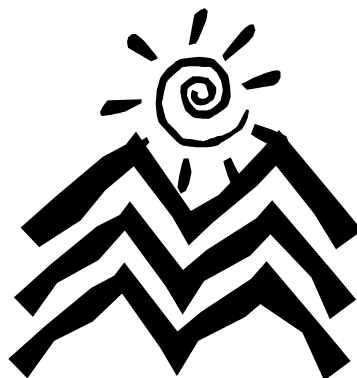




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development
Committee
Agenda***



12 April 2006

**TOURISM AND DEVELOPMENT COMMITTEE
MEETING HELD AT 1.00 PM ON WEDNESDAY 12
APRIL 2006 IN MEMORIAL HALL SUPPER ROOM,
ESPLANDE, KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 08/02/2006* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
<i>14 December 2005</i>		
Tourism Monitoring – gather information from Statistics NZ, Chamber of Commerce and figures from winter season 2005.	Tourism Officer	In progress
<i>8 February 2006</i>		
Development of Trade Manual.	Tourism Officer	In Progress
Business Surveys.	Tourism Officer	In Progress
Investigate format used by other Councils for “branding” and report back to workshop.	Tourism Officer	In Progress
Compile a list of key stakeholders to assist with developing a profile on Kaikoura.	Tourism Officer	In Progress
Hold a workshop to develop a profile on Kaikoura, including strengths, weaknesses and values.	Tourism Officer	Held 16/3/06
Publish a regular tourism newsletter to entire business community.	Tourism Officer	In Progress
Develop an events strategy	Tourism Officer	In Progress
Prepare an education flyer on freedom camping for immediate distribution.	Environmental Development Officer/Tourism Officer	In Progress
Ask local businesses for ideas and timeframes re winter marketing initiatives and report back to Committee.	Tourism Officer	In Progress

5. *Tourism & Development Statement of Accounts* *page 8*
6. *Tourism & Community Development Officer’s Report* *page 9*
7. *Branding Workshop Minutes* *page 32*
7. *Urgent Business*

Tourism & Development Committee Budget

For the period ended 31 March 2006

	Tourism & Development \$
Balance Brought Forward	57,871.03
INCOME	
Allocation from Council (2006)	100,000
Total Funds Available	<u>157,871.03</u>
EXPENDITURE	
<u>Marketing</u>	
Membership Contribution CCM	5,000.00
Lloyds Graphic Design (Advert)	718.00
The Press Advertising	1,794.24
Joint Venture Hurunui District	1,178.97
TCANZ John Macphail conference	976.36
	<u>9,667.57</u>
<u>Green Globe</u>	
Green Globe Membership	1,333.33
Green Globe Audit Assessment	1,007.67
	<u>2,341.00</u>
<u>KITI</u>	
Seafest Media Release	1,200.00
TRENZ Road Show	9,987.02
Oz Road Show	5,000.00
Tourism Organisation Meetings	1,997.33
	<u>18,184.35</u>
<u>Other Expenditure</u>	
Tourism & Development Officer Ad	1,843.54
Crippled Crays 18x48 Hrs Books	-
	<u>1,843.54</u>
Total Expenditure	<u>32,036.46</u>
Funds Remaining	<u>\$125,834.57</u>

PLEASE NOTE: the above figures do not include wages paid to the Tourism & Development Officer, or other personnel expenses.

TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT – APRIL 2006

Meetings attended

- Tourism workshop (16th March)
- Meeting with Scott Pearson, Hurunui Tourism and Mandy Fissenden, Kaikoura I-site manager (21st March) – refer to Hurunui Tourism section below
- Kaikoura Moteliers Association (31st March) – meeting to discuss autumn/winter initiatives in more depth and to strengthen working relationships between Tourism & Economic Development officer and the Moteliers Association and to build and strengthen working relationships between the different sectors within the tourism industry in Kaikoura. This meeting was very successful with a lot of enthusiasm for co-operation within the industry and support for early stages of Tourism & Economic Development officer's autumn/winter initiatives.

District Tourism Organisations meeting report

Main points of interest –

- Christchurch & Canterbury Marketing (CCM) – website will be upgraded – beginning in June 2006.
- Currently CCM website and trade manual do not reflect all the tourism products available, only that of Business partners. CCM now considering opening listings to non-Business partners
- CCM trade manual now only available in pdf form
- Recent research carried out by CCM – regional visitor monitor research will be available soon. This is part of a larger research project involving 6 major Regional Tourism Organisations, Tourism New Zealand and the Ministry of Tourism
- Also research concerning visitor decision-making will soon be made available
- Domestic marketing – focusing on short breaks – Visit Christchurch now website.

Responsible Tourism Research summary

Tourism and Economic Development officer spoke with Davina Stanford who recently completed PhD research entitled “Responsible tourism, responsible tourist: what makes a responsible tourist in New Zealand”. Ms Stanford sent a summary of the key findings which is included in Appendix 1.

This is a very interesting piece of research, providing an academic and up-to-date study of “responsible tourism” in Kaikoura and Rotorua. The Tourism & Economic Development officer emailed a report of this research to businesses in Kaikoura. This research provides a valuable reference not only for tourism businesses but for the wider community.

CURRENT PROJECTS

- **Trade Manual** – following extensive research into the development of a Kaikoura Trade Manual, Tourism & Economic Development Officer has notified businesses that a Trade Manual will be produced over the next couple of months. It is anticipated

that this project will be funded by a charge to participating businesses. At this stage, it is estimated that this cost will be in the region of \$50 per business.

Tourism and Economic Development Officer has discussed the production of a Trade Manual during the course of meetings with Scott Pearson, Hurunui Tourism (details below). He had suggested that a joint Trade Manual – might be an option – maximising our joint resources. The Tourism and Economic Development Officer recognizes the importance of building and strengthening the working relationships with Hurunui Tourism and has been doing so over the past months. The Tourism and Economic Development Officer also recognizes the importance of Kaikoura as an apex of the Alpine Pacific Triangle. However, Kaikoura is a strong and well-established destination in its own right. As a result, a specific Trade manual representing Kaikoura is still a valuable and necessary tool. At the international level, it is very important to stand out as a destination and not just as a part of a touring route.

The success of the first Trade Manual will be closely monitored and will be reassessed as required.

- **Hurunui Tourism** – as mentioned above, the Tourism and Economic Development Officer recently met with Scott Pearson and Mandy Fissenden to discuss, amongst other things, a joint Trade Manual which has already been mentioned above. Scott Pearson has recently been on an extensive trade visit to US and UK which will clearly result in benefits for Kaikoura.

In addition, a joint visitor guide was discussed. Although this guide would be Alpine Pacific Triangle branded, it would take the form of a comprehensive guide with tear-out individual guides inside. This would allow Kaikoura to have an individual guide. This would strengthen Kaikoura's position within the Alpine Pacific network and ensure consistency of material produced under the APT banner. Cost sharing on such a venture may result in a higher quality end-product which might not be possible for the case of a Kaikoura funded guide. Currently the Kaikoura guide is not product-based and there is a need to develop a product based guide which will provide a much greater amount of information for visitors. Options for such a joint guide are being investigated at the moment. Distribution channels for the guide and the manual are also being considered to ensure maximum reach and exposure.

