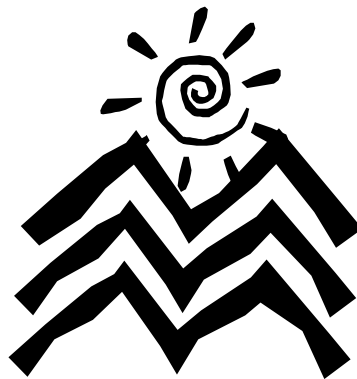




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



12 July 2006

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 12 JULY 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 10/05/2006*

page 1

4. *Minutes Action List*

Meeting	By Whom	Progress
14 December 2005		
Tourism Monitoring – gather information from Statistics NZ, Chamber of Commerce and figures from winter season 2005.	Tourism Officer	Ongoing
8 February 2006		
Development of Trade Manual.	Tourism Officer	In Progress
Publish a regular tourism newsletter to entire business community.	Tourism Officer	In Progress
Develop an events strategy	Tourism Officer	In Progress
Ask local businesses for ideas and timeframes re winter marketing initiatives and report back to Committee.	Tourism Officer	In Progress
10 May 2006		
Monthly progress on new wharf	Stuart	In Progress
Statement of Accounts- 1) Clarification of funds available excluding Tourism Officer salary & expenses for the year.	Steve	In Progress
2) Investigate possible “commitments” column in Statements of Accounts	Steve	In Progress
Business Surveys		Appendix 2 Page: 13
Develop a submission on Council’s Draft Freedom Camping Policy to be fed back to Council’s decision making	Tourism Officer	To be tabled on the day.
Set priorities for Tourism Officer	Full Committee	Agenda Item 7. See Tourism Officer’s Report Page: 11
Develop a work timetable	Full Committee	Agenda Item 7
Branding – Where are we up to? 1) Feedback from branding workshop 2) Press Release Exercises	Annie	Appendix 4 Page: 18

5. *Small Business Information Unit*

- ◆ A short presentation will be provided by two representatives of the Small Business Information Unit

6. *Tourism & Development Statement of Accounts*

page 8

7. *Tourism & Economic Development Officer's Report*

page 9

8. *Priorities for Tourism Officer & Work Timetable*

9. *Urgent Business*

Tourism & Development Committee Budget

For the period ended 30 June 2006

	Tourism & Development \$	
Balance Brought Forward		57,871
INCOME		
Allocation from Council (2006)		100,000
Total Funds Available		157,871
EXPENDITURE		
Personnel & Personnel Related		27,570
<u>Administration Expenses</u>		
Chch & Canterbury Marketing	5,000	
Lloyds Graphic Design	718	
Chch Press	1,794	
Green Globe Registration	1,333	
Hurunui District Council Joint Venture	1,179	
Avtec Consulting GG Audit	1,008	
Seafest Marketing	1,200	
TRENT Chch Show	9,987	
Oz Road Show	5,000	
TCANZ Conference J Macphail	977	
KITI TDC Agreement	1,997	
Beach House Café A&P Prize Voucher	89	
B Westwood Facilitation	171	
Design, Printing & Delivery of Winter Promotion Flyers	3,411	
Display Space	80	
Total Administration Expenses		33,944
Total Expenditure		61,514
BALANCE FUNDS REMAINING		96,357

Note that Personnel & Personnel Related expenses includes salary, recruitment, training, and establishment costs of the Tourism and Development Officer.

Tourism and Economic Development Officer's Report

Meetings attended

- TRENZ (12th - 15th June 2006)
- Marketing workshop (26th & 27th June 2006) – New Zealand Institute of Management.
- K.I.T.I A.G.M (4th July 2006)

Project Updates

- **Winter promotion – completed**

A total of 41 business participated in the winter promotion. A breakdown of costs involved appears in Appendix 1. The main distribution of the flyer was via NZ Post with 10 000 flyers delivered to targeted households in Christchurch and Wellington on 25th/26th May. Additional distribution was achieved via I-Sites (Kaikoura, Picton, Blenheim, Nelson, Wellington, Auckland) and additionally via Soundsair check-in (Picton & Wellington), Bluebridge Ferry Terminal (Wellington) and Intercity bus station (Christchurch):

Advertising was carried out to support the main flyer distribution – Advertising - Dominion Post (feature – 28th June), Christchurch Press (Winter getaway feature – 16th June), Christchurch Press (ad – 20th June), Christchurch Mail (ad – 14th June), Christchurch Star (feature – 28th June):

Winter Promotion Update

The Tourism and Economic Development Officer contacted 8 of the participating businesses to assess the level of bookings received at the mid-way point of the promotion. Only three of these businesses had received any bookings in connection with the promotion – Whale Watch (4 bookings), Kaikoura Cottage Motel (1 booking) and Robbie's (a few bookings). Hopefully the school holidays will generate some bookings.

