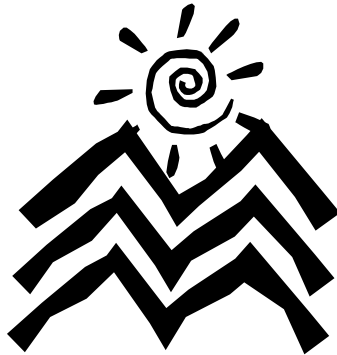




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***9 September 2009***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 9 SEPTEMBER 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 12/8/2009* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
<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

5. *Christchurch Canterbury Tourism Update*
    - **Kate Mathews will be in attendance to present this item**
  6. *Tourism & Economic Development Officer's Report* *page 6*
  7. *Tourism & Development Statement of Accounts*
    - **The Statement of Accounts will be tabled at the meeting.**
  8. *Resignation of Committee Member*
    - **A resignation has been received from Mark Fissenden.**  
*It is recommended that the Tourism and Development Committee accept the resignation.*
  9. *Appointment of Replacement Committee Member*
    - **The committee will need to decide if a replacement committee member should be appointed to replace Mark Fissenden. Individuals were considered for a previous vacancy and the committee may wish to consider those individuals not appointed for the current vacancy. This matter would likely be addressed in public excluded.**
  10. *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. *Appointment of Replacement 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>
Appointment of Replacement 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)(a)</b>

**11. Urgent Business**

## Tourism & Economic Development Officer's Report

- **Air New Zealand in-flight programme:** the Kaikoura segment is currently being edited to give a higher profile to land based activities. This will be achieved through the addition of some still images to the existing 30 second slot.
- **Visitor Guide:** production of 09/10 visitor guide is underway. Beck & Caul will be producing the guide again this year. Listing costs for businesses will remain the same as the past two years. In order to keep cost of production & distribution in line with or under budget, the overall size of the guide (in terms of editorial pages) will be assessed once revenue from business listings has been finalised. If necessary, the editorial pages will be condensed to reduce the size of the guide and therefore reduce the costs. It is aimed to produce at least 55 000 copies. Currently all Districts within the Canterbury region reflect the regional branding in the design of the visitor guides. This helps to create a strong identity for the region especially when displayed as a set within i-SITEs. Christchurch & Canterbury Tourism is reviewing the design of the visitor guides with input from the Districts. Therefore Kaikoura 09/10 guide may well reflect the new design elements.
- **Overnight visitor arrivals/nights:** refer to Appendix 1 for statistics taken from the Commercial Accommodation Monitor. For the year end June 2009, it can be seen that both overnight guest arrivals & guest nights have decreased from figures recorded year end June 2008. With regard to guest nights, the decrease is 7.5%, double the national average. However, overall, total guest nights recorded for the year end June is just slightly lower than those recorded for year end June 2006, making year end June 2009, 4<sup>th</sup> highest guest nights recorded for the District.

The decrease recorded for overnight guest arrivals was only slightly below the national rate. Total guest arrivals for year end June 2009 are the 3<sup>rd</sup> highest recorded.

These figures (from Commercial Accommodation Monitor (C.A.M)) are useful for tracking trends and for making comparisons with national, regional and district data from across the country. C.A.M is the only official set of statistics (administered by Statistics NZ & Ministry of Tourism) gathered for Kaikoura District.

Visitors to Kaikoura who do not overnight are very difficult to measure accurately. In addition, there is no official record of the numbers of domestic and international visitors. Therefore it is difficult to determine if the decreases recorded year end June 2009 are attributable to decreases in visitor numbers across the board or to international visitors in particular or to overnight rather than day visitors.

- **Cruise New Zealand:** the annual general meeting took place in Gisborne on 10<sup>th</sup> August and Kauahi Ngapora attended as K.D.C representative. The management committee members for 09/10 are Jacqui Lloyd (Tourism Auckland), Leigh Robins (Ports of Auckland), Craig Harris (Managing Director of ISS-McKay Shipping), Jon Kelly (Centreport Wellington), Hamish Saxton (Tourism Dunedin), Jeremy Palmer (ID Tours), Graeme Marshall (Port of Tauranga), and Monica Armesto (Tourism NZ). Craig Harris will be the Chairperson for Cruise NZ. A summary of cruise activity for 08/09 season has been included for information in Appendix 1.

