

North Shore tourism venture launches

In a first of its kind venture, three North Shore business associations have banded together to form a new tourism initiative, [Explore North Shore](#).

Milford, Devonport and Takapuna Beach are supported by ATEED and the Devonport-Takapuna Local Board, in their campaign to promote both economic development and the treasures the shore offers – beaches, lifestyle and shopping.



“It has been a few years in the making, but we are underway now thanks to the funding support of the Devonport-Takapuna Local Board and ATEED,” says **Murray Hill**, Manager of Milford Business Association.

“The ENS team is confident that it can help raise the profile of Auckland’s North Shore.

“Over the past few years the area has experienced 0.1% and 3.4% growth in 2017/2018 respectively,” said Murray, *pictured*.



“We think ENS can build on that,” adds **Toni van Tonder**, Devonport Business Association Manager, *pictured*.

“The initiative has bold ambitions – it wants to be foremost on tourists’ minds when planning their visit to Auckland.

“That includes domestic tourism, which makes up about 90% of those visiting the area each year. Tourism dollars are worth around 9.7% of total spending in the area, with \$46.6m from domestic tourists to Auckland and \$26.8m from international tourists,” she said.



Terence Harpur, Manager of the Takapuna Beach Business Association, is a proud North Shore local.

“We want Explore North Shore to be not just recognised as a must-see area to visit; we want to capture the hearts and minds of those who aspire to experience all that we have to offer,” said Terence, *pictured*.

“With all three key tourist areas on the Shore now connected, this is a very compelling offer to market. Working together, the potential for growth is amazing.”