The Tourism and Economic Development Officer will contact all participating businesses after 16th July when the promotion ends to assess the overall success of the campaign. A final report on the overall success of the campaign will be made at the August meeting.

- Business surveys – completed. The results of the surveys appear in full on www.kaikoura.govt.nz. A summary appears in Appendix 2.
- Trade manual – completion and planned distribution later this month.
- Branding summary – refer to Appendix 4
- Economic monitoring –refer to priorities
- Business newsletter – in progress – will be circulated this month. The need for a newsletter was raised at Tourism and Development Committee earlier this year. The Tourism and Economic Development Officer is in the final stages of compiling a business newsletter which will be completed this month. It will be placed on the KDC website and hard copies will be available at Council and at the library. Articles for the July edition include, features on new and expanding Kaikoura businesses (for example, PGG Wrightson, Robbie's, A Patch of Country, a real estate overview, training news from Canterbury Chamber of Commerce, more information on the Sustainable Business charter and information from the business surveys.)

The recent Kaikoura business surveys revealed a need for greater liaison between Council and the business community and it is hoped that this newsletter will help to address this as well as providing interesting and relevant news to the business community. With regard to information (statistical and other) concerning the tourism industry, the business newsletter will contain a small amount of tourism information. The business surveys revealed a need for more detailed tourism information and the Tourism and Economic Development Officer believes that this is best achieved by working with K.I.T.I to expand the regular K.I.T.I newsletter to include such information.

- Sustainable business charter – working on this project with Environmental Development Officer. Ian Challenger carried out surveys and had discussions with a number of businesses in 2004 to assess the level of support for a sustainable business charter. Significant support was shown towards developing such a charter.

The Environmental Development Officer has taken up where Ian Challenger left off and has gained support from 6 local business owners who are keen to get involved. A meeting of this group will take place next week (week beginning 10th July). The Tourism and Economic Development Officer will be supporting the Environmental Development Officer with this project.

A summary of the aims of a sustainable business charter is included in Appendix 3.

- TRENZ report

The Tourism and Economic Development Officer attended TRENZ 2006 with Mandy Fissenden. They had appointments with 44 international buyers. The range of information requested was extremely varied – from general information, new product updates to specific requests regarding particular sectors, for example accommodation. Regarding accommodation, many of the new buyers wanted to know if there was a large hotel in Kaikoura suitable for large tour groups. It was also encouraging to hear an increasing number of buyers using Kaikoura for at least a one night stay when previously Kaikoura was sold as a day trip destination.

Participating businesses were Hapuku Lodge, Kaikoura Wilderness Walks, Whale Watch, Maori Tours, Fyffe Country Lodge and Glenstrae 4wheel adventures.

The Tourism and Economic Development Officer has developed an action plan for developing trade relations with those buyers. Carrying out the tasks identified in this action plan is seen as a priority for the next few months by the Tourism and Economic Development Officer

TASK	STATUS
➤ Set up database for all the buyers who had appointments	Completed
➤ Immediate post-TRENZ email to all buyers	Completed
➤ Informing individual local businesses about buyers who were specifically interested their business to enable them to build their own relations with these buyers	
➤ Following extensive research and consultation, set up a dedicated trade & media section on www.kaikoura.co.nz	
➤ Install Trade Manual for down-loading on this trade section	
➤ Distribute Trade Manual to all buyers and inform them of trade section on website	
➤ Distribute Trade Manual to key contacts and I-Sites	
➤ Follow-up distribution of manual with an update letter	

- Develop regular updates
- Promotion of trade section on website
- Host a trade training session – with key industry speaker – To be held in early August
to assist businesses to understand how best to work with wholesalers
- Establish a group of industry-friendly businesses and assist them in developing strong working relationships with key wholesalers.
- Organise regular meetings with TRENZ 2006 participants as well as new participants for 2007 – develop good relations between within the group
- Work to build up trade and media relations and organise family tripping with those business in Kaikoura which currently do this

Summary of post-TRENZ meeting with Kaikoura business participants

In attendance: Tourism and Economic Development Officer, Mandy Fissenden (I-Site manager) along with representatives from all the participating businesses - Maori Tours, Kaikoura Wilderness Walks, Whale Watch, Fyffe Country Lodge, Glenstrae 4wheeler adventures and Hapuku Lodge.

