



Raglan & Huntly



MEMBERSHIP
PROSPECTUS

Huntly & Raglan's Commitment to Excellence

Visitor Information Network of New Zealand
is the Governing Body of i-SITEs located across
the North and South islands.

Over 82 i-SITEs are providing tourism information to visitors, membership requires us to meet extremely high standards of service. All staff are required to have level 3 or equivalent tourism qualifications. Each site must meet a high standard of presentation and is QualMark audited annually to ensure our standards are met and observed. The i-SITEs pay an annual membership fee to ensure our members are exposed to international visitors as part of Tourism NZ's offshore campaign.

The Huntly, and in particular Raglan, i-SITEs are open an average of 70.2 hours per week providing residents and visitors the opportunity to access information and services for 3,650.50 hours per annum.



Who Are We?

- Located on State Highway One - one of the few!
- With an estimate of 29,000 cars per day going past
- Providing information on the Waikato District and beyond into the Auckland and Waikato Regions
- Working with large numbers of internationals from buses and free independent travellers
- Servicing larger volume of visitors
- Directing visitors to Raglan and the Waikato Disitric



Huntly i-SITE



Raglan i-SITE

- A destination site
- Requires longer customer service with expectations of having more needs met, example: where to shop, eat, swim, hike, etc.
- Expects excellent local knowledge
- High level of use by residents
- Visitors numbers are closely split between internationals and Domestic New Zealanders
- Working with a smaller number of visitors with a higher expectation to have more one to one support

Key Highlights

How can the i-SITE help you?

- Raglan and Huntly hosted a combined total of **121,309 visitors** for 2015 - 2016
- Huntly hosted **91,637**. Up +18,295 from 73,342 from the same time in the previous year
- Raglan hosted **34,986** slightly up on this time last year with **excellent growth** in the local NZ domestic market: **up +4,484**.

Both sites were open an average of 70.2 hours per week providing residents and visitors the opportunity to access information and services for 3,650.50 hours per annum. This is down on last year because we found that staying open until 7.00pm during winter was not needed so our hours during this winter run from 8.30am till 6.30pm (closing half an hour earlier). In Raglan's case the museum was open 7 days per week and this did contribute to their numbers. The staff from these sites is dedicated to provide support for their members by being open 52 weeks per annum with Christmas Day being the only day the sites are closed. Running extended hours to ensure all visitors are looked after with no additional cost to the rate payer.

- Huntly and Raglan processed **704 activity** and **776 accommodation** transactions on behalf of members during this period.
- **485 tickets** were issued for residents purchasing travel.
- **95 operators have paid to be promoted as members by the i-SITES.**
- Both sites are **Qualmark** approved and certified.
- The Waikato District and Region is proving a popular weekend destination to indulge in **Food, Fitness and Fun** and this is being reflected in the growth of our NZ Domestic visitor Statistics.
- Both sites have directly booked over **\$213,290.36 on behalf of their members** including accommodation, activities, ticket sales etc. We know that the true value of the work undertaken is hard to measure as staff provide information about its members having spent some considerable time without completing a sale. Our team refer visitors to members and the assumption is that these customers go on to stay or do an activity as a result of these interactions.
- The accommodations/activity inquiry book recorded **1140 customer interactions** unable to be tracked to a booking.
- Huntly and Raglan websites continue to evolve as staff make every effort to keep them current and inviting.
- The Raglan website has hosted a total of **7,233 visitors to the website** with 15% returning visitors and 75.1% new visitors.

F.I.T

THE FREE INDEPENDENT TRAVELLER

The Free Independent Traveller is developing into a sizable market that is gaining great momentum and will have excellent spinoff for our businesses in the district. Current combined total of **41,180.00** up from 18,490 on last year bodes well for the district as in particular the Asian market continues to grow. A greater effort is being placed on promoting the less travelled roads options that showcase “real” New Zealand.



