

# ABOUT YOUR RTO



**CEDA**  
CENTRAL ECONOMIC  
DEVELOPMENT AGENCY

TE MAURI O  
**MANAWATŪ**  
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# THE ORG.

**THE CENTRAL ECONOMIC DEVELOPMENT AGENCY (CEDA) IS THE ECONOMIC DEVELOPMENT AGENCY AND REGIONAL TOURISM ORGANISATION FOR THE MANAWATŪ REGION, WHICH ENCOMPASSES PALMERSTON NORTH CITY AND THE MANAWATŪ DISTRICT.**

As the Regional Tourism Organisation for Palmy and Manawatū, CEDA looks after the promotion of the Manawatū region and represents the voice of the destination to potential visitors.

## WHAT IS OUR MAHI?

CEDA is responsible for driving and supporting the growth of our visitor sector across the region. Our role is to ensure relationships and opportunities are maximised, drive domestic visitation and deliver high value programmes and support. We work closely with national organisations including Tourism New Zealand and Air New Zealand, iwi and regional tourism representative bodies, local government, and tourism businesses in the region. We also work closely with other regional economic development agencies and regional tourism organisations.

We've been working hard to amplify and enhance reasons to visit Manawatū. Our regional website [ManawatuNZ.co.nz](https://www.manawatuNZ.co.nz) is proving to be a popular 'shop window' for visitors to check things out before they come, and while they're here. Our regional identity is growing fast. Visitors are enjoying The Country Road, the Coastal Arts Trail, and all of the truly unique Manawatū experiences.

In addition to all of that, we're continually developing useful resources and how-to guides to help tourism businesses thrive in an ever-evolving travel and tourism industry.



# THE 'WHY' BEHIND CEDA'S MAHI

**The visitor sector has a direct impact on the economy by increasing the likelihood of retaining and attracting migrants, new business, and investment to the region.**

With competition between regions now at a premium, it's vital that CEDA continues to focus on encouraging unique offerings, making sure it not only promotes these, but supports the tourism sector and particularly tourism businesses, to sustainably grow and thrive. This ensures that the region not only delivers what visitors want to see but is in line with the community's wants and needs.

How is the visitor sector linked to broader economic development work? What is the value of being an integrated EDA and RTO? Simply put:

- >> To market a region – be it to talent, investors, visitors – they all have unique needs, but they are all interlinked.
- >> You wouldn't consider moving somewhere that you wouldn't spend a weekend in.
- >> You wouldn't consider investing or setting up a business somewhere if you couldn't attract good talent.
- >> You can't attract talent without compelling things to do and so on...

**In conclusion: supporting and strategically managing the visitor sector ensures productive, sustainable and inclusive growth, enhances economic opportunities, and creates vibrant, proud and prosperous communities.**

# WHAT IS A REGIONAL TOURISM ORGANISATION // RTO?

**Traditionally RTOs are fundamentally tasked with growing visitor expenditure in the region to support the economic sustainability of communities and marketing the region to drive visitation.**

There are 31 RTOs in New Zealand, who are all members of **Regional Tourism New Zealand association** each varying in size, structure, and scope of activities they undertake. Some RTOs are fully funded by councils (like ours), and some are funded or subsidised by annual membership. RTOs act as a bridge between tourism operators, national tourism bodies, and local and central government.

RTOs are the conduit to key national bodies including Tourism New Zealand and Air New Zealand, and work to advocate for and champion the needs of the visitor sector in their regions.

They look after the overall promotion of their regions and represent the voice of the destination to potential visitors.

Each RTO is funded and structured differently, with more than half of the network being integrated into an economic development agency, just like CEDA.

With the release of the 2019 Aotearoa Tourism Strategy, and the struggles of over-tourism in many of our hot spots, the industry saw a positive shift in the focus of RTO's across New Zealand to look at the visitor sector holistically across the management of the destination, the development of the region and sector, the value that it brings to communities, and then the marketing as the cherry on top – this is what Destination Management Plans are focused on.

## WHO MAKES UP THE TEAM?



We're a small but dynamic team with a diverse set of skills and backgrounds. You can see the CEDA team here [CEDA.nz/about/our-team](https://ceda.nz/about/our-team)



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# HOW TO STAY UP TO DATE WITH THE VISITOR SECTOR IN PALMY AND MANAWATŪ?

We have a range of ways that CEDA can keep up to date with what's happening in the Manawatū economy and happenings in the visitor sector.

If you're interested in the behind-the-scenes of what we're doing in our mahi and staying in the loop with events coming up, join us on our CEDA social channels ([Facebook](#) and [LinkedIn](#)) or [sign up to our newsletters](#) such as the Seasonal Visitor Industry Update newsletter, the Quarterly Economic Update, the Training and Development Guide for businesses and more.

# USE FREELY AVAILABLE VISITOR AND ECONOMIC INSIGHTS

We produce, source, and report on key data and insights on the visitor market for the region.

- >> [Visitor Segmentation Report](#) - Who are our visitors really?
- >> [Quarterly Visitor Spend Report](#)
- >> [Annual Report on Community Sentiment](#) towards the Visitor Market
- >> [Quarterly Regional Economic Updates](#)

# ACCESS BUSINESS GROWTH SUPPORT

**The bonus of having your RTO sit within an economic development agency is having access to other services to assist your business.**

CEDA offers a range of business advisory services, including the Regional Business Partners programme. These are aimed at businesses that are small to medium sized, and who are keen to strengthen and grow their business to the next level.

