



TAHIA KO PUANGA

Destination
Management
Plan 2023



**Tākiri ana te rā ki runga o Ruapehu hei tuarā ki te ihi,
ki te wehi o tōku kura taiao.**

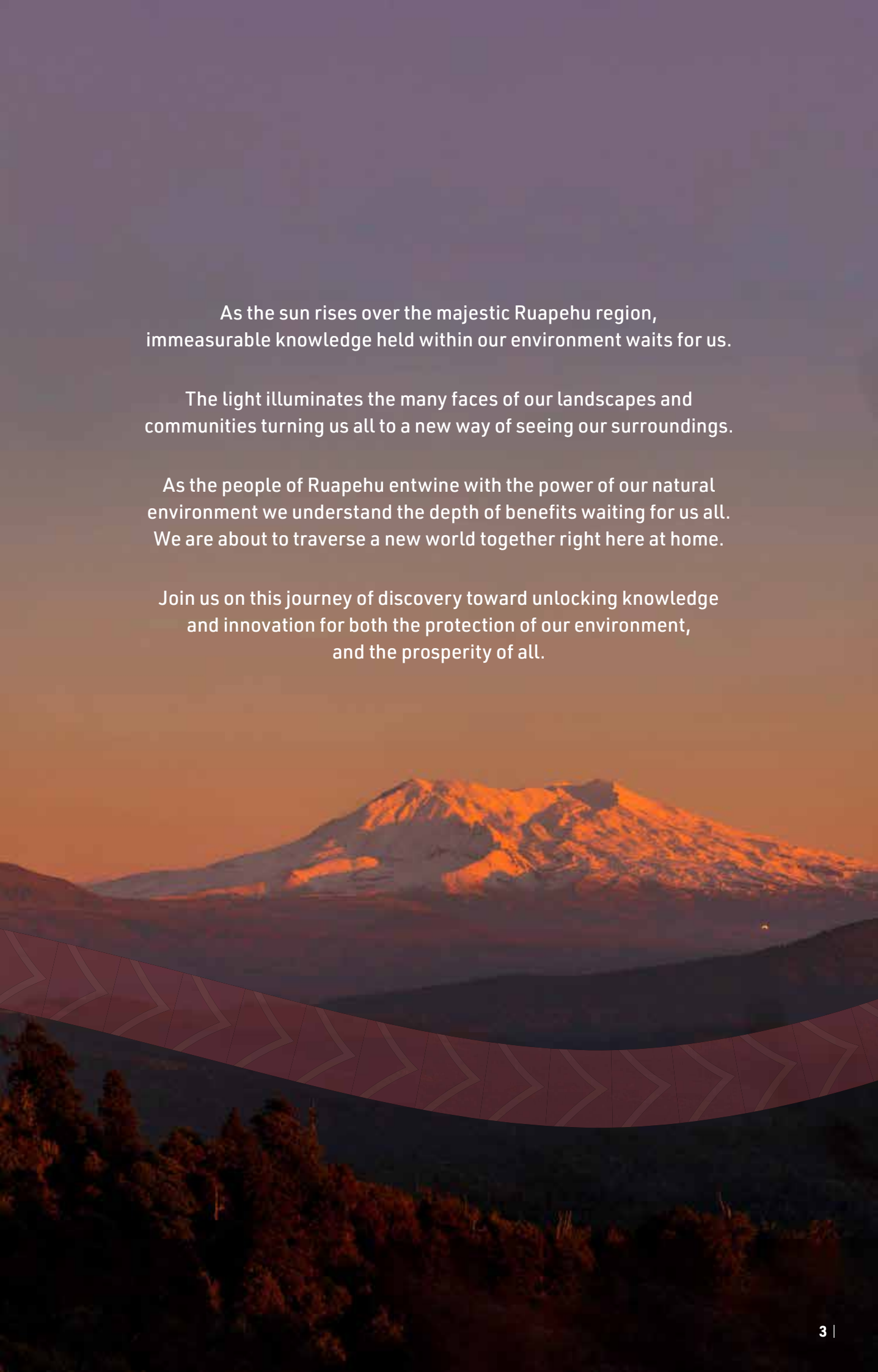
**Ka pīata mai ngā mata, ka rere ngā tai.
Ka tāhuri ki te tirohanga hōu.**

**Kia kōtuia te mana o te tangata ki te mana o te taiao.
Naumai rā e ngā hua hei oranga whānui.**

**Piki mai, kake mai e te iwi ki te tihi o moemoeā
ki te ao mārama, ki te ao tūroa!**

Tīhei mouri ora





As the sun rises over the majestic Ruapehu region,
immeasurable knowledge held within our environment waits for us.

