beverage producer industry, hospitality professionals and local government
- Informal perceptions and brand association survey

EXECUTIVE SUMMARY

COVID-19 has presented New Zealand with an opportunity; a moment in time to reset and recalibrate our tourism offering. It's a chance for regions to start telling the full story of who they are and what makes them a destination of choice. Food and beverage are intrinsically part of this story, representing history, culture, experience, manaakitanga, people and place. In leaving it out, or minimising its importance, is to only tell half the story.

The New Zealand Government's response to COVID-19 saw the initiation of the Strategic Tourism Assets Protection Programme (STAPP) - up to \$20.2 million (2020) and an additional \$26 million (2021) in grants were allocated to the 31 RTOs across New Zealand. As part of Northland's response to the STAPP, Northland Inc (NINC) has made the decision to invest in better understanding the opportunity that food and beverage tourism presents their region.

This report has been prepared for NINC to help them deliver a food and beverage tourism plan for the region, enabling them to work in partnership with the region's wide food and beverage community to tell their unique food and beverage tourism story.

In the process of undertaking this project Food + Drink New Zealand have interviewed producers and suppliers, hospitality providers and visitor operators, activated stakeholders through workshops and surveys, briefly travelled the region and experienced first hand what's on offer, identifying both challenges, and where the opportunities lie.

Additional work needs to be undertaken to improve engagement with, and representation from, iwi, hāpu and Māori with regards to the regional food and beverage conversation. This plan would also benefit from further exploration of iconic destinations with stories unique to the region, such as Waitangi, and how they fit into this work.

Significant progress has already been made in Northland in developing a strong network around the region's food system. There are a number of previously delivered projects and groups undertaking considerable work to bring the region's food and beverage networks together across economic development, tourism and production. This document reinforces and supports the work already underway and identifies the specific tourism priorities.

Ultimately, the industry wants and needs confidence and assurance around the longevity and security of NINC's food and beverage tourism plans if they are to commit to the plan for the long term.

INTRODUCTION

Northland Inc's role and mandate

NINC is the Regional Economic Development Agency for Northland encompassing the Regional Tourism Organisation and delivering central government's Regional Business Partner Network.

Tirohanga ki Mua - Vision

An economy that supports a prosperous and thriving Te Tai Tokerau Northland that respects all people, past, present and future, and cares for the environment we all share.

Te Aronui - Mission

To identify and focus on those activities and relationships that will strengthen, diversify, and grow Te Tai Tokerau Northland economy to help achieve equity and environmental sustainability.

Rautaki - Strategy

Effective partnership through a limited number of impactful activities to achieve economic development that supports wellbeing and equity, and sustains and improves the environment.

From a visitor attraction perspective, NINC works with local businesses including tourism operators, the hospitality industry, accommodation providers, retailers, service sectors, as well as local promotional groups, councils, agencies and national organisations to promote Northland as a destination offering visitors uniquely memorable experiences.

Project Brief

NINC defined this project as:

- 1 x Internal workshop to identify offerings/ideas
- 1 x External workshop (April) + 1 additional Zoom workshop (June)
- Create a Strategy On a Page and Action Plan

Deliverables

Internal Workshop

Activities

- Assess current Northland Inc activity and relevant business plans with internal workshop
- The Food and Beverage Tourism environment in New Zealand
- Lay groundwork, understand Business Plan/Strategic Plan, current relationships
- Tactical Activity review
- What are the current key messages/angles
- Who are the 'main players'
- Set desired outcomes and goals

Outputs

- Share intel
- Discuss elements needed to develop a successful Food and Beverage Market Development Plan
- Present case study of Wellington – processes, parties involved, key learnings including challenges and wins
- Current narrative
- Understand challenges/conflicts

External Workshops

Activities

- Collate input and feedback from a broad sector of the food industry to help form a full picture of the sector
- Explore themes/pillars
- Brainstorm findings from audit around product gaps and opportunities
- Research and development of regional narrative

Outputs

- Understand the elements needed to develop a successful food & beverage market development plan
- Understand what's happening now, who's who and 'appetite' for Food and Beverage event activities
- Identify USP/s and product gaps
- Explore "Food Trail" opportunities
- Understand Food and Beverage Event opportunity

Strategy On A Page (SOAP)

Activities

Analyze results from internal and external workshops and develop a S.O.A.P:

- Purpose
- Key Focus Areas
- Guiding Principles / Behaviours
- Key Enablers
- KPIs

Outputs

Summarise notes from Internal and External Workshops to deliver:

- An Action Plan
- Priorities
- Rationales
- Outcomes

Out of Scope

This is not a full, holistic Food and Beverage Strategy for the Northland region. This is the development of a Food and Beverage top line strategy and action plan from a tourism and visitor perspective. However, if and when a full Food and Beverage Strategy is developed this piece could feed into that strategy and serve as the tourism action plan portion.

Food and Beverage Tourism

What is Food & Beverage Tourism?

Food and beverage is the foundation of any and all tourism - all visitors eat and drink. In its broadest sense, food and beverage tourism is any experience where a consumer can have a taste or a 'taste of place' of a product or ingredient that reflects the characteristics (the terroir*) of a destination. These are the ingredients that reflect the lands, lakes, rivers, oceans and skies of a destination and how that is interpreted either through such things as an agritourism experience, a pick your own operation right through to a farmers market, food trucks and fine dining restaurants, an attraction that has a food and beverage offering, a food festival, food event or a culinary tour. Food and beverage tourism is where food connects us all and where we come together to really understand a destination's community, their society and culture.

*terroir - the complete natural environment in which a product is produced, e.g. soil, topography, climate and other environmental factors

Why is it important?

Contributes to the intangible heritage of a destination and it's a unique point of differentiation from other places – no two destinations are the same when it comes to food.

Attracts visitors who spend more and spread benefits across the whole value chain.

Is a great economic development driver for lesser visited destinations and communities and it can help small-scale producers diversify their product range and revenue opportunities.

Helps visitors connect emotionally to a region and creates lasting visitor loyalty to the place and the products produced.

* Refer to Appendix 1 for Macro/Micro Tourism insights.

NORTHLAND FOOD & BEVERAGE RESEARCH INSIGHTS

A Brief Summary of Northland's Food Network 2015 – 2019

Northland has previously had a long-established network of businesses (producers, suppliers, growers, farmers, fishers, event operators etc) play a role in telling Northland's food story. It should be noted that the Northland Food Network was the working title given to a framework that could potentially be used for connectivity across the wider F&B industry.

In a recently commissioned report³ by Justine Stuart (Savour!NORTHLAND), the intentions of "Northland Food System" was summarized as:



Northland Food Network

"Designed to facilitate connections, THE NORTHLAND FOOD NETWORK supports industry collaboration, and assists growth for all food and beverage businesses in Tai Tokerau, Northland

"The NORTHLAND FOOD NETWORK is also a valuable source of industry-specific news and events. Items listed are regularly updated by the food and beverage team at Northland Inc, Saviour!NORTHLAND. With plenty of local content as well as covering nationwide and international topics.

The NORTHLAND FOOD NETWORK has been commissioned by Northland's economic development agency, Northland Inc. The online platform was created in response to a common request by many businesses, to be able to connect more readily with other people within their specific industry across the region⁴.

The Northland Food Network was moderated by NINC, kiteAO platform developers, Mahuta Digital and Savour!NORTHLAND.

Currently, the Northland Food Network is inactive due to discontinuation of funding.

Savour!NORTHLAND

"Savour!NORTHLAND was an initiative backed by Northland Inc that aimed to build engagement within the Northland food and beverage industry, to support business growth and to connect consumers to the region by helping to tell the unique and authentic Northland food story.

As a combined focus of the Business Support and Destination Marketing teams within Northland Inc Savour!NORTHLAND helped strengthen the industry by hosting industry events, helping with the adoption of the NORTHLAND FOOD NETWORK, facilitating food production projects across the region, and promoting local food events."⁵

The Savour!NORTHLAND brand was originally established in 2015. It was instigated by the Business Innovation & Growth (BIG) team at NINC as part of some support they provided to Northland food and beverage businesses who took part in Taste of Auckland held that year. Savour!NORTHLAND branding and collateral was created for businesses to use to strengthen Northland's presence at the event. The intention was to build on this, with a loose plan at the time to stimulate some industry-led activity within the Northland food and beverage community with support from NINC.

As an entity, Savour!NORTHLAND aimed to understand more about Northland's food and beverage industry. The purpose was to "investigate the potential and appetite of creating an industry-led entity existing to support, develop and promote Northland's food and beverage offering"⁶.

Justine Stuart was brought on to assist with this project as she was working with the independent marketing company who was contracted to establish the original brand. The brand wasn't really picked up again until 2017 when there was some more funding made available via BIG team to create an industry-only event. This event, held at the Duke of Marlborough in April 2019, was pulled together by Northland Inc. Growth Advisor, David Templeton. Over the years David has worked with a growing list of food and beverage businesses in the region and maintains great relationships in this space.

It was always the intention to create a model that was industry-led and while Justine and others were starting to pull together some ideas of how this may work, they were unable to progress this any further largely due to COVID-19. There was the intention to deliver a follow-up industry event, planned for May 2020.

In response to COVID-19, Savour!NORTHLAND responded quickly to help with the recovery by creating Northland's first local flavour celebration – Savour!NORTHLAND Feast at the end of Matariki (June 2020).

Mahuta Digital – kiteAO

kiteAO, developed by Mahuta Digital, is a free online business-to-business platform for different industry clusters within Northland (e.g. Tech, F&B). The Food & Beverage sector was one that began to develop the platform for wider use.

"kiteAO enables people to search by name, location or skill requirement and view the resulting business profiles as a list, map or relationship - for example, the website search service may link a web developer with a software programmer if they have both chosen to profile their details on the system."⁷

Although currently not in use, there is significant potential to further develop kiteAO from being a searchable database to being an itinerary development tool – connecting small food and beverage producers directly to potential travellers to the region and thus driving the tourism benefits of food and beverage deep into Northland communities.

