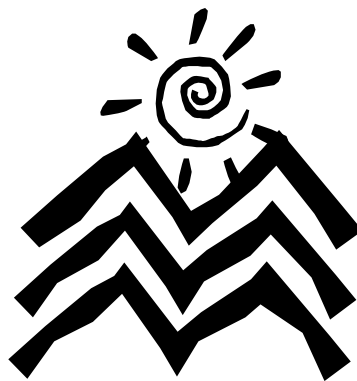




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***11 November 2009***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 11 NOVEMBER 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 14/10/2009* *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
<b>14 OCTOBER 2009</b>		
Investigate integrating 'Catch the Day' into the Destination TV segment	A Paterson	Refer agenda page 6
Investigate having 'Catch the Day' billboards on State Highway 1.	A Paterson	Refer agenda page 6
Investigate how 'Catch the Day' could fit in with TRENZ	A Paterson	Refer agenda page 6

5. *Tourism & Economic Development Officer's Report* *page 5*
6. *Tourism & Development Statement of Accounts* *page 12*
7. *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. *Confirmation of Minutes 14/10/2009*

*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:*

General subject of each to be considered	Reason for passing this resolution in relation to each matter	Grounds of the Act under which this resolution is made
Confirmation of Minutes 14/10/2009	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>

**8. Urgent Business**

# Tourism & Economic Development Officer's Report

## **Project updates:**

**Visitor Guide:** The visitor guide was originally due to be completed and ready for distribution by early October. However major delays by Christchurch & Canterbury Tourism (CCT) in finalising the design elements for the guides have caused this delay. Following the changes in the CCT branding months ago, all Districts within the region agreed to adopt the new branding for the visitor guides. The “family branding” has been used for the visitor guides for the past 2 years and has proven to be successful, promoting a strong regional identity for Canterbury.

Unfortunately the time taken by CCT to finalise the visitor guide design has taken much longer than originally expected and the effect of this has been a big delay in the production of the Kaikoura visitor guide. However, the guide should be completed by 16<sup>th</sup> November and distribution will commence immediately.

**Catch the Day:** the website, Christchurch billboards, Christchurch airport lightbox, online & print advertising were all completed on schedule and the campaign officially launched on 1<sup>st</sup> November.

There were quite a few delays during the last 6 weeks prior to launch. However all parties involved worked to ensure the campaign was ready for launch by 1<sup>st</sup> November. There is still some minor work to be done on the website (mainly regarding the listings of deals and packages) and this is currently underway.

By studying the regular reports from both Bookit and from the Catch the Day website, the effectiveness of the current website design and functionality will be reviewed and altered as necessary. Final costings from both Imagic & Cabbage Tree have yet to be received. On receipt of these, total costs to date can be determined which will assist in planning future marketing activities for the campaign.

**Review of Current Marketing Plan:** The current marketing plan was developed in 2006 and has not been reviewed. Since 2006, there have been a number of significant changes which have had an impact on marketing activity but which have not been reflected in the plan itself. For example, changes at Hurunui resulting in the end of Alpine Pacific Tourism as well as the development of the Catch the Day domestic initiative. Current planning for ‘Catch the Day’ includes marketing activity up until May 2010 and planning for the next stage of this initiative should commence now. This should be undertaken alongside a review of the current general marketing plan.

## **Visitor Statistics:**

Overnight visitor numbers recorded in August showed an increase of 16.7% for guest nights compared to a decrease of 5.6% recorded in July. Guest arrivals were up 9.8% compared to a decrease of 5.1% in July. Averages for New Zealand for August were no change in guest nights but a decrease in guest arrivals of 1.7%. Kaikoura i-SITE also performed very strongly in August.

While these increases only occurred in one month, it is still a very positive sign and it will be interesting to look at September figures which will be released in mid November.

**Networking Evening:** a networking evening for tourism & hospitality business owners and staff will take place on 19<sup>th</sup> November. The evening will have a “speed dating” format which will be followed by a light supper and networking time. To date, there has been a good response from activity operators.

**Hurunui Tourism:** The new Hurunui Marketing Strategy has now been completed (copies will be available at the meeting) and the new Tourism Governance Board has been formed. In light of the forthcoming review of the marketing plan, it would be useful to invite Scott Calloway (Marketing Manager, Hanmer Springs Thermal Pools & Spa) to attend a T&D committee meeting to discuss potential joint ventures and the general working relationship between the two Districts.

**Cycle Trail Initiative:** Official criteria for the National Cycleway scheme have been released. Tourism & Economic Development Officer contacted Hurunui Tourism to find out if the earlier proposed cycle route could be formally registered under this scheme. This proposal was submitted for discussion at the Hurunui Tourism Governance Board's initial meeting last month but unfortunately it was not discussed at the meeting due to time constraints. It is hoped that a decision from Hurunui will be forthcoming in the near future.