- **Business surveys** – the analysis of the surveys (59 in total – 22 business surveys and 29 tourism surveys) is almost complete and these results will be posted on KDC website on completion of the analysis. The findings from the surveys will be used as the basis for forthcoming projects – refer to Environmental information below.
- **Environmental information and guidance for businesses** – following on from the Tourism & Economic Development officer's recent business surveys, the Tourism & Economic Development officer has been looking into the amount of environmental information available both to business employees and to customers/visitors. In addition, businesses who took part in the surveys were asked if they assessed the environmental impact of their own business. The results appear in Appendix 2.

With reference to this research (Appendix 2), it can be seen that a high percentage of surveyed businesses, particularly those in the tourism survey, provide environmental information and guidance for both customers and staff.

Businesses were asked if they assessed the environmental impact of their businesses, (93% of tourism businesses in the sample responded against 73% of non-tourism businesses) revealing a much greater percentage of non-tourism businesses carrying out assessment.

When surveyed businesses were asked if they would like to find out more about assessment of environmental impact of their individual businesses, tourism businesses showed a greater desire to learn about assessment than non-tourism businesses.

These results can be considered alongside Ms Stanford's research and will be used by the Tourism & Economic Development Officer and the Environmental Development Officer to work on a programme of environmental information and guidance provision for both tourists/visitors to the District and for businesses operating in the district - for example, Ms Stanford's research indicated that 97% of surveyed tourists believed that they should recycle but only 55% of them had recycled. 81.8% of tourists in campgrounds, 16% in hotels and 23% in motels had recycled. This information indicates that there is a lot of work to be done in informing and educating visitors about the environmental policies and principles of Kaikoura district and facilitating the recycling activities of these tourists/visitors.

➤ **Winter initiatives**

Tourism and Economic Development officer has been contacting businesses to gain interest in and ideas for a winter promotional campaign. There was an excellent response from all sectors of the industry particularly the accommodation sector.

Tourism and Economic Development Officer has also researched costs involved in using various advertising methods - these appear in Appendix 3.

Using all this information as a background and following a meeting with Neroli Gold, Lynette Buurman and Heather Manawatu, a proposal for a winter campaign has been drawn up.

Winter promotion Stage 1 – a promotional flyer will be developed which will be distributed to selected areas in Christchurch and Wellington and possibly Nelson. This flyer will be a double-sided colour document which will feature 3 “postcards”. One postcard will feature a message written by a child describing a family holiday in Kaikoura (targeting families), one postcard will target couples by describing a romantic break in Kaikoura and the final postcard will target those seeking an activity break (mixture of activities which may include walking, just relaxing or more active pursuits).

The other side of the flyer will contain details of a competition which will allow entrants to win a holiday in Kaikoura based around one of the above themes.

Guide to costs involved in distribution based on 10 000 fliers in both Wellington and Christchurch using NZ Post - \$ 1212 (total cost including GST)

Guide to costs involved in the production of 20 000 fliers – Quote from Allprint \$1973 (including GST)

Quote from Teamprint - \$1654 (total cost including GST)

Winter promotion Stage 2 – the competition will close 2 weeks after the flier distribution. Winner will be announced – prizes will be valid until September 2006.

Winter promotion Stage 3 – 2 weeks after the competition closes, a press campaign will take place using the same postcard themes as the flier.

Quoted rates –

- Dominion Post – in the region of \$11 000 plus GST for full page

- The Press - (average daily circulation 91,000)

Mon, Tue, Thu, Fri

Full page advertisement black and white \$5151.60 Colour \$7212.24 Full page feature black and white \$3816.00 Colour \$5342.40

Wed

Full page advertisement black and white \$5551.20 Colour \$7771.68 Full page feature black and white \$4112.00 Colour \$5756.80 (Colour features on Wed are subject to space availability)

Sat

Full page advertisement black and white \$6512.40 Colour \$9768.60 Full page feature available in black and white only \$5788.88

- The Christchurch Mail - tabloid format (circulation 116,000 urban Christchurch only Full page advertisement black and white \$1994.30 colour \$2279.20 Full page feature black and white \$1,386.00 Colour \$1584.00

- The Marlborough Express –

Full page black and white \$1539.00 plus GST

Full page with full colour \$1789 plus GST

Half page black and white \$769.50 plus GST

Half page full colour \$919.50 plus GST

This campaign will allow all businesses to have an opportunity to become involved due to the fact that it targets 3 different markets. Neroli Gold has approached a graphic designer to obtain costs for the design of the flier.

Tourism & Economic Development officer would appreciate Tourism & Development committee's opinions on such a campaign and on the possibilities of funding the flier distribution (Stage 1). Stage 3 would hopefully be funded by contributions by individual businesses.

The Tourism & Economic Development Officer believes that such a campaign gives an equal opportunity for all business to participate and benefit. It also allows businesses to advertise their own "mini-packages" within the scope of this campaign by aligning themselves with one or more of the three themes. This reflects the feedback gathered by Tourism & Economic Development officer from tourism businesses over the last couple of weeks.

- **Workshop summary** – one of the outcomes from the Tourism Workshop (16th March) was the suggestion of creating a short press brief suitable for an international newspaper. The purpose of this exercise was to test the key messages and to assess how well they can be communicated. Kaikoura must stand out from all other destinations within New Zealand and capture the attention of the potential visitor. Once this attention has been captured, the potential visitor will then begin to research and discover for him/herself what Kaikoura has to offer as a destination.

The Tourism and Economic Development Officer developed such a brief and sent it to all Workshop participants. A reminder was sent a week later to encourage more replies. The results appear below for discussion to decide on future action

Workshop Exercise – responses

Annie
Kaikoura District Council

DISCOVER KAIKOURA

Imagine a place where you could discover miles of stunning coastal walks beside the Pacific Ocean. Imagine a place where you could discover majestic mountain ranges soaring up only a few minutes drive from deserted beaches. Imagine a place where you could discover an ocean world teeming with life both above and below the surface of the water. Imagine a place where you could discover a rich history and vibrant living culture embedded in this land, this sea and this air. Imagine a place where you could discover all this. Imagine a place where you could discover yourself.

If you travel to Kaikoura on the east coast of South Island, New Zealand, you will discover all of that and more! The town is situated on a rugged peninsula surrounded by the pounding Pacific Ocean with towering mountains only minutes away. Its unique and breathtaking environment will touch your heart and touch your soul. Discover yourself – discover Kaikoura.

* * * * *

Stuart Grant
Kaikoura District Council

Imagine a place where you could discover miles of stunning coastal walks beside the Pacific Ocean. Imagine a place where you could discover majestic mountain ranges soaring up only a few minutes drive from deserted beaches. Imagine a place where you could discover an ocean world teeming with life both above and deep below the surface of the water. Imagine a place where you could discover a rich history and vibrant living culture embedded in this land, this sea and this air. Imagine a place where you could discover all this. Imagine a place where you could discover yourself.

Kaikoura on the east coast of South Island, New Zealand, is that place and you will discover all of that and more! The town is situated on a rugged peninsula surrounded by the pounding Pacific ocean on three sides and towering mountains on the fourth. Its unique and breathtaking environment will touch your heart and touch your soul. Discover yourself – discover Kaikoura.

* * * * *

Kandy Palmer
Norfolk Pine Motel

KAIKOURA - Where towering snow capped mountains rise from the sea and the rich currents of the Pacific Ocean sustain an astonishing variety of marine mammals, including the giant Sperm whale.

With alpine, coastal and bush walks and the unique opportunity to interact with whales, dolphins, seals and numerous bird species, Kaikoura is a rare place of such powerful beauty and natural diversity that all may enjoy the gift of being close to nature.