Regional Visit Observations

In April 2021, the Director of Food + Drink New Zealand conducted a brief visit of the greater Whāngarei area including:

- Whāngarei
- Tutukaka
- Parua Bay
- Rural Waipu
- Maungatapere

Visits were made to growers including pineapple and banana plantations, organic vegetable and flower producers, restaurants in Tutukaka and Whāngarei Town Basin.

During this brief visit, what stood out most was:

- Northland has a strong and rich history of trading, food sourcing and production dating back well before the arrival of European settlers.
- Northland is a sub-tropical destination – it's far more tropical than imagined – the landscape, the vistas, the flora – there's a real sense of being in a tropical location. Bananas and pineapples grow in Northland!
- Whāngarei has a thriving arts scene and this will only be reinforced with the opening of the Hundertwasser Arts Centre at the end of 2021. This will drive a significant number of new visitors to the region who will demand high quality dining experiences
- The "Jewel in the Crown" is the Bay of Islands – do the food and beverage experiences reflect this?
- There are a number of very significant food and beverage projects being established in the region – Kaipara Kai, for example, is providing a unique opportunity to explore the growing potential of the region. There are rich stories here that need to be told
- Savour!NORTHLAND was an established entity within NINC with good connections and legacy for the region. Consideration should be given to reigniting this initiative as there is considerable willingness by previous partners to reengage in this space.
- Better engagement with iwi, hāpu and Māori is essential to build the food and beverage tourism opportunity in partnership, allowing for local stories to be told by those who have the right to tell them. This partnership will enrich the outcomes of this activity
- There are significant opportunities to leverage the investment already made in key tourism infrastructure products, such as Ngā Haerenga, which can provide a key platform to tell Northland's food + beverage stories
- There is significant institutional knowledge and connections by key staff within NINC
- A car is essential to travel around the region



Internal & External Workshop Highlights

During the visit by Food + Drink New Zealand to Northland in April 2021, two workshops were held with key stakeholder groups.

These workshops were an opportunity to harvest ideas and experiences directly from those living and breathing food, beverage and tourism in Northland. Participants worked in groups and were given a range of challenges and questions to report back on at which point feedback was consolidated and agreement sought.

There were three key exercise sessions:

1. Understanding the essence and makeup of the food community - identifying what Northland is famous for and what participants want Northland to be famous for.
2. Who do you envy - participants were asked to think about who they admire, who's doing cool stuff, and why what they do is cool. This helps us to better understand workshop attendee comparison and reference points.
3. The Northland food tourism experience - getting participants to think about what's the offering for Northland, what's missing (product development opportunities) and why would a visitor choose Northland for a food experience?

Participants were asked to put themselves in the shoes of a visitor and to pitch what they believe Northland has to offer (and what it wants to offer and be known for). They discussed other regions/territories who are doing it well and why they are considered successful.

It is noted that this process highlighted a need for additional work to be undertaken to improve engagement with, and representation from, iwi, hāpu and Māori with regard to the regional food and beverage conversation. Forming partnerships here will be one of the key determinants of success.

On the following page are the top-level results from all the workshops groups; thinking overall was quite aligned. Not all information is documented as many responses (i.e. what are we famous for) were the opinions of Northland-based people, but many of these products aren't known outside the region.

1. Essence – Who are we now? What do we want to be?

Exercise 1.a. Why would a visitor choose Northland for a food experience?

Reasons why

- “Birthplace of the nation”
- Access to fresh markets – meet the maker
- Duke of Marlborough history and location
- Nostalgia
 - “Old School Kiwi Summer” – scooped ice cream at the beach, back to basics, roadside stalls, Fish & Chips on the beach
- Unique wine varieties, e.g. Chamourcin
- Strong seafood reputation – oceans and beaches

Key Insight

There was universal agreement on why people would visit – Northland is easily accessible from Auckland (predominant market), its coastal offerings are the key attraction and there is a strong perception that seafood is readily accessible although many questioned the actual truth of this.

Exercise 1.b Points of difference: How are we different to other parts of New Zealand?

- Our history
- Volcanic soils
- Tropical climate
- Surrounded by beaches and coastline
- Could almost be its own biosecurity area; north of the Brynderwyns
- Beach baches and holiday homes are the predominant accommodation
- Huge government investment in innovation and people
- More lodges and luxury accommodation than any other regions of New Zealand

Key Insight

Northland is New Zealand’s only legitimate sub-tropical destination. There were a number of unfounded suggestions about Northland being the ‘food bowl’ of New Zealand, which whilst there are good levels of food production in the region, there are other regions that out-grow and out-produce Northland in terms of quantity (i.e. the highest producer of berries and dairy in New Zealand is the Waikato). This is not a disadvantage but simply highlights the fact that the region should focus on the things that it truly can claim.

Exercise 1.c How do we position ourselves?

What are we famous for?

Produce

- Kūmara
- Kerikeri Citrus / Oranges / Limes
- Avocados
- Olives / Olivado
- Macadamia
- Subtropical Fruit
- Chilli's
- Maungatepere Berries

Seafood

- “Fish” – Snapper, Gurnard, Marlin, Kingfish
- Game Fishing
- Shellfish / Aquaculture
- Toheroa history

Places/Establishments

- Duke of Marlborough
- Mangonui Fish Shop

Products

- Kaitaia Fire Hot Sauce
- McLeod's Beer
- Mānuka Honey
- Bennetts of Mangawhai
- Ikarus Coffee
- Marsden Estate Wine

What do we want to be famous for?

Produce

- Spray-free
- Organic
- Vine-ripened
- Taking a risk with unusual crops, e.g. peanuts
- Subtropical and Tropical fruits...in commercial quantities

Seafood

- Need to tell this story a lot better e.g. Isle of Man
- Develop a fresh seafood market
- Sustainable fishing practices

Events

- Hunt / Fish / Cook Festival
- Open door at elite locations (i.e. lodges)

Dining Experiences

- Alfresco/side walk dining
- Waterfront restaurants – sea, harbour, river, lake
- Link the culture to location
- Ability to have late night dining options (everything shuts early)

Wine

- Birthplace of New Zealand wine - producing high quality, hand crafted boutique styles
- Unique wine varieties due to subtropical terroir

Subtropical Produce

- Pineapples, Papaya, Bananas!
- Indigenous products
- Lettuce grows all year round

Immersive Food Experiences

- Visit the market, cook then eat
- Off the beaten track / hidden gems
- Food Traceability at all levels – cafes to fine dining
- Health & Wellness – Gluten free, Keto, Vegan, Kombucha etc

Location-based experiences

- Forest bathing – “Food for the soul”
- Cooking ‘catch of the day’ at local restaurant
- Horticulture knowledge through education
- Holistic experiences
- Sustainability

Key Insight

Unsurprisingly there was much cross-over in these two exercises, but the future focus was very much based on what improvements can be made to existing experiences to make them more sustainable and in line with the perception of Northland by visitors. A large number of product development opportunities were identified particularly around leveraging Northland’s climate better (i.e. alfresco dining) and laid back lifestyle (i.e. sustainability and health / wellness experiences)

2. Envyies – and inspiration

This exercise helped the groups compare, contrast and think expansively about what constitutes 'good' and 'cool'. This helped the groups understand what attributes they value in a food and beverage destination.

Exercise 2.a Comparisons: who is doing cool stuff and why does it work?

Destinations embracing geography as part of experience

- Brisbane – Eat Streets, Night Food Market, Entertainment, Riverside development
- Any destination with a permanent market fruit / seafood – Apia, Se Asia, San Francisco (Fisherman's Wharf), Thailand, Sydney
- Portugal / Spain – making the most of warm summer evenings
- Peru – strong message of native potato varieties / Indigenous food
- Seoul – 'scary' food; pushing you outside your comfort zone
- South Australia – rural outlook / great wineries
- Tasmania – Creative + Scenic + Wine
- Hawai'i – Food reflects culture, roadside stalls, fresh fish, home grown produce, subtropical / tropical produce, plant-based, organic + spray free, interactions with locals
- Blenheim / Martinborough – day trip possibilities – wine experiences

Restaurants/Destination Dishes/Experiences

- Fleur's Place, Moeraki – Genuine, Traceable
- Amisfield, Queenstown – Foraging experiences with Vaughan Mabee
- Cooking Schools – Italy, Thailand
- Hog Island Oysters, San Francisco

Key Insight

Unsurprisingly, destinations that had a warm climate were strong contenders in the comparison set. There is a strong desire for a permanent fresh fruit and vegetable market to be set up that offers the opportunity for visitors to interact with growers and undertake cooking classes etc. Furthermore, there is an opportunity to make the most of the mild climate and relatively good weather by offering more alfresco-style dining (particularly in the evenings). Where are the food experiences telling the stories of tangata whenua and kai in Te Tai Tokerau Northland?

3. Enablers

Attendees at the workshops identified a wide range of product development opportunities including:

- A regional commitment to producing organic / spray free / product traceability
- Developing a full-time fresh and seafood market and cooking school
- Commercial scale production of subtropical fruits, e.g. pineapples and bananas
- Offering more options for alfresco dining in scenic locations
- Indigenous food experiences
- Health and Wellness food experiences
- Consistent access to good, sustainable, locally sourced fish

Exercise 3.a What steps need to take place for these product development opportunities to be realized?

Destinations embracing geography as part of experience

- Local government commitment to the food and beverage sector that they are 100% behind the sector, i.e. is Savour!NORTHLAND supported or not?
 - Tell grower stories
 - Full time resource to 'connect the dots'
 - Content Creators
 - Ambassadors
- Greater research and development investment from government
 - At grass roots
 - Incentives for experimentation
 - There is funding available, so knowing where to find it
- Strong industry leaders / experts / food champions
- Partnership with iwi / hāpu – this must be a 'whole of Northland' response
- Investment
- Better / easier / more efficient transport to get produce to market
- Fishing permit clarity – who has access?
- Education
 - Northlanders need to know their story, so they can tell their story
 - Take Northland to the people – show people out of region what is on offer
 - Regional Capability Development – invest in the communities that produce the food so that the return to these communities is the greatest it can be
- Better integration of food and beverage experiences into events that already take place (i.e. music, the arts etc)
- Crop diversification e.g. sheep to bananas

Key Insight

Whilst on the surface it appears that significant investment is going into Northland in terms of innovation, there still seems to be a lack of understanding or access to funding by the producer sector. Multiple local authorities also appear to complicate the matter as a region-wide approach can't be taken. Partnership with iwi, hāpu and Māori will determine success. Exploration of iconic destinations with stories unique to the region, such as Waitangi, and how they fit into this work is required.

