

Dear valued industry partner

On Tuesday we were advised by Waipa District Council that they were not in a position to continue to fund the isite functions in both Cambridge and Te Awamutu, effective from 1 July 2024.

As you can appreciate, this is a devastating blow for the team who this year had worked hard to reposition themselves in a more digital environment to support our visitors both before they arrived in Cambridge and whilst they were here. As a supportive Destination Cambridge member, we know that you will be greatly saddened by this news.

With the growth in visitor numbers predicted over the coming months, we believe Cambridge is poised to benefit immensely. The isite is a pivotal part of a visitor's experience, sharing local knowledge and assisting with their holiday planning. Increasingly, the team have been working with event organisers to either promote Cambridge as a destination for their event or supporting events that were bringing visitors to town with information and booking facilities. Our people are experts on our region and can give visitors inside information that means they can get off the beaten path to benefit our communities and a wider range of tourism businesses. This is especially valuable in the wake of Covid, as people reconnect and come back to NZ.

Last night we met to discuss the decision and where to from here. Our determination to continue to deliver to our visitors and you our industry is first and foremost and over the next month we will explore other commercial revenue streams and options.

In anticipation of the coming season, the isite is now opening 7 days a week.

We will keep you informed of developments, and in the meantime, the isite will continue to operate as usual.