* * * * *

Neroli Gold
Kaikoura Winery

I think that the point of difference actually needs to be mentioned .i.e the whales!! I know we need a generic slant but Brian was adamant that we should focus on the point of difference as well as the abundance of marine life. As for the rest I think you incorporated most things well - not sure about 'Imagine' - as didn't someone else use this?!!!!

* * * * *

John MacPhail
Wings Over Whales

I am unsure of the target market for the press release if you are thinking Christchurch or local then it has merit but for international visitors it would not differentiate us from the other tourist areas. Need more emphasis on Marine wildlife in my opinion.

* * * * *

Paul McGahan
Tourism & Development Committee

DISCOVER KAIKOURA

Imagine a place where you can discover dramatic mountain ranges rising out of the Pacific Ocean.

Imagine a place where you can discover miles of stunning coastal walks beside the Pacific Ocean.

Imagine a place where you can discover an ocean world teeming with life above and below the surface of the water.

Imagine a place where you can discover a rich history and vibrant living culture embedded in the land, sea and air.

Imagine a place where you could discover all of this.

Imagine a place where you could discover yourself.

If you travel to Kaikoura on the east coast of South Island, New Zealand, you will discover all of this and more! The town is situated on a rugged peninsula surrounded by the pounding Pacific Ocean with towering mountains only minutes away. Its unique and breathtaking environment will touch your heart and soul. Discover yourself – discover Kaikoura.

Paul's Comments:

Wondered about what the pre-eminent statement should be?

Should it be about coastal walks?

Wondered about miles – sounds better than kilometres but is it suitable for the target audience? Are there miles of coastal walks to be discovered? I guess you are talking generically about just walking beaches

'both' seems a redundant word

Can the history and culture be embedded in the air?

Wonder about change of tense from this to that?

* * * * *

Kevin Heays
Mayor

- UNCOVER KAIKOURA -

JOIN US IN OUR LIVING NATURAL WONDERLAND.

UNCONDITIONALLY UNIQUE TO THE WORLD

THEN..... SET FREE YOUR SOUL!

APPENDIX 1

Responsible Tourism, Responsible Tourist: What makes a responsible tourist in New Zealand?

A Summary of key findings of PhD research

Davina Stanford, PhD Researcher, Victoria University of Wellington, Davina.Stanford@gmail.com

March 2006

1. Introduction

The impacts of tourism, both good and bad, are many and diverse. Responsible tourism has been suggested as one way of maximising the positive and minimising the negative impacts of tourism. There is little focus on the tourists' role in responsible behaviour and this research has sought to address that. The research was developed in the context of New Zealand and was based on two case study sites of Kaikoura and Rotorua. The following is a summary of the findings from the research.

2. Definitions

Table 1 is a definition of a responsible tourist based on interviews with key stakeholders in Kaikoura and Rotorua, both industry representatives and tourists.

Table 1: Definitions of responsible and non-responsible tourist

A responsible tourist:	Dimension
Demonstrates many of the following dimensions	
Is aware of and understands...the environment, culture, safety, local issues	Awareness
Spends (more)...money and time	Spending
Respects and appreciates...the environment, the people, the land & laws	Respect
Is open, tolerant and non-judgmental, celebrates difference	Openness
Is interested and engages...with the environment, people and culture	Engages

Expects high standards... of themselves and others	Standards
Reciprocates	Reciprocity

Many of the dimensions of this definition were similar to the characteristics of the Interactive Traveller and therefore it was concluded that by targeting the Interactive Traveller New Zealand tourism is also targeting responsible tourists (see Table 2).

Table 2: Comparison of New Zealand's Interactive Traveller with this definition of responsible tourist

The Interactive Traveller	Dimensions of responsible tourist
Consumes a wide range of tourism products and services	Spends more time and money
Seeks out new experiences that involve interacting with nature, social and cultural environments	Is interested and engages...with the environment, people and culture
Respects the environment, culture and values of others	Respects and appreciates...the environment, the people, the land & laws
Is considered a leader by their peers	
Doesn't mind planning and booking holidays directly	
Prefers authentic products and experiences	
Is health conscious and likes to 'connect' with others	Is interested and engages...with the environment, people and culture Reciprocates
Enjoys outdoor activity	Is interested and engages...with the environment, people and culture
Is sociable and likes to learn	Is aware of and understands...the environment, culture, safety, local issues
Has high levels of disposable income	Spends more time and money
	Is open, tolerant and non-judgmental, celebrates difference
	Expects high standards of themselves and others

3. Influences and constraints on responsible tourist behaviour

Key actions which indicate responsible tourist behaviour were identified: recycling, water conservation, crime prevention, experiencing local culture and spending additional money on activities and attractions. A survey of almost 450 tourists was held over two case study sites, targeting independent and semi-independent travellers. For various methodological reasons the first three actions were asked regarding behaviour on holiday in New Zealand in general and the last two were asked relating to the specific location of Kaikoura and Rotorua. For each of these five actions tourists were asked if they had done these things, if they thought they should and why or why not.

It was possible for a tourist to have done a number of the five responsible actions from none to all five. The results show that the average number of responsible actions was 3.4 (See Table 3). Although there is only a small spread between the

highest and the lowest it is worth noting that those with the highest average of responsible actions are from Australia (3.84) and use campground accommodation (3.63). At the lower end of the responsibility range domestic tourists only do on average 3.24 responsible actions and those using motel accommodation only 3.20.

Table 3: Means for nationality, accommodation, age and destination

	Mean	No.	Std. Deviation
Nationality			
Australia	3.84	38	0.823
Netherlands	3.50	26	0.906
United Kingdom	3.45	139	1.124
Canada	3.43	21	1.121
Other Western Europe	3.38	13	1.261
Germany	3.38	37	1.114
Other Northern Europe	3.36	14	1.277
USA	3.24	46	1.251
Ireland	3.23	13	1.092
New Zealand	3.02	41	1.235
Other	3.24	37	0.983
Total	3.39	425	1.115
Destination			
Kaikoura	3.14	207	1.117
Rotorua	3.62	218	1.063
Total	3.39	425	1.115
Accommodation			
Campground	3.63	98	0.924
VFR	3.43	21	1.207
Backpacker	3.39	140	1.221
Hotel	3.33	24	0.917
B&B	3.25	20	1.070
Motel	3.20	89	1.036
Other	3.43	28	1.289
Total	3.40	420	1.102

Four key variables with statistical significance were identified, nationality, age, destination (Kaikoura or Rotorua) and type of accommodation (see Table 4). The research shows that tourists in New Zealand are quite responsible and well intentioned. It can be seen from Table 4 that most tourists agreed that they should be doing certain things and to a lesser extent they practice these behaviours. The table also makes some comparisons with similar behaviours at home and indicates the extent to which some behaviours were practised more while on holiday in New Zealand than at home.