Exercise 3.b How can Northland Inc support these outcomes?

To enable the region to be able to achieve the opportunities as outlined in Exercises 1 and 2, it has been recommended that NINC provides the following support:

- Data and Insights
 - Consumer and Visitor wants and needs
- Engagement and partnership with iwi, hāpu and Māori
- Relationships and connections
 - Connect the dots
 - Enabling and creating space for people to connect
 - Interaction with producers and tourism
 - Cross industry collaboration
 - Coordinate a regional database (more than just producers; everyone in the food and beverage sector)
- Marketing and Communications
 - Storytelling
 - Help producers understand what the opportunities are / access to funding streams
 - Bring consistency to plan and drive overall direction for the long term

Key Insight

The wider food and beverage sector want the confidence and assurance that NINC are a long-term partner in the food and beverage tourism space. Ultimately, the industry wants and needs confidence and assurance around the longevity and security of NINC's food and beverage tourism plans. Many of the networks and connections exist, but there is no primary point of contact for the food tourism space.

Feedback Summary

Bringing a diverse group of stakeholders together for these workshops was important, both to gain support and agreement on the importance of food and beverage tourism and the opportunities provided, as well as to understand the challenges from the perspective of the community it ultimately will serve.

The first exercise looked at the essence and make up of the food community and revealed:

- Northland is easily accessible from its primary source market, Auckland and there is strong perception that seafood is readily available
- Northland is New Zealand's only legitimate sub-tropical destination – fruit, climate, lifestyle geography
- There are large number of product development opportunities particularly around leveraging Northland's climate better (i.e. alfresco dining) and laid back lifestyle (i.e. sustainability and health / wellness experiences)

The second exercise compared and contrasted other regions and destinations and discussed 'envies' which identified:

- There is the general feeling that the region does not make the most of its food and beverage offering even though it has a climate that supports it. There is also the feeling that there is little chance for visitors to interact with locals whether they be producers, growers or iwi/hāpu experiences in the food and beverage space.

The final exercise focused on the product development opportunities that had been identified and what was required to enable these:

- There is a lack of understanding of how to access to development funding by the food producer sector to enable them to move into the tourism space.
- Lack of engagement with / by local iwi/hāpu will cause long term problems if meaningful partnerships are not created.
- The wider food and beverage sector want the confidence and assurance that NINC are a long-term partner in the tourism space – investment in people and resources.

In all of these sessions, the common themes that came through over and over again were the importance of Product, People and Place.

Successful storytelling around food and beverage needs to bring together strands of all these elements:



Northland's food and beverage tourism narrative lies in defining your WHY. WHY Northland food and beverage and WHY experience it in Northland?

Online Survey Insights

An online survey was distributed to over 170 organisations with 18 responses from a range of stakeholders including producers, event managers, tourism information operators, hospitality venues and local government. Some offered face to face tourism experiences, others retail products, with the majority having a local (Northland) market presence. Whilst this number was a lot lower than hoped, those that did respond to the online survey offered some good (and consistent) insight into the food and beverage tourism sector in Northland.

Stakeholders were asked both about their own business offering as well as what they see as the broader regional strengths, weaknesses, challenges, and opportunities.

Feedback Summary

- Respondents represented a broad range of organisations related to the food and beverage tourism community:
 - Restaurants / Cafes
 - Visitor Attractions & Operators
 - Food Producers
 - Wineries
 - Accommodation
- The majority of operators are not seasonal; they operate all year
- 56% of respondents offer some kind of dining, visitor experience or tour-related product
- Respondents universally saw their role in the food and beverage sector to champion Northland food and beverage products and related experiences. This included:
 - use of local ingredients
 - telling the unique stories of the region through food
 - connecting visitors with local iwi/hāpu and history
 - access to local produce
 - complementing the overall visitor experiences in the region
 - information sharing, and
 - encouraging producers to work with the rest of New Zealand
- The food and beverage sector collaborate predominantly through formal channels such as the Restaurant Association, Hospitality New Zealand, Northland Winegrowers and NINC. A number also participate in Farmer's Markets throughout the region and work collaboratively with other restaurants and cafes to cross promote each other.
- There are many perspectives on the 'unique point of difference' of the food and beverage from the region with the defaults largely being fish / seafood / kaimoana, quality handcrafted wine with some unique varieties special to the region, locally grown coffee and tropical fruit as being the 'truly unique elements'. Northland is also a region of "firsts" – first vines, first citrus, first olives and first licensed hotel in New Zealand which contribute a strong underlying narrative to the Northland food and beverage story.

Food and Beverage Ambassadors

A large number of people were suggested as potential ambassadors, including, but not limited to:

- Lloyd Rooney and Mike Fraser (Jetson Group)
- Mike Aldred (NO. 8)
- Anton Haagh & Riki Kinnaird (Duke of Marlborough)
- Craig Woods-Kensington (Kensington Tavern)
- Tom Donnelly (Parua Bay)
- Rod & Cindy McIvor (Marsden Estate)
- Monty Knight (Knights The Jeweller)
- Neil Brazier (Sugar Club, Auckland)
- Judy Hyland (Old Packhouse Market)
- Rob & Caroline Harrell (Phatthouse Brewing)
- Murray Family (Honey Wars)
- Adam Davey (Fisherman)
- Amanda Hellier (Farmgate Pork)
- Clint Meyer (Fire Dragon Chillies)
- Jonathan Mclean (Black Collar Distillery)
- Wylie Dean (Chef)
- Mangonui Fish Shop

In addition, many generic ambassador suggestions were made like "winegrowers", "producers", "berries growers" and "cheesemakers".

What is the Northland Food and Beverage Story?

The collective view on the Northland Food and Beverage Story is:

- Manaakitanga – an extension of "Northland Style"
- Free range farms, fresh produce, fresh kaimoana, amazing beaches wrapped together with a truly unique cultural experience
- Northland has the longest history in / of New Zealand. Once the capital of New Zealand, its climate allowed vigorous growth.
- Pioneer spirit - go back to our roots – Samuel Marsden growing grapes 200 years ago; Kupe's descendants growing kūmara for over 1,000 years

In addition there were many independent experiences and operators that were singled out as being the story – the story needs to represent everyone.

SWOT Analysis

Listed in no particular order, feedback from workshop attendees and people who completed the survey said:

Strengths	<ul style="list-style-type: none"> Guardians of some of New Zealand's more important indigenous food story New Zealand's only 'tropical' destination / stunning beaches Fresh and high-quality produce High levels of sunshine hours / climate-specific produce Strong food and beverage history – oldest operating restaurant in New Zealand (The Gables, Russell), strong history of trading and production (Kūmara, Flounder, Oysters, Toheroa etc) Oldest fishing club in New Zealand with a strong history of sport fishing – marlin, tuna etc Whangarei Farmers Market is considered to be one of the best (most genuine) in the country (and the first) "Old School Kiwi Summer" destination – fish and chips on the beach, kiwi baches, back to basics, roadside stalls, ice cream Diversity of culture across the region Award winning boutique wine production and only producer of some non-traditional wine varieties such as Chambourcin and Tannat Great growing conditions – the "winterless north" New Zealand's first grapes, first citrus and first olives were planted in Northland Manuka Honey One of the most significant art developments is about to open in Northland – Hundertwasser – this will be a game changer for the region Strong backbone of farming and growing – dairy, berries etc. Volcanic soils Artisan growers who produce heritage fruit with histories that date back pre-Treaty Significant government investment being made into Northland communities e.g., Ngawha Innovation Park, Kaipara Kai Hub The Savour!NORTHLAND brand has been developed, has industry buy-in with clear values and outputs 	Weaknesses	<ul style="list-style-type: none"> Lack of consistency and certainty around ongoing regional investment, i.e. Savour!NORTHLAND Who is "the food and beverage industry"? No single database No clear food and beverage 'ambassadors' Lack of buy in/support for the food and beverage sector at a local political level Reaching food and beverage audiences – Northland finds it hard enough to reach 'general visitors' Varying levels of service within the food and beverage sector (restaurants) / Lack of capability development and investment Visitor seasonality Limited / no food experiences from Kaitiāia to Cape Reinga. Challenging dining regulations and bylaws Hard to attract good food and beverage staff to move to Northland and keep them in the region (particularly across winter) Staff capability – more training is required to raise the bar of service throughout the region Poor public transport infrastructure / no Uber / road network is challenging / high transport costs Multiple councils – different rules for different areas – "crippling restrictions" MPI regulations for producers and growers Lack of Māori-owned businesses and experiences in the food and beverage space Supply chain costs No consistent group representing the voice of the 'food and beverage industry' Air New Zealand has a monopoly and is very unreliable - lots of cancellations Restaurants are not open consistent hours Lack of hotel accommodation makes it challenging for restaurants (people who stay in AirBNBs or motels tend to cook in more) Seafood is hard to access at times There is no clear brand or unique proposition for Northland food and beverage – messaging is too focused on the region and not targeting enough people outside of the region Local wines not featuring on restaurant menus enough and deeper understanding required for marketing seasonal and limited releases
Opportunities	<ul style="list-style-type: none"> Auckland – New Zealand's biggest visitor market is on Northland's doorstep Creating a stronger link between food and cycle trail experiences / operators Tropical fruit story Tours of oyster farms (waders, bubbles)...like they do in Tasmania Orchard bus hop tours New Zealand's only locally grown coffee More food offerings at the top end Seafood on all coasts Iwi harvesting and selling shellfish sustainably including seaweed. Assisting iwi manage this resource and how to commercialize the opportunity – small boat tours Organics – fits in with the lifestyle story of Northland Developing 'out of the ordinary' crops Telling the stories/whakapapa of growers – what is their connection to this place? Food and beverage production / promotion offers rich opportunities for whole communities to engage Government funding available for development and new ideas – making sure pathway is clear, e.g. SFFF from MPI Fishing permit clarity so visitors can catch and cook Weaving stronger food and beverage stories into all events taking place across the region i.e. music or arts festivals kiteAO – huge potential to grow this into an itinerary planning tool and more Northland Journeys platform already exists 	Threats	<ul style="list-style-type: none"> No clear food and beverage sector leader Safety concerns at night / general local crime issues Staff / skill shortages Climate change – weather patterns are changing Hard to find the real hidden gems Food is treated like a "commodity" not an experience Parochial thinking Many products from the region actually aren't 'unique' Domestic market doesn't know what's available Overcoming negative stereotypes about the region which dominate the media

