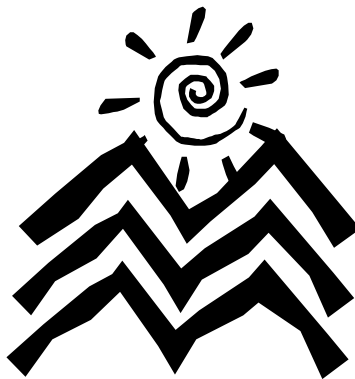




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



13th February 2008

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 13 FEBRUARY 2008 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*

2. *Matters to be raised as Urgent Business*

3. *Matters Arising from Report of 12/12/2007* *page 1*

4. *Minutes Action List*

Meeting	By Whom	Progress
12 DECEMBER 2007		
Request information on ratio of where Moa Hunt competitors came from (north or south)	Tourism Officer	Verbal update will be given at meeting
Show visitor numbers for a June month	Tourism Officer	Refer Tourism Officer's Report – Page 16
Discuss Easter Trading Bill and possible submission	Whole Committee	Item 8 – Page 19
Invite Tim Archibald to present Wharf Plans to Committee		Developer unable to attend. To be scheduled at a later date

5. *Tourism & Development Statement of Accounts* *page 5*

6. *Tourism & Economic Development Officer's Report* *page 6*

7. *Economic Development Sub-Committee*

- ◆ **The Economic Development Sub-Committee met on Friday 11 January 2008. A verbal update from the meeting will be provided by Councillor Macphail.**

8. *Easter Trading Bill* *page 19*

- ◆ **The last Easter Trading Bill put out was lost in 2007. A discussion document has since been put out which focuses on Shop Trading Hours Act Repeal Act 1990, Sale of Liquor Act 1989 and Holidays Act 2003).**

9. *Sister City Relationship*

- ◆ **Mayor Heays has arranged for a presentation to be given at the Council meeting of 19 March 2008 by Sister Cities NZ Inc. An invitation to hear the presentation will be extended to the Tourism & Development Committee, community organisations, institutions and individuals.**

10. *Urgent Business*

Financial Report to 31 January 2008

	Budget (Year) 2007/2008 \$	Actual (7 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
Expenses			
Personnel & Personnel Related	53,132	28,685	53,753
Advertising & General Expenses	5,500	1,980	3,606
Overhead Charges	5,591	3,255	5,830
TRENZ	11,000	10,103	10,832
Green Globe	3,500	2,981	2,542
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Alpine Pacific Joint Ventures	10,500	10,000	-
Kaikoura Trade Shows	-	-	124
AA Tourism Domestic Campaign	-	-	1,778
Trade Manual Development	-	-	3,580
Air NZ Inflight Production	-	2,387	18,341
Moa Hunt Sponsorship	-	5,000	-
Online Trade Zone Development	-	-	1,700
DVD Development	-	-	4,407
Radio Advertisement Development	21,000	11,423	9,336
Visitor Guide	30,000	1,307	-
	145,223	82,121	120,829
Funded by:			
Trade Show Participation Fees	1,500	356	-
Trade Manual Subscriptions	-	84	3,333
Visitor Guide Subscriptions	6,250	-	-
General Rates	99,573	58,084	100,000
	107,323	58,524	103,333
Activity Surplus/(Deficit)	(37,900)	(23,597)	(17,496)

Tourism & Economic Development Funds Held

	Budget (Year) 2007/2008 \$	Actual (7 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
Opening Balance	90,000	90,110	104,316
Activity Surplus/(Deficit)	(37,900)	(23,597)	(17,496)
Interest Applied to Fund	-	-	3,290
Closing Balance in Fund	52,100	66,513	90,110

Tourism & Economic Development Officer's Report

Meetings attended:

- **17th February** – North Canterbury Food & Wine Trail – verbal update will be provided at the meeting
- **17th February** – Christchurch i-SITE display – verbal update will be provided at the meeting

Project updates:

- **Visitor guide distribution** - Distribution is being handled by Tourism & Economic Development officer & Kaikoura i-SITE (for smaller i-SITES and outlets). Beck & Caul are handling the larger i-SITES and Jasons are handling two transport circuits (refer to Appendix). In addition, distribution on Bluebridge ferries has just been secured. Guides will be available on ferries and also at both terminals. Annual number of Bluebridge passengers is around 400,000. At time of writing, distribution by Beck & Caul and Jasons is 11,000 and distribution from KDC and Kaikoura i-SITE is around 10,000.
- **Events update** – Moa Hunt, Spring Challenge, Film Festival (April/May).

Spring Challenge – Tourism & Development officer has been approached by the organisers of the Spring Challenge event (previously held in Hanmer). This year the organisers are looking at holding the event in either Queenstown, Murchison, West Coast, Hanmer or Kaikoura – with Kaikoura being the preference. The event will be expected to attract around 450 participants plus support crews and the event takes place over 2/3 days. The organisers are looking for sponsorship which would probably be in the region of \$10,000 although this has not been discussed in detail yet. Tourism & Development Officer will arrange with the event organisers to attend a future T&D meeting to discuss this proposal in more depth.

Film Festival - Tourism & Economic Development officer has been working with the Mayfair Theatre committee discussing the possibilities of having a film festival in April/May this year. The plan is to have a short film competition with the theme of “close to nature”. At the moment, this is dependent on funding to purchase a DVD system for the theatre and this is yet to be confirmed.

During the holiday period, 2 proposals were sent to Tourism & Economic Development officer. Following discussion with John Macphail, the decision was made to commit to the following projects:

1. **AA campaign** – refer to Appendix 2 for more details of this campaign. Following on from the huge success of the AA 101 must do's last year, this campaign offers an excellent opportunity for Kaikoura to leverage from a national campaign building on last year's highly successful 101 Must do's targeting the domestic market during the shoulder season.
 2. **Destination TV Series 3** – a summary of this proposal will be given out during the meeting. Financial commitment will be \$1750 +GST which is for a 1 minute segment costing \$1250+gst and an editing fee of \$500+GST (using existing footage from the Air NZ inflight segment & the promotional DVD)
- **APT joint ventures** – verbal update will be given at the meeting
 - **Statistics** – refer to Appendix 3

- **Summer surveys** – Tourism & Development officer plans to carry out visitor surveys again this summer. Currently the surveys are re-developed and the Tourism Officer is looking to recruit a few people to carry out the surveys later this month or early March.
- **National Freedom Camping policy & National Tourism Waste management group:** Following the departure of KDC Environmental Development Officer, Nicole Sherriff, in December, her role has been divided up amongst existing KDC staff. Ms Sherriff was invited to a Freedom Camping workshop hosted by Tourism Industry Association (T.I.A) in December 2007. T.I.A is working to develop a national freedom camping policy. Tourism & Economic Development Officer will continue KDC involvement in this project and will update T&D committee following the next meeting which is scheduled for April/May.

The National Tourism Waste Management Group is another discussion forum which Ms Sherriff was involved with. Tourism & Development Officer will continue KDC participation with this group and will keep T&D up-to-date.

- **North & South magazine/TNT magazine/Arts Canterbury guide**
- **Budget work & events funding** – for discussion

Appendix 1

Jason's transport circuits:

AAA Car Rentals, 11 Holt Place
Abell Rentals, 189 Blenheim Road
About NZ Rentals, 33 Iversen Toe
Ace Rental, 20 Abros Place
Ace Tourist Rental, 237 Lichfield Street
Affordable Motorhomes Rentals, 159 Waterloo Road
Airlink Car Rentals, 504 Wairakei Road
Anzed Rentals Ltd, 500 Wairakei Road
Apex Car Rentals, 232 Roydvale Avenue
Apex Car Rentals, 160 Lichfield Street
Apollo Campervans, 2 Export Avenue
Avan Rentals, 500 Wairakei Road
Bargain Rental Cars, 222 Street Asaph Street
Blue Star Taxis, Ferry Road
Canterbury Motorhomes Depot, 60 Vagues Road
Christchurch Carhire, 574 Wairakei Road
Escape Rentals, 132 Kilmore Street
Euro Car Rental City, 517 Wairakei Road
Explore More, 530F Sawyers Arms Road
Ezy Rentals, 791 Wairakei Rd
First Choice Rental Cars, 215 Woolridge Road
Go Rentals, 166 St Asaph Street
Going Places, 2/249 Madras Street
Gold Band Taxis, 193 Montreal Street
InterCity bus terminal
Kea Campervans, 3 Export Avenue
Kiwi Campervans, Hussey Road
Maui Rentals, 530-544 Memorial Avenue
Nationwide Car Rentals, Wairakei Road
New Zealand Rental Car Specialists, 791 Wairakei Road
Omega Rental Car, 227 Durham Street
Pacific Horizon, 4/855 Wairakei Road
Pegasus Rental Cars, 578 Wairakei Road
Quality Rentals, Wairakei Rd
Road Trip Rentals, 160 Lichfield Street
Renny Rental Cars, 341 Madras Street

Rent A Dent, 132 Kilmore Street
RV Motorhomes, Wairakei Road
Travel New Zealand Rentals, 90 Carmen Road
Tui Campervans, 520 Wairakei Road
Trusty Car Rentals, 205 Lichfield Street
U Save Car Rentals, 26B Sheffield Crescent
United Campervans, 6 Export Avenue
Wendekreisen Rentals, Roydvale Avenue
Wicked Campers, 37 Allen St
Your Way Car Rental, 26a Sheffield Crescent

Admiral Court Motel
Blue Seas Motels Kaikoura Motel
Colonial Court Motel
Cushchine Cottage Farm Park
Donegal House
Fyffe Country Lodge
Fyffe View Horse Treks
Glenstrae Farm 4 Wheeler Adventure
Kaikoura Cottage Motels
Kaikoura Motel & Holiday Park
Kaikoura Gateway Motor Lodge
Kaikoura Peketa Beach Holiday Park

Norfolk Pine Motel
Panorama Motel
Te Kaikoura Lodge
The Point Kaikoura
The White Morph Motor Inn

Alpine Tourist Park
Clear Ridge Apartments
Forest Peak Motels
Hanmer Inn Motel
Hot Springs Motels
Spa Lodge Motel

Picton: NZ Rental Cars, Quality Rentals, Railway Station, RSA Club

Appendix 2

As part of CCT's ongoing partnership with AA Travel, the following autumn & spring campaign has been developed. Following on from the successful 101 Must Do's for Kiwi's campaign, AA Travel have released a proposal for continuing the momentum of the campaign via an evolved concept called 'I love you New Zealand' (the closing tagline from the TV commercial in the previous campaign)

For the Canterbury region this 2008 campaign aims;

