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To whom it may concern.

I was asked to provide an opinion on the value of the Camera Obscura project to Tourism in Whangarei.

To provide a bit of context, I have been involved in the Tourism Industry for over 25 years in various roles.

My company "Dive! Tutukaka" is a multiple Regional, National and International Tourism Award winner.

On a personal level, I have been Chair of the Northland Tourism Development Group for over a decade, a Board member of the RTO (Northland Inc) and as a Deputy Chair of the Tourism Industry Aotearoa (TIA) for the last 9 years.

Whangarei City has, in the past, had little connection with tourism, however, with the development of the "Te Matau a Pohe" bascule bridge and subsequent development of the "Hatea Loop", opportunities have opened up.

Whilst currently the use of the loop is mainly accessed by the local population, the opportunity to increase its attractiveness to domestic and international visitors will be significantly enhanced by the Camera Obscura project.

In the Tourism Industry, it is all about delivering great experiences and having a "Point of Difference".

The "Camera Obscura" project, through its amazing design, its experience, story and spectacular setting, will enhance our city's "Point of Difference" significantly.

As a "stand-alone" attraction it will certainly act as a catalyst to attract more visitors to Whangarei.

When built it will be further supported by the Hundertwasser project, the Hihiaua development and the Hotel and Conference center.

All these projects will add up to creating a significant increase in the attractiveness of Whangarei as a true Tourism Destination.

I, therefore, have no hesitation in recommending the "Camera Obscura" project as a game changer in this transformation from a rather dull City into an exciting and invigorating place to visit!

And I'm only too happy to expand on this if required,

Yours sincerely,

Jeroen Jongejans



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