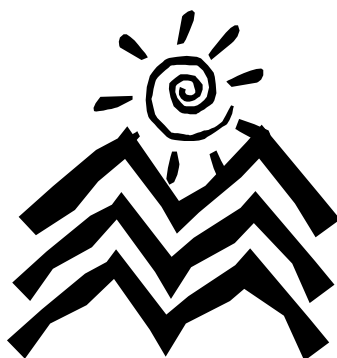




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***10 June 2009***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 10 JUNE 2009 IN  
MEMORIAL HALL SUPPER ROOM, ESPLANDE,  
KAIKOURA.**

**Agenda**

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 13/05/2009* *page 1*
4. *Minutes Action List*

<b>Meeting</b>	<b>By Whom</b>	<b>Progress</b>
<b>12 NOVEMBER 2008</b>		
Obtain concept plan for Christmas decorations/lights for the town centre and bring back to committee.	L Buurman	In Progress
<b>11 FEBRUARY 2009</b>		
Investigate having a VIP tent at Seafest.	Committee	In Progress
<b>8 APRIL 2009</b>		
Investigate marketing opportunities in key destinations around New Zealand.	A Paterson	Report included in agenda refer page 7
Investigate hosting a forum in Kaikoura.	A Paterson	In Progress
Research economic development funding avenues mentioned by H Miller of Enterprise North Canterbury.	A Paterson	Refer agenda page 7

5. *Tourism & Development Statement of Accounts* *page 5*
6. *Tourism & Economic Development Officer's Report* *page 6*
7. *Report from Steve Gurney* *page 22*
8. *'Catch the Day' Campaign*
10. *Urgent Business*

**11. Tourism and Economic Development Public Excluded Session**

***Moved, seconded that the public be excluded from the following parts of the proceedings of this meeting, namely***

***a. Nominations for new Committee member***

***The general subject matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) and 7(2)(i) of the Local Government Information and Meetings Act 1987 for the passing of this resolution are as follows:***

<b>General subject of each to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Grounds of the Act under which this resolution is made</b>
Nominations for new Committee member	The exclusion of the public from the whole or the relevant part of the proceedings of the meeting is necessary to enable the Local Authority to deliberate in private on its decision or recommendation.	<b>Section 48(1)(a) and 7(2)(b)</b>

## Tourism & Economic Development

### Financial Report to 31 May 2009

	Budget (Year) 2008/2009 \$	Actual (11 Months) 2008/2009 \$	Actual (Year) 2007/2008 \$
<b>Expenses</b>			
Personnel & Personnel Related	56,040	48,234	55,427
Advertising & General Expenses	5,500	3,817	3,367
Overhead Charges	6,342	5,753	6,380
TRENZ	8,400	--	18,482
Green Globe	3,500	3,158	3,311
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Christchurch I-Site Display Space <sup>1</sup>	13,000	5,359	5,293
Visitor Research & Surveys	3,500	-	-
Events (Moa Hunt, Spring Challenge, etc)	15,000	5,412	5,000
Alpine Pacific Joint Ventures	25,000	22,623	10,500
Visitor Guide	3,000	11,409	10,200
Image Library/Website/Displays	6,700	270	-
AA Tourism Domestic Campaign	-	2,500	2,500
Air NZ In-flight Production	-	3,594	2,387
Canterbury Economic Development Corp	-	2,400	-
Radio Advertisement Development	-	-	11,423
Destination NZ TV Series	-	-	1,750
	<b>150,982</b>	<b>119,529</b>	<b>141,020</b>
<b>Funded by:</b>			
Trade Show Participation Fees	-	-	356
Visitor Guide Subscriptions	-	-	679
Christchurch I-Site Advertising Space <sup>2</sup>	-	-	6,445
General Rates	100,982	92,567	99,573
	<b>100,982</b>	<b>92,567</b>	<b>107,053</b>
<b>Activity Surplus/(Deficit)</b>	<b>(50,000)</b>	<b>(26,962)</b>	<b>(33,967)</b>

### Tourism & Economic Development Funds Held

	Budget (Year) 2008/2009 \$	Actual (11 Months) 2008/2009 \$	Actual (Year) 2007/2008 \$
<b>Opening Balance</b>	<b>52,100</b>	<b>58,565</b>	<b>90,110</b>
Activity Surplus/(Deficit)	(50,000)	(26,962)	(33,967)
Interest Applied to Fund	-	-	2,422
<b>Closing Balance in Fund</b>	<b>2,100</b>	<b>31,603</b>	<b>58,565</b>

<sup>1</sup> Revenue from Christchurch I-Site Display Advertising is shown under Funding (see Note 2)

<sup>2</sup> Note that the display advertising revenue for Christchurch I-Site display was received in the 2007/2008 financial year (\$6,445 as shown).

