

Why this is important

From a stakeholder point of view

- Paihia is the main destination point into the Bay of Islands
- Millions of dollars are generated through tourism (\$1 million per day in Northland)
- The wider Far North (and Whangarei) all greatly benefit
- 'Destination' competition
- If Paihia 'falls over' the wider district will suffer
- Need to protect our natural resources
- The community is ready
- Will provide a sense of community pride