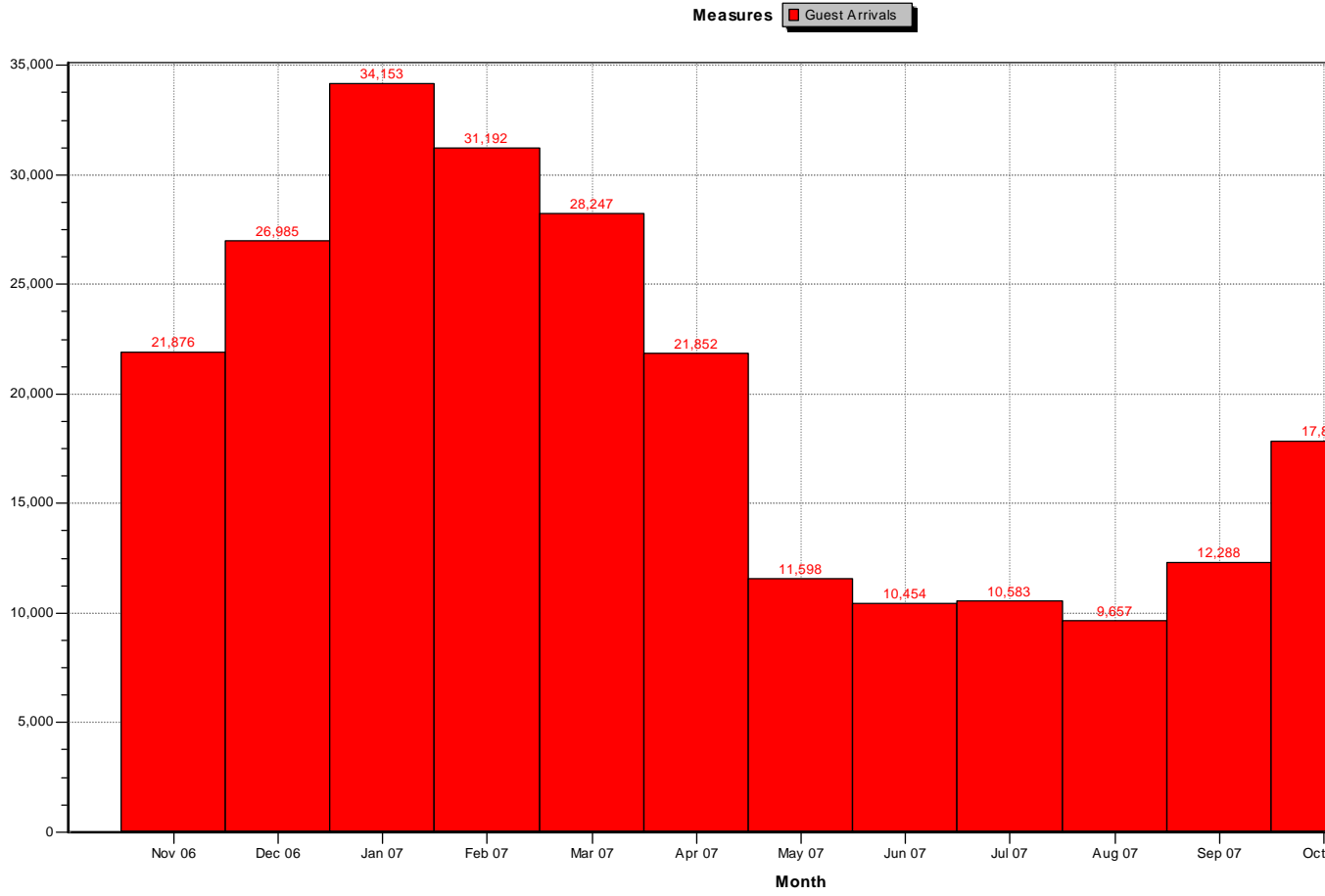
1. to engage with key domestic target markets – all people aged 30 years and over with mid to high incomes from key geographical areas (ie Canterbury, rest of South Island and Wellington) and Auckland as a secondary fly market
2. to increase domestic travel to the region over autumn and spring
3. to keep awareness of Christchurch & Canterbury as a destination high throughout the year
4. to promote key leisure activities and hospitality options
5. to showcase new tourism ventures
6. to promote events (especially to the drive market)
7. to allow the Christchurch & Canterbury message to be customised allowing other districts and operators to be included
8. to provide a direct call to action

Media elements will include:

1. TV Commercials – with new consumer and regional partner call to actions
2. Magazines – travel tabloid 'tip-ons' in NZ Woman's Weekly, NZ Listener, AA Directions
3. Magazines – editorial coverage via editors of above publications
4. Newspapers – travel tabloids and prize packages in primary daily papers nationwide
5. Online – inspirational content and call to action in NZ's largest media websites plus Google Ad words and social networking content
6. Radio – advertising targeted throughout the country and PR promotions
7. AA Media Channels – AA Travel guide, AA Directions, www.aatravel.co.nz, and e-newsletters content
8. AA Travel Centre – Point of Sale promotions in 44 AA centres nation-wide