The current cruise ship schedule for Kaikoura for 09/10:

**KAIKOURA CRUISE SHIP FORECAST 2009/2010** as at 11/06/09

#	VESSEL	Arrives	Pax	Crew
<b>2009 / 2010 SEASON</b>				
1	Clipper Odyssey	28-Dec	100	80
2	Clipper Odyssey	9-Jan	100	80
3	Clipper Odyssey	29-Jan	100	80
4	Orion	8-Feb	140	90

**440**      **240**  
 TOTAL PAX      680

**DECREASE on 08/09      644**

Ships down 4 on last year

- **Global Network of Great Wine Capitals:** Tourism & Economic Development Officer was approached by Christchurch City Council to assist in hosting a famil for members of the Network in connection with the CCC membership bid for South Island.

The Global Network of Great Wine Capitals is headquartered in Bordeaux and currently has 8 members: Bilbao-Rioja, Bordeaux, Cape Town, Florence, Melbourne, Mendoza, Porto and San Francisco-Napa Valley. The Network last year expressed its interest in a New Zealand city also becoming a member and initial contacts between the Christchurch City Council (Civic & International Relations Unit), the French Embassy in Wellington and the Secretariat for the Network resulted in an opportunity for an application to be made from the South Island.

The Civic and International Relations team at CCT worked on an application along with Christchurch Development Corporation, Christchurch & Canterbury Tourism and NZTE Christchurch. Tentative scoping of the application process was underway when the Network advised that there was likely to be an application submitted from another New Zealand wine region and so an expression of interest was submitted in June 2009. This was completed, in collaboration with Wine Marlborough, Christchurch & Canterbury Tourism along with wine industry representatives from Canterbury/Waipara and Central Otago. The team submitted a collective application. As the Network requires a city with an international airport to head up a membership bid, the collective application was termed Christchurch/Southern New Zealand. A competing New Zealand application was also submitted from Hawkes Bay.

Mayor Heays and Tourism & Economic Development Officer hosted 3 officials from the Global Network along with the team from the International relations unit at CCC on 23<sup>rd</sup> August as part of their tour of the South Island.

More information on the Global Network is contained in Appendix 1.