Table 4: Overview of data

		Actions in New Zealand in general, comparable with actions at home												Actions apply to Kaikoura/Rotorua			
	n	Recycling				Crime prevention				Water conservation				Local culture		Spending mone	
		Have ^{1†}	Should ²	At home ^{3†}	More ^{4†}	Have [†]	Should [†]	At home [†]	More [†]	Have [†]	Should	At home [†]	More [†]	Have	Should [†]	Have [†]	Should [†]
Nationality	429	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Mean response		55.0	97.9	86.4	16.7	86.9	80.6	90.6	19.9	68.6	72.8	60.4	20.8	55.1	77.2	74.8	76.4
New Zealand	43	48.8	95.3	88.4	16.3	88.4	86.0	92.9	16.3	67.6	75.7	73.0	10.8	48.8	69.8	44.2	53.5
UK	140	59.4	97.8	79.7	22.8	90.6	87.1	94.2	23.9	65.0	71.7	48.9	27.7	53.2	80.6	78.4	80.6
USA	46	37.0	95.7	89.1	8.7	82.6	78.3	76.1	26.1	71.1	73.3	62.2	18.6	69.6	91.3	65.2	84.8
Australia	38	42.1	97.4	92.1	7.9	100	86.8	89.5	26.3	89.5	73.7	92.1	7.9	63.2	78.9	86.8	78.9
Germany	37	59.5	100	97.3	0.0	86.5	73.0	91.9	21.6	75.0	85.7	69.4	13.9	43.2	62.2	75.7	67.6
Netherlands	26	76.9	96.2	92.3	34.6	76.9	61.5	100	3.8	68.0	66.7	52.0	20.0	53.8	61.5	80.0	76.9
Canada	21	33.3	100	100	9.5	95.2	95.2	95.2	19.0	71.4	71.4	66.7	14.3	55.0	90.0	85.7	71.4
Other W Europe	14	71.4	100	100	21.4	85.7	85.7	78.6	7.1	71.4	92.9	64.3	28.6	50.0	71.4	78.6	64.3
Other N Europe	14	57.1	100	100	0.0	78.6	71.4	92.9	7.1	64.3	64.3	42.9	28.6	53.8	69.2	85.7	92.9
Ireland	13	61.5	100	76.9	15.4	92.3	76.9	84.6	23.1	30.8	61.5	23.1	23.1	61.5	100	76.9	92.3
Other	37	64.9	100	70.3	27.8	67.6	61.1	89.2	13.5	64.9	64.9	67.6	25.0	55.6	69.4	78.4	78.4
	n	Recycling				Crime prevention				Water conservation				Local culture		Spending	
Age	429	Have [†]	Should	At home [†]	More [†]	Have [†]	Should [†]	At home [†]	More [†]	Have	Should	At home [†]	More	Have	Should	Have [†]	Should
<= 30 years	167	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
31-50 years	114	64.5	98.8	80.5	24.4	82.2	75.6	89.9	22.5	65.6	75.3	53.4	25.8	51.2	72.6	71.0	75.1
>= 51 years	137	60.7	97.4	88.9	19.0	87.2	74.4	94.0	22.2	64.7	67.2	60.0	21.2	58.3	82.6	82.9	76.9
		39.0	97.2	91.5	11.3	92.3	91.5	87.9	14.9	75.4	74.6	69.1	14.5	57.0	78.2	72.5	77.5
	n	Recycling				Crime prevention				Water conservation				Local culture		Spending	
Destination	429	Have	Should	At home	More	Have	Should [†]	At home [†]	More [†]	Have	Should [†]	At home	More	Have [†]	Should [†]	Have [†]	Should
Kaikoura	208	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Rotorua	221	58.7	98.5	85.4	20.4	87.4	86.9	93.7	16.5	68.3	80.6	60.9	21.0	35.8	66.7	67.6	72.9
		51.6	97.3	87.3	13.3	86.4	74.7	87.7	23.1	68.8	65.6	60.0	20.6	72.9	86.9	81.4	79.6
	n	Recycling				Crime prevention				Water conservation				Local culture		Spending	
Accommodation	423	Have [†]	Should	At home	More [†]	Have [†]	Should [†]	At home	More	Have	Should	At home	More	Have [†]	Should	Have [†]	Should
Backpacker	141	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Campground	99	66.4	98.6	85.0	22.9	81.4	74.1	88.6	20.0	63.8	74.6	52.9	20.4	55.5	81.8	75.7	80.7
Motel	89	81.8	99.0	86.9	21.4	88.9	84.8	89.9	23.2	74.2	79.4	59.2	26.8	42.4	66.7	80.8	70.7
Hotel	25	23.6	97.8	92.1	2.3	95.5	89.9	94.3	19.1	69.3	73.9	70.5	10.5	55.1	77.5	75.3	82.0
VFR	21	16.0	96.0	84.0	4.0	76.0	64.0	80.0	20.0	64.0	52.0	56.0	20.0	84.0	96.0	80.0	84.0
B&B	20	66.7	100	81.0	28.6	95.2	95.2	95.2	28.6	60.0	60.0	65.0	20.0	66.7	81.0	57.1	61.9
Other	28	21.1	89.5	78.9	15.8	90.0	75.0	100	10.0	70.0	65.0	60.0	20.0	60.0	80.0	85.0	85.0
		60.7	96.4	89.3	17.9	82.1	78.6	92.9	14.8	78.6	70.4	74.1	32.1	67.9	75.0	57.1	60.7

- *percentages are within each variable, not a percentage of total
- † Pearson Chi-Square significance
- ‡ Likelihood Ratio significance
- 1. Have while on holiday
- 2. Should while on holiday
- 3. Do at home
- 4. Have more while on holiday

These are shown in fuller detail below, identifying the key influences and constraints on these actions:

Recycling: On average 97% of respondents felt they should recycle while on holiday in New Zealand though only 55% actually had. There was a range of behaviour demonstrated by different nationalities with regards to the action of recycling with, Dutch (76.9%), other Western European (71.4%) and Irish (61.5%) respondents having the highest rates of recycling and those from Canada (33.3%) and the USA (37.0%) having the lowest. As for accommodation those staying in campgrounds were most likely to have recycled (81.8%) with those staying in hotels and motels were least likely to have recycled (16% and 23%). The qualitative data shows that overwhelmingly it is the presence of facilities which both influence and constrain this behaviour. Many of those who had been unable to recycle state they would if they could, and expressed concern and disappointment at being unable to practise this behaviour. Some tourists go to great lengths to recycle their rubbish and may carry it around in their cars, or return home with it. As far as responsibility is concerned, it appears that it is New Zealand which is falling short of the tourists' expectation rather than the tourist falling short of the destinations' expectations.

Crime prevention: On average 80.6% of respondents felt they should practise crime prevention while on holiday and 86.9% actually do. Of those who had practised crime prevention in New Zealand, the nationalities responding with the highest rates were from Australia (100%), Canada (95.2%) and Ireland (92.3%) and the lowest from the Netherlands (76.9%), other Northern Europe (78.6%), and USA (82.6%). As for accommodation, those staying in motels (95.5%), with friends and relatives (95.2%) or in B&Bs (90.0%) were more likely to respond that they had practised crime prevention with those staying in hotels (76.0%) and backpackers (81.4%) being the least likely. The qualitative data shows that most respondents say they practice crime prevention as a matter of precaution and that they perceive New Zealand to be a safe country, they also practise crime prevention as it is habitual to do so from home. Those who do not practise crime prevention do so because they perceive New Zealand to be a safe country and because they are not aware of the need.

Water conservation: On average 72.8% of respondents felt they should practise water conservation while on holiday in New Zealand and 68.6 actually did. Respondents from Australia (89.5%), Germany (75%) and Canada and other

Western Europe (both 71.4%) showed the highest rates and those from Ireland (30.8%), other Northern Europe (64.3%) and the UK (65%) the lowest. The qualitative data showed a range of influences on the action of water conservation: habit, values or beliefs, an information prompt, facilities. Constraints were due to a lack of awareness for a need and a perception that there was no need, being encouraged by facilities to waste water (e.g. big spa baths, no dual flush toilets). Several respondents expressed the opinion that they would have conserved water if they had realised the need or had been asked to.