The group identified the need to work together more closely throughout the year to ensure that it operates successfully as a unit at TRENZ 2007. There is a need to work on strong theming for 2007. The group supported the idea of a collective CD which could easily be produced by pooling together existing resources. The group identified the need to plan ahead and to allow sufficient time to develop ideas in time for 2007, for example the collective CD. The group also began to consider ways of working as a group before and after TRENZ 2007 - now in the early stages of thinking about hosting some sort of event at TRENZ 2007 – focusing on key buyers. The group also discussed the potential of hosting a pre or post TRENZ family. The group will meet again in early August.

- Setting priorities – the Tourism and Economic Development Officer has prioritised the following projects for the next three months

1) Progress towards a marketing strategy

2) Developing trade and media relationships (as outlined in TRENZ report above)

In addition

- Tourism and Economic Development Officer will be working alongside the Environmental Development Officer to progress with the Sustainable Business Charter.
- Tourism and Economic Development Officer will be developing an environmental awareness training programme for business owners and staff. This is a joint project with the Environmental Development officer. It is planned to commence the training programme in October/November - this will also include ways of improving the environmental information available to customers and to visitors
- Progress with setting up an economic monitoring system
- The Tourism and Economic Development Officer will also be working alongside Mayor Kevin Hayes to set up a café cluster
- Completion of business newsletter for distribution in July.
- Completion of tourism newsletter in August.

APPENDIX 1

Winter Promotion Costings (inc. GST)

Flyer Design	\$787.50
Printing and distribution	\$3025.80
Dominion Post advert	\$2025
Christchurch Star	\$1188
Christchurch Press	\$2943.40
Wellington I-Site	\$80
Total	<u>\$10 049.70</u>

APPENDIX 2

The Kaikoura Business Survey was carried out by Kaikoura District Council Tourism & Economic Development Officer in February 2006. This study took the form of two separate surveys. One was designed for non-tourism/general business operators and the other was specifically designed for tourism businesses. Clearly there are issues involved when trying to label a particular business as “tourism” or “non-tourism/general” business.

For the purposes of this study, a tourism business is defined as a business operating as a tour operator or an accommodation provider. A non-tourism/general business would be any other business operating in Kaikoura District which would include businesses within the food & beverage sector. The reason for having separate surveys was to allow a range of questions to be included in the tourism survey targeting specific aspects of the tourism industry which were not relevant to the general survey.

However although there may be some issues involved when trying to make such distinctions, the analysis of the data evens out these discrepancies. Many questions were common to both surveys and so the analysis is able to look at results from the surveys individually and comparatively.

AIMS

The overall aim of the surveys was to establish an up-to-date and detailed picture of the business environment in Kaikoura and to allow individual business operators to voice their opinions.

More specifically, the aims of the surveys were

- To gain an overview of the structure of businesses
- To identify staffing and training issues
- To focus on specific aspects of business operation such as the importance of the Internet
- To identify barriers to growth in the district
- To assess business involvement with industry organisations
- To determine the uptake of funding & award schemes
- To assess environmental awareness of business operators
- To gauge tourism industry awareness
- To identify marketing and promotional activities of tourism businesses

SURVEY METHODOLOGY

51 businesses in total were surveyed – 29 tourism surveys and 22 general/non-tourism businesses.

SUMMARY

This summary presents the main findings of the two surveys in separate section – business characteristics, staff, business operation, marketing and promotional work, funding awards and grants, environmental issues. In addition, the tourism survey contained questions relating specifically to the tourism industry and these are contained in the “Tourism Industry Awareness” summary section

Business characteristics

- Length of business operation – the surveys revealed almost half the businesses in both the tourism and non-tourism groups were well-established in the district having been in operation for 6 years or more.
- Ownership – majority of tourism businesses were owned but a different picture was obtained from the other group where rented, leased and work from home categories were equally represented.
- Legal structure – sole trading and partnership were equally represented and were the most common forms of business structure in the tourism group. With the non-tourism group, private company was the most common form of business structure at 40%.
- Virtually all tourism businesses surveyed (96%) were owner operated with a slightly lower percentage of owner-operated non-tourism businesses.

