

## **Case Study**

### **The Role Of Exeloo In The Regeneration Of Rural Townships**

Many rural townships get great benefit from tourism and visitors coming through their town, spending money on shops and cafes and participating in local adventure activities or sightseeing.

Tour operators and individual tourists often have a selection of routes available to them and naturally they choose routes that offer their customers a great experience. One of the most important factors in the decision of what town to bring their customers to is the quality of the toilet facilities available.



The town of Roxburgh is in Otago, in the South Island of New Zealand, on one of the main routes from Dunedin through to Queenstown. A group of local business women identified that if they provided quality public toilet facilities in the town, it would attract many tourists and coaches to stop in the town which, in turn, would enhance all of their local businesses.

After extensive research, they determined that the Exeloo product would be ideal for this situation and, after getting quotations and details for the supply and install of two Exeloo Jupiter triple toilet units, they lobbied the Central Otago District Council to get funding for the project. They also fundraised locally in the town to provide a living wall architectural feature and sculpture on the site adjacent to the Exeloo facilities. The two Jupiter triple units offer a total of 6 toilet pans. With an average use time of 1 minute per use, this facility is able to cater for a flow of 60 users every 10 minutes.



As a result of the Exeloo toilet installation in 2012, there has been a significant increase in the number of tour buses choosing to stop in the town of Roxburgh which has been a boon for the town's economy.

These toilet units are remotely monitored so the Council are able to administer the toilets from 40 kilometres away in Alexandra and are able to view details of the facility on their office computer through the web. A copy of a usage graph for the summer period is shown below.

The town of Stratford, located on the west coast of central North Island, New Zealand has also recognised the benefit of providing a quality facility for visitors. They have a town theme based on Shakespeare and the Tudor style. The architecture of the clock tower and many of the buildings in the centre of town have this theme which provides an excellent focal point for visitors to the area.



In this situation, Exeloo has provided two Exeloo Jupiter triple toilet units also providing 6 toilet cubicles and designed with a pattern to match the Tudor buildings in the immediate vicinity. To achieve easier access to these units, we raised the ground level by approximately 1.2 metres to bring the toilet facilities up to the main street level.



The Council is delighted with the result and expect to see a significant improvement in visitors to the town as a result.

