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Cycling Tourism Workshop Presenters Inspire

“Good tourism product is about the whole package. It’s about your business from every perspective and not just one part of it. In order to succeed in today’s tourism market your product has to be good,” says Kim Winterbottom, co-owner of Lake Roxburgh Lodge and workshop presenter. “Start with the basics, get them right and the rest will follow”.

About 50 people attended yesterday’s Cycling Tourism Workshop in Millers Flat, coming from as far as Naseby and Lawrence to hear Trail Journeys and Altitude Adventures, Wedderburn Cottages, Maniototo Curling International and Hayes Engineering, Maniototo Promotions, as well as Lake Roxburgh Lodge and staff members from Central Otago District Council. Their real and passionate insights provided food for thought for those listening.

Jonathan Gadd, Central District Council’s business development manager commented in his presentation that from what we have learnt from the Otago Central Rail Trail, the trails through the Roxburgh Gorge and Teviot Valley have the ability to transform and invigorate the rural communities they pass through.

The workshop was aimed at present and future tourism operators in the Teviot Valley, Lawrence and wider Central Otago community and focused on opportunities around the new trails; Roxburgh Gorge and Clutha Gold could offer.

“Seizing opportunities within the Teviot Valley is crucial to the viable future of Roxburgh and the surrounding villages, we saw opportunity and potential at the Lodge 16 years ago and still see opportunities abound throughout the Valley today, but times have changed over the years and most visitors are no longer content to sit in their vehicles and look at what is happening around them, instead they want to participate and learn new skills. This is where creative marketing opportunities and tourism providers are able to work together, spreading the passion we have for the Valley and their product”, Mrs Winterbottom highlighted in yesterday’s workshop presentation.

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