Staff

- Permanent staff made up half of the staff (53%) total for tourism businesses but only a third of the total for non-tourism businesses. Further analysis of this figure revealed 38% full-time and 16% part-time employees in tourism businesses in comparison to an equal representation of full and part-time employees in the non-tourism group.
- Recruitment methods - recruitment methods were very similar in both groups with word of mouth and newspaper advertising being the most widely used methods.
- Recruitment difficulties - 45% of tourism businesses compared to 29% of the non-tourism businesses which answered this question stated that they experienced no or very few difficulties when recruiting. Main difficulties encountered were a lack of qualified applicants or those with specialised skills as well as a general lack of skilled applicants.
- Staff incentives - 61% of the non-tourism businesses have staff incentive schemes in operation compared to 45% of tourism businesses
- Provision of training - a very high percentage of both business groups (90%) provided training for staff. In the tourism group, much of this training reflected the highly specialised nature of these businesses. Around half of all the surveyed businesses made provision for owner/manager training – perhaps a reflection of the high percentage of owner/operated businesses.
- Assistance with training provision - a third of all surveyed businesses stated that assistance in providing training would be welcomed
- Wages – businesses reported a considerable seasonal variation in wages as a percentage of total costs

Business operation

- Planning – 50% of the total businesses surveyed had a formal business plan with a significantly higher percentage of businesses using a marketing plan (60% of non-tourism businesses and 71% of tourism businesses)

- Computer access – 90% of all businesses had computer access and in the workplace along with website/email. 90% of tourism businesses rated the importance of computers in the operation of the business as very important compared to 36% of non-tourism businesses. However, the combined percentages of “very important” and “important” ratings gave a total of 72% for non-tourism businesses. Differences emerged when businesses were asked to rate the importance of website and email. 90% of tourism businesses rated that as very important in comparison to 32% of the non-tourism group.
- Business expansion and diversification – similar results were revealed by both groups with a third of all businesses stating that expansion and/or diversification was planned.
- Sales growth – a total of 70% of businesses which responded to this question have experienced sales growth in the last two years.
- Main challenges to economic growth – the main challenges identified by both groups were seasonal employment, general infrastructure concerns and lack of affordable housing and rental accommodation. In addition, one of the main concerns of the tourism group was a lack of marketing activity.
- Addressing the challenges through Kaikoura District Council involvement – a varied list of suggestions was given including infrastructure improvements (roading/sewerage), improvements to Beach Road and West End as well as direct involvement in tourism marketing. The list
 - contained many suggestions but no single one received particular attention
- Kaikoura District Council assistance for economic development – many ideas were put forward. Improvements to the West End and to the natural environment were areas mentioned most frequently by the non-tourism business group. More involvement by Council in marketing and promotional activities was stated as a priority by the tourism group.
- New businesses and services – the need for an all-weather attraction was mentioned by both groups as well as non-marine based tourism businesses. The tourism businesses gave a high priority to the development of an industrial park and light industry as well as support services - in particular, a laundry service
- Membership of business groups and industry associations – respondents listed a large range of organisations. While the majority of individual non-tourism businesses are members of one or maybe two organisations, tourism businesses are often involved in a greater number of such organisations

Marketing and Promotional work

- Advertising – only 4 responses were gathered from the non-tourism group regarding which types of advertising were used. The tourism businesses surveyed are all actively involved in advertising and all cited at least three advertising methods. More non-tourism businesses (19) replied to the question of advertising budget showing that 50% of those businesses did have a set budget in comparison to 76% in the tourism group.
- Market knowledge – 75% of non-tourism and 86% of tourism businesses are aware of how their customers reach them. The most common method stated by non-tourism businesses was word of mouth. Directly asking guests was the most frequently used method by the tourism businesses.

Funding awards and grants

- Funding applications – 10% of tourism and 21% of non-tourism businesses have applied for funding. Tourism businesses in particular showed interest in being more informed of funding/award options and schemes.

Environmental issues

- Environmental impact – 75% of non-tourism businesses carry out environmental assessment of their businesses compared to 58% of tourism businesses. Several businesses gave detailed information concerning the assessment methods used but in general, few businesses gave specific information.
- Assistance with assessment – businesses were asked if they would like additional information about or assistance with assessment. 40% of non-tourism businesses compared to 61% of tourism businesses stated that they would like further help in this area
- Environmental information for staff – a high percentage of businesses gave staff guidance or information relating to environmental issues (68% non-tourism businesses, 78% tourism businesses)
- The same question was asked in relation to customers. The results were slightly different with a lower percentage of non-tourism businesses (61%) giving environmental information to customers compared to 84% of tourism businesses. Details of the types of information given out were listed in more detail by tourism businesses and included details of Green Globe and Zero Waste.