The light illuminates the many faces of our landscapes and
communities turning us all to a new way of seeing our surroundings.

As the people of Ruapehu entwine with the power of our natural
environment we understand the depth of benefits waiting for us all.
We are about to traverse a new world together right here at home.

Join us on this journey of discovery toward unlocking knowledge
and innovation for both the protection of our environment,
and the prosperity of all.



A MESSAGE FROM THE BOARD



Imagine a region where the visitor economy is environmentally centred, and like the environment it is a dynamic, balanced, connected eco-system that creates reciprocal value for everything within it. It learns as it evolves. It seeks to self-heal. It sustains the health and wellbeing of all living things as it regenerates itself for the benefit and survival of the entire eco-system. This is true reciprocity. A value that has guided the development of this plan.

We live, work and play in one of the most stunning, pristine natural environments in the world. This plan requires shared leadership for change to help us choose lifestyles and investments that make sure our future generations can do the same.

We wish to thank our local community made up of many groups, individuals and families including our operators, iwi, hapū, whānau, marae, businesses, schools, trusts, and other authorities. We listened intently to your words and we hope you see yourselves in this plan. Our thanks go too to our partners and allies - Ruapehu District Council, Regional Tourism New Zealand, MBIE and Tourism New Zealand.

We want to especially acknowledge Waihuia Ventures Ltd for taking us all on a journey toward understanding the beauty and innovation of Te Ao Māori, incorporating intelligence-driven research and ensuring genuine engagement with the region. Finally a special thank you to Jo and our team at Visit Ruapehu for their passion, commitment and endless hard work.

We are Ruapehu, welcome to our destination.





Te Awa Tupua, Whanganui River

Standing in Ruapehu in 2050 we will say:

The decisions we make begin and end with consideration to our environment. Local relationships are strong across all sectors and industries. Families are thriving as they accept and enjoy sharing their special part of the world with local and international manuhiri. In return the people and the natural environment benefit. Each person has a crucial role to play, and, akin to nature, we recognise the interdependence of our responsibilities.

The iwi graciously share their ancient wisdom of the environment. Their leadership continues to guide the protection and harmonious balance of lifestyle for all across our region. Our shared love, mutual respect and sense of responsibility hold us accountable to the wellbeing of the environment which in turn secures our own.

We have created a system that is connected, dynamic and yet balanced with shared values guiding our behaviours and decision making. We now know that nature binds all living things through relationship; through whakapapa; through an eternal connection. The plan we embarked upon 27 years ago helped us to realise this.



Mount Ruapehu landscape, Raetihi-Ohakune Road

OUR PLACE



Destination

Located in the heart of New Zealand's North Island, Tongariro National Park and Whanganui National Park set the backdrop for this truly breathtaking region where the source of the phenomenal Whanganui River can be found. This is the place where giants once roamed, where stories draw you in near and uplift you so that you never want to leave. Home of Te Kāhui Maunga – the Mountain Clan, majestically watching over the region with their ancient eyes. Their wisdom and their mauri permeate as you stop to take in the wonder of this unspoilt environment. Ruapehu's mythology is as rich and alive as its dramatic geology. It's a place where nature inspires you.

Something magical happens when you spend time in Ruapehu. We have a living landscape with vast faces. There are forests, active volcanoes, sacred mountains, tranquil rivers (one with legal personhood), rolling hills, farmlands, valleys, trails from mountains to sea, desert, lakes, waterfalls and forgotten worlds. Just a few hours yet a world away from our biggest cities, this natural getaway warmly welcomes you. Whether you choose to stay in a cosy cabin or a luxurious lodge, you'll have easy access to some of the most breathtaking wilderness in our Greater Outdoors.



