



OUR VISION

Marlborough is recognised internationally as a desirable destination, offering an experience which is authentically Marlborough.

With an enviable lifestyle, fabulous visitor experiences, and a community renowned for its hospitality, innovation, and leadership; Marlborough expresses an exemplary natural and built environment.

Marlborough thrives on diversity, creativity, prosperity and fun.

Background

Smart+Connected is Marlborough's regional economic development programme. Support is given to both communities and industries to strengthen collaboration through:

Being smart – Think strategically – more efficient, creating new solutions, leveraging new solutions to create new opportunities

Being connected – Don't do it alone, get informed, get supported locally, nationally and internationally

The Smart+Connected Visitor Economy Programme works alongside Destination Marlborough, Council and other tourism related stakeholders to represent the interests of Marlborough's visitor economy.

Overseen by a passionate group of operators, SCVE builds on existing efforts through encouraging innovative collaborative initiatives designed to create a stronger sector for everyone.



DESIRED OUTCOMES

2019-2020



Leverage Bike Walk development

Support bike walk developments across Marlborough and the Top of the South through advocacy, visitor attraction and project support.



Strengthen synergies between operators

Encourage greater business and professional development synergies between Marlborough tourism operators through innovative networking activities both at industry events and related networking efforts.



Leverage regional events and conferences

Help coordinate between conference and event organisers, and businesses to ensure the region benefits from their custom.

“We are now working towards a common goal as a team.”

“We are working together as Marlborough as a whole – as different parts of the puzzle”

“If we are as good as we possibly can be, everything else will look after itself.”