Financial commitment: \$5,000 in two installments of \$2,500 (approximately February and August invoicing)

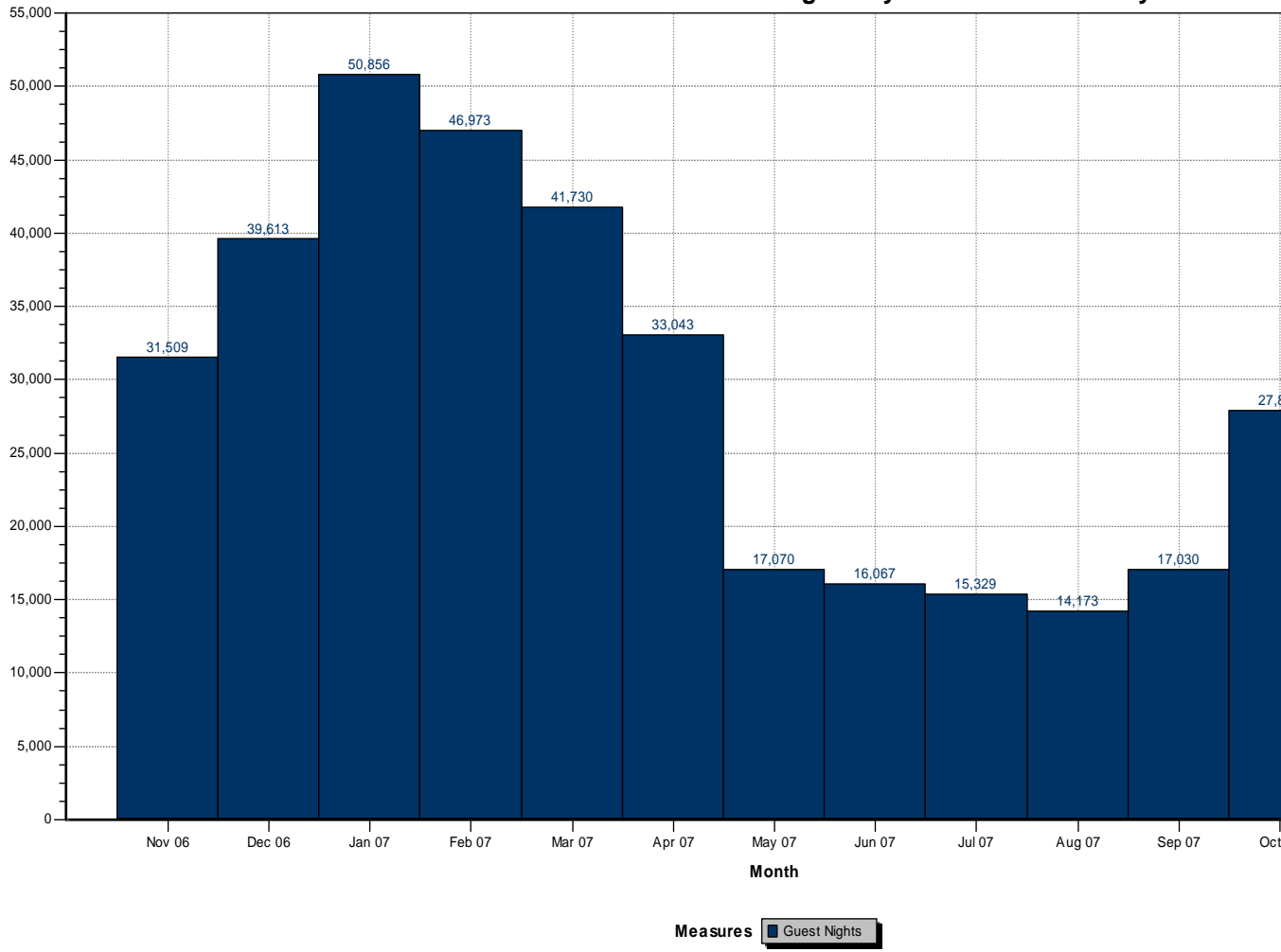