Key insights from the SWOT analysis

<p>Strengths</p> <p>A long and rich history of tradition, trading, food sourcing and production</p>	<p>Weaknesses</p> <p>There is no clear or unique proposition for Northland food and beverage</p>
<p>Opportunities</p> <p>Some of New Zealand's most specialized food and beverage products come from Northland – kūmara, tropical fruit, wide varieties of seafood, thriving boutique wine industry and unique grape varieties due to mild climate and environment.</p>	<p>Threats</p> <p>The hidden gems keep being hidden gems</p>

A note about "Passion"

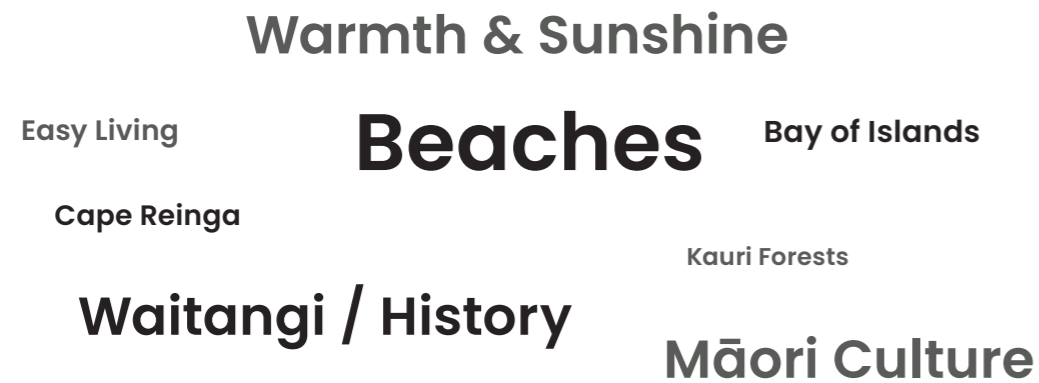
All regions of New Zealand have "passionate food and beverage industry / growers / makers / fishers / farmers who believe in what they do and share a collective passion" etc. This is not a unique or defining feature, although the vital element of any food and beverage community. No passion means no pride, no loyalty and ultimately no food story. Without commitment from the industry, there is no food and beverage offering.

Further to this, all regions of New Zealand offer 'paddock to plate' or 'ocean to table' experiences, so again it's not a regionally defining feature. In fact, like the use of the terms "sustainable", "organic" or "free range", it's now very much the norm and largely the expectation of most diners.

Perceptions Research Insights

Food + Drink New Zealand conducted a short informal online survey to ask about general perceptions about Northland and the food and beverage of the region, as well as test knowledge of food and beverage brands. This was a selective sample with an average age of 45 years old, based all around New Zealand.

When you think of Northland more generally, what comes to mind?



What types of food and beverage do you associate with Northland (if any)?



Do you know any food and beverage brands from Northland? If so, what are they?



STRATEGY ON A PAGE

VISION	Te Tai Tokerau has a strong identity as a quality food and beverage destination.		PURPOSE	Food and beverage are integrated into the tourism story telling themes of Te Tai Tokerau Northland and experiences unique to place are delivered on the ground to visitors.	
KEY FOCUS AREAS	Foundation Work	Collaborations and Partnerships	Events	Tourism Drivers	
GUIDING PRINCIPLES / BEHAVIOURS	Industry Led	Partnership	Assurance and Commitment		
KEY THEMES	A long and rich history of tradition, birthplace of the nation, trading, food sourcing and production – Taiaimai Plains (traditional trading post), first vines, first citrus, first olives, first licensed hotel, earliest seasonal harvest	“Northland Style” – a tropical destination, a coastal paradise, the ocean, kaimoana and volcanic soils – the right combination of water, soil and climate	Food for the Soul – health, wellness, wellbeing, being active, sustainability, lifestyle, relaxation, Rongoā Māori, a very spiritual place		
KEY ENABLERS	Capabilities – Upskilling, training, investment in people	Tools – data/information developed in kiteAO could be integrated into the new NINC website	Resources – the food and beverage sector is driven by relationships to keep the work programme moving forward		
KPIs	1. Dedicated Food and Beverage Tourism Project Lead in place to manage food and beverage tourism as part of NINC – product development and relationship management. 2. Annual tourism driver food and beverage event delivered to champion Te Tai Tokerau Northland	3. Food and beverage tourism outcomes integrated across all NINC tourism workstreams a. Content – Images and Written b. Digital c. Trade d. Marketing Messages and themes	4. Effective partnerships developed key food and beverage tourism stakeholders: a. Iwi b. Farmers Markets		5. Three new Te Tai Tokerau Northland Food Trails delivered by the end of 2022

THE ACTION PLAN

The Action Plan can be broadly categorised into these following four areas:



1. Foundation Work – the building blocks and the basis for further marketing, promotion and activities. This is about creating an authentic and meaningful starting point to communicate what the Northland Food Story is, and where all other elements launch from
2. Collaborations and Partnerships – longer term projects that will offer direct benefits to the food and beverage tourism sector, drive long term capability building and product development contributing to the Northland food and beverage narrative
3. Events – food and beverage event opportunities
4. Marketing Campaigns - an ‘internal / external’ approach to build brand ambassadors and build pride within the region and market externally to drive visitation

Please note:

- These projects will require additional funding. It is recommended that industry working groups are set up to champion each project.
- Some projects will be led by NINC, whilst others may be led by different entities and all will require industry-wide involvement, participation and ownership to be successful.

Foundation Work

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Dedicated Food and Beverage Tourism Project Lead	NINC	The wider food and beverage sector want the confidence and assurance that NINC are a long-term partner in the tourism space.	1	<ul style="list-style-type: none"> • Central point of coordination and contact • Action Plan for Food and Beverage Tourism is delivered • Product development and relationship management
“Food and Wine” vs “Food and Beverage”	NINC	“Food and Wine” represents a traditionally narrow view of our narrative than the broader term of “Food and Beverage” or “Food & Drink”.	1	<ul style="list-style-type: none"> • Inclusive messaging around “food and beverage” means that the entire sector is represented • Holistic terminology will capture craft beer, juices, coffee soda, distilled spirits etc – more logical in digital search, website navigation etc • Messaging can be targeted to the audience, i.e. wine or beverage



Opportunity/Action	Project Lead	Rationale	Priority	Outcome
NorthlandNZ.com – Food and Beverage Content	NINC	What's the Northland Food and Beverage story? Why should I visit because of the food and beverage on offer?	1	<ul style="list-style-type: none"> Provision of up-to-date and comprehensive food and beverage content. Better connections between the growers, farmers, fishers, makers etc and visitors. Greater regional and seasonal spread Better satisfied visitors who can find the types of food and beverage experiences they want

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Image & Video Library and Content Review	NINC	<p>"People eat with their eyes". Food is a visual medium.</p> <p>Journalists need content and listicles – they are time poor and this makes their job easy.</p>	1	<ul style="list-style-type: none"> Enables story telling using a range of media High quality content available to all promotional partners

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Food and Beverage Tourism content integrated across NINC	NINC	Every visitor to Northland is at some point, a food and beverage visitor	1	<ul style="list-style-type: none"> All teams within NINC tourism support the food and beverage tourism strategy through their outputs. The food and beverage resource is supported across the business allowing them to focus on relationships and strategy

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Food and Beverage Sector Audit	NINC	The sector can't be promoted unless you know who participates	2	<ul style="list-style-type: none"> Enables communication with all food and beverage stakeholders Well informed and connected industry Effective partnerships developed with food and beverage stakeholders

Collaboration and Partnerships

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Engagement and partnership with iwi, hāpu and Māori	<ul style="list-style-type: none"> NINC 	For this plan to credibly move forward, engagement and partnership with iwi, hāpu and Māori must be formed	1	<ul style="list-style-type: none"> Food and beverage sector delivering deeper and more meaningful returns to the regions Higher levels of Visitor Satisfaction Unified and collaborative industry driving to achieve a single goal

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Food and Beverage Ambassador Programme	<ul style="list-style-type: none"> NINC 	<p>Instill pride and bust the myths and challenges associated with past perceptions of the region</p> <p>Build the food and beverage narrative</p> <p>Majority of people visit Northland to 'Visit Friends and Family' (41%) (DGIT 2020)</p>	1	Builds credibility – people who are proud of their region tell everyone about it. They become ambassadors for their city and region.

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Visitor & Marketing Capability	NINC	<p>Ensuring that the food and beverage offering in Northland reflects the region and quality visitors expect.</p> <p>Development of an advisory committee of producers and food and beverage businesses to help guide decision making (the group should be diverse and include leaders, challengers and different size operators).</p> <p>Helping businesses to attract visitors by building their visitor market through developed channels</p>	2	<ul style="list-style-type: none"> Higher levels of Visitor Satisfaction Higher levels of visitor spend at attractions Unified and collaborative industry driving to achieve a single goal Helping operators to attract visitors Building operator visitor market & channels.