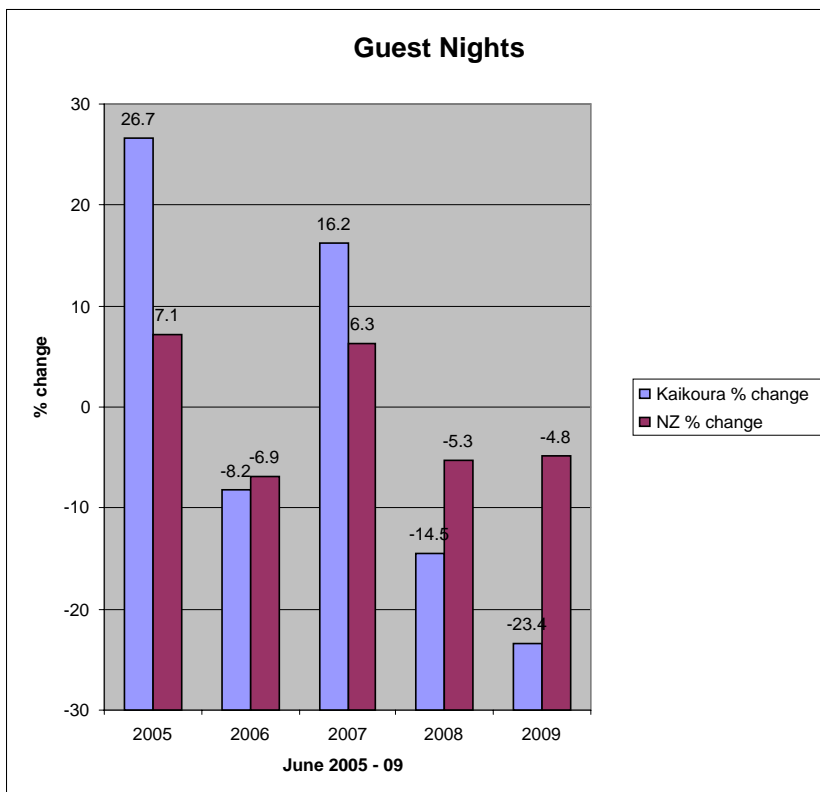
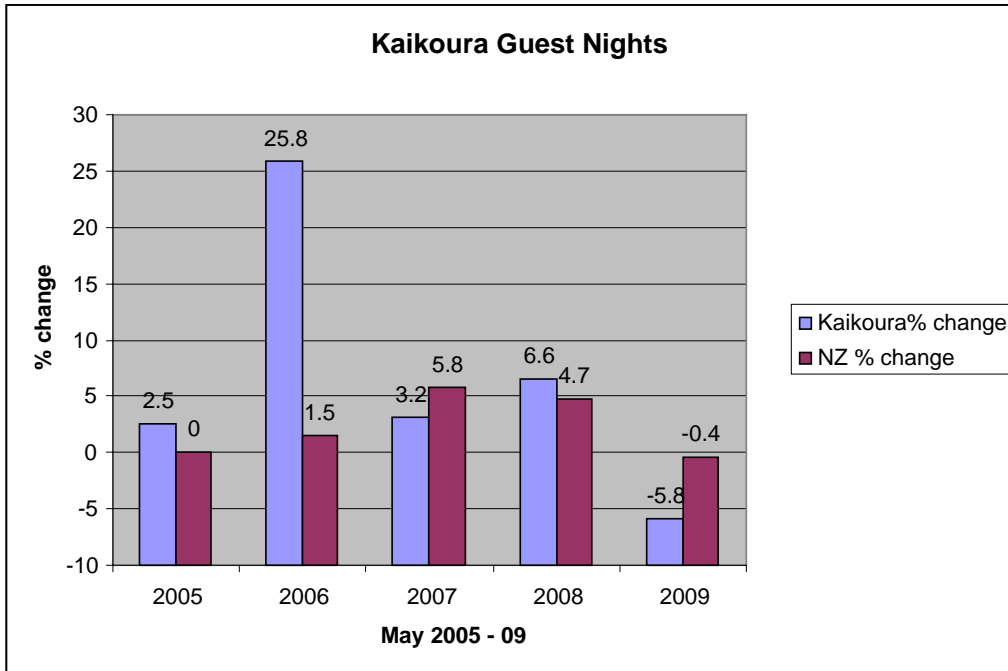
- **Kaikoura Information & Tourism Incorporated A.G.M:** Tourism & Economic Development Officer attended the meeting on 18<sup>th</sup> August and assisted John Macphail in making a short Catch the Day presentation. The campaign was well received by those attending.
- **Canterbury District Tourism Organisations meeting:** Tourism & Economic Development Officer attended the meeting on 21<sup>st</sup> August in Ashburton. Kate Mathews from Christchurch & Canterbury Tourism (our regional tourism organisation) will be attending the T&D meeting to outline the work carried out by CCT and opportunities for participation in future campaigns.
- **Catch the Day campaign:** Tourism & Economic Development Officer met with imagic on 20<sup>th</sup> August. A media plan was discussed and new creative style was presented by imagic. Following on from this, T & E.D Officer reported back to the Catch the Day working group which met on 28<sup>th</sup> August. The T&ED Officer will give a full update to the Committee at the meeting.
- **Trade evening:** Tourism & Economic Development Officer is planning a tourism/hospitality trade evening for 19th November. Mandy Fissenden has organised a Top of the South i-SITE meeting (Murchison, Nelson, Golden Bay, Motueka, Blenheim, Picton and Hanmer Springs) on this day so it was decided to hold the trade evening afterwards and encourage the visiting i-SITE managers & staff to attend. T &ED Officer is still working on details prior to contacting businesses.
- **Media results & other hosting:** Back in March, Simon Mcmanus (who handles media & PR for Hapuku Lodge) organised a famil for award winning Australian travel writer Louise Southerden. She stayed in Kaikoura for several days and was hosted by Hapuku Lodge, Maui Youth Hostel, Seal Swim, Whale Watch, Encounter Kaikoura, Trees for Travellers and K.D.C. Louise's feature "Natural order" was printed in both *The Age* and *Sydney Morning Herald*, reaching well over 2 million Australians in print. Beyond that it has been syndicated on Fairfax Digital, reaching New South Wales, Victoria, Queensland and Western Australian audiences. This gained some excellent profile for Kaikoura.