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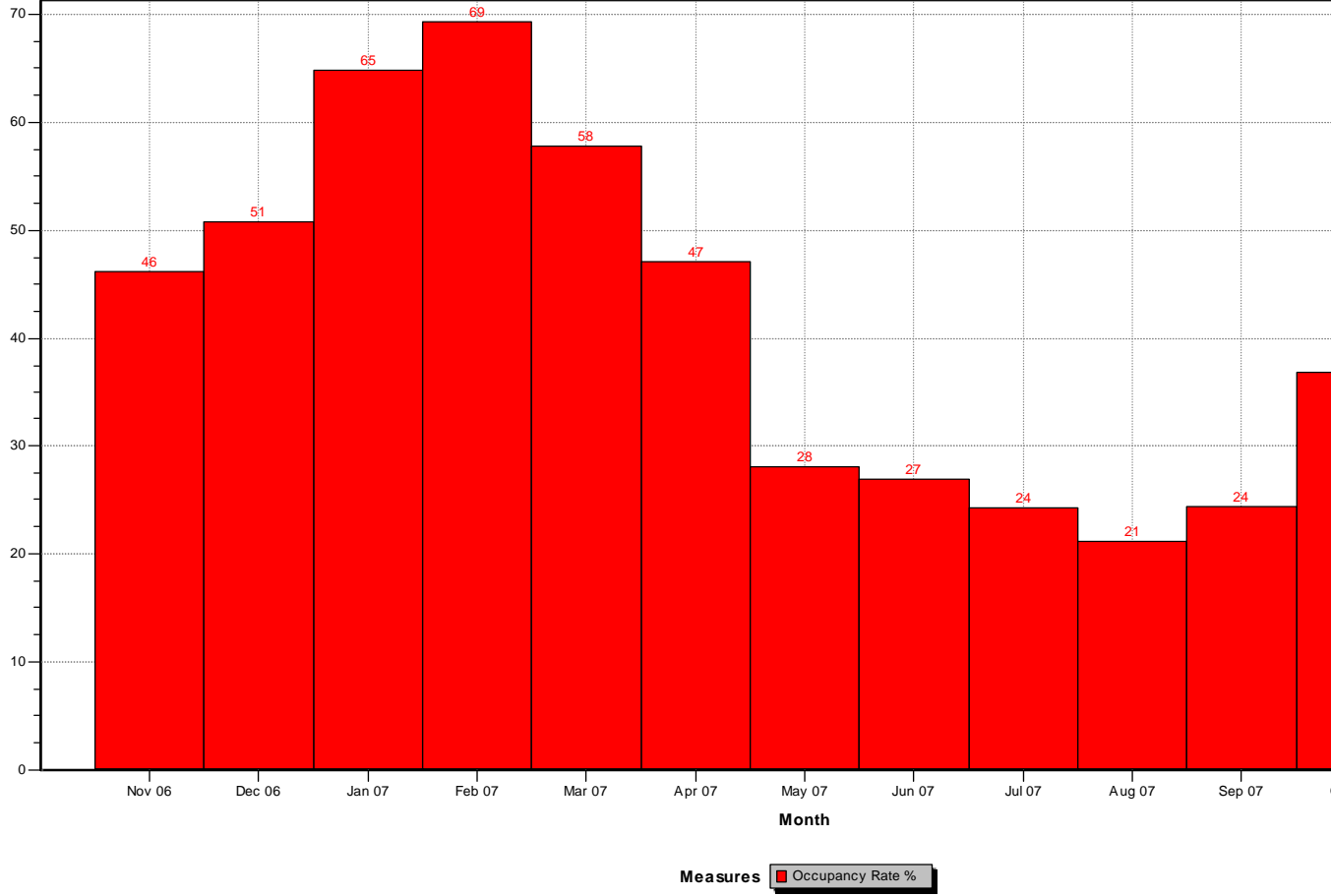
Kaikoura Guest Arrivals

