



Community  
Services Bulletin  
December  
2021

## 1. REPORT FROM THE EVENTS COORDINATOR (Jessica Swan)

### **Purpose**

This report provides an overview of the activities of the events for October and November.

### **Gore District Advent Calendar**

In October, we made the difficult decision to cancel the Santa Parade and Christmas Carnival due to continued uncertainty around COVID-19 and events.

Instead of fully cancelling the event and leaving it there, the Christmas Committee got together and planned the Gore District Advent Calendar – a mostly digital event where anyone in the District could follow the daily opening of ‘doors’ containing different local retailer offers and giveaway competitions. The primary communication channels for the event are Facebook, Antenno and Cave FM.

Alongside this main event, we have two additional events to keep the festive spirit going. We organised for a Best Decorated competition for businesses and residences, encouraging the public to vote for their favourites so that they could win major prizes. As many people already travel around to look at the Christmas lights, the aim was to encourage more people to decorate their shops and homes and add a little extra sparkle to the area.

Santa was also organised to go on a tour of Gore and Mataura on Saturday 11 December as a replacement for the Santa Parade, so that the community didn’t miss out altogether on seeing him. Santa travelled in the Merryweather fire engine and stopped at lots of local parks and playgrounds. Santa’s little helpers travelled alongside to hand out sweets and crowd control, as well as marshal the roads.

### **On the Fly Mataura River Festival**

Planning is going ahead as usual for On the Fly. Under the current traffic light system, we can proceed under orange or green levels as long as we use My Vaccine Passes. However, requiring people to scan their passes to attend may necessitate a change of location to Walnut Grove so that we can secure a defined area.



**Parks Week**

Dates for Parks Week 2022 have been released. They are 5-13 March. We are very excited to be working with Gore High School and IDEA Services to create insects that children can search for across the District during the event period. So far, Gore High School has created some fantastic, larger than life insects out of recycled materials. We are now looking to update our branding from the Enchanted Quest to fit our new theme, which will hopefully allow us to advertise the event in the new year.

**Hokonui Culture Feast**

We have sent one funding application so far for the Hokonui Culture Feast and we are working alongside the Eastern Southland Newcomers' Network to investigate further funding opportunities. The newcomers' team has been a great asset for looking into old and new contacts to support us. The event and the venue have been secured for Thursday 28 April 2022.

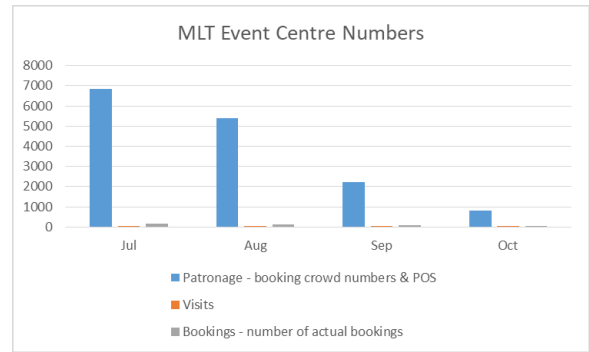
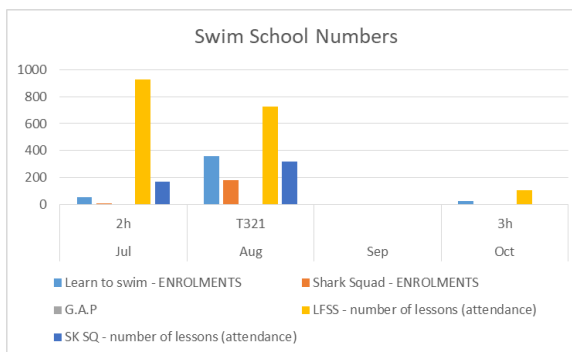
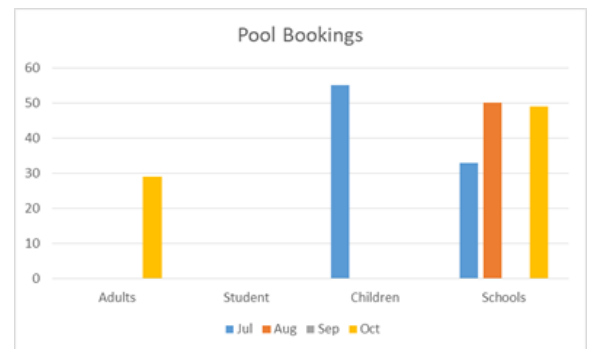
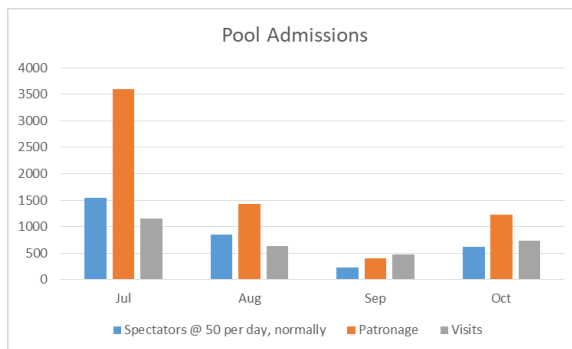
**Gore District Community Awards**

The GDCA committee met in November to discuss the award categories for 2022. Ideally, we are hoping to have the nomination categories open early next year so that people can start nominating as soon as possible. Jonathan Usher has been secured as the MC for next year and he expressed excitement at coming back for the event. The format will stay largely the same due to its success in 2020 and we will work with local performance groups to see how we can change up their acts.