Experiencing local culture:

On average 77.2% of respondents felt they should experience local culture with 55.1% who actually had. There is statistically significant difference between the two sites with a much greater number of respondents from Rotorua stating both that one should experience local culture there (86.9%) and that they had (72.9%) compared, with Kaikoura (66.7% and 35.8% respectively). Those staying in hotels (84.0%), with friends and relatives (66.7%) and at B&Bs (60.0%) were most likely, with those staying in campgrounds (42.4%), motels (55.1%) and backpackers (55.5%) the lowest. Qualitative responses showed a range of influences: wanting to learn about another's culture, personal interest and the unique nature of the product. Constraints related to time, no personal interest and having undertaken the activity elsewhere. There was also some criticism of the experience, with many tourists believing that the cultural tourist experiences on offer lacked authenticity or were too touristy. It is also interesting to note that overwhelmingly tourists interpreted culture in New Zealand to mean Maori culture, overlooking any other kind of culture.

Spending additional money on activities and attractions:

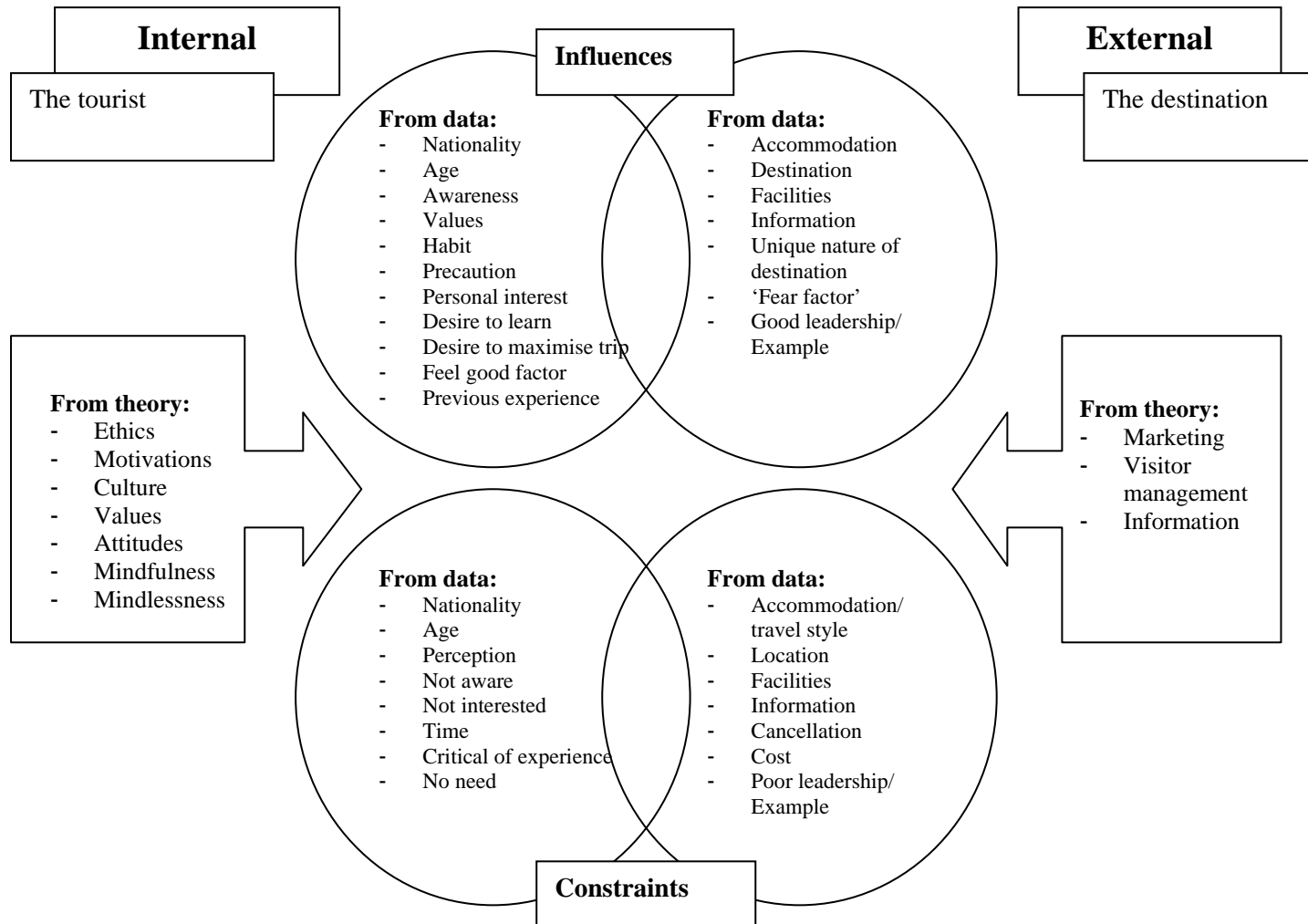
On average 76.4% of respondents felt that they should spend additional money on activities and attractions in Kaikoura/Rotorua with 74.8% stating that they had. A greater number in Rotorua say that they have (81.4%) when compared with Kaikoura (67.6%). The qualitative data shows that key influences are the unique nature of the experience, personal interest and to make the most of the trip. Constraints related to a lack of time, cost and having seen certain activities elsewhere. There are some other points from the qualitative data worth mentioning. Many respondents felt that activities were too expensive, particularly for domestic tourists and the data shows that only 44% of New Zealand tourists spend additional money on activities and attractions, compared with the average of 74.8%. Many other respondents felt that

the money they had paid should in some way go towards nature conservation or for the welfare of the local community.

Industry representatives also discussed the influences that they felt to be important. There are various strategies at national, regional and local levels, DoC concessions control wildlife viewing and different types of communication (such as tour guides, signage, interpretation, leaflets) were also considered to be effective. In addition leadership or setting a good example and a high standard were thought to be useful, as was marketing to encourage the right sort of tourist and discourage the wrong sort.