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Visitor Experience Product Development	<ul style="list-style-type: none"> NINC 	<p>Enhances and builds on the current food and beverage narrative</p> <p>Addresses food tourism experience product gap</p> <p>Create a cohesive story from a visitor perspective</p> <p>Create farm gate opportunities for visitors to connect directly with growers and farmers</p>	3	<ul style="list-style-type: none"> Food and beverage sector delivering deeper and more meaningful returns to the regions Higher levels of Visitor Satisfaction Unified and collaborative industry driving to achieve a single goal

Events

Opportunity/Action	Project Lead	Rationale	Priority	Outcome	Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Savour!NORTHLAND Feast Event	<ul style="list-style-type: none"> NINC (through the Food and Beverage Tourism Project Lead) 	<p>Previously run very successfully with significant industry support.</p> <p>Focused solely on Northland championing the region's food and beverage story.</p>	2	<ul style="list-style-type: none"> A strong brand is developed around Northland food and beverage tourism Increase in domestic visitation Driving visitors into the wider region Unified and collaborative industry driving to a single goal Builds industry collaboration and pride 	"First Harvest Festival"	<ul style="list-style-type: none"> NINC (through the Food and Beverage Tourism Project Lead) 	Enhance and builds on the current food and beverage narrative	2	<ul style="list-style-type: none"> Build reputation for Northland as a strong grower and producer region Increase intra-regional and domestic visitation Driving visitors into the wider region Unified and collaborative industry driving to achieve a single goal.

Tourism Drivers

Opportunity/Action	Project Lead	Rationale	Priority	Outcome	Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Elevate Growers & Farmers Markets	NINC	<p>45% of all Food and Beverage visitors to Northland are interested in shopping at Farmers' or Local Food Markets (DGIT, 2020)</p> <p>Farmers' Markets can be a key draw card for visitors e.g. Hawkes' Bay Farmers Market</p>	1	<ul style="list-style-type: none"> Increase intra-regional and domestic visitation Driving visitors into the wider region Building sustainability of the farmers' markets Connects producers and suppliers directly with consumers. 	Hundertwasser Arts Centre with Wairau Māori Art Gallery Opening	Hundertwasser Arts Centre with Wairau Māori Art Gallery	The Hundertwasser Arts Centre with Wairau Māori Art Gallery will be a significant tourism drawcard for Whangarei and Northland. There will be high levels of visitation from the domestic and international market (when possible) who will be a captive market. The food and beverage on offer should be the best of what Northland has on offer.	1	<ul style="list-style-type: none"> Showcase the best of Northland A strong brand is developed around Northland food and beverage tourism

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Food Trails	NINC	To support the already successful "Northland Journeys" offering, the development of themed food and beverage tourism focused trails will encourage visitors to explore the region via their puku! Addresses food tourism experience product gap	1	<ul style="list-style-type: none"> Driving visitors into the wider region Extended length of stay Drive collaboration between restaurants and producers and growers, i.e. where does my dish come from?

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Provenance Mark	NINC	Enhances and builds on the current food and beverage narrative Brings producers together under one banner Signposts and differentiates - can only be from this region Represents the values of what it means to be a Northland producer and supplier	3	<ul style="list-style-type: none"> Recognisable symbol that is associated with quality Builds pride in community Unified Brand Northland for food and beverage produced in the region

Opportunity/Action	Project Lead	Rationale	Priority	Outcome
Destination Food and Beverage Marketing Campaign	NINC	Inform NINCs paid and owned marketing Positions Northland as a desirable destination offering unique experiences Connects people to place, producers and makers, food, the environment, culture	3	<ul style="list-style-type: none"> Increase in visitation Increase in positive brand association Established clear link between people, product and place

APPENDIX 1

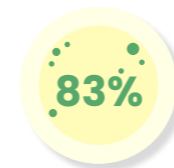
Food and Beverage Tourism in New Zealand

New Zealand food is very much a reflection of 'Kiwi life' and to many visitors to New Zealand that's the very experience and connection they are seeking... 'what's it like to be a New Zealander?', 'what do Kiwi's eat?'. It's about authenticity and experiencing food and beverage 'of that place'. For New Zealanders travelling around our country, their knowledge is deeper, and they are really seeking local nuance and specialities. They have much more knowledge about what to expect (or think they know) and not surprisingly will be seeking that Southland cheese roll, West Coast whitebait or Central Otago Pinot Noir.

A genuine food-visitor wants to discover the real stories, seek out the real talent and find for themselves the real seasonal delicacies. And our stories will mean different things in different seasons and will mean different things in different regions. They will mean different things to different budgets, different tastes, and different areas of interest. We need to ensure we deliver these stories through genuine experiences; nothing manufactured, or "especially for tourists". Essentially, getting others to tell their food story (chefs, media etc) is the most trusted source for consumers.

New Zealand Food & Agri Tourism Industry Insights Report

In 2018, the Ministry of Primary Industries (MPI), together with ANZ Bank commissioned the New Zealand Food & Agri Tourism Industry Insights Report that found:



Travellers surveyed agreed that seeing food, beverages or restaurants at home reminded them of trips they had previously taken



Travellers purchase food and drinks at home they first encountered on a trip



Of all tourists surveyed specified 'Eating the local/regional food or drink' as a culinary motivator to travel



the amount extra that a foodie tourist spends on food and beverage per day when travelling compared with other leisure tourists



Percentage of Generation X and Millennial respondents who are foodie tourists



International trips per year by foodie tourists

International trips per year by non-foodie tourists

For people who have visited New Zealand (or in the domestic case, another region of New Zealand), being able to access our products at their local supermarket, farmers market or food outlet is about creating a lasting connection with New Zealand or a region. We can create a lasting emotional connection with every single visitor to and around New Zealand through food.



Figure 1: Wine & Food Infographic, (Tourism New Zealand, May 2017)

In 2017, Tourism New Zealand (TNZ) shared some insights about various special interests of international visitors. Wine and food were identified as one of these with 'wine tourism' being the key driver. What that indicated was that 'travellers want a deeper connection to the people and places of New Zealand, through wine and food experiences that are accessible and authentic'.

The key insight from this is that visitors want to get closer to the source of the authentic flavours of New Zealand.

Aspect New Zealanders are looking for in the New Zealand holiday location (% NZers planning a holiday, Sep-Oct 20)

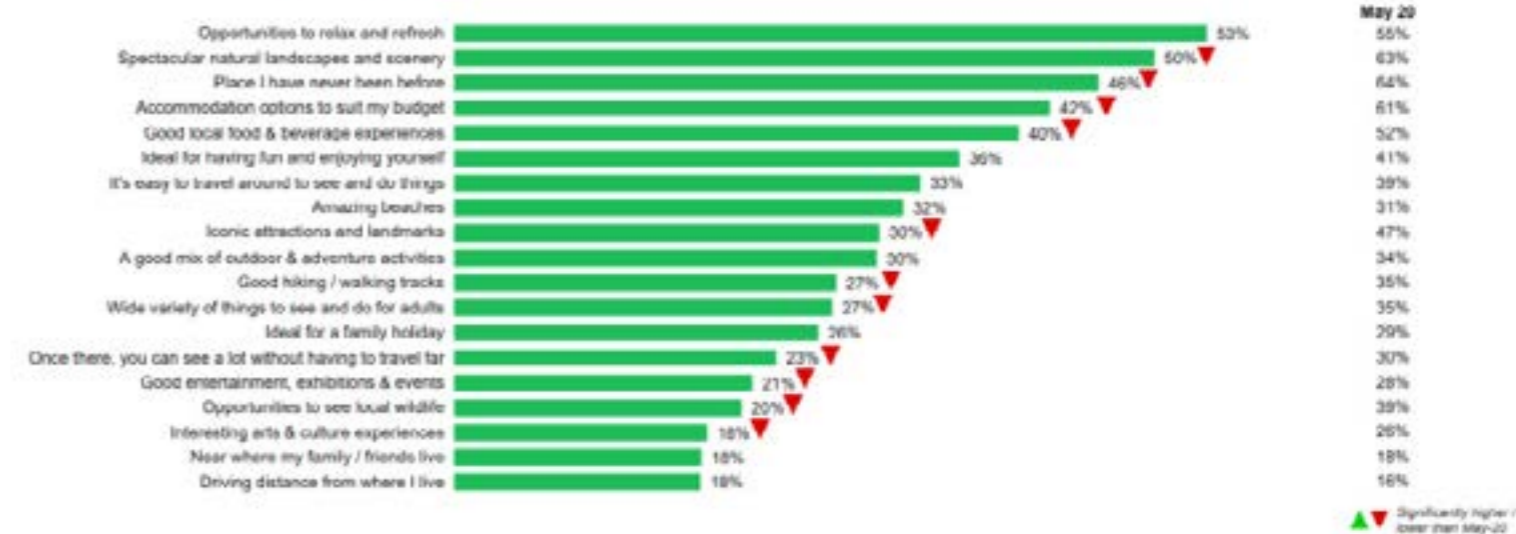


Figure 2: What New Zealanders are looking for on holiday (Sep-Oct 2020)

The Domestic Travel View quarterly research released by TNZ in November 2020 indicates what New Zealanders are looking for on holiday. "Good local food and beverage experiences" rank as the fifth most important consideration behind relaxation, natural scenery, location and accommodation options.

International Market Potential

Having steadily grown over the last decade, visitor arrivals from New Zealand's top markets prior to COVID-19 (arrivals to the year-end November 2019) were Australia (1.5 million visitors), China (408,000), the United States (365,000) and the United Kingdom (233,000)¹. Strong growth from all these visitor markets (and others) has predominantly been off the back of significant growth in airline capacity into New Zealand.

TNZ has been the lead agency for marketing New Zealand as a visitor destination from international markets. New Zealand's target market is the 'Active Considerer'. "An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit" (Tourism New Zealand, 2019)².