Access

Being centrally located there are multiple ways to access our stunning region, be it by road, rail, air, or bus. The area is traversed by the main trunk railway with the Northern Explorer stopping in National Park, Ohakune and Taumarunui, providing strong access to our major towns and a range of activities. Once here you can travel independently or take advantage of one of the local transport operators. There are fifteen Ruapehu based shuttle operators offering Ski Area, Tongariro Alpine Crossing and Mountain Bike shuttles.

The region is becoming known for its exceptional cycleways and walking trails, with ongoing investment being secured to support local iwi groups in developing new trails. Collaborative efforts between Ngāti Hikairo and the Department of Conservation are also underway to address concerns around over-tourism and ensure the preservation of the Tongariro Alpine Crossing and some thought has been given to the regulation of passenger-transit operators to limit carbon emissions. The local council is committed to facilitating infrastructure investment to support these initiatives and is working to ensure that future developments are inclusive and accessible to people of all abilities.



Te Kanawa carving, Timber Trail, Pureora

Market

Our market is maturing. There has been a strong increase in older age groups reflecting the Relaxed Retirees market we are enjoying mid-week and year-round in the region. Ongoing targeted marketing efforts have successfully expanded the appeal of Ruapehu to a broader audience, increasing their awareness of low and shoulder season activities in the area.

The data suggests that we can increase yield over volume by targeting visitors who: share our values and come here to respectfully enjoy our region; practice reciprocity; are interested in the people as well as the outdoors; are interested in learning more about the region alongside experiencing what it has to offer. We want to enhance our brand positioning and create a uniquely Tiaki Ruapehu Promise which will seek to strengthen and at the same time place-base the national Tiaki campaign.



Te Tiriti o Waitangi

The Treaty settlement process is a staged process of negotiation between the Crown and mandated iwi collectives. The process involves the parties working and negotiating to agree a redress package that will settle historical claims of breaches of Te Tiriti o Waitangi. The historical settlement negotiation process does not end the relationship or obligations of the Crown and iwi to continue to give effect to the Tiriti principles. In many cases it correctly initiates responsiveness to the intentions of Te Tiriti o Waitangi.

All Treaty settlements will have consequences on our destination, beginning with consequences of access and governance. There will be programmes of work that will require effort over years to establish new mechanisms of authority guaranteed through the negotiation process. Such implementation work programmes will be a priority for iwi. Changes and projects will or could include: Governance arrangements of national parks and conservation lands; social justice accords; or natural asset concessions within iwi control.

Across our region and amongst our boundaries we have different tribal areas of interest with an expected eight historical treaty settlements. A significant settlement involving multiple iwi and a number of complexities will be the settlement of the Tongariro National Park, which includes the majestic mountains. This plan places an importance on the settlement processes occurring, and on our eco-system being ready and poised to respond to the outcomes.