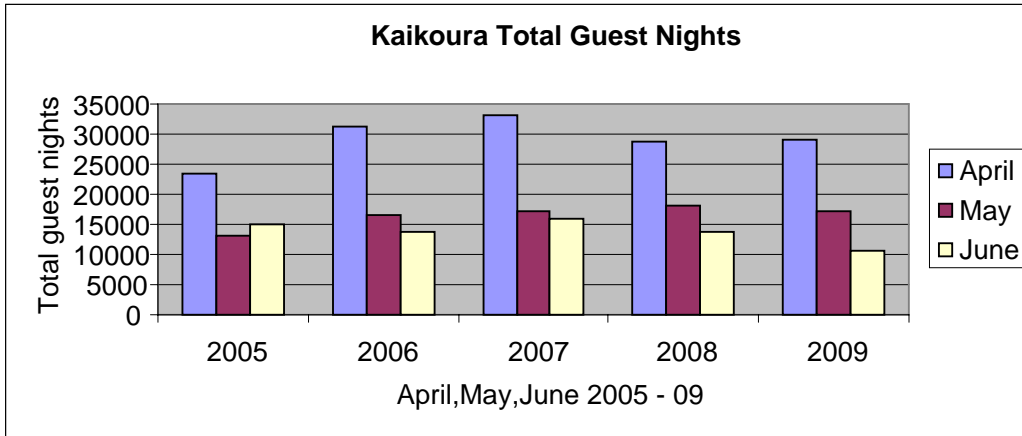
Louise has just won Travel Writer of the Year Award 2009 and the Responsible Tourism Award 2009 for the Kaikoura story in the SMH and The Age. As a result of this, the Kaikoura story will once again gain some excellent profile via newspapers & website features. This illustrates the excellent returns which can be gained through working with travel writers and media & P.R consultants.

More recently, visiting Professor of Responsible Tourism Management at Leeds University, Harold Goodwin spent a weekend in Kaikoura. He was hosted by Kauahi Ngapora, Whale Watch, T&ED Officer & Stuart Grant, K.D.C and Heather & Maurice Manawatu, Maori Tours. His visit was coordinated by Phillipa Gill, Whale Watch who also provided accommodation at the White Morph. Professor Goodwin was amazed by Kaikoura – its natural environment, its responsible tourism operators, its environmental stance and its community. He was particularly fascinated by the story of Whale Watch, its development & its achievements, which he said were unique not just to New Zealand but globally.

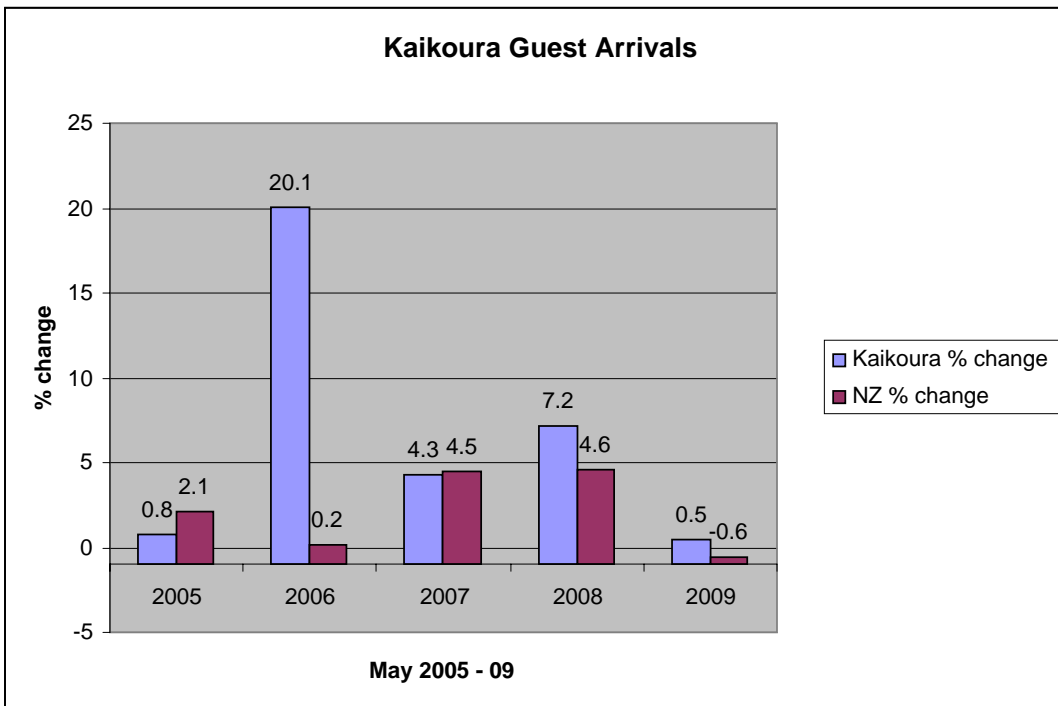
Appendix 1:

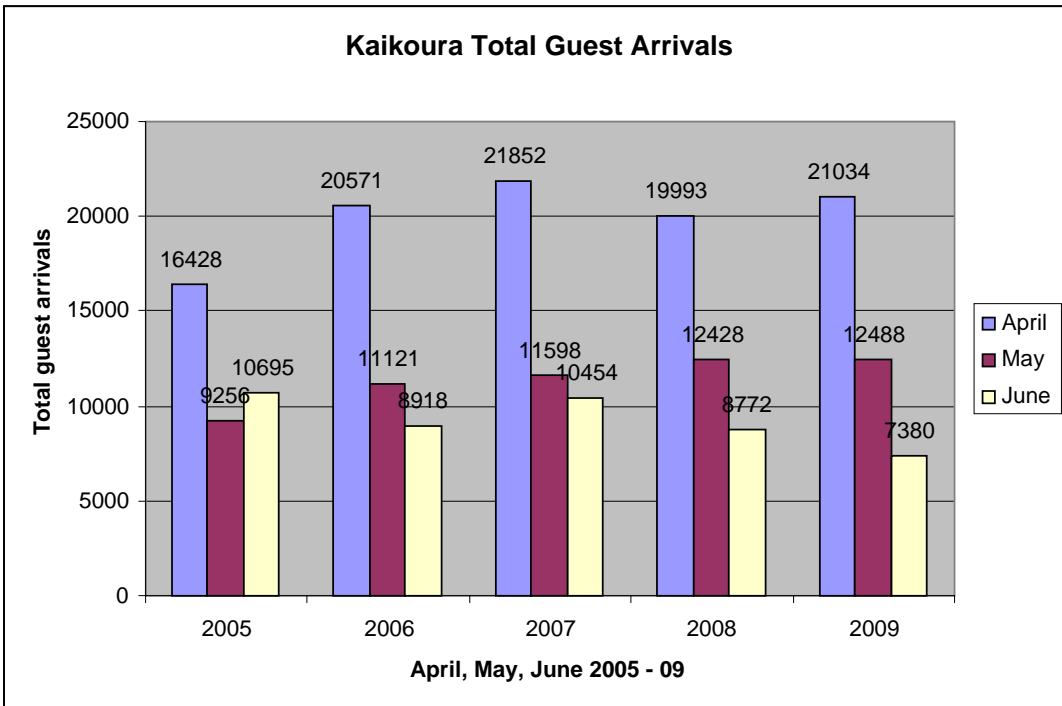
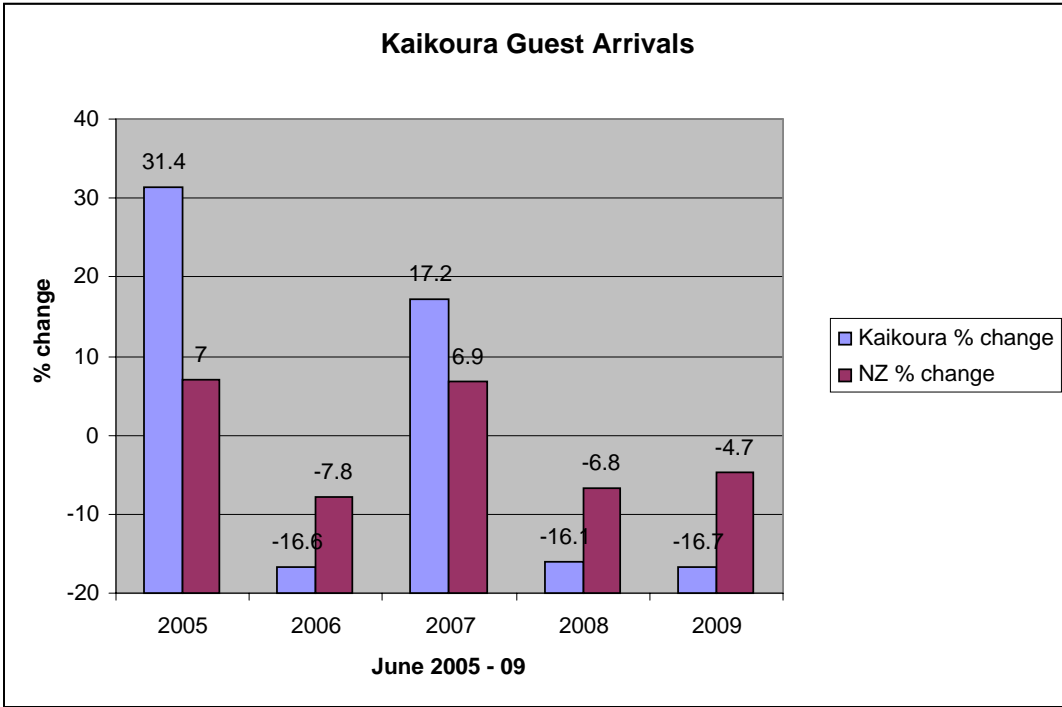
**Kaikoura Guest Night Comparisons**