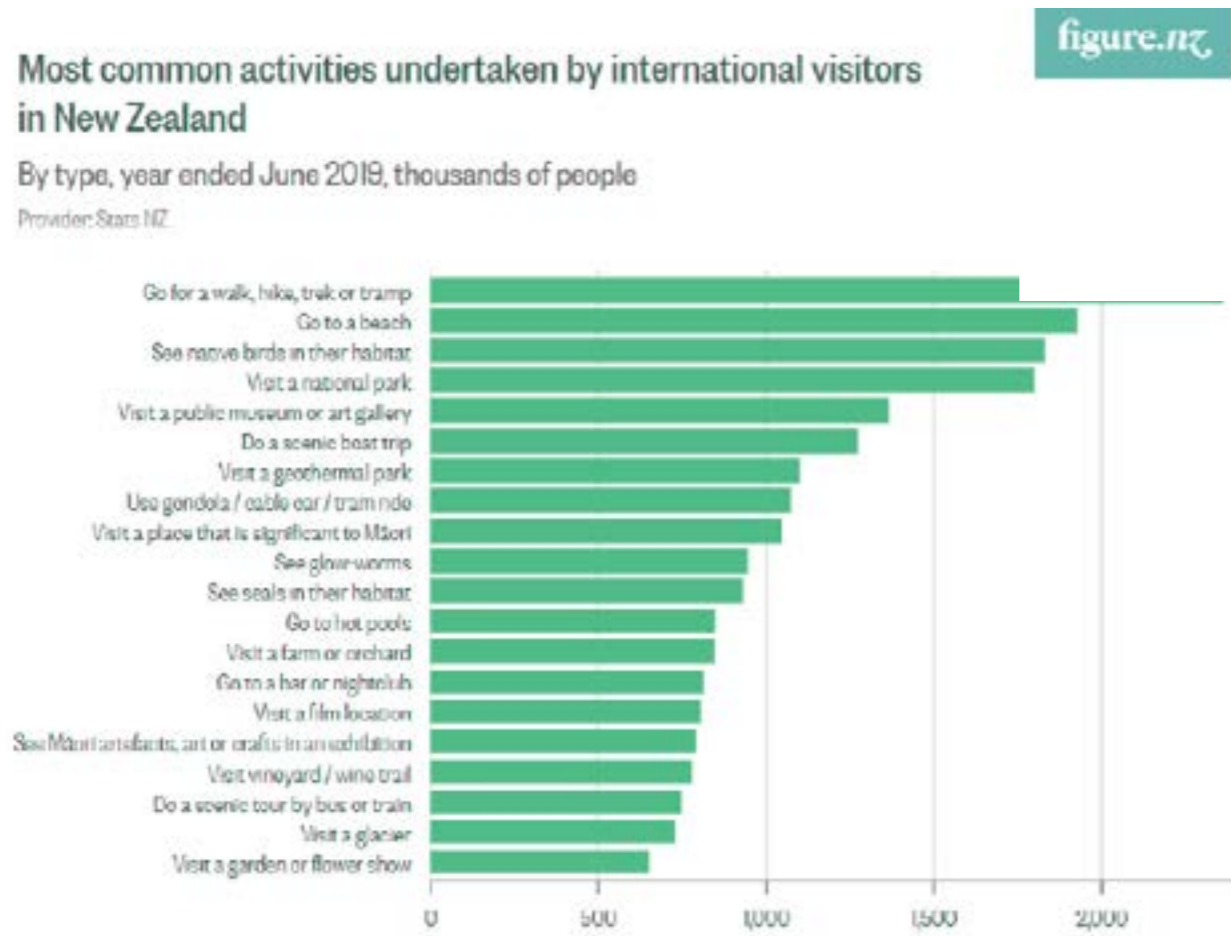


Figure 3: Most Common Activities Undertaken by International Visitors in New Zealand Year ended June 2019 (Statistics NZ, 2019)

MICRO-ENVIRONMENT: TOURISM IN NEW ZEALAND

Tourism New Zealand

TNZ, as the key marketing agency for tourism has traditionally focused heavily on the natural environment in positioning the country internationally. supplementary to this, there is a lesser focus on a number of Secondary and 'Special Interest' targets including:

Secondary Focus

- Film Tourism
- Backpacker
- Business Events
- Cruise
- Premium

Special Interest

- Cycling & Mountain Biking
- Golf
- Skiing
- Walking & Hiking
- Wine & Food*

*Not actually listed on tourismnewzealand.com as a special interest but upon further research, there is information about Wine and Food available after a deep dive

TNZ's current focus in New Zealand's international target markets is to "keep New Zealand's brand alive internationally not only for when New Zealand's borders reopen but also for trade and export purposes". They are encouraging future visitors to experience New Zealand through digital content so they can continue to dream of their visit here.

TNZ is currently exploring what the New Zealand food and beverage narrative is and how this can be integrated into existing tourism messaging.

Other New Zealand government agencies, such as New Zealand Trade & Enterprise (NZTE) launched the 'Made with Care' global campaign in October 2020 focusing on the principles of kaitiakitanga and manaakitanga, as well as the accessibility of New Zealand product to drive demand to purchase products overseas. TNZ is working through what their opportunity is to leverage this; with initial work focusing on in-market PR joint ventures in Australia and the United States.

Domestic Market Potential

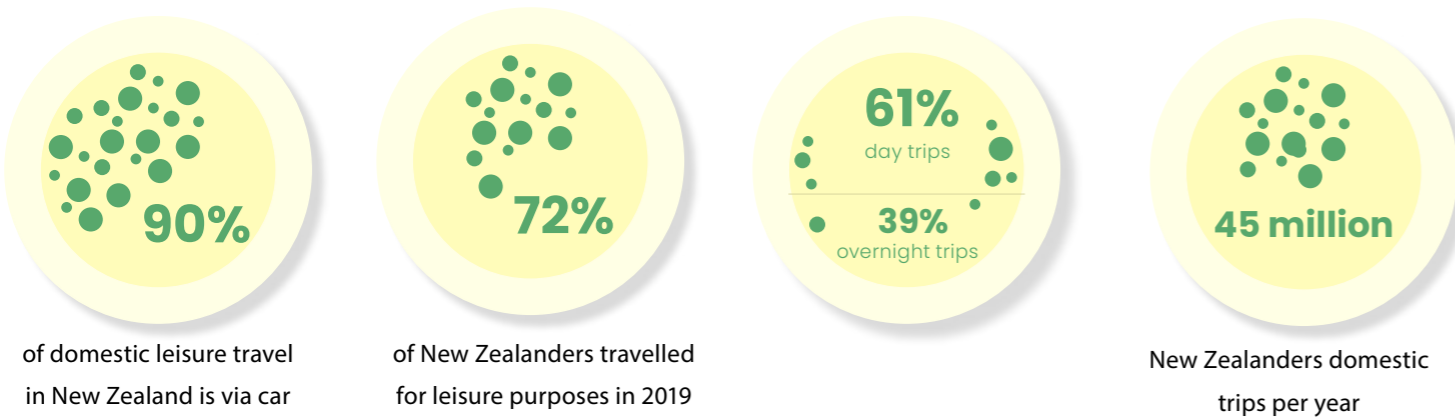
The Domestic Growth Insight Tool (DGIT 2020) offers insights from research conducted by Colmar Brunton. The tool offers a means of segmenting the New Zealand domestic leisure travel market, enabling tourism operators to effectively target their intended customers. This study has utilised this tool to develop an understanding of the market for food and food experience in domestic travellers.

DGIT also offers pre-segmented markets as a result of their research. They identify wine, food and scenery (travellers) as representing 10% of the travelling population in New Zealand. These travellers take an average of 6.4 overnight trips per year and 8.4 day trips making them more frequent than average travellers. This segment is typically older adults and travel without children, instead opting to travel with, or visit friends. They're most likely to stay in a hotel (48%) and travel by car.



Figure 4: Wine, Food & Scenery (DGIT, 2020)

The DGIT can be used in conjunction with additional domestic market data, including the 'Domestic Travel View Report' (Tourism New Zealand, 2020) which provides the following insights:



of domestic leisure travel in New Zealand is via car

of New Zealanders travelled for leisure purposes in 2019

New Zealanders domestic trips per year

On the following pages is a comparison of data between "All New Zealand" respondents and responses specific to "Northland" for activities classified as: Visit a real working farm, Shopping for local food, Shopping at a farmer's or local food market, Hāngi, Brewery or vineyard tour, Vineyard tastings, Wine trail, Craft beer festival, Wine and food festival, Eat at top-end restaurants, Eat at local restaurants, Salt-water fishing, Fresh-water fishing and Hunting.

Who's interested?

New Zealand

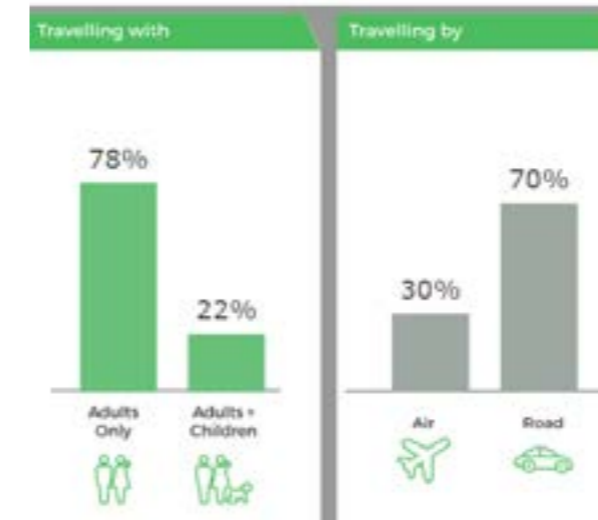


Figure 5: New Zealand (DGIT, 2020)

Northland

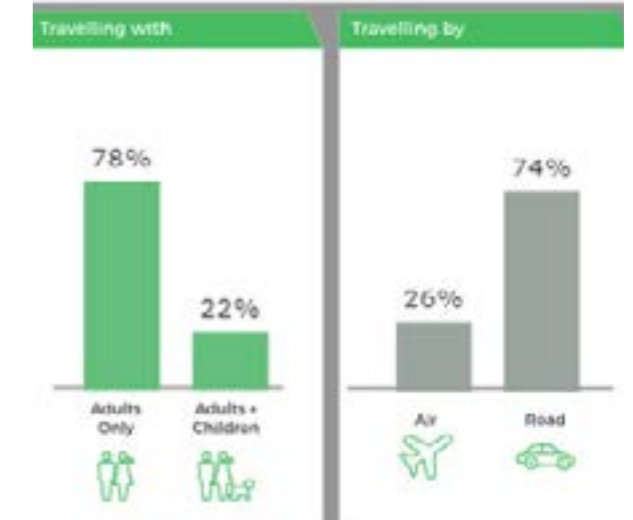


Figure 6: Northland (DGIT, 2020)

Key Insights

- The domestic market for food and beverage trips is 20.2 million and 10.8% of these trips could be to Northland
- Food and beverage visitors to Northland are significantly more likely to travel by car, which suggests that they will originate from the North Island.