## 2. REPORT FROM AQUATIC SERVICES MANAGER (*Martin Mackereth*)

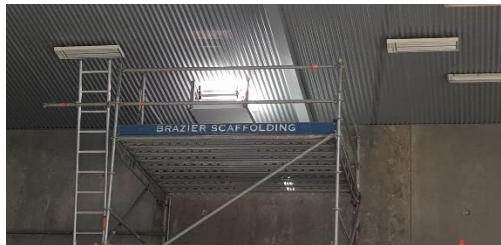
### Admissions to the Gore Multisports complex

[illegible]



## Completed work

- The roof replacement for the MLT Event Centre is 98% complete and includes the installation of safety harness attachment points as well as a newly installed access hatch from the bleachers for safe access. Both of these improvements will help with ongoing maintenance on the roof and clearing the gutters.



- The pool has had its three-month filter wash down completed. This is where the pools are switched off and the filter tanks emptied, washed down and given a chemical clean. This process is part of the regular maintenance programme and is completed after hours so it does not impact on pool accessibility.
- A new earth cable has been installed by PowerNet around the transformer and is located behind the complex running along the fence line. We hope to have this connected to the transformer early in the New Year.



- The SetPoint team has redesigned the graphics and programmed the new server for the Building Management System (BMS) upgrade on Monday 13 December. They will be onsite to complete the upgrade of the modules and controller systems along with calibrating of probes.
- The computer server upgrade is well underway with the Council's IT team making great progress towards improving current systems and putting a plan in place for future-proofing of systems moving forward.



### **Future challenges**

- The team are preparing for what we may face over the coming holiday season and any challenges the current approach to vaccination passports may have on the facility. We are also trying to make sure the team get a break after this challenging year.
- We still have projects on the go, such as the ventilation upgrade and plant room roof. There have been a few challenges with undertaking the work in an operating aquatic facility that we are working through with local contractors.
- We have had a few staff leave and heading off to University. This means in the new year we will be looking to fill some vacancies in the stadium, swim school and aquatic centre. The plan is to advertise early in the new year as people return from holidays.

### **Nice to know**

- Our squad swimmers have had an amazing finish to the year winning both the Southland short course and long course championships. The swimmers compete under Hokonui Aquatics. This partnership, which was created several years ago, includes the MultiSports Complex providing the coaching service through Shark Squads and we are now seeing the benefit for everyone involved.
- Our masters swimming team has grown to a regular 10 swimmers and is now at a point where they are ready to send a team away to the Masters Games being held in Dunedin in 2022.



### 3. REPORT OF THE DISTRICT ARTS & HERITAGE CURATOR (*Jim Geddes*)

**Eastern Southland Gallery:** Exhibitions (Annual Plan Key Performance Indicator (KPI) = 10 per annum)

- Julie Duncan paintings (Croydon Aviation Heritage Centre)
- South by South East The Bosshard Browne Collection (Eastern Southland Gallery)
- The Frank Checketts Collection (Eastern Southland Gallery)

We expect to meet or exceed our KPI target for 2021/22

Events (Annual Plan KPI = 10 per annum)

- Signed; Theo Schoon – film and floor-talk (13 November)
- Book launch – Father Michael Hill (23 November)
- Old Hokonui – Book launch and Ddstillery \unveiling (30 November)
- Otago Museum Regional Museums Hui (6 December)

Attendances for most events was restricted due to Level 2 directives, so all have been at maximum (albeit limited) capacity. We expect to exceed our KPI target for 2020/21.

**External loans from Gallery permanent collection:** No current loans to other galleries or museums.

**Talks, tours and education programmes** (Annual Plan KPI = 50 per annum): Or regular programme of talks to community groups and schools have been put on hold. A limited number of tour and special interest groups visited our facilities between August and October which included:

- Toitu Otago Settlers Museum
- South Otago Art Group
- NZ Jaguar Owners Club
- Queenstown Wine Club
- Gore Memorial RSA Travel Section
- Gore District Historical Societ,
- Gore Art Group.

We expect to meet our KPI target for 2021/22.

**Gallery earthquake strengthening:** This project has been completed. Now awaiting signage and vestibule fit-out.

**Maruawai project:** Stage one Moonshine Museum redevelopment. A summary of the project timeline is as follows:

July: Distillery equipment was installed and the HVAC system was commissioned. Floor coverings were installed.

August: Lighting installed, fit-out of food prep area was completed. The exterior site works were completed and the loading bay gates and fixtures were installed.