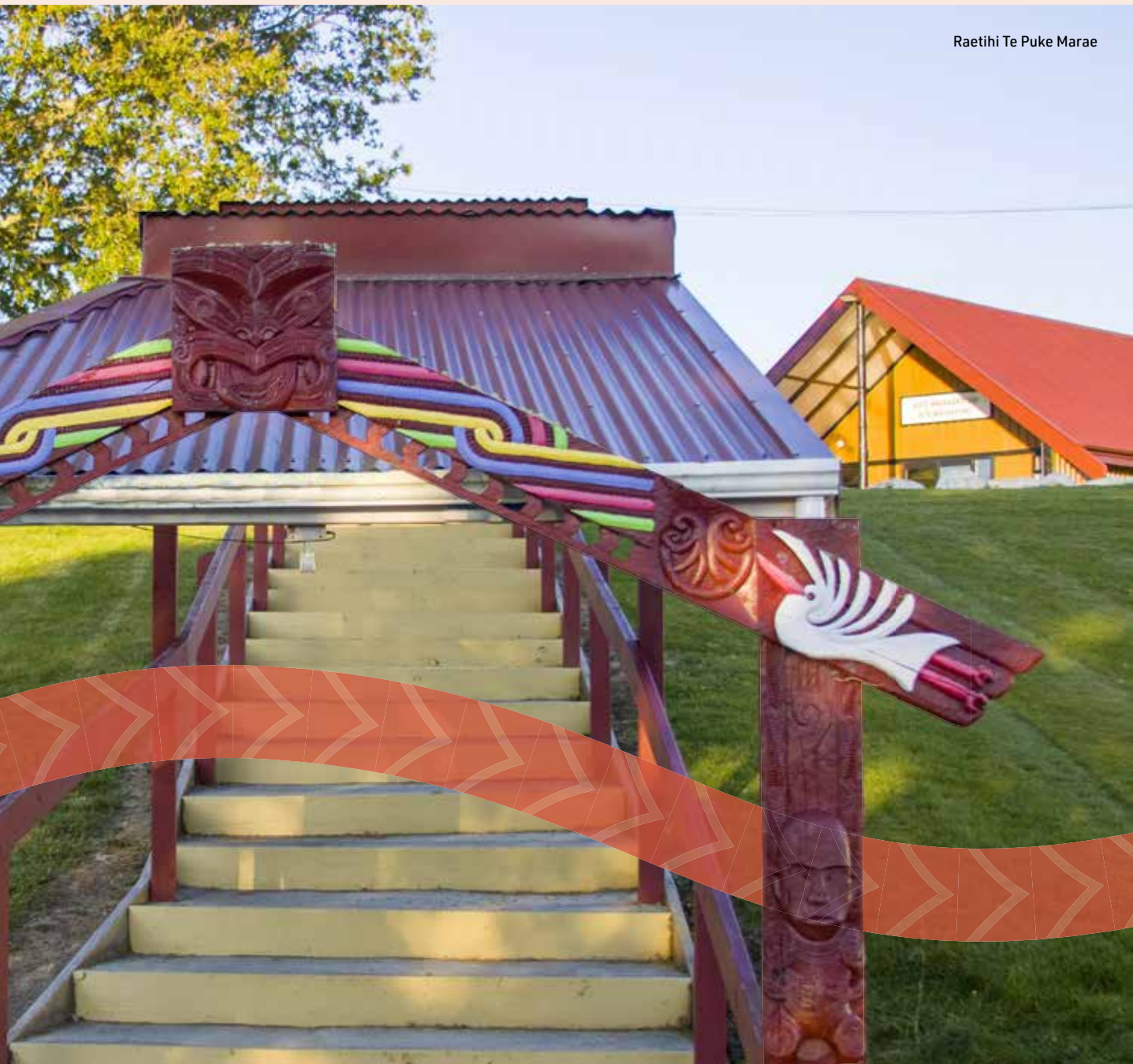
OUR COMMUNITY WANT



- To be heard
- Tikanga to be upheld in our region
- Iwi trained environmental guides
- Local training opportunities for higher qualifications leading to a higher standard of living
- More youth projects and pathways
- Respectful visitors
- More things for locals to do
- Our marae to join or lead package experiences
- Less plans, more action
- More job opportunities with a living wage and fair working conditions
- Better connections and relationships with each other and manuhiri



- More events that bring community, operators and visitors together
- To see tourism operators 'giving back' to the community
- To share their love for their region



- To know and share more local stories
- To seek waterfalls for wellness with their friends
- To access products and experiences at a reduced rate
- To establish knowledge tourism, starting with our own populations first
- To have access to more wellness experiences
- To learn how to 'read' the stars



OUR VISION



Tahia te tau ko Puanga nui o te rangi, tāngaengae te mouri kia ū, he manawaora taku kura taiao!

Puanga

Puanga is the Superstar of Ruapehu – the brightest star that traditionally Ruapehu ancestors would have looked to, to seek guidance for the year/s ahead. Puanga precedes Matariki; a constellation of stars from which environmental guidance was/is also drawn from. Traditionally, our Ruapehu ancestors followed the prominence and lessons of Puanga and Matariki intently. They observed Puanga and its relationships to other phenomena across the environment to gain a sharpened local intelligence that informed their lives, survival and decision making. They lived informed by, and in sync with the environment.