Our Growth Advisors take a bird's-eye-view of your business, and based on your needs, they'll connect you with the right resources, people, and training to help move your business forward. Your first step is to sign up on the [Regional Business Partners programme website](#). Then you'll be able to set up a meeting with one of our Growth Advisors.

When you meet with your Growth Advisor, the first thing you'll do is have a discovery session and look over your business plan. From there, the Growth Advisor will give you some feedback to consider, or some areas of opportunity to explore. Depending on the findings of your discovery session partial funding may be available. Please note that funding is subject to eligibility criteria. Funding levels are capped at 50% up to a maximum of \$5,000 per annum. Your Growth Adviser will provide detailed information about what funding can be used for.



# WORKING WITH THE CEDA TEAM

**No two days are the same for us, and our small team looks after a wide variety of projects on the go to showcase and profile the regions' people, places and businesses to our different audiences.**

## OUR BUSINESS AS USUAL INCLUDES:

- >> **Looking after the regional brand and identity.** We're the voices and custodians behind the Manawatū brand and assets. This includes social media, website, media engagement and overall promotion of the region.
- >> **Supporting the development of more tourism products and experiences in the region.** To ensure we're evolving and competitive as a region, CEDA work with businesses and stakeholders in the visitor industry to identify and develop opportunities or 'product' that aligns with our region's Destination Management Plan and can be used to drive visitation here. Some of the new products and experiences that we've focused on over the years, and more recently, include developing the official Manawatū Scenic Route and connection into the New Zealand Cycle Trail, development and launch of the Coastal Arts Trail, supporting the development of Te Āpiti - Manawatū Gorge, partnering with mana whenua to share and digitize the cultural stories of our region, and the enhancement of The Country Road scenic route and experiences by working with rural communities and creating interpretive signage across the region.
- >> **Working with Media** - We have a strong network of media connections and relationships that have been forged over many years. We're the go-to for the region

when it comes to hosting media here, responding to opportunities and assessing where we will get the best return-on-investment to showcase and celebrate our part of Aotearoa. From hosting a travel journalist to pitching story ideas and partnering on campaigns, media plays a big part in our BAU.

- >> **Always-On Marketing** - Our always-on marketing activity includes developing campaigns throughout the year, targeted digital ads across Google, Facebook and more, and enhancing and pushing the regional website ManawatuNZ.co.nz. This includes ensuring we have the best, freshest marketing assets to show our region in the best, truest light. From **videos and photography** to **content pieces and itineraries**, we're always growing our marketing assets for the region.
- >> **Developing a sustainable and economical visitor industry.** Our **Destination Management Plan** for the region enables us to think about the future and develop our destination in a way that is sustainable for our destination.
- >> **Data and Insights.** As the RTO and EDA, we work to monitor the economic trends and changes in our region and communicate those to our stakeholders and wider business community. We also undertake key research to better understand our visitors and who we should be targeting, along with monitoring visitor spend, accommodation nights and the sentiment of our community towards the visitor economy.
- >> **Investment opportunities.** CEDA works to attract and facilitate new investment into the region, and the expansion of existing businesses. For the visitor industry we have a particular focus on increasing our region's accommodation capacity, and supporting the development and feasibility of new attractions that support our region's objectives such as the opportunities identified in **Te Āpiti - Manawatū Gorge Master Plan**.



# HELP US // TO HELP YOU!

**CEDA's work is underpinned by the strength of our relationships and partnerships, and we're a big believer in the power of collaboration. We want to work together to celebrate and showcase the region and make our future a sustainable and thriving one.**

## LET'S TALK ABOUT MANAWATŪ

We encourage you to share our [stories](#) and [web content](#) through your own channels. The [regional video](#) is a great place to start! If you are after something that you can't find, get in touch with the CEDA team.

## CONNECT WITH US ON SOCIAL MEDIA

Sharing our content is a great way to gather engagement from your audience. Follow us [@ManawatuNZ](#) on Facebook and [@Manawatu\\_NZ](#) on Instagram. We will occasionally share high-quality content from local businesses when appropriate, so be sure to tag us in your posts using [#ManawatuNZ](#), and hashtag [#ThisIsManawatu](#).

## HELP GIVE US INSIGHT

We love to hear anecdotes to support and inform what we're looking to do through our marketing campaigns, please share good feedback or notable visitors to your business with the team. Have you seen a change in the type of visitors you're getting? Had an influx of Wellingtonians? We'd love to hear about it!

## USE OUR INDUSTRY HUB

Our [Industry Hub](#) contains a range of resources, how-to-guides, updates and information we've created for businesses in the visitor market. These are regularly added to and updated. If you have any suggestions for additional resources, please don't hesitate to [get in touch with the CEDA team](#).

## USE OUR MEDIA LIBRARY

CEDA has a Media Hub on our website, allowing you access to plenty of beautiful images of the region. All you need to do is create a login for free access. Can't find something? Get in touch - we may have this on our files, or it will help us understand what may be required for our next photo sourcing project!

## GENERAL POINTS AROUND OUR MARKETING APPROACH

We know we're in a competitive market for visitors, and we have limited budgets. We concentrate our marketing resources on specific behavioural and geographical segments to ensure we're getting maximum value. In these markets, our media selections and media channels are chosen for their impact potential and to get the best return on investment.



## CONTACT THE TEAM

We're here to help!

Get in touch with the team today.

[marketing@ceda.nz](mailto:marketing@ceda.nz)

[CEDA.nz/about/our-team](https://ceda.nz/about/our-team)

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