September: The final interior paint finishes were applied. The HVAC system was fully commissioned. Fire and security systems were commissioned.

October: Relocation of Gore Visitor Centre to front-of-house. Temporary exterior signage was installed. The installation of audiovisual and data infrastructure commenced and on-site display work is still progressing.

November: Distillery was commissioned and the distillery wing was formally launched.

December: On-site display works currently in progress.

Concurrent to this work, a range of off-site display fabrications are underway and the trust is developing additional lines of merchandise in readiness for the eventual full project launch.



#### 4. COMMUNITY EMPOWERMENT COORDINATOR (Mark McCann)

##### **Ongoing work**

- The Southland Newcomer Leadership Scholarship utilising the Migrant Participation Fund previously reported on has been a huge success. A total of six applicants based within the Gore District have graduated from the course this year. Several people have also notified us of their interest in enrolling in the course next year.
- To this end, we have applied for further funding to support their participation. We hope to be able to ensure 12 more people from the Southland region can participate in the initiative in 2022.



- We have continued to collaborate with 'Welcoming Communities' representatives from Great South, Invercargill City Council and Southland District Council to form a regional advisory group. This group also administers the funding for the Southland Newcomers Leadership scholarship.
- The Gore District Council was one of nine Councils that piloted the Welcoming Communities programme nationwide. Due to its success around the country, another eight Councils have come on board and we have been sharing our experiences and ideas with those council's representatives.



- Welcoming Communities is an initiative that brings together local government and communities to make the community a more welcoming place for everyone to live in. It was developed in recognition of the fact that communities are healthier, more vibrant, happier and more productive when those new to the area are welcomed into the community.

- We have been updating the newcomer community about Covid-19 restrictions and vaccinations via Facebook and the newcomer website. We have made people from overseas aware of information that has been presented in 37 different languages.
- We continue to upload relevant events to the NZ Newcomers Network website and Facebook page to inform newcomers of upcoming events/activities/opportunities.
- We have connected newcomers with relevant organisations to support them find employment, legal advice, establish connections and ease their sense of isolation.
- We have continued to support and promote the local International Connect Group as well as the Gore Badminton Club.



### **Community engagement in the last two months**

We have engaged with the following organisations: Community and faith leaders, Great South, Southland Multicultural Council, Ministry of Ethnic Communities, Invercargill City Council, The International Connect Group, Southland District Council, REAP, New Zealand Newcomers Network, Welcoming Communities NZ.

### **Events**

- The Welcome Plan working group met to discuss the draft before it was presented to the Council. The Council approved the plan to be released publicly and seek feedback. This process ended on 9 December 2021.
- Work will continue on the new Gore District Welcome Plan after considering the public's feedback.
- A seminar, led by an immigration advisor, was held with newcomers to inform them about the recent changes to the residency visa application process. This has been a significant development and has made it easier for migrants to obtain this visa. It also places a timeframe on the process which has provided much relief to applicants as others have been waiting for long periods of time to be informed about their status.

- The Council has agreed to make the Welcome Trail a permanent fixture. Work will be carried out to replace the current flag plaques as these have become weathered over the six month trial period.

## Projects and initiatives

We have been working with REAP to provide the following initiatives:

1. Driving lessons through 'Drive My Life' for newcomers have started and others have shown interest in taking advantage of this initiative.
2. Mandarin language lessons have begun for seven students who have thoroughly enjoyed the lessons.

**BEGINNERS CHINESE**

A basic course for new starters to learn the Chinese language.

This 6 week course is for absolute beginners who have no previous Chinese language experience.

The course will cover:

- The basic rules of Chinese Pinyin.
- The basic strokes of Chinese.
- Basic communication, words and sentences in Chinese.
- Learn to ask and answer everyday questions.
- Express like or dislike.

**Mondays**  
1, 8, 15, 22, 29 NOV  
6 DEC  
6pm - 8pm  
\$40 for the 6 weeks.

**Tutor: Charley McDonald**  
王晓丽

Please bring a notebook along to class.

**Southern REAP Gore**  
6 Fairfield Street  
GORE

For more information, or to enrol in this class, please phone Southern REAP on 0800 111 117 or email [info@reap.co.nz](mailto:info@reap.co.nz)

**RURAL EDUCATION**  
[www.reap.co.nz](http://www.reap.co.nz)

**Southern REAP Inc**

- A group of English teachers who support learning for IELTS (International English Language Test) have come together to offer lessons in support of newcomers learning English.

**TAKE YOUR FIRST STEPS TO LEARN ENGLISH**

**IELTS**  
INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM

Providing you with the best service in Southland

**LISTENING SPEAKING READING WRITING**

**TALK TO US**

**Chase**  
0273948253

**Gloria**  
0272355165

**Annette**  
0272498823

[nzsouthernielts@gmail.com](mailto:nzsouthernielts@gmail.com)

## 5. REPORT FROM THE LIBRARY MANAGER (*Lorraine Weston-Webb*)

### **COVID-19**

The Gore District was at Alert Level 2 from 1 September through to 2 December 2021. The libraries were open with some limitations. These centred around safety regulations (social distancing, mask-wearing and signing in) in order to comply with government advice. Unfortunately, the libraries were unable to offer children's activities and visiting children had to be accompanied by an adult. Opening hours and the number of people in the building at any one time were also reduced.