The split of visitor traffic as outlined above shows a shift towards a market place that has visitors independently making their way around our district, region and country. This trend highlights the value that the iSITES provide it allows us to have a professional face to our district that knows all that we have to offer and can accordingly sell to great effect. Our team has the qualifications, local knowledge and a vocational commitment to market and promote the communities they not only represent but reside in. Effectively they have “Skin in the game”!

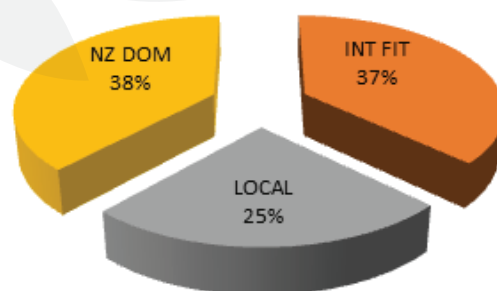
VISITOR MARKETPLACE SHIFTING DYNAMIC

The breakdown of visitors through the Huntly site show the shifts that are occurring with FIT Free Independent Travellers increasing from 26% to 34% of the visitor mix with BUS visitors dropping as predicted from 62% to 52%. Domestic New Zealanders are on a slight upward trend however the iSITE is referring a large number of domestic NZ travellers to Raglan. The domestic market grew from 12% to 14% as the team looks at clever social media marketing opportunities into Auckland.

Raglan has also had some shifting trends with strong growth in locals using the site up from 17% to 25%, there is excellent support for the museum, travel inquiries in and around the Waikato district and region.

As the FIT Market grows Raglan is a key destination that would definitely benefit from this growth alongside an established reputation with New Zealand based visitors. Any infrastructure planning should consider the potential growth in domestic tourism and its impacts and demands on the community of Raglan. The home ownership trend of residing in the community should also be monitored as demand for accommodation could outstrip supply.