Our plan's Vision draws from the knowledge systems of the past to show how they hold resonance still, in the pursuit of innovating into the future. Puanga symbolises a time of preparation; the time just before Matariki, the new year and new beginnings; a time of transition from one season and one year to the next. Puanga moves in three year cycles, as does the Long Term Plan. We will synchronise the review cycles of this plan to reflect those of Puanga.

There is a binary relationship between the sky and the earth, thus observations of the stars are connected to observations of the earth when observing and taking guidance from our natural environment. If we liken the process of observing nature to destination planning and mapping, the sky provides the map and elements of the earth are the key. Together they provide complete guidance for managing the destination by revealing required behaviours and investment that better respond to the regenerative needs of our natural environment.

The wellbeing of our natural environment is inextricably linked to our own as people. When this wellbeing is in balance, we will have created a thriving prosperous eco-system where value is fairly exchanged between and across the environment and all peoples.

Tāngaengae te Mouri

Tāngaengae te mouri acknowledges that there is a mauri, a lifesource that beats here in our special region and all who live or visit benefit from it. That mauri comes from the natural environment and is a source of vitality and wellness. Tāngaengae more literally means to exchange oneself. So, to exchange oneself with the mauri of the region acknowledges the reciprocity of relationship and benefit that can be realised between people and nature. Kia ū reminds us to hold on tight to the mauri.

He manawaora taku kura taiao

Manawaora is a term with deep meaning. It has origins in historical narratives of the Ruapehu area and the mountain. Manawaora in the context of this plan refers to an ancient love, a deep love, a love that is connected to unlocking a pathway to wellness. Taku kura taiao refers to the knowledge systems (kura) that come from the natural world (taiao).



OUR VALUES



Mana Taiao

He mana te taiao, ko ana kai he kōrero

The paramount mana of our natural environment protects and provides for the wellbeing of all

We recognise the vast landscapes we are responsible to and the mana that vibrates throughout them. We will seek the skills to listen to those vibrations, to be guided by the whispers of our natural environment.



Tiakitanga

Ko te tiaki i te ao me ngā taonga katoa hei oranga mō tātou, mō ngā uri whakatupuranga

Presence and expression of the preservation, guardianship and enhancement of what we have for the future benefit of all

Designing our own Ruapehu Tiaki promise of care for our environment that holds us all as community and visitors accountable for the wellbeing of our natural taonga to our future generations, passing on more than just the pride we have for our special place in the world.



Manaakitanga

Ko te mea nui ko te mana o te taiao, o te whānau, o te hāpori me te iwi

The presence and expression of mana enhancing behaviours and practices in everything we do across our shared region

To care for each other, our communities, visitors and natural environment is fundamental to our identity as Ruapehu





Whānaungatanga

Mā te whānaungatanga te hāpori e kōtuitui, e whakatairanga, e manaaki hei oranga whānui

Connecting, fostering and maintaining relationships for the wellbeing of all

Relationships bound to our environment where new understandings will be shared to enlighten our collective consciousness, based on authentic connections of trust and reciprocity creating an inviting atmosphere for all.

Mana Tangata

Mā te wairua e ārahi te aroha, mā te aroha e ārahi te tāngata

People who are vibrant, flourishing and connected; whose actions express love for each other and their shared place

Ruapehu is home to proud people, who respect each other's distinctiveness, who respect each other's contributions to community and unique townships.

Tirohanga Māori

Mā ngā tikanga Māori te ture, te aronga Māori e whakatinanatia

Processes, practices, procedures that are consistent with a Māori worldview will guide our entire region

We recognise the importance of a Māori worldview, tikanga Māori and mātauranga Māori. This is a respected lens steeped in ancient wisdom that will allow us all to navigate a responsible, ethical and innovative journey into the future.



OUR PLAN ON A PAGE



Our impacts will help create a Ruapehu visitor economy that is environmentally centred. A dynamic, balanced, and connected eco-system that creates reciprocal value for everything within it.