As from 26 October 2021, the Mataura Library and Service Centre was operating at its normal hours and the Gore library reinstated Wednesday evening and Saturday opening hours. These additional hours have been welcomed and appreciated by the public, as some had found it difficult or impossible to visit at the previously limited hours.

As at 3 December 2021, the Gore District was designated orange under the Government's new protection framework (traffic light system). Social distancing was reduced to one metre (previously two metres) which allowed the libraries to safely accommodate more people for longer periods. In line with guidance received to date, the Council does not require library customers to show a vaccine pass. A Council working group of senior staff has been established with a watching brief. This group is regularly updating the Chief Executive, Councillors and all staff.

### **Making loans even easier**

In response to the protection framework and the potential impact these changes will have within the community, the libraries have implemented a permanent *Call and Collect* service. Members can phone the library or complete an online form and library staff will prepare a selection based on the person's reading preferences. The loan package will be ready for collection at the library at a time and date of the member's choosing.

### **Books to you**

A revamped housebound service for readers who find it hard to visit the library. 'When you can't get to the library, we'll bring the library to you'. A volunteer delivers books tailored to the person's reading interests on a three-weekly cycle.

### **Pre-selected book bundles**

These bundles are available in the library for those short on time and/or reading ideas.

### In-library sessions

The Gore library's children's activity room and the Mataura library's meeting room have been repurposed to ensure staff and community leaders are able to provide one-on-one assistance. To date, these have been used for:

- COVID vaccination pass assistance;
- Device advice;
- Adult tutoring
- Assisting the over 80's parking permit applications; and
- The Justice of the Peace Wednesday evening sessions at Gore Library that restarted in November.

### Online author talk



The library offered a Zoom author talk on 12 November. Australian Crime writer, Chris Hammer spoke about writing and his latest novel 'Treasure and dirt'. This was offered by *OverDrive*, one of the library eBook suppliers at zero cost. It was a very interesting and entertaining evening talk enjoyed in the comfort of our own homes.

### Summer Reading December 2021-January 22

Participants in this summer's reading challenges are spoilt for choice. They can choose either a paper-based or online challenge. The online version is a fun addition courtesy of our recent acquisition *Beanstack* programme readers can use on their computer or via the Beanstack app.



The reason for this offering is due to the prolonged periods of time throughout 2020 and 2021 where children have not been able to visit the libraries unaccompanied, so we want to offer as much as we can when their access is so limited.





The library website also has links to other national and international reading challenges for keen readers.

### **StoryWalk®**

The latest story is 'Greta and the Giants' by Zoe Tucker. Starting at the Gore Gardens, families can take a stroll through our lovely parks, enjoy exercising in nature, have some special whānau time and read a great story together. After completing the walk, children can collect a bee-friendly garden surprise activity from Gore Library.



Our NZ Libraries Partnership secondee has delivered a summary to a library forum on this project and given advice and specific procedures to more than ten other New Zealand libraries who plan to set up a **StoryWalk®** for their District. See Appendix I for a recent Story Walk report.

### **Waitaki Library visit**

The libraries hosted a visit from the Waitaki Library Manager and senior colleague on 8 December. *'Thanks so much for your wonderful hospitality ... we very much enjoyed our time together and all the information/ideas/resources you shared'*

### **Volunteer retirement**

The retirement of Joy McIntyre after 30 years delivering books to the housebound was recognised with a morning tea. Other retired and current volunteers and the library team all attended.

**Gore Library power outage**

The power was off between the hours of 9.00am–2.30pm on 7, 9 and 14 December. This was due to power pole replacement on Hokonui Drive and the library was closed during these outages.