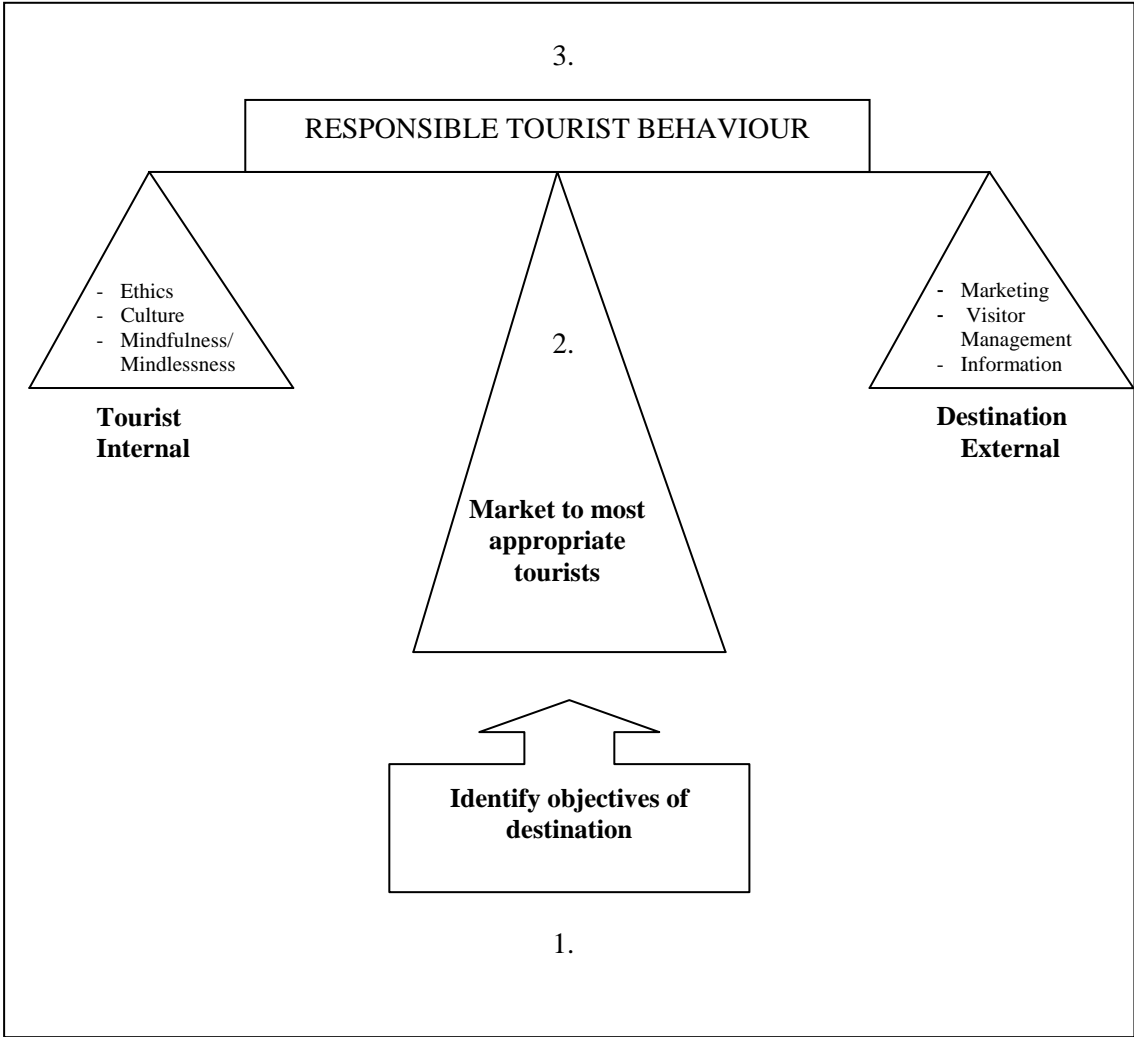
A summary of all these influences and constraints is presented in Figure 1, split into internal emanating from the tourists and external emanating from the destination.

Figure 1: Influences and constraints on responsible tourist behaviour



A three step model was developed which accounts for responsible tourist behaviour (see Figure 2). The first step to achieving responsible tourist behaviour is to identify the objectives of the destination (be it on the scale of a country, a locality, or a visitor attraction). The second step is to market to appropriate visitors and match the right tourists with the right product/destination. The third step requires a balance to be maintained between the personal aspects of the tourist and the various types of visitor management with which they interact. For example, the less inclined a tourist is to participate in a certain behaviour, the more visitor management that will be required to promote that behaviour.

Figure 2: Balancing responsible tourist behaviour



4. Effective Communication

Information was found to be a common influence on all five actions and effective ways of communicating to encourage responsible tourist behaviours were also explored. Different messages were trialled with regard to seal viewing distances and with regard to appropriate cultural behaviour at a Maori cultural performance. The messages and the behaviour are summarised in Table 5. These messages were based on a theory of moral reasoning which proposes 6 stages of moral development ranging from fear of punishment to universal ethical principles.

Table 5: Summary of scenarios

Scenario		
	Appropriate wildlife viewing	Appropriate cultural behaviour
	<p>The Kaikoura Seal Colony <i>You have just arrived at the seal colony at Kaikoura. The Department of Conservation are trying to stop too many tourists getting too close to the seals. However, in this scenario, you want to get really close to a seal to get a good photograph. Which of the following signs are likely to influence you to stay the required distance?</i></p> <p>A sign saying...</p>	<p>A Maori cultural performance You have paid to watch a Maori cultural performance. The Maori cultural performers want the audience to stay seated for the duration of the performance. However, in this scenario, it is a very hot day and you want to leave for five minutes to get an ice-cream. Which of the following are likely to make you remain seated?</p> <p>A performer tells you...</p>
Stage of moral development		
Stage 1 Fear of punishment	"Please stay 10 metres from the seals. Seals can bite."	"Please do not leave before the performance ends. You may not be readmitted to the auditorium if you leave."
Stage 2 Maximising pleasure/minimising pain	"Please stay 10 metres from the seals. Approaching closer will make them retreat to the water"	"Please do not leave before the performance ends. Leaving the auditorium before the end of a performance may affect the quality of the performance."
Stage 3 What significant others think	"Please stay 10 metres from the seals. Don't spoil this experience for other visitors".	"Please do not leave before the performance ends. Don't spoil this experience for other visitors".
Stage 4 What society thinks, emphasising good citizenship	"Please stay 10 metres from the seals. Respect Zealand's beautiful environment."	"Please do not leave before the performance ends. Please respect Maori culture."
Stage 5 Social contract or utility based on reasoning	"Please stay 10 metres from the seals. Approaching the seals can frighten them and their young."	do not leave before the performance ends. This is a sign of disrespect and may cause offence."
Stage 6 Universal ethical principles	"Please stay 10 metres from the seals. It's up to you to do the right thing."	"Please do not leave before the performance ends. It's up to you to do the right thing."

Messages which will most likely encourage responsible behaviour were at stages 4 and 5 of moral development, appealing to good citizenship and providing a reasoned argument respectively. It was particularly important for people to understand the reason for a certain action in situations which were unfamiliar to them and respondents particularly wanted to learn the reasons for the required behaviour at a cultural performance. The least likely messages to influence behaviour are messages based on stages 1, 3 and 6, punishment,

considering peers and universal ethical principles. These prove unpopular as stage 1 messages are perceived as negative, stage 3 messages are disbelieved and discredited, and stage 6 messages do not provide enough information or a rationale.

5. Conclusions and recommendations for policy and planning

- **Target the 'right' tourist and match them with the 'right' product**

Based on these discussions there are several areas where recommendations for policy and planning can be made. One of the key steps to achieving responsible tourist behaviour is attracting the right sorts of tourists and matching them with the right product/destination be it on the scale of country or of a small visitor attraction. Tourism New Zealand's 100% pure campaign has been successful in attracting the 'right' sort of international tourist. The research concludes that New Zealand is doing a good job in attracting responsible tourists. Particularly with regard to the international market, New Zealand is successfully marketing and attracting many of the 'right sort' of tourist through the 100% campaign, a tourist who cares for the environment, who is mindful of social norms, who experiences a range of activities and who understands the importance of their economic contribution, in other words the Interactive Traveller. Once on holiday a range of management tools is in place at the destination which can further facilitate responsible behaviour.

- **Meet the expectations of the Interactive Traveller**

The international tourists who are attracted by the 100% campaign come with high standards and values; they are also likely to think for themselves and they do not always complacently or passively accept their experiences. They may feel disappointed when they are unable to practise their values and are quick to criticise when they feel that New Zealand has fallen short of their expectations. The qualitative responses show that tourists are disappointed by the lack of recycling facilities, or by leaking taps. They question the authenticity of cultural experiences, and while they acknowledge their economic contribution, they are critical if they think activities are overpriced and they want to see some of this money returned to the environment or communities which have hosted them. Having successfully attracted these well-meaning, thinking tourists, New Zealand has to ensure that they meet them half way and provide facilities and information which supports, signposts and explains responsible behaviour.

Recycling is an obvious example of how these expectations need to be met. Better recycling facilities should be ensured for tourists in accommodation such as backpackers,

campgrounds and motel units. For higher end accommodation, while it might be unreasonable to expect such tourists to do the recycling themselves, they could be made aware that if they leave recyclable material out, it will be done for them. The provision of recycling facilities could have the added advantage of increasing visitor satisfaction, with visitors being able to practise their routine behaviours from home and being reassured that New Zealand is genuinely clean and green.

- **The domestic tourist**

The data shows that, with regards to responsible behaviour, the domestic tourist is not performing as well when compared with the international market, falling below the mean for four out of five responsible actions. This may be for a number of reasons, but if achieving responsible tourist behaviour is to follow the three step model marketing should be developed for the domestic tourist, to place these tourists with the right products. In addition, tourism in New Zealand is getting sub-optimal yield from domestic tourists. This has significant policy implications and needs to be fed into the preparation of a domestic campaign. A possible policy response is to have two-tier pricing for New Zealanders and international tourists. It makes good sense to promote domestic tourism in New Zealand: the domestic tourist, when compared with the international tourist, is not similarly subject to fluctuations in currency, or surcharges on fuel for a long-haul flight and has the potential to spread the season if they can be encouraged to take holidays during the low season in addition to their summer holiday.

- **Develop the 100% campaign**

It is suggested that the 100% Pure campaign could be developed further to include the participation of these responsible tourists and to recruit the tourist as part of achieving responsible tourism, encouraging them to be “100% the best tourists”. Expectations of what it means to be “100% the best tourist” could be distributed. The objectives of the New Zealand Tourism Strategy 2010 states that visitors and their host communities should understand and embrace the spirit of **manaakitanga** (hospitality) and that, New Zealander’s environment and culture should be conserved and sustained in the spirit of **kaitiakitanga** (guardianship). These terms *kaitiakitanga* and *manaakitanga* could be explained and tourists encouraged to enact them.

- **Culture**

There seems to be a perception by international tourists that ‘culture’ means Maori culture. The scope for cultural participation could be broadened further by promoting different

aspects of New Zealand's culture. There is also much criticism of the authenticity of cultural products and there could be better matching of the appropriate level of cultural experience with the right tourist.

APPENDIX 2

Results from the general (non-tourism) survey :

ENVIRONMENTAL ISSUES

6. Do you assess the environmental impact of your business?

16 responses were gathered

Yes	75%
No	12.5%
Not really	12.5%

58% of those who carried out environmental assessment did not go into any details. Respondents were further asked to give details of what types of assessment they carried out. The responses given did not really specify assessment methods but did highlight areas where environmental concern was focused - soil testing, using recycled paper, reducing chemical usage, solar energy, use of biodynamic fertilizers and environmentally friendly products.

6.1 If you do not assess the environmental impact of your business, would you like to find out more about assessment?

Fifteen responses were made

YES	40%
NO	60%

6.2 Do you provide any form of environmental information or guidance for staff?

For this question, 13 respondents answered

YES	69%
NO	31%

Within the "yes" category, 2 respondents (9%) stated that the level of information they provided was minimal, with the remainder not specifying any details

6.2.1 Do you provide any form of environmental information or guidance for staff?

As above, 13 respondents replied.

YES	61%
NO	39%

Results from the tourism business survey

ENVIRONMENTAL ISSUES

7. Do you assess the environmental impact of your business?

Sixteen (59%) of the 27 respondents assess the environmental impact of their business.

YES	59%
NO	41%

Respondents were asked to give details of any assessment carried out within their business operation. A range of answers were given but few revealed any details of actual assessment methods.

- Informal methods/re-cycling (11)
- Green Globe (3)
- Low impact business (2)
- Commitment to sustainable living centre (1)
- Liaison with Department of Conservation (2)
- Conscious low energy consumption (1)
- Monitor water usage (1)
- Use local products (1)
- Conservation awareness (1)

7.1 Would you like to find out more about assessment?

Eighteen respondents answered this with 11 (61%) indicating that they would like to find out more about assessment. It is worth noting that several of the survey respondents are currently involved with Green Globe either as bench-marked or certified businesses.

YES	61%
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NO	39%
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Additionally, respondents were asked how KDC could provide assistance with assessment. Suggestions included funding for planting natives in the wetlands area, actively encouraging businesses to take a greater interest in the environment and explaining the Green Globe philosophy and practice.

7.2 Do you provide any environmental information or guidance for staff?

Eighteen answers were given – 14 (78%) businesses do provide such information.

YES	78%
NO	22%

Examples were given

- Environmental guidance is part of staff induction (2)
- Guidance from national organisation’s environmental advisor (1)
- Department of Conservation involvement
- From legislation relating to business operation
- Green Globe awareness

7.3 Do you provide any environmental information or guidance for customers?

Twenty four respondents answered this with 20 (84%) businesses offering information to customers.

YES	84%
NO	16%

As well as a general “yes” response, more details were mentioned by respondents

- Recycling/Zero Waste/Green Globe information available to all customers (7)
- Information relating specifically to the marine environment (2)
- Pre-tour briefing (1)
- Information packs for customers detailing conservation issues and need to respect the natural environment (1)

TOURISM BRANDING WORKSHOP

THURSDAY 16 MARCH 2006 AT 1.00PM

PRESENT: L Buurman (Dolphin Encounter), J Macphail (T&D Cttee), J MacDonald (Willowbank Motels), C Palmer (Norfolk Pine), H Simpson (Sonic & Adelphi Hotel), M Fissenden (KITI), P Sigglekow (KITI), S Thomas (T&D Cttee), K Heays (Mayor/T&D Cttee), W Stone (Whale Watch), 4 Wheel Safaris, H Manawatu (Maori Tours), N Gold (Kaikoura Winery), Lavendyl Farm, P McGahan (T&D Cttee), S Grant (Chief Executive Officer), A Paterson (Tourism & Economic Development Officer), B Westwood (Facilitator).

APOLOGIES: J Dreaver (Endeavour Heights), T Kahu (T&D Cttee), J Wilson (Hapuku Lodge), D Smith (T&D Cttee), J Kemp (Dusky Lodge), R Murray (T&D Cttee), P Hislop (Hislops Café), N Pablecheque (Lobster Inn), P Hockney (Anchor Inn), Lazy Shag Backpackers, M Boyd (Donegal House), Lemon Tree Lodge.

Should the Tourism & Development Committee be charged with marketing Kaikoura as a destination? Yes from all.

What do you see as the perceptions of Kaikoura (positives and negatives) such as:

- *What does Kaikoura has to offer in terms of where to stay and what to do?*
- *What motivates people to come here?*
- *What's unique to Kaikoura, what will make visitors stop or come here?*

POSITIVES	RATING
Whalewatching	
Landscapes	
Dolphins	
Scenery	
Coastal	
Marine Life	
Crayfish	
Seafood	
Reputation	
Accommodation variety	
Halfway point	
Maori culture	
Rural small town	
Peoples passion	
Fishing	
Diving	
Relax	
Adventure	
Reconnect with your inner being	
Safe	
History	
Kiwi holiday spot	

Shops	
Business confidence	
Stopover	
Information centre	
Strong tourism business	
Surfing	
Golf	
History	
Slower pace	
Variety of ages	
Employment growing	
Services(taxis)	
Special events	
Education	
Marine lab	
Sell	
Progression	
Interaction	
Uniqueness	
Nature	
Variety of air	
Walks	
Isolation	
Peace	
Care for environment	
Geographical makeup	

NEGATIVES	RATING
Small population	
Lack of other full time industries	
Seasonality of tourism season	
Perception of kaikoura as whales only	
Weather dependent	
Lack of tourist accommodation for larger businesses/wholesalers	
Quality and value not living up to expectations	
Perceived as low budget destination	
Domestic perception	
Skill labour pool	
Low wages	
High living costs	

What are the top things that you would talk about to get people interested in the destination and want to come here. (High Rating)

Secondary, what are the next things you want to add to the content.

Hygiene factors – visitors expect them. (0-3)

People surprises – things to tell people about

You are going to have core messages about the destination that should stay constant all the time and will vary depending on market you dealing with.

Key messages (Point of difference)

- Geographical uniqueness – Mountain/ Ocean trench / Coastal
- Abundance of marine wildlife
- Cultural connection
- Interaction – surfing/diving/fishing/people/events
- Specifics – whales/dolphins/seals (volume/accessible)

Stuart – when talking about point of difference – whales and dolphins are our point of difference.

Facilitator – I'm not sure that Kaikoura communicates particularly well the abundance of Kaikoura – you normally only see one or two dolphins in Kaikoura images when there are actually hundreds at a time in each pod. Accessibility and consistency of getting out to the whales is a huge bonus– its not a seasonal thing.

Candy – there are lots of places all over the world where you will find whales, but usually only at the beginning of May – that's our point of difference-all year round.

J Macdonald – it's the variety and uniqueness, the whole package together.

Wally – if they say that if we'd only known you wonder what made their decision to come. If passing thru don't have to do any marketing just place signage at each end of town. Someone in UK – what is it that's going to make their decision? When someone is making a decision we need to capture the thing that is unique and special and motivates them to come. What is the point of difference? What is Auckland's point of difference, what is Christchurch's point of difference. If you want to go north or south you have to go past here. We are talking about them making a decision to come to **this** place – a destination choice.

Facilitator – don't be afraid to alienate. Be brave in your decision. What is your point of difference?

Whales, marine life.

Candy – I think they will come to see the whale and then they will see the marine life.

Stuart – a couple of quotes that stick in my mind. “Kaikoura – a seawall without walls”. “A maritime Serengeti” Those are the things that make us substantially different. You are pulling on people's emotions as well as the adventure.

Wally – the other critical thing is once a discovery is made then go thru process self. That point of discovery has been fantastic. They go away with a sense of abundance but that may not have been the very part of capturing their awareness but part of their discovery.

Facilitator – if you can catch that discovery in the research process – that might make them decide to stay.

Wally – if you can capture their attention and awareness they begin to research.

Facilitator – does anyone feel this has gone in completely the wrong direction?

Candy – do we have to narrow down to a particular marine species?

Steve – what is the perception of kaikoura from outside kaikoura? Whales

Macphail – if we can broaden that its good but will never take away the whale – its an icon.

Wally – marketing is extremely expensive so your messages have to be very sharp. If you want penetration messages have to be clear, sharp and precise. Hopefully you then extend the message.

Macphail – I need to know whether we need a brand, a slogan, or do we already have a brand?

Stuart – I think Kaikoura is a brand. Our brand is Kaikoura, we have a unique point of difference and that's what we push. I don't think you need a slogan.

Wally – I agree with you stuart however you do need marketing tools.

Mandy – I think at the moment we have ridden on the back of Whalewatch and on being situated on highway. But we are now competing because other towns are advertising extensively overseas. We have to think how will we hold on to it.

Stuart – that doesn't mean we need a slogan or brand, means we need to raise our profile.

Facilitator: One of the things from this workshop is coming to a consensus on how you talk about Kaikoura - everybody saying the same message consistently. You are collectively making a bigger noise.

Steve- Are you saying the same image every time talking when about Kaikoura

Facilitator: I mean your first 10 second intro. Getting the message refined down and then add your own elements.

Candy – a lot of Kaikoura people that started off without tourism say “we are Kaikoura where the mountains meet the sea”.

Facilitator – is that the right thing though

Wally – we have to be very careful not to get ahead of ourselves. If we were to create the essence of what we think should be communicated. The next phase will be to drill down and turn it into key messages and how it can be translated. When we are communicating, we are promising. Can I put my hand on my heart and say this is what they will get? Is this the essence of the experience they are likely to have? If we get that right then we have a very solid foundation to build on. The essence must be real and genuine.

MacDonald – we need to go out to everyone and get buy in that a common brand is going through.

Wally – I think those in the tourism business have to get game together and be consistent with it. We have to walk it, live it and demonstrate it. It must be based on real.

Stuart – basically everything we do must be based on that point of difference.

Candy – In the past we have used our group together (moteliere assn) and insisted Kaikoura is put on map rather than just part of Marlborough or Christchurch.

Mandy – I think you have to really simplify internationally because there are a lot of little regions. Join forces with bigger regions. You must focus on domestic and international.

Annie – it has been a good opportunity to have a good mix of people together. It has been a very valuable exercise.

Candy – what will come from this – what will you do.

Annie – what we have on the board there is to reinforce what we have. We have the different markets. The points on the board are the things we need to pull together.

Stuart - A good starting point is to review what's out there in Kaikoura to see what's conveying the message. If everyone agrees that's the focus we need to get on to then we may need to get on to operators to get that key message across.

In my view, the tourism committee is there to steer where we are going to go. It will be that committee that will set the priorities, the goals and the aims.

Steve – one of the things T&D have looked at is someone to coordinate what was happening with marketing in the community.

Does kk have a marketing budget?.

Stuart – It has a budget but nothing specific. You need to come up with what you want and put it to us.

Candy – I think what's on the board is important. If Kaikoura can develop high quality collateral. Its what we most lack.

Facilitator: you have communicated a lot of various things re tourism in Kaikoura. My recommendation would be to keep a hold of the lists and put them back to T&D and look at them seriously and work out the elements that need fixing. There is useful information that we haven't even touched on.

Wally – I always like to see results otherwise I feel like I have wasted my time.

If we said this was to be the front page of our website – how would this be captured in the introduction?

If we were given the chance to be given a 150 word press release how would we capture that in 150 or 300 words. If we bring that back at the next meeting that would be a good way to test our key messages and whether we really can communicate. You are testing it.

Take the key themes and put them into your website. Do a 150 word press release for New York times.

Paul McGahan- I wonder if it's a good exercise for a journalism student, from someone outside the district.

Wally – if we tested it inhouse first. Fresh eyes may validate it.

Stuart – if everyone has a think about it and email it through to Ann.

Candy – if you want us to cooperate on that Annie you will need to email all of us. Give some examples and ask people to submit something back .

MacDonald – throw it to the 6th and 7th formers too – see what their perception of the town is.

Mandy – Bryan is coming back on 13 April, if anyone interested in meeting with him.