Who are they?

New Zealand

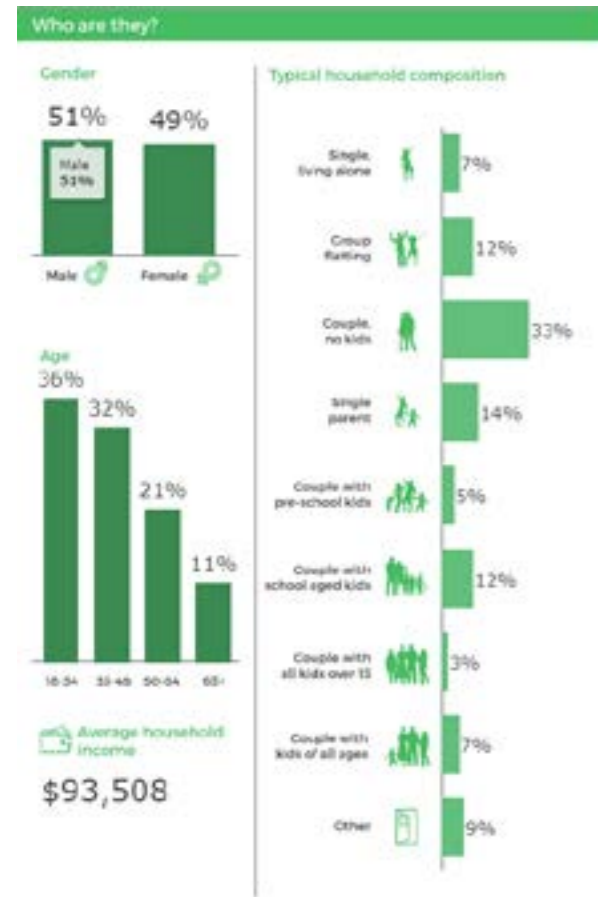


Figure 7: New Zealand (DGIT, 2020)

Key Insights

- Females are slightly more likely to make the decision about a food and beverage holiday in Northland
- Over 50% of food and beverage visitors to Northland are over 50 years of age
- Almost 50% of food and beverage visitors to Northland are couples travelling with no kids (48%)

Northland

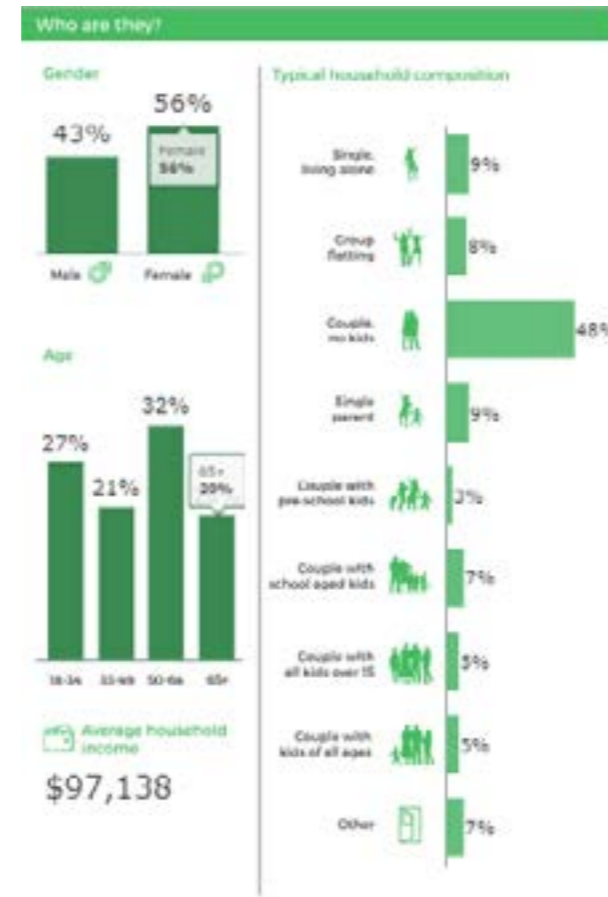


Figure 8: Northland (DGIT, 2020)

Where do they come from?

Northland

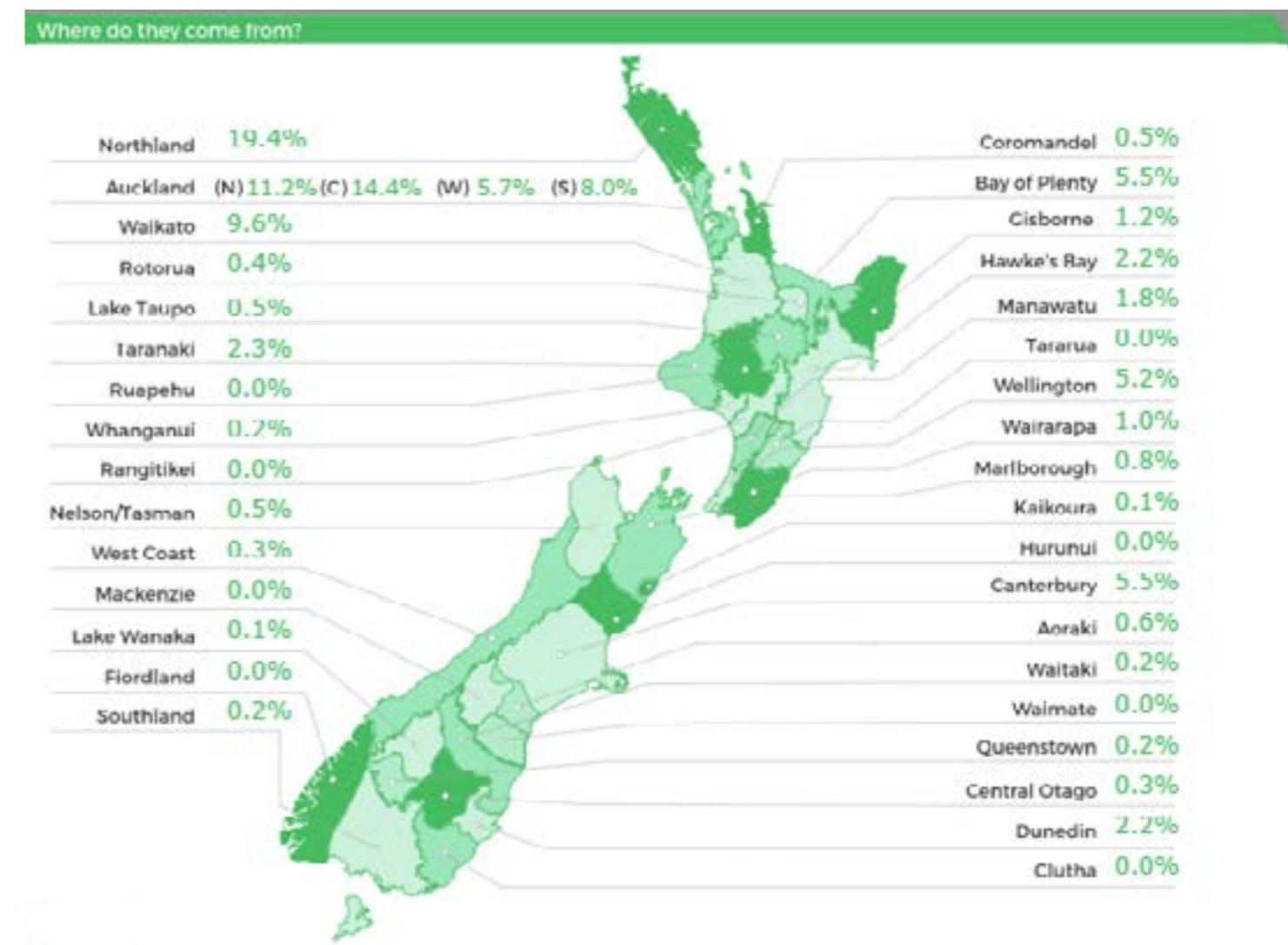


Figure 9: Northland (DGIT, 2020)

Key Insights

- Whilst a number of food and beverage 'visitors' are intra-regional (i.e. people visiting one part of Northland from another part of Northland), the majority of food and beverage visitors come from Auckland (39.3%).
- Interesting other source regions are Waikato (9.6%), Bay of Plenty (5.5%), Wellington (5.2%) and Canterbury (5.5%)

What do they want to do?