# StoryWalk®



JULY- NOVEMBER 2021

## StoryWalk® Report

GORE DISTRICT  
**LIBRARIES**

TERESA BLACKBEARD  
Community Engagement NZLPP





## STORYWALK® OVERVIEW

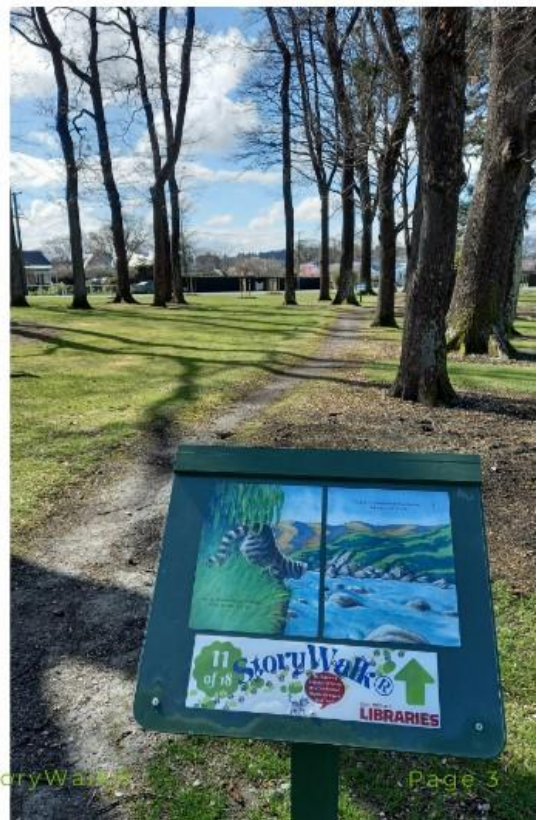
The StoryWalk® and Welcome Trail is a collaboration between Gore Library, Gore District Council Newcomers Network and the Parks and Reserves Team. This free activity for the community combines movement and the reading of uplifting stories to encourage enjoyment of our beautiful parks, physical wellbeing and literacy.

The project was inspired by the international StoryWalk® movement that has grown in popularity worldwide due to the Covid-19 pandemic. It's many benefits for communities include creating a sense of inclusion, mental wellbeing and positivity across a wide demographic.

The results of this 5 month trial have proven the value of the StoryWalk® and Welcome Trail for promoting reading for wellbeing, awareness of cultural diversity, increasing public engagement with our green spaces and the Gore Library. It is wonderful to be able to continue providing this positive community building resource.

# INTENDED OUTCOMES

- Promote literacy and reading as beneficial for social and mental wellbeing for young and old
- Guide people towards the library's temporary location
- Provide a free activity for anyone, but particularly families, to enjoy together
- Encourage physical activity and appreciation of our parks and reserves
- Increase awareness of the beauty of nature and its many benefits for all ages
- Inspire an understanding of diversity and kindness within the community







## KEY FEATURES

- 18 StoryWalk® sign posts
- 40 flags on the 20 Welcome Trail signs
- 800m of connecting pathways
- Numerous park benches
- A forest of tall trees, many beautiful plants and green spaces
- A primary school community adjacent
- A route linking the bird aviary and the Lyne Street playground for children to locate and enjoy
- Post design that enables efficient updating to a new story





# CHALLENGES AND SOLUTIONS

- Mud underfoot at signpost #14 was speedily rectified by the Parks and Reserves team with a graveled area in front of it. The gravel will be replaced to remove the mowing hazard this created.
- The surprise August lockdown delayed the installation of the second story, *The Cat from Muzzle*, by three weeks. But the activity was still enjoyed as part of people's daily walks.
- Moisture seeping between the laminate damaged the first stories pages. The solution was found to print subsequent book pages on waterproof synthetic paper.
- Cold winter weather provided challenges in getting the signposts installed in July. Extra sealant added around base of posts secured them from sideways movement.
- Small acts of vandalism have necessitated the replacement of one acrylic screen and periodic cleaning of signposts





# STATISTICS AND ENGAGEMENT



**4**

Books put up on the  
StoryWalk® with  
corresponding activities  
at the library



**8**

Positive advertising  
opportunities with  
Hokonui Gold radio and  
the Ensign newspaper



**55+**

Known interactions on  
Facebook- many more  
on closed groups



**63**

Outreach interactions  
with schools,  
kindergartens and  
preschools



**181**

Children have visited the  
library to collect StoryWalk®  
activity packs or  
Welcome Trail info



**100s**

Of parents, children, joggers,  
dog- walkers and elderly  
enjoy the StoryWalk®  
according to the anecdotal  
evidence we frequently hear

# FEEDBACK

A whānau from Te Anau stumbled across the StoryWalk when it first went up. "Loved it- what a great idea!"

An older gentleman found the StoryWalk® and came into the library especially to say what a great and appropriate story *The Lost Library* was for us all in these times.

"Cool activity! The flags are a good challenge!" -Invercargill family

"We did the last story about the cat 4 times!" -4 year old and Mum



"Love it! Fabulous thing to do. Hope you do another one!" -Local grandmother

"We saw the start while looking at the birds... the story was really good. Great bonus that it ended at the playground!" -Gore family

One bearded dragon visited the library after a home-based carer took her children to read the StoryWalk® about a bookshelf dragon and they wanted to show other people their unusual pet!



"We've never seen so many people walk past our house along that footpath. All ages, enjoying the stories. I've come to get a book out on the farming station the StoryWalk® talks about" - Gentleman who lives along the StoryWalk® route





## RECOMMENDATIONS GOING FORWARD

- Stories will be selected for the StoryWalk® that link into and promote other positive Council or district wide events. For example, On the Fly River Festival/ Hokonui Culture Feast/ Hokonui Fashion Awards/ Tussock Country Music festival etc. Connect these events to resources available through the library too.
- Explore the potential to link future community building activities with the StoryWalk® e.g. Children's storytime in the park under the trees, an exercise group in the park or on the reserve, a gathering to pick up rubbish, singing/art together in the park or in the library space etc.
- We will continue to offer this positive, free, family-friendly activity because of it's ongoing support and popularity. The story will be changed every 6-8 weeks due to the time required to gain permissions etc. The StoryWalk® and Welcome Trail are an important resource for supporting a healthy connected community.



