

Report No:	RFN11-08-19
File No:	
Date:	17 August 2011
Decision Required	

REPORT SUMMARY

Report to: Corporate Services Committee
Meeting Date: 18 August 2011
Report Author: Chris Choat, Communications Advisor
Subject: **Naming of the Tasman Loop Trail – RFN11-08-19**

EXECUTIVE SUMMARY

Since the announcement of the success of the Nelson Tasman Cycle Trail Trust's (NTCTT) application, supported by the Tasman District Council, to be part of the National Cycle Trail a great deal of work has been completed.

In preparing the first stages of the region's trail within key dates and the need to engage the relevant industry and community partners, the need for appropriate trail names has become apparent and a decision is urgently needed to be made, hence the presentation of the report to this Committee.

The NTCTT has already undertaken a number of branding exercises to identify a regional identity and is now in the process of finalising the names of the major trails – the Dun Mountain and the Tasman Loop.

There are a number of steps any branding proposition must take to ensure the credibility and ultimate success of the item/event in question is supported and enhanced. The outcome must be easily understood and supported by not only the target customers but also those looking to work with the final identity.

This decision is being brought to the Committee to assist in the decision-making of the Tasman loop name as a result of a number of pressing commitments to the trail's introduction nationally and locally.

RECOMMENDATION/S

That the Corporate Services Committee engage, discuss and support a name for the Tasman Loop section of the Nelson Tasman Cycle Trails.

DRAFT RESOLUTION

THAT the Corporate Services Committee:

- a) receives the Naming of Cycle Trail Report (RFN11-08-19) and;**
- b) approves “Tasman’s Great Taste Trail” as the name of the Tasman section of the Nelson Tasman Cycle Trail.**

Report No:	RFN11-08-19
File No:	
Report Date:	17 August 2011
Decision Required	

Report to: Corporate Services Committee
Meeting Date: 18 August 2011
Report Author: Chris Choat, Communications Advisor
Subject: **Naming of Cycle Trail – RFN11-08-19**

1. Purpose

- 1.1 To approve the name for the Tasman section of the Nelson Tasman Cycle Trails as a matter of urgency.

2. Background

- 2.1 Since the announcement of the central Government support for the Nelson Tasman Cycle Trails as part of the national network of trails – The New Zealand Cycle Trail Nga Haerenga - the Nelson Tasman Cycle Trails Trust has been working on a number of levels to maintain the initial impetus and support.
- 2.2 Working in conjunction with a number of sectors including the Councils, local tourism operators and the directly-affected communities the Trust is moving towards a number of milestones such as the summer tourism influx and the Rugby World Cup to maximise the opportunities presented.
- 2.3 While the construction of, and development of, amenities within the Trails themselves is well advanced there is a need to create a coherent identity for each of the trails.
- 2.4 Throughout the network of the New Zealand Cycle Trails a number of names have been established each with their own rationale. The Trust, in consultation with a number of local contributors and a public competition, went through an initial process to identify an identity for the trails within the region.
- 2.5 In line with the central location of the region and the support of all forms of cycling enjoyed here, a regional identity was developed. The 'Heart of Biking' has been developed to provide a regional perspective of two very different offerings – the Dun Mountain Trail and the yet to be named Tasman Loop.

- 2.6 The 'Heart of Biking' identity (attached) will provide the basis of signage along the Trails and will possibly be developed to identify partner developments, supporters and amenities along the Trails.
- 2.7 The Nelson City Council has agreed to the name of the section of trail within their environs as the Dun Mountain Trail.
- 2.8 It is now requested that the Tasman District Council assist in the development, and ultimately support, a name for the Tasman-located section of the trail currently known as the Tasman loop.
- 2.9 A naming process has been put forward by the Trust that takes into account a number of steps to assist in the identification of an appropriate name.

3. Present Situation/Matters to be Considered

- 3.1 In naming the Tasman section of the Trail, Councillors should take into account the accepted precepts of a good product name. The defining of a good name is essential as areas compete to attract visitors to experience their trail/s and invest in the offerings alongside the Trail itself.

The Basics of a Good Name

Great visitor experiences have great names that are generally:

- easy to say** – short and to the point is always easier than multiple words or syllables ie two word names are better than three
- easy to spell** – shorter names are typically easier to spell. An important consideration for online searching
- easy to remember** – a critical ingredient for people to generate word of mouth referral. Word of mouth referral is most often the main source of information on new products and experiences
- just a little bit different** – in a way that helps people remember eg Flickr is easily described as “flicker without the e!
- consistently used** over time.

New tourism products/experiences should aim to achieve at least three out of the five elements above. Examples of names that score well across all the above criteria include: Shotover Jet, Milford Track, Te Papa, and Whale Watch.

Building a Strong Brand in the Market

Leading brands score well in terms of the naming basics above and they also offer:

- a **unique idea** or distinctive experience that results in a clear and strong position in the market. In other words – your experience must be **REMARKABLE** to stand out from the crowd. The Apple iPhone is a remarkable product that enjoys amazing word of mouth referral.
- a **strong sense of place and identity** - the personality of a brand is similar to that of a person and requires careful communication (this underpins the distinctiveness above)
- emotive** as well as rational benefits – simply, we want visitors to feel good when they think about our brand versus a competing brand
- a good **reputation** – most of the time it's cool to use the product or visit the place because others say it's cool e.g. journalists, famous people or respected commentators
- a whole **new category** for people to enjoy e.g. A.J. Hackett started a new bungy jumping category within the adventure tourism sector.

3.2 Understanding and clearly communicating the first three items above early on is necessary to ensure your brand enjoys a strong position in the market.

3.3 The chosen name should also provide confidence and support a willingness and direction to invest for those who wish to develop alongside the Trail. There are a number of examples throughout the national network where suggested names have created such confidence and inspired investment and there are examples where the opposite has occurred possibly damaging long term benefits.

3.4 The Cycle Trust has done some preliminary work to assist in the Council naming process against the criteria above and identified a number of unique selling positions for the Tasman section of the regional trails. (spreadsheet attached)

3.5 The outcome of this work has resulted in a name being put forward and the Trust wish to use this as the starting point of discussions with the Council with a desire to gain agreement on a Trail name.

3.6 As mentioned above the need to establish the name is becoming a matter of urgency if the Trails are going to be in a position to take advantage of the upcoming events.

4. Financial/Budgetary Considerations

4.1 There are no budgetary considerations.

5. Significance

5.1 This is not a significant decision under Council's Significance Policy, but it is likely to have a significant localised impact on those living near the Trail and those who wish to develop and invest in opportunities as the Trail develops.

6. Recommendation/s

6.1 That the Corporate Services Committee engage, discuss and support a name for the Tasman Loop section of the Nelson Tasman Cycle Trails.

7. Timeline/Next Steps

7.1 With the name discussed, decided and supported the Trust will then engage with the relevant sectors of the region ie tourism, transport, to fully develop the brand position within marketing initiatives designed to attract people to the Trails.

7.2 The name will be unveiled at the impending opening of the Rabbit Island to Mapua cycle ferry specifically designed to support to enhance the Tasman section of the Trails.

8. Draft Resolution

THAT the Corporate Services Committee:

- a) receives the Naming of Cycle Trail Report (RFN11-08-19) and;**
- b) approves "Tasman's Great Taste Trail" as the name of the Tasman section of the Nelson Tasman Cycle Trail.**

Appendices:

List appendix number and title of document