Commercial Accommodation Nights by Territorial Authority

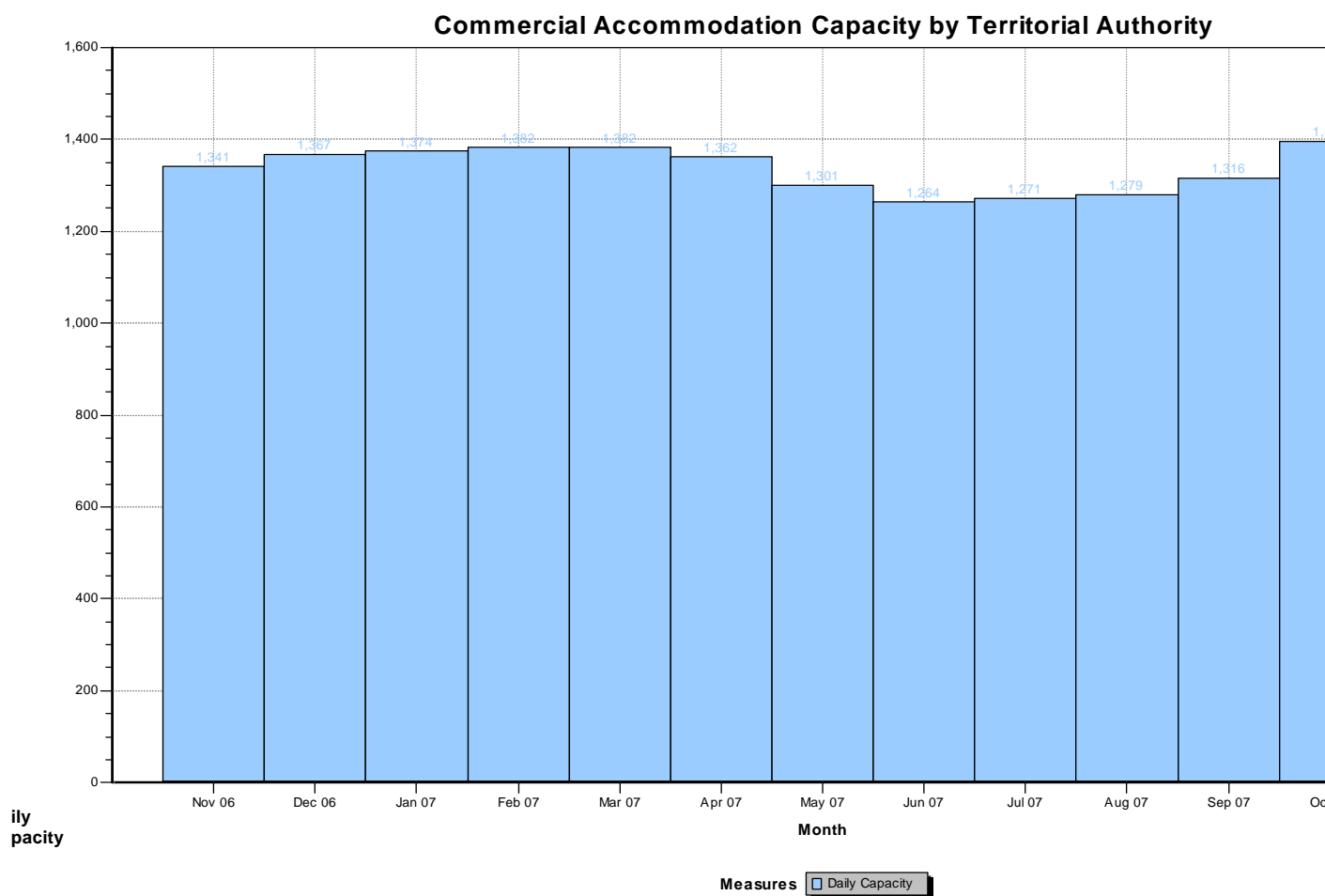


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Commercial Accommodation Occupancy Rate by Territorial Authority



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Definitions:

This section defines the key words and concepts used in the Commercial Accommodation Survey.