## 6. Report from Communications/Marketing Manager (Sonia Gerken)

### Purpose

The purpose of this report is to provide an overview of communications activities and the Council's communications channels for November and December.

### New Website

The Council's new website has been live for about four months. By all accounts, it has been well received by customers. We have 169 people who have created My Gore accounts and have processed 1,397 business transactions.

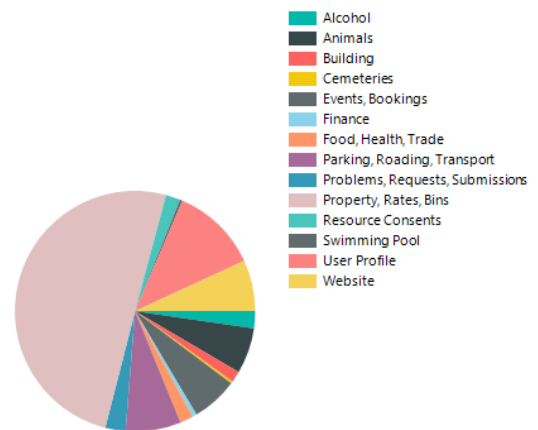
Here is a breakdown of those transactions.

## Applications by Category

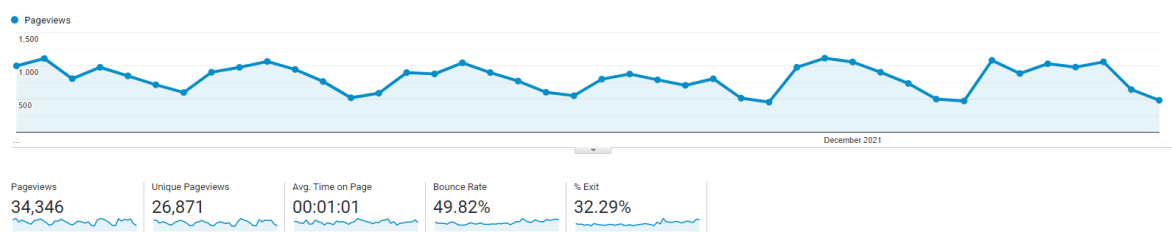
From: May 2021 To: December 2021

Total: 1,397

Category	Count
Alcohol	32
Animals	86
Building	21
Cemeteries	4
Events, Bookings	87
Finance	8
Food, Health, Trade	25
Parking, Roading, Transport	104
Problems, Requests, Submissions	38
Property, Rates, Bins	701
Resource Consents	27
Swimming Pool	5
User Profile	163
Website	96



Here's a Google Analytics overview of behaviour on the website for between 1 November and 12 December:





Other statistics of interest for this period include:

- 6,871 – the total number of users
- 52.93% – the percentage of people who access the website via their mobile phone

The most popular pages have been Property Search, Gore Aquatics Centre, Rubbish Collection and Cemetery Search.

Our Google business performance is also seeing an increase in traffic. For November, there were 2,867 people who viewed our business profile, up 24.8% on November 2020.

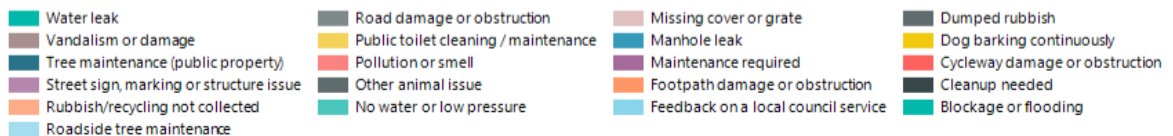
1,604 searches on Google triggered our business profile, up 50.8% on November 2020.

### Antenno

The Gore District Advent Calendar event has been a boost for our Antenno statistics, as the daily clues are pushed out via Antenno as well as Facebook and radio.

There have been 2022 downloads of the app, which equates to just over 33% of our rating units.

There were 64 reports sent to our customer service team via Antenno between 1 November and 12 December. The topics were:



### Facebook

Despite Facebook changing its algorithms yet again, making it challenging to get post engagement, our figures for 14 November to 11 December were up on the previous 28 day period.

- Page views 2,449 (up 36%)
- Page likes 46 (up 39%)
- Page reach 22,971 (up 21%)
- Post engagement 17,021 (up 27%)

### Branding

Work has been ongoing in rolling out the new District signage around our parks and reserves. It is hoped to have new signs up at the Gore gardens and Bannerman Park before Christmas.

The Parks team has also been working with our graphic designer to create a team logo. Below is the final design, which has received the tick of approval from staff. The logo will be applied to vehicles and clothing, similar to the 3 Waters logo.






