

# Report to Council



**DATE:** 25 June 2026  
**TO:** Mayor and Councillors  
**FROM:** Chief Executive

---

## Response to Notice of Motion

### 1. Summary

This report has been prepared in response to the Notice of Motion regarding the Hokitika isite Visitor Information Centre.

The report provides information on the current operation of the isite, including visitor usage, operating revenue and expenditure, and the net cost of the service to ratepayers.

The report also highlights the role of visitor information services within the wider tourism system and directs elected members to the Tourism Experience Discussion Paper prepared as part of the Long Term Plan process, which contains a broader assessment of tourism-related activities, visitor servicing, destination promotion and future options.

Council seeks to meet its obligations under the Local Government Act 2002 and the achievement of the District Vision adopted by the Council in June 2025, which are set out in the Long Term Plan 2025–2034.

### 2. Background

The Hokitika isite Visitor Information Centre operates as part of New Zealand's national isite network and provides visitor information, booking services, destination promotion and support for both domestic and international visitors.

Visitor information services have traditionally formed part of the tourism infrastructure supporting Westland's visitor economy. In addition to assisting visitors directly, the isite promotes local businesses, attractions, events and experiences and contributes to the overall visitor experience within the district.

The Notice of Motion seeks information regarding the operation, costs, benefits and future considerations associated with the Hokitika isite.

To assist Councillors in considering the Notice of Motion, this report provides information on the current operation of the isite, including visitor metrics, financial performance, payments made to Council for rent and overheads, and the net cost of the service to ratepayers.

The Tourism Discussion Paper, prepared as part of the Long Term Plan process, provides broader context regarding the role of tourism within Westland, the contribution tourism makes to the district, the range of organisations involved in supporting the visitor experience, and future considerations relating to visitor servicing and destination management.

Together, this report and the Draft Tourism Discussion Paper provide both the operational information requested through the Notice of Motion and the wider strategic context relating to tourism and visitor servicing within Westland.

**3. Current Situation**

The Hokitika isite currently provides:

- Visitor information and destination advice.
- Accommodation, activity and transport bookings.
- Retail sales and tourism product promotion.
- Visitor support services.
- Distribution of regional tourism information.

The facility is located within a Council-owned building and operates under arrangements that include rental and overhead payments to Council.

**Visitor Metrics**

Visitor utilisation of the Hokitika isite has shown strong growth in recent years. Total footfall increased from 33,737 visitors in 2024 to 47,933 visitors in 2025, representing an increase of 14,196 visitors (42 percent). Visitor numbers have remained strong in 2026, with 20,315 visitors recorded during the first three months of the year. These figures indicate the isite continues to play an active role in supporting visitors and the wider tourism experience within Westland.

**Financial Performance**

**Revenue**

Targeted Tourism Rate	\$292,436
Revenue	\$160,382

**Expenditure**

The operation of the isite generates revenue for Council through occupancy and support service charges.

Building Rental	\$82,789
Corporate Overheads	\$55,470
<b>Total Payments to Council</b>	<b>\$138,259</b>
Operational Overheads	\$314,559

**Net Cost to Ratepayers**

After accounting for operational revenue and Council recoveries, the net cost of providing the service is approximately: **\$154,177 per annum**

**4. Options**

**Option 1**

Receive the report and note the information provided regarding the operation, visitor metrics, financial performance, rent and overhead recoveries, and ratepayer contribution associated with the Hokitika isite Visitor Information Centre, together with the Tourism Experience Discussion Paper attached as Appendix 1.

**Option 2**

Do not receive the report and associated appendices.

**5. Assessment of Options**

**Option 1 – Receive the Report and Associated Appendices**

Receiving the report enables Council to formally consider the information requested through the Notice of Motion. The report provides information regarding the operational and financial performance of the Hokitika isite Visitor Information Centre, including visitor metrics, revenue, operating costs, payments

made to Council through rent and overhead recoveries, and the net cost of the service to ratepayers. It also includes the Draft Tourism Experience Discussion Paper as Appendix 1, providing broader context regarding tourism, visitor servicing and the visitor experience within Westland. There are no direct financial implications associated with receiving the report.

**Option 2 – Do Not Receive the Report**

Not receiving the report would mean the information prepared in response to the Notice of Motion is not formally considered by Council. This would limit Council's ability to consider the operational and financial information relating to the Hokitika isite alongside the broader tourism context contained within the Draft Tourism Experience Discussion Paper. There are no direct financial implications associated with this option; however, it would not address the intent of the Notice of Motion.

**6. Preferred Option(s) and Reasons**

**Option 1 is the preferred option.**

Receiving the report enables Council to consider the information requested through the Notice of Motion, including the operational and financial performance of the Hokitika isite and the broader tourism context provided through the Tourism Experience Discussion Paper attached as Appendix 1.

**7. Recommendation(s)**

7.1. That the report be received.

7.2. That Council notes the information contained within the report regarding the operation and financial performance of the Hokitika isite Visitor Information Centre.

7.3. That Council notes the Tourism Experience Discussion Paper attached as Appendix 1.

**Barbara Phillips**  
**Chief Executive**

**Appendix 1: CONFIDENTIAL DRAFT Tourism Experience Discussion Paper**