# Tourism & Economic Development Officer's Report

## Project updates:

**Cruise New Zealand:** Cruise New Zealand AGM will be held on Monday 10 August in Gisborne, to coincide with the ITOC Conference (which will be held on 11<sup>th</sup> & 12<sup>th</sup> in Gisborne). The AGM will be held in the afternoon to accommodate arrivals on the day. It is organised to run from 3 - 5pm.

**Regional Economic Development Strategy update:** Tourism & Economic Development Officer carried out a series of interviews with business owners and key stakeholders within the District to be used in the preparation of the new Canterbury Regional Economic Development Strategy by Lincoln University. A report on progress to date is attached.

An update evening is being hosted by Heather Warwick from Enterprise North Canterbury on **18<sup>th</sup> June**. Carolyn Johns and Paul Dalziel from Lincoln University will discuss their findings and their progress in developing the strategy. Invitations to this update are being sent to all those who were interviewed by Heather Warwick and by Tourism & Economic Development Officer.

**Adventure expo:** Tourism & Economic Development Officer is investigating the options for potential attendance at an Adventure Expo to be held in Christchurch in September. A number of local operators have expressed an interest in this already.

**Visitor Guide report:** Based on the distribution in 2007/08, 45 000 guides were produced and distribution began in November. As with last year, the bulk of the distribution is carried out via the i-SITE visitor network in the North & South Islands. In addition, Jason's Travel Media continued to distribute visitor guides via Christchurch city & Alpine Pacific Touring Route (e.g. car hire companies, campervan rentals) and on Bluebridge ferries. In 2009, brochure distribution was also secured with Interislander.

Demand for the 2009/10 guide in the first few months was far greater than expected. An additional 10,000 guides were printed in March with funding from T&D budget. A large percentage of this increase was attributable to distribution from Christchurch i-SITE (Cathedral Square) and Christchurch airport in particular as well as distribution on both Interislander & Bluebridge ferries. (In 2008/09, Kaikoura visitor guides were distributed on Bluebridge only)

In particular, Christchurch i-SITE (Cathedral Square) and Christchurch airport experienced huge increases in demand. By June 2008, a combined total of 5500 guides had been distributed from these locations. By May 2009, 8150 guides had been picked from Christchurch i-SITE and 4350 from the airport, giving a combined total of 12 500 which is an increase of 127%.

These figures highlight Christchurch airport's growth and its increasing importance as a key gateway to both the South Island and to New Zealand. With regard to the huge increase in guides being picked up from the i-SITE, as well as continued high traffic through the i-SITE in general, the Kaikoura display has been instrumental in this fantastic result. The display has been operational since July 2008 and i-SITE staff immediately noticed an increase in the number of Kaikoura visitor guides being picked up even over the quieter winter period.

## Summary of key distribution points:

North Island total (predominantly via i-SITE network): **8811**

- o Auckland (including airport): 1344
- o Wellington (including Hutt city, Upper Hutt & Porirua): 1232
- o Rotorua, Taupo, Napier, Hastings, Hamilton & Gisborne: 336 each

South Island distribution (predominantly via i-SITE network excluding Kaikoura i-SITE): **18 939**

- Christchurch (i-SITE & airport): 12 500
- Nelson: 1008
- Blenheim: 772
- Hanmer: 600
- Paparoa National Park DOC: 500

This gives a total of 27,750 for combined North & South Island i-SITE distribution. Jason's Travel Media (Bluebridge & Interislander distribution as well as some Christchurch & A.P.T distribution) amounted to 7 000. The remaining guides were distributed via Kaikoura i-SITE, local operators, in response to individual & travel trade enquiries, as well as visiting trade & media. At the end of May 2009, there were approximately 4000 guides in stock.

**Visitor statistics:** refer to Appendix 1.

**Potential cycle trail:** \$50 million is currently available to go towards developing a national cycle way which will begin as a series of "Great Rides" and develop from there. Tourism & Economic Development Officer is currently investigating the possibilities for the Kaikoura District with regard to this initiative.

**Destination TV:** The Kaikoura segment was featured on the Air New Zealand inflight programme from November – April. For the winter season, Destination TV (producers of the inflight programme) has included Kaikoura free of charge.

**North Canterbury Food & Wine Trail:** 2009/10 guide is currently being put together. At the time of writing, around 50 businesses have signed up for membership. Last year, there were 4 Kaikoura members, Donegal House, The Pier, Kaikoura Winery and The White Morph restaurant. This year, additional Kaikoura members are Café Encounter and The Green Dolphin. It is hoped to have the guide ready for distribution later this month.