### Kaikoura Guest Arrival Comparisons

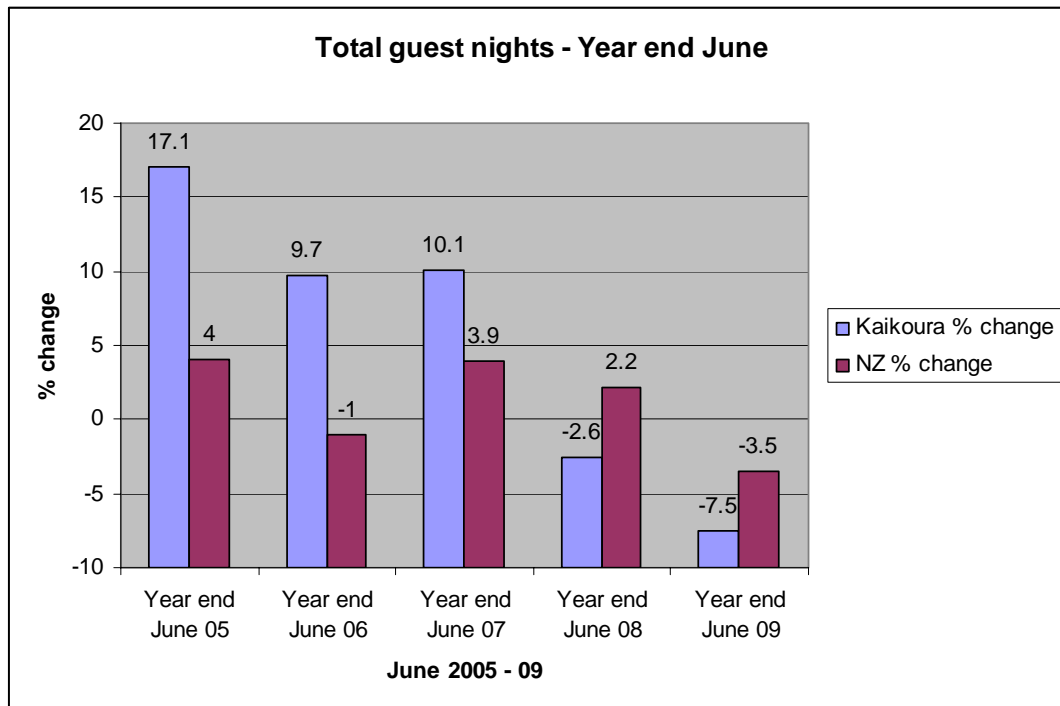




## June Year End Comparisons

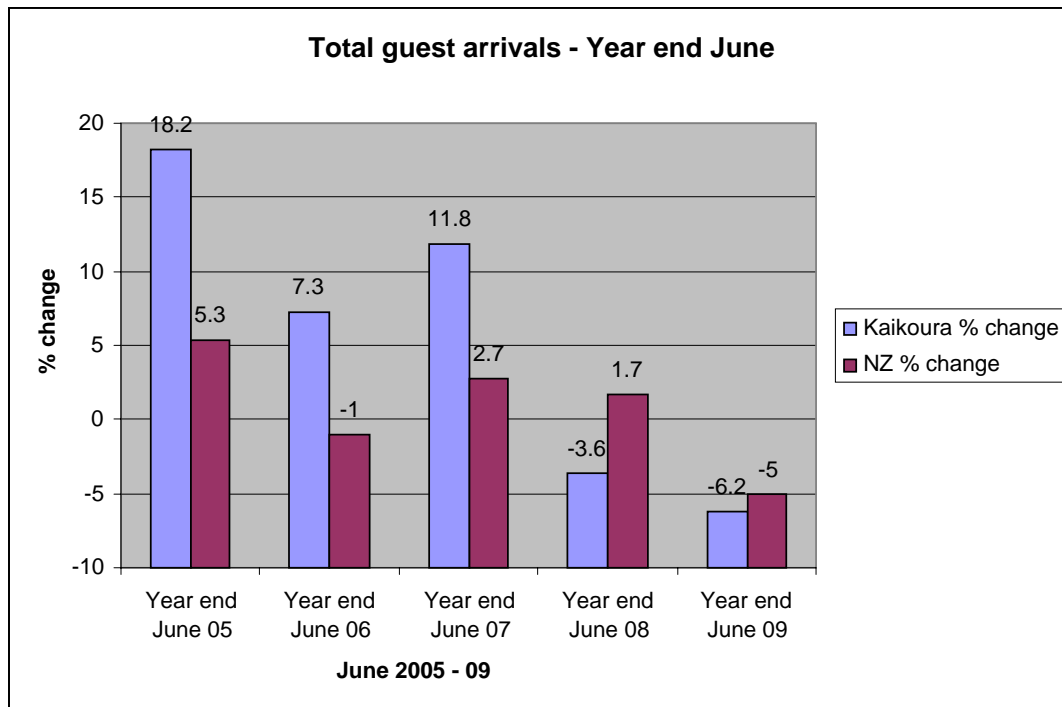
### Guest nights:

Year end	Kaikoura District
June 2005	287 733
June 2006	315 543
June 2007	347 348
June 2008	338 343
June 2009	313 015



**Guest arrivals:**

Year end	<b>Kaikoura District</b>
June 2005	<b>196 640</b>
June 2006	<b>210 982</b>
June 2007	<b>235 913</b>
June 2008	<b>227 480</b>
June 2009	<b>213 426</b>



All figures 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)

## **Global Network of Great Wine Capitals information:**

The Global Network brings together wine industry stakeholders in support of wine tourism, industry development and investment, and research. Membership of the Global Network presents significant opportunities.

The Network places a strong emphasis on support for (and research into) wine tourism. All Network members participate in the collective marketing tools developed by the Network which enables members to benefit from the profile of other members in their own tourism markets. In addition to its wine tourism work, the Global Network also collates an inventory of all of the wine education programmes available within its member countries, providing an additional platform for promoting academic excellence globally.

Membership of the Network would provide an excellent vehicle for promoting the sustainability credentials of Southern New Zealand wine making to the world, and particularly to some distant markets where consumer decision-making can favour local products over wine which has travelled some distance to reach their market. The Global Network has as part of its Mission Statement a commitment to sustainable development of member wine regions and the industry conference accompanying the 2008 Annual General Meeting of the Network focussed its discussions on sustainability issues. New Zealand's Southern wine regions have a number of innovative approaches to highlight in this area.