**Visit by Tourism New Zealand Film Crew and Journalist:** Tourism New Zealand film crew was in Kaikoura for a few days last month gathering footage for use at the Responsible Tourism Awards which are being held in London on 11<sup>th</sup> November. Whale Watch Kaikoura is one of the short-listed finalists for this prestigious award. A journalist from UK newspaper "The Telegraph" accompanied the film crew and his interviews were filmed to profile Whale Watch at the awards ceremony.

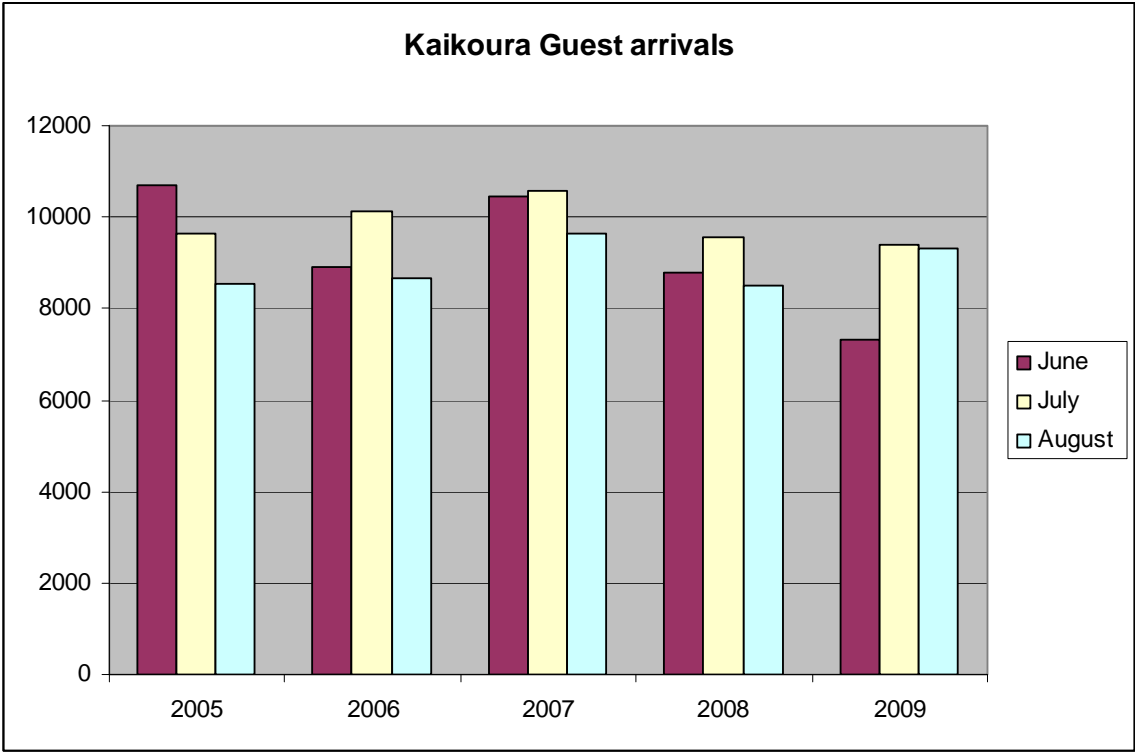
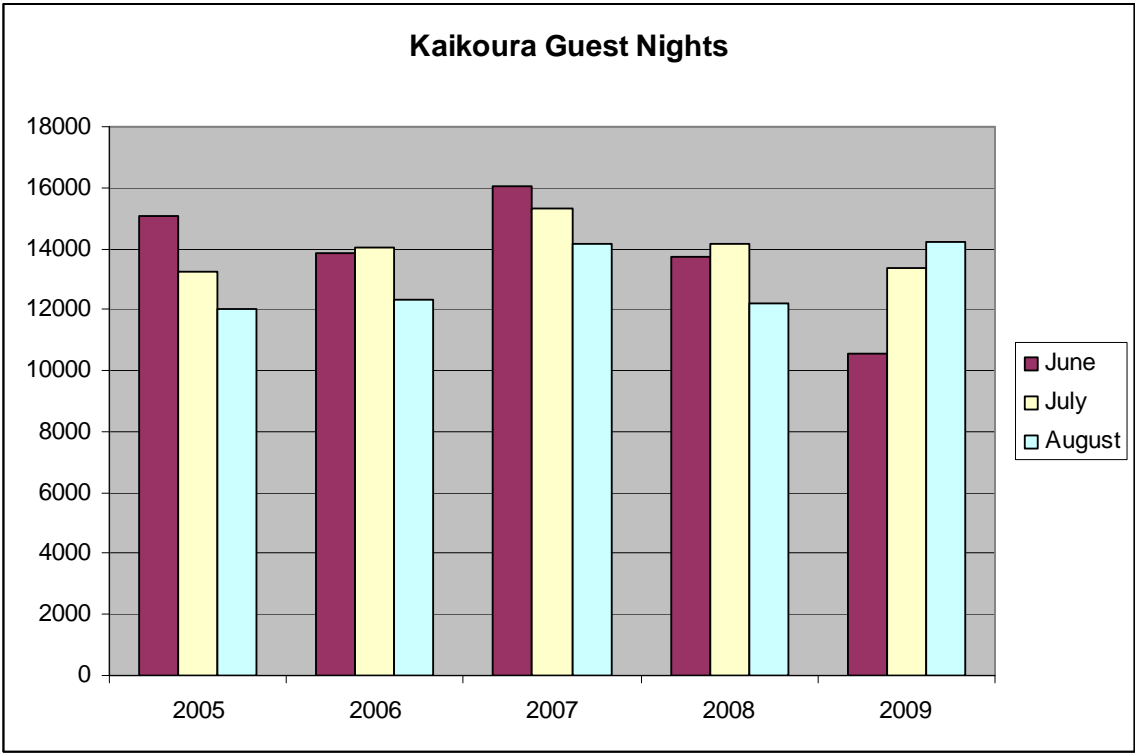
**Trash Fashion Museum:** Tourism & Economic Development Officer has been working with other members of the Trash Fashion committee with regard to future planning. The committee is looking to set up a trust to manage the project. New signage for the building is underway and the committee is looking to repaint the building with a mural to reflect the trash fashion theme. A copy of the draft design is included in Appendix 1.