Raglan iSITE 2016

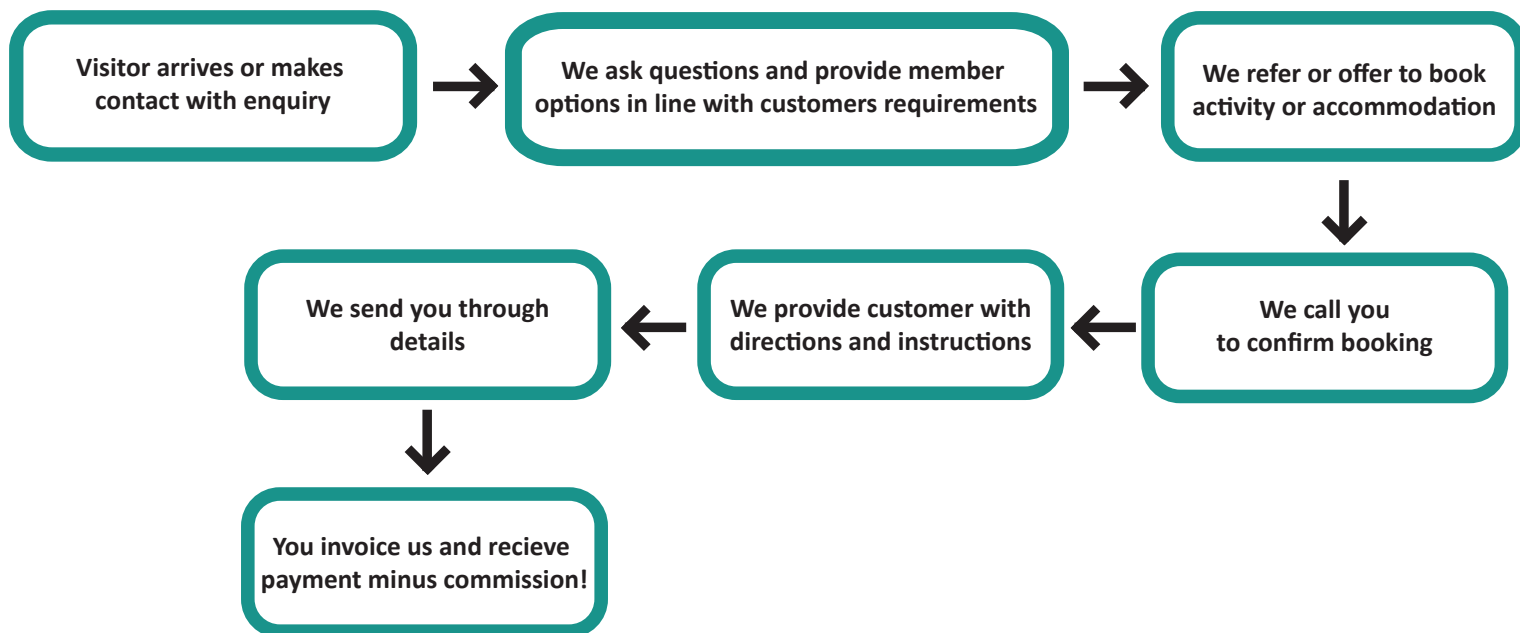


What we do

- Display in our brochure pockets
- Your sandwich board out front of our shop
- Your video playing on our large flat-screen TV
- Advertise your business daily - 364 days a year!
- Recommend your business to potential customers
- Book customers on your behalf
- Your business advertised in our bi-annual magazine
- Share your Facebook posts to a larger audience



Our Process



TripAdvisor Reviews

Huntly



thehagis
Oamaru, New Zealand



2 reviews



1 helpful vote

"Huntly i site great both Janelle and Yvi gave all information we wanted and more thank you."

★★★★★ Reviewed 18 May 2016

Were sent to Manor Views thanks Janelle 4 poster bed great view just great. The history of Manor Views and rest of Huntly was all good. Yvi sent us to other places on our way home we could not do it all as we did not have another week. Thanks

Visited May 2016

Helpful?



1

Thank thehagis

Report



Cate S
Port Macquarie, Australia

Level 5 Contributor



54 reviews



16 attraction reviews



35 helpful votes

"Best souvenirs."

★★★★★ Reviewed 30 April 2016

Could this be the best i-SITE in North Island, NZ? We found reasonably priced souvenirs and the staff were very welcoming and helpful with their advice and brochures.

Visited April 2016

Helpful?



1

Thank Cate S

Report

Ask Cate S about Huntly i-SITE Visitor Information Centre



Sandra R
Hamilton, New Zealand

Level 6 Contributor



110 reviews



85 attraction reviews



13 helpful votes

"Don't just drive past"

★★★★★ Reviewed 28 April 2016

I admit I have driven right past this i-Site dozens of times over the years, wondering why such a small place needs one. I was pleasantly surprised today when I finally visited it. Very helpful lady behind the desk, brochures from all over the country and lots of neat souvenirs/gifts. Check out the artwork on the fence and the view of the power station across the river.



Visited April 2016

Less ▲

TripAdvisor Reviews

Raglan



chriskenchington...
Coromandel
Peninsula,
New Zealand

3 1



Reviewed 2 weeks ago

Always ask at the I-site

I'm a great fan of the I-sites in New Zealand and this is as good as it gets. Very helpful, wanting you to get the most out of your visit.

Thank chriskenchington



Dale-Maree M

5 1



Reviewed 26 January 2017

awesome customer service

If you need real local information about Whaingaroa (Raglan) go talk to the awesome staff of the I-site - they rock! Great electric bikes for hire too.

Thank Dale-Maree M



karina f
Cambridge,
New Zealand

327 62



Reviewed 18 December 2016

i-SITE with a view

popped in the other day with my family and discovered they had a museum in the i-SITE at Raglan. Also the two girls were very helpful and knowledgeable. i sat down by the window that had some chairs while looking at my new found brochures with accommodation etc and admired the beautiful water view over across the way. I was really interested in their museum that had a bit of everything especially the glass cabinet with the NZ Bird display downstairs with Maori history and upstairs was the WW1 display, surfing display and old school display plus telephone and switchboard display.