# VISITOR INSIGHTS REPORT



## GORE VISITOR CENTRE



TOURIST INFORMATION  
BOOKINGS | TOILETS 

### OPEN HOURS

MONDAY TO FRIDAY 9:00am - 5:00pm

The Hokonui Moonshine Museum is  
temporarily closed for redevelopment



# SUMMARY

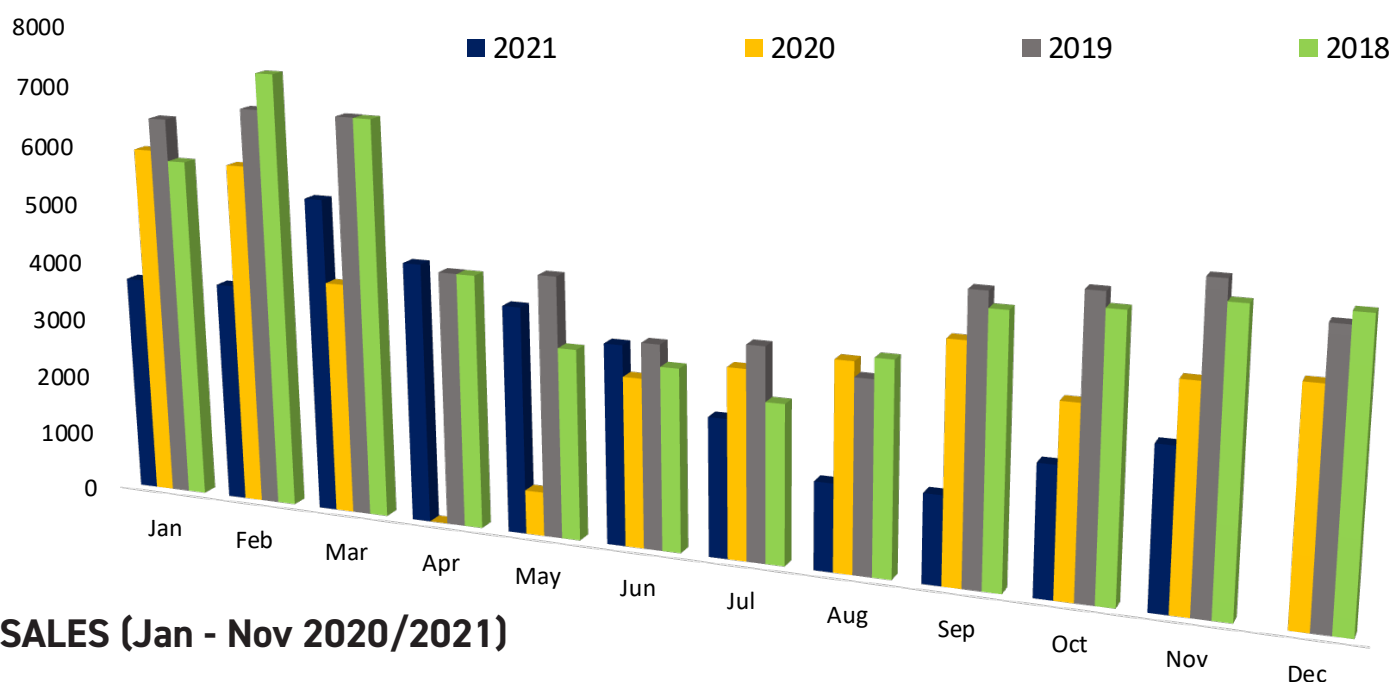
'Heart of Southland'

- **Tourism NZ Update** - Focus and performance support tourism in the Covid-19 setting and continue to work closely with Regional Tourism Operators. NZers are getting out and about and enjoying the tourism sector. Obviously, it is massively challenging with the long-lasting Auckland lockdown, and we have seen the impact on spend with numbers down 35%. We are expecting worse for October.
- Tourism NZ's international strategy is to encourage visitors to continue planning and dreaming of visiting New Zealand. There is a new global campaign ready for summer 2022/2023.
- These are challenging times as other destinations open up and competition is on the increase, while our gates are not going to open immediately and will take time to build up visitation again. Currently, our top six markets have a downwards trend. We are seeing changes in NZ views of tourism and positive sentiment around it. 70% of New Zealanders are ready for the country's borders to be open and 82% believe tourism is good for NZ.
- TNZ teams are working alongside the aviation sector to support rebuilding connectivity, as we are massively reliant on aviation. Summer 2022/2023 airlines worldwide will decide on their commitment for summer seasons and submitting our aviation requirements will help decision-making around deployment and commitment of various airlines' fleets towards NZ.

## VISITOR CENTRE STATS

- For the period January 2021 to Nov 2021 the total number of visitors was **34,362**, which is **down 6%** on the same period last year.

### Gore Visitor Centre Visitor Numbers (Jan-Dec) month-on-month Comparison



## SALES (Jan - Nov 2020/2021)

- The centre's gross income for the Jan - Nov 2021 was **\$52,617.73** which is **down 21%** on the same period last year. Again, comparisons need to be taken in the context of the second COVID-19 lockdown in August this year and having Auckland borders closed.

