

- 4.2. Cardrona has seen sustained visitor growth of around 10% over the past several years. With an average of 250,000 guests coming to our resort in the winter and summer guest numbers increasing.
- 4.3. This growth is predicted to continue, meaning a higher level of demand and need to expand to support the growth.
- 4.4. Cardrona Alpine resort is committed to investing in the future. Through development of new infrastructure, expansion of our business into year around activities and supporting our people and communities to succeed.
- 4.5. The district plan is an important element in helping us all recognise the importance of tourism and providing the mechanisms to help manage growth in an appropriate manner that,
 - 4.5.1. does not stifle sound investment opportunities; and
 - 4.5.2. promotes development; and
 - 4.5.3. promotes the ability to work more efficiently and effectively; and
 - 4.5.4. supports the growth of our local people with year round employment to build a stronger community and family connections; and
 - 4.5.5. supports our drive of creating 'epic experiences on our mountain with our people.'