Average Length of Stay

This derived variable is calculated by dividing total guest nights by total guest first nights.

Business Frame

A register maintained by Statistics New Zealand of all economically significant businesses operating in New Zealand, from which the survey population is drawn.

Establishment

The smallest statistical unit operating within a single physical location and owned by a single enterprise. The term is used to represent what is usually called the *geographic unit* in other Statistics New Zealand publications.

Geographic (Activity) Unit

A separate operating unit engaged in New Zealand in one, or predominately one, kind of economic activity from a single physical location or base. Called activity unit until December 1996 and then called geographic unit.

Guest

This is one particular person staying in an accommodation establishment. This should not be confused with a stay unit, which is a particular room/bed/suite/campsite/etc. that the establishment charges for. For example, a motel may have beds for five guests in a motel unit. If it charges one price for the motel unit, then this is one stay unit. If the stay unit is fully occupied in one night, then one stay unit night is taken and the number of guest nights taken is five.

Guest Arrivals (Guest First Nights)

This is the total number of guests who had the first night of their current stays during the month. Note that if a particular guest books out and then comes back for another stay, then they are counted as a guest arrival for a second time.

Guest Night

A guest night is equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report provision of 30 guest nights of accommodation.

Occupancy Rate

This derived variable is calculated by dividing stay unit nights occupied by stay unit nights available. In the case of the motel above, if six of its 10 units were occupied every night in July, it would have $6 \times 31 = 186$ stay unit nights occupied, and its occupancy rate would be 60 percent.

Number of Establishments

An establishment is the smallest statistical unit operating within a single enterprise. For the purpose of this survey, all establishments are geographic units on the Business Frame.

Stay Unit

The term used to describe the unit of accommodation that is available to be charged out to guests, for example, a powered site, a bed in a bunkroom, a motel unit.

Stay Unit Night (Capacity)

This is the basic measure of an establishment's accommodation capacity. It is defined as one stay unit multiplied by one night. For example, 10 units in a motel available for guest use (whether occupied or not) for the full 31 days in July would have an accommodation capacity of 310 stay unit nights.

Source: Statistics New Zealand

Kaikoura District – breakdown and comparisons for June 2006 & June 2007

	June 2006	June 2007
Establishments	50	55
Daily Capacity	1,218	1,264
Capacity per period	36,540	37,920
Stay unit nights	8,669	10,219
Guest nights	13,832	16,067
Guest arrivals	8,918	10,454
Length of stay	2	2
Occupancy rate %	24	27
Guests per stay unit	2	2
Stay units per establishment	24	2

[top](#)

Kaikoura District – Guest nights:

Guest nights % change	2003 - 04	2004 - 05	2005 - 06	2006 - 07
August	-0.9	19.8	2.5	15.2
September	-6.8	33.1	10.6	0.7
October	4.4	19.1	25	2.3
November	20.8	2.8	13.6	-5.2

Kaikoura District – Guest arrivals:

Guest arrivals % change	2003 - 04	2004 - 05	2005 - 06	2006 - 07
August	4.4	16.5	1.5	11.6
September	0.8	33.2	8.8	0.3
October	5.1	18.9	23.4	-3.4
November	20	-0.5	18.7	-8

Guest arrival comparisons:

Year end % change	Kaikoura	Canterbury R.T.O	Hurunui
November 03 – 04	8.8	10.8	6.8
November 04 – 05	19	5	4.3

MONTHLY												
TOTAL	462857	387428	358064	260236	142071	104254	116677	115849	140446	205617	278142	