**Minutes Action List:**

Investigate marketing opportunities in key destinations around New Zealand: Based on the proven success of the display at Christchurch i-SITE, Tourism & Economic Development Officer is investigating the potential of increasing Kaikoura's profile in key i-SITES (Nelson, Blenheim & West Coast). A full report will be given at July meeting.

Investigate hosting a forum: in progress.

Research economic development funding avenues: Specific projects requiring funding should be identified by the Tourism & Development Committee so that the Tourism & Economic Development Officer can carry out this research.

## Appendix 1

### Kaikoura Guest nights & Guest arrivals for January, February & March 2009.

2009	Guest nights	% change	Guest arrivals	% change
January	46 953	-4.1	30 088	-4.2
February	39 715	-8.5	27 962	-6.9
March	35 895	-15.3	24 617	-16.0

### Kaikoura Guest nights – January, February & March 2005 - 09:

	Kaikoura District	% change	New Zealand % change
January 2005	46 377	29.8	4.4
January 2006	48 453	4.5	-1.7
January 2007	50 856	5.0	2.4
January 2008	48 958	-3.7	2.2
January 2009	46 953	-4.1	-3.4

	Kaikoura District	% change	New Zealand % change
February 2005	37 775	27.4	1.5
February 2006	40 893	8.3	2.5
February 2007	46 973	14.9	6.1
February 2008	43 410	-7.6	3.3
February 2009	39 715	-8.5	-7.7

	Kaikoura District	% change	New Zealand % change
March 2005	38 293	30.1	11.1
March 2006	37 239	-2.8	-6.7
March 2007	41 730	12.1	7.5
March 2008	42 397	1.6	6.9
March 2009	35 895	-15.3	-10.7

**Kaikoura Guest arrivals – January, February & March 2005 - 09**

	<b>Kaikoura District</b>	<b>% change</b>	<b>New Zealand % change</b>
<b>February 2005</b>	<b>26 424</b>	<b>31.4</b>	<b>3.8</b>
<b>February 2006</b>	<b>26 640</b>	<b>0.8</b>	<b>1.4</b>
<b>February 2007</b>	<b>31 192</b>	<b>17.1</b>	<b>4.1</b>
<b>February 2008</b>	<b>30 050</b>	<b>-3.7</b>	<b>3.9</b>
<b>February 2009</b>	<b>27 962</b>	<b>-6.9</b>	<b>-9.6</b>

	<b>Kaikoura District</b>	<b>% change</b>	<b>New Zealand % change</b>
<b>March 2005</b>	<b>25 470</b>	<b>30.9</b>	<b>9.6</b>
<b>March 2006</b>	<b>25 040</b>	<b>-1.7</b>	<b>-4.2</b>
<b>March 2007</b>	<b>28 247</b>	<b>12.8</b>	<b>4.4</b>
<b>March 2008</b>	<b>29 308</b>	<b>3.8</b>	<b>4.8</b>
<b>March 2009</b>	<b>24 617</b>	<b>-16.0</b>	<b>-10.4</b>

**Kaikoura Guest nights – March year end comparisons:**

<b>Year End</b>	<b>Kaikoura District</b>	<b>% change</b>	<b>New Zealand % change</b>
<b>March 2005</b>	<b>283 741</b>	<b>17.5</b>	<b>5.1</b>
<b>March 2006</b>	<b>305 781</b>	<b>7.8</b>	<b>-0.7</b>
<b>March 2007</b>	<b>342 693</b>	<b>12.1</b>	<b>3.1</b>
<b>March 2008</b>	<b>343 850</b>	<b>0.3</b>	<b>3.5</b>
<b>March 2009</b>	<b>316 974</b>	<b>-7.8</b>	<b>-3.8</b>

**Kaikoura Guest arrivals – March year end comparisons:**

<b>Year End</b>	<b>Kaikoura District</b>	<b>% change</b>	<b>New Zealand % change</b>
<b>March 2005</b>	<b>193 517</b>	<b>19.7</b>	<b>6.4</b>
<b>March 2006</b>	<b>206 761</b>	<b>6.8</b>	<b>-0.3</b>
<b>March 2007</b>	<b>232 619</b>	<b>12.5</b>	<b>1.8</b>
<b>March 2008</b>	<b>230 191</b>	<b>-1.0</b>	<b>2.7</b>
<b>March 2009</b>	<b>213 789</b>	<b>-7.1</b>	<b>-5.0</b>

All figures and tables used are taken from the Commercial Accommodation Monitor (C.A.M) C.A.M gathers data from accommodation providers with an annual turnover of \$30 000+ on a monthly basis. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)