Mana Taiao

Taiao

Nurture the environment and our connection to our mountains, waters and lands extending our understanding of the taiao together to guide our behaviours and lifestyles

- 1 Rangatahi Taiao Cadets
- 2 Environmental Curriculum & KPI Framework
- 3 Ruapehu Wellness Economy Study
- 4 Tupua Te Kawa Hapū Water Monitoring
- 5 Pōkākā Eco-Sanctuary

Tiakitanga

Attractions

Undertake new activities that strengthen the foundation of our eco-system to provide resilient, unique attractions and experiences for all

- 6 Te Hangaruru Cycleway
- 7 Tongariro Alpine Crossing Review
- 8 Puanga, Matariki & Night Sky Experiences
- 9 Trail Enhancement Programme
- 10 Ruapehu Story Repository
- 11 Pipiriki Community Hub

Manaakitanga

Workforce Development

Establish and maintain training pathways into sustainable employment producing a Ruapehu workforce that cares for manuhiri and the taiao

- 12 Map Employment Pathways
- 13 Improve Accommodation Options
- 14 Ruapehu Vocational Training Centre

Tahia te tau ko Puanga nui o te rangi,



Whānaungatanga

Connections & Relationships

Build platforms to sustain networks of connection where groups are working together to benefit the environment, community and the local economy

- 15 Packaging Projects
- 16 Grow Business Network Capability
- 17 Regional Events Programme
- 18 Community Coin Fund

Mana Tangata

Leadership & Authority

Establish leadership structures that align to tribal authorities, and resilient mechanisms to support sustainable delivery of the plan and its expected benefits

- 19 Establish Governance arrangements
- 20 Relationship Broker
- 21 Sustainable RTO Business Model
- 22 Ruapehu Measurement Framework

Tirohanga Māori

Cultural Capability

Grow our collective capability and understanding of tikanga and mātūranga Māori

- 23 Te Tiriti o Waitangi Readiness
- 24 Tirohanga Māori Capability Programme

tāngaengae
te mouri kia ū,
he manawaora
taku kura taiao!



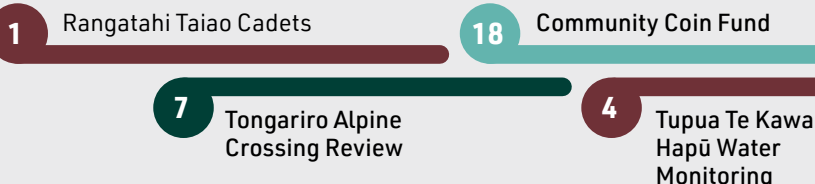
IMPLEMENTATION PATHWAYS



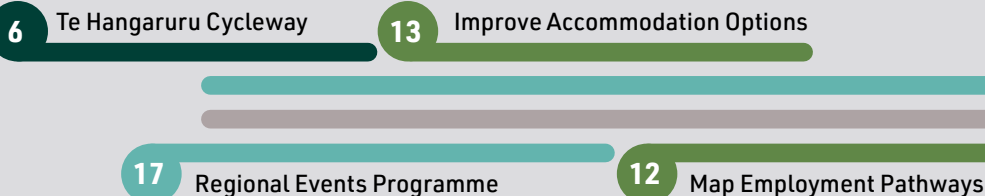
2023

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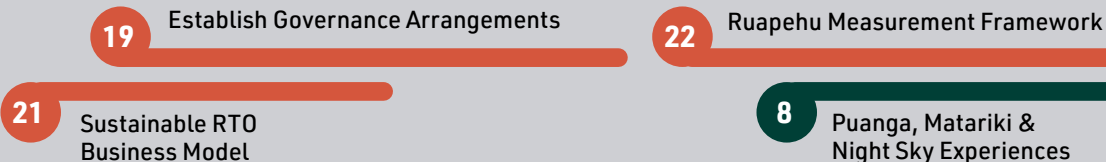
Protect



Enhance



Create



Connect



Protect, Enhance, Create & Connect

The four implementation pathways consolidate projects by their purpose and will help to guide implementation of the plan

→ 2025 →

Environmental Curriculum & KPI Framework

2

Pōkākā Eco-Sanctuary

5

Grow Business Network Capability

16

Trail Enhancement Programme

9

Tirohanga
Māori Capability
Programme

24

Ruapehu Story Repository

10

Ruapehu Wellness Economy Study

3

Pipiriki Community Hub

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Ruapehu Vocational Training Centre

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Te Tiriti o Waitangi Readiness

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