**Minutes Action List Comments:** Campaign messages are not permitted in regional & district segments on Destination TV. With regard to Catch the Day billboards on State Highway 1 & incorporating Catch the Day at TRENZ, these issues will be covered in the next stage of Catch the Day planning as mentioned above.

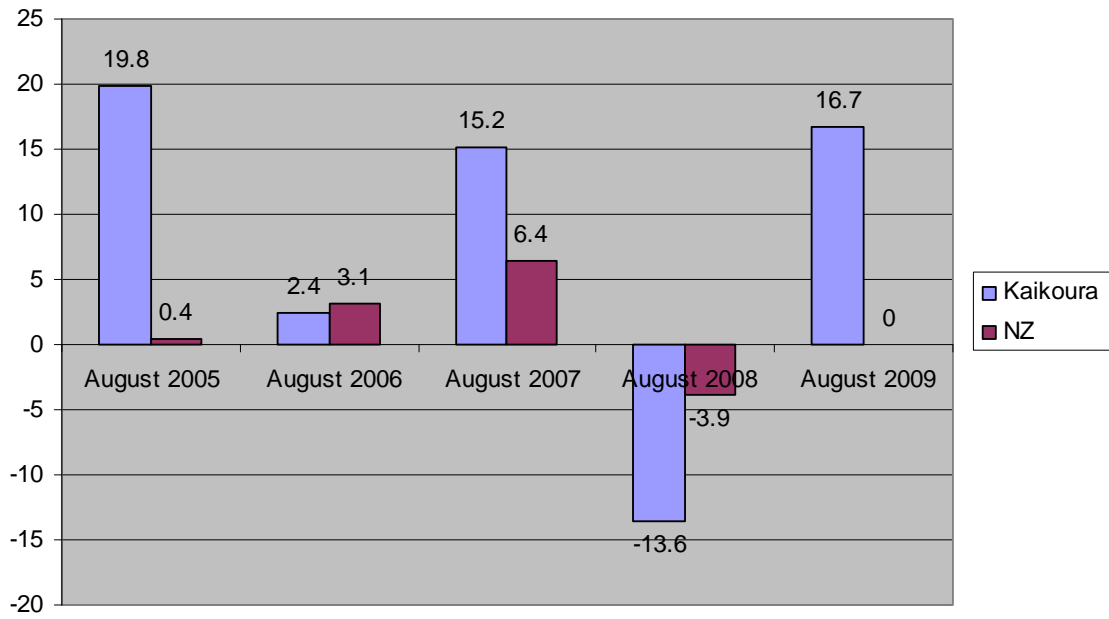
**New Qualmark Businesses for October:** the following Kaikoura businesses have just been awarded the following Qualmark Enviro ratings:

- Encounter Kaikoura, Visitor Activity category, endorsed, Gold level
- Miharotia, Guest & hosted category, 4 \* plus, Silver level
- YHA Kaikoura, Backpacker category, 3 \* plus, Bronze level