Northland

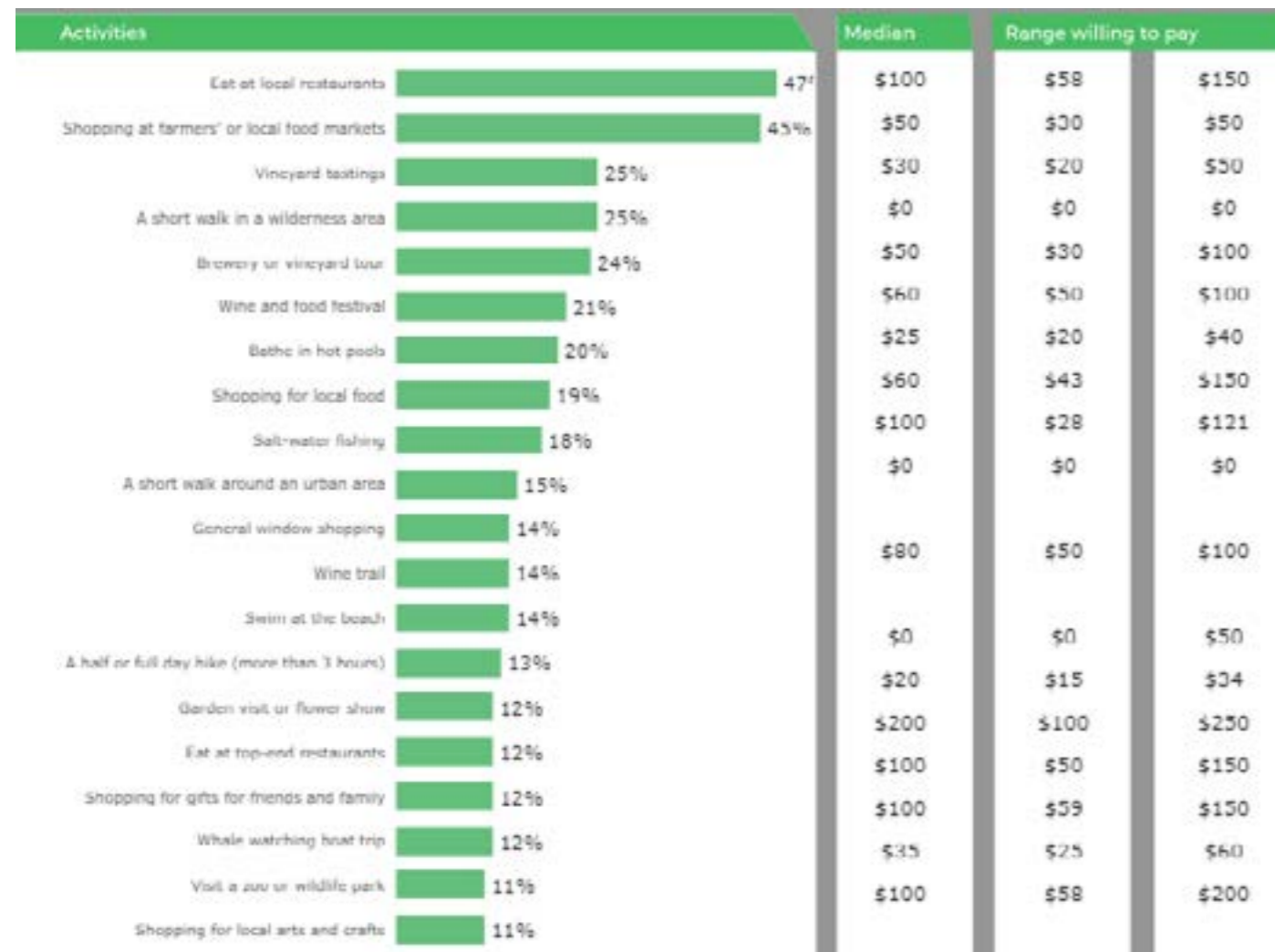


Figure 10: Northland (DGIT, 2020)

Key Insights

- Food and beverage visitors to Northland are most interested in 'Eating at Local Restaurants', closely followed by 'Shopping at Farmers' or Local Food Markets'. These track slightly higher than the national average of 44% for both activities.
- The top two activities are significantly more popular than all the remaining activities which poses the questions – are people aware of the other activities on offer? Is NINC doing enough to give visitors information about local dining and farmer's markets?
- Most notably is the low rating of 'Eat at top-end restaurants' suggesting that Northland lacks the profile of its top-end eateries.

How do we reach them

Northland



Figure 11: Northland (DGIT, 2020)

Key Insights

- The majority of people visit Northland to visit friends and family - how could locals be used better as ambassadors for the food and beverage offering as they will have the greatest influence as a trusted source
- 62% of visitors to Northland plan to visit 1-3 months before the travel - how can this time be used to inform their activity choices?
- 55% of visitors book under half their activities before they travel, so again there's a significant opportunity to influence people once they are in destination
- There is a slightly lesser barrier related to the cost of travel (30% vs 35%) to Northland vs the national average, which correlates with the fact that most people travel by car

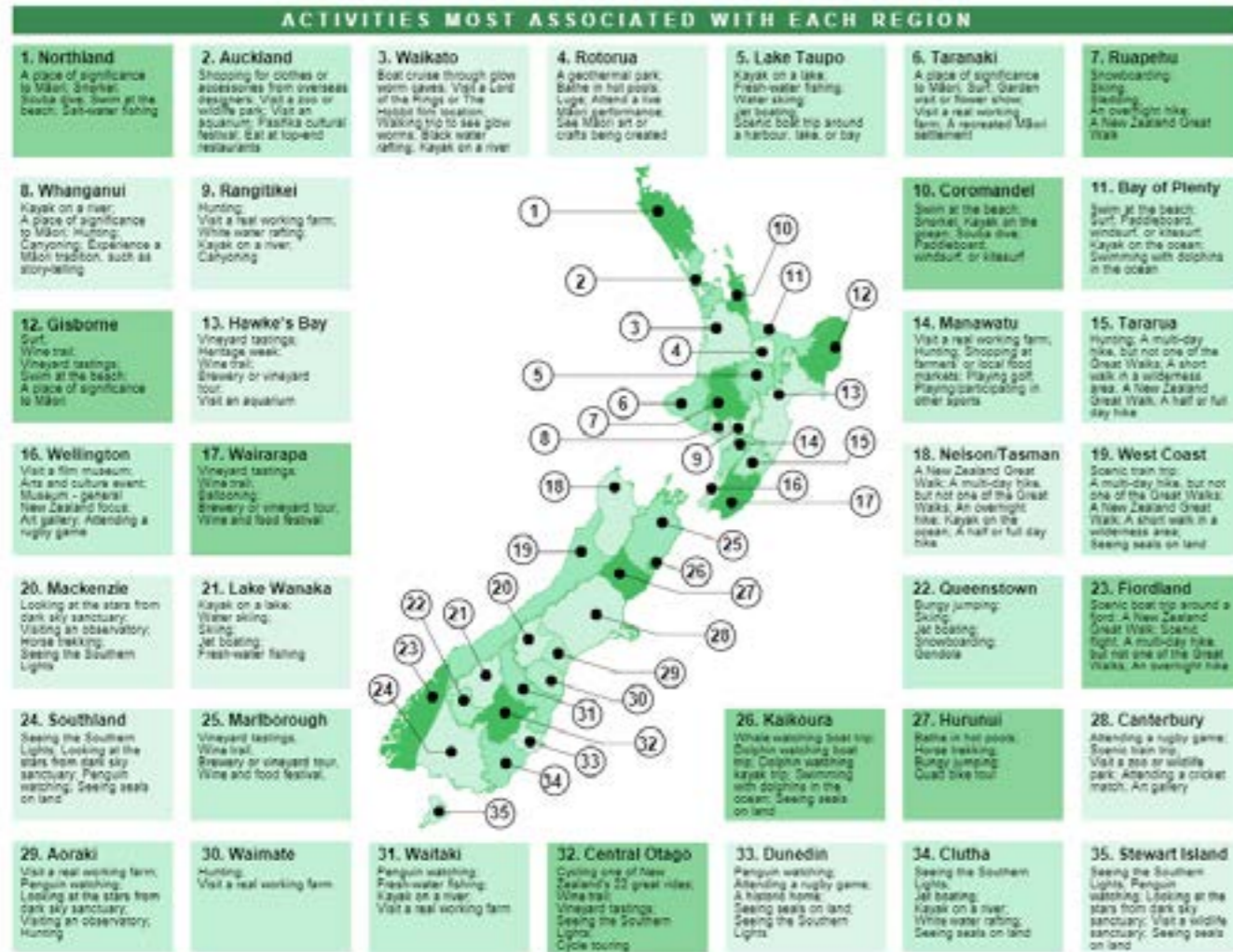


Figure 12: Northland (DGIT, 2020)

“A place of significance to Māori, Snorkel, Scuba Dive, Swim at the Beach and Salt-water fishing” are the activities most associated with Northland according to the Domestic Growth Insight Tool (DGIT).

Key Insights

- Like the majority of the regions of New Zealand, Northland does not have a reputation linked to its food and beverage offering, although the DGIT does suggest that 18% of food and beverage visitors are interested in “Salt-water fishing”

CASE STUDIES & COMPETITORS

Case Studies

As part of the research conducted by Food + Drink New Zealand, we've identified several case studies of destinations who are leveraging their food and beverage story.

Made of Ballarat (<https://townsquare.agency/work/made-of-ballarat/>)





Ballarat is a regional town with a population of just over 100,000 in the state of Victoria. It's about 1½ hours drive (126 km) from Melbourne.

Made of Ballarat is a digital marketing campaign focusing on the people that 'make the city a mosaic of culture and cuisine - the bakers, the barbers, the ballet dancers, and the bartenders. These and other entrepreneurs are the beating heart of Ballarat; they give the city its significance, depth and value'²⁷.

Made of Ballarat has evolved into much more than simply a platform to promote food and beverage - it has added depth and richness to the storytelling of what comes from Ballarat and in turn reinvented people's view of the city.



Tasmania (<https://www.discovertasmania.com.au/nz>)

"I recall visiting Tasmania a couple of years ago. At the airport in Launceston, having cleared biosecurity, the first thing we came across was a brochure highlighting food experiences for travellers touring the Apple Isle. This made it easy to find both iconic and interesting producers and provided confidence about the experiences we would be offered when we visited. The information in the brochure reshaped some of our plans and added greatly to our trip. It enabled us to break up longer drives with interesting breaks and provided experiences we still remember fondly. Experiences we used as benchmarks for what we were engaging with across New Zealand."²⁸

Tourism Tasmania has worked to position the state as Australia's premium food and drink destination. As is suggested in the quote above, visitors to the island state are provided information on arrival at the airports to help them craft their own journey in Tasmania. This is an easy option for a destination that requires visitors to fly into, but more challenging for a destination that the majority of people arrive in as self-drive visitors. How could the Northland present information to visitors at key entry points to the region?



North Canterbury (<https://madenorthcanterbury.co.nz/>)

Made North Canterbury is a provenance mark and platform to showcase the diverse food and drink grown, made, reared and caught in the North Canterbury region (Waimakariri, Hurunui and Kaikoura Districts). In addition to a range of marketing benefits and in-store activations, member products are able to use the 'Made North Canterbury' brand mark on products to highlight their connection to their place and grow the overall story for the region.

Made North Canterbury is managed by the local economic development office for the region, Enterprise North Canterbury. At this stage, they have two years funding to get the initiative off the ground and it is facilitated by a part-time manager based in Kaiapoi. There are currently 42 member organisations who contribute a membership fee. Meridian Energy is a principal sponsor.

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