Interestingly, there have been increases in the sale of GoreNZ, Historical Society and Hokonui moonshine products.

- Sergeant Dan T-Shirt up 400% from 2 to 10 units,
- GoreNZ Place Names Tea Towel up 114% from 21 to 45 units, and
- Moonshine Whisky Liqueur Chocolates up 85% from 194 to 360 units.

# TOURISM ELECTRONIC CARD TRANSACTIONS (TECTs) YE MAY 2021

1 June 2020 – 31 May 2021 (12 months)

- Total visitor spend up ▲ **9.9%** to \$75 million
- Accommodation services spend up ▲ **16.6%** to \$2 million
- Cultural, recreational, and gambling services spend up ▲ **10.9%** to \$1 million
- Food and beverage serving services spend up ▲ **18.1%** to \$10 million
- Retail sales - other spend up ▲ **12.7%** to \$19 million
- Retail sales - alcohol, food, and beverages spend up ▲ **2%** to \$26 million
- Retail sales - fuel and other automotive products spend up ▲ **19.3%** to \$14 million
- Other passenger transport spend down ▼ **95%** to \$0.058 million
- Other tourism products spend up ▲ **11.2%** to \$4 million

FRESH INFO

ADP

ACCOMMODATION  
DATA PROGRAMME



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HONORA WHAKATUTUHI

## Measures (ADP) all accommodation types in the Gore District Oct 2021

- Number of active establishments 6
- Number of stay units 173 same
- Average stay units per establishment 28.8 same
- Monthly stay unit capacity 5.4K
- Available monthly stay unit capacity 5.2K same
- Percentage of stay unit capacity available 97.2% ▼ from 92.7%
- Stay unit nights occupied 1.3K down ▼ from 2.6K
- Capacity utilisation rate 23.5% down ▼ from 48.4%
- Occupancy rate 24.2% up ▲ from 49.5%
- Total guest nights 2.1K down ▼ from 4.8K
- Domestic guest nights 2K down ▼ from 4.6K
- International guest nights 133 down ▼ from 230
- Guest arrivals 1K down ▼ from 2.6K
- Average guests per stay unit night 1.7 days - same
- Average nights stayed per guest 2 day up ▲ from 1.9

- The Gore District's accommodation occupancy rate for October 2021 was **24.2%, down from 49.5%** on the same period last year. However, there was an increase in the average night stay per guest to two nights.
- Having Auckland borders closed was one of the contributing factors. Again comparisons need to be taken in the context of COVID-19 driving current trends.

# VISITOR FEEDBACK/MEDIA ARTICLES

GORE VISITOR CENTRE



4.5 ★★★★★



Zoraia Garcia

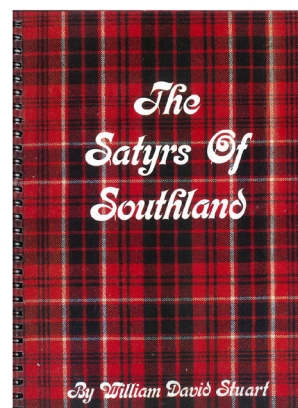
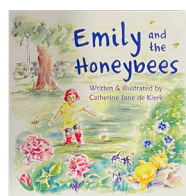
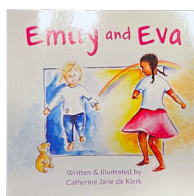
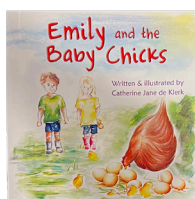
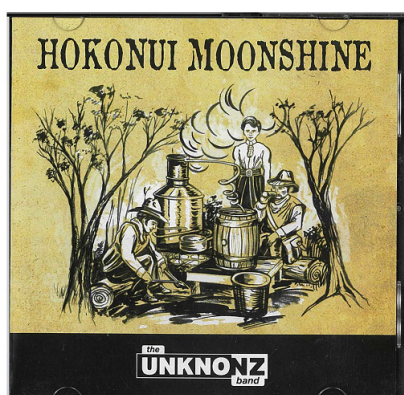
1 photo

★★★★★ 4 months ago

**Response from the owner** 4 months ago

Thank you for the great feedback! On behalf of the team and myself, we're happy to hear that you enjoyed your visit. We hope to see you again soon.

## Visitor Centre New Merchandise



Gore Visitor Centre new merchandise available to purchase just in time for Christmas.



**Sources:** Total Spend in NZD Figures for Year End October 2021 TECTs (Tourism Electronic Card Transactions) | ADP Stats NZ Accommodation October 2021  
Vend GoreNZ Shop Jan-Nov 2021 | Gore Visitor Centre FootPrint Counter Nov 2021

The Tourism Electronic Card Transactions (TECTs) data is provided by Marketview, which use a base of Electronic Card Transactions (ECT) spending from the Paymark network (approximately 70% of total ECT spend) to estimate total ECT spend. Despite some limitations, currently, the TECTs are the best available measure for tracking tourism spending in New Zealand amidst the COVID-19 border restrictions.