Tourism Industry Awareness

- 79% of businesses would like to receive regular information on the tourism industry.
- 50% of surveyed businesses participate in award/classification schemes and several were listed including Green Globe and Qualmark. Those businesses not currently involved in such schemes gave a mixed response when asked if they would like to join such schemes.
- 86% of businesses work with agents such as wholesalers and inbound operators. Several businesses have extensive and well-developed trade networks.
- Half the surveyed businesses work closely with other businesses, for example by way of referrals.
- When asked which images best capture the spirit of Kaikoura, marine animals/wildlife was the top answer.
- A clear majority of businesses expressed a preference for the “Where the mountains meet the sea” slogan

APPENDIX 3

Ian Challenger carried out surveys and had discussions with a number of businesses (accommodation, activities, retail and tourism) to determine interest in setting up a sustainable business charter. From this survey, significant support was shown towards developing a charter specific to Kaikoura businesses. The Environmental Development officer and the Tourism Development Officer believe that this will be a real opportunity for businesses to find practical ways to operate in a sustainable way and would result in real benefits for participating businesses.

Here are some examples of the potential benefits :

- Reductions in costs of products (i.e. if 30 businesses purchase compost facilities suppliers should be able to offer significant financial discounts compared to individual purchases). The development and implementation of a Sustainable Business Charter would incur very little cost. The amount of time each business would have to commit to the Charter would be determined by individual operators setting their own targets.
- Green Globe: The development of a sustainable business charter will complement the Green Globe programme. Those businesses involved in Green Globe would already be actively practicing many aspects of the charter, while those who are unable to commit to the rigours and costs of the Green Globe programme could realistically commit to a locally developed charter.
- Marketing: Kaikoura is known as a green, eco destination and travellers are known to have an increasing expectation of sustainable practices. Developing a Sustainable Business Charter would allow businesses in Kaikoura to put into action the protection and enhancement of our unique environment. Word of Mouth Marketing: the more that businesses do towards sustainability, the greater the likelihood of greater awareness and support from visitors and residents
- Pooling ideas: working as a group, members would be able to share their experience - for example, savings made, any difficulties encountered in implementing various environmentally sound practices.
- Funding and labour assistance: working towards a common goal (i.e. revegetating garden areas with natives) may open opportunities for funding assistance, volunteer workers etc.

The Sustainable Business Charter would be open to all businesses. Each business would determine their own commitments and set out actions that they will implement over a 12 month period. Each year, new targets and actions will be set and it will need commitment from each business to meet those targets.

The development of a SBC will complement the efforts of those businesses involved with Green Globe (GG) program. Businesses who are unable to commit to the rigours and costs of the GG program could realistically commit to a locally developed charter, taking small and achievable steps. Those involved in GG will benefit by extending and sharing the practical steps necessary to operate in sustainable manner.

APPENDIX 4

Summary of branding workshop and follow-up

Workshop summary

5 main positives

- Whale-watching
- Scenery/coastal environment/marine life/water sports – water activities
- People/ strong tourism industry/seafood
- Special events
- History

5 main negatives

- Seasonality of tourism
- Perception of Kaikoura as whales only
- Lack of tourist accommodation for larger businesses/wholesalers
- Weather dependent
- Lack of other full-time industries

- 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.

Workshop Exercise – responses

Annie, 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 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 :

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 :

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.

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!

Tourism survey

Which images do you feel capture the spirit of Kaikoura?

The figures represent the frequency of the responses

- Mountains and the sea (as a phrase) – 7
- Mountains – 9
- Sea – 6
- Scenery (general) - 6
- Marine animals (whales, dolphins, seals, sea-birds, general wildlife) – 21
- Open spaces/outdoor activities (general) – 8
- Community spirit/small town/small businesses – 5

Currently 2 slogans are used in marketing Kaikoura, which do you prefer and why?

Where the mountains meet the sea	22 responses
Close to nature	2 responses
Other	5 responses

A summary of the reasons for preferring “Where the mountains meet the sea” is given

- This phrase encompasses the whole environment
- It states the unique point of difference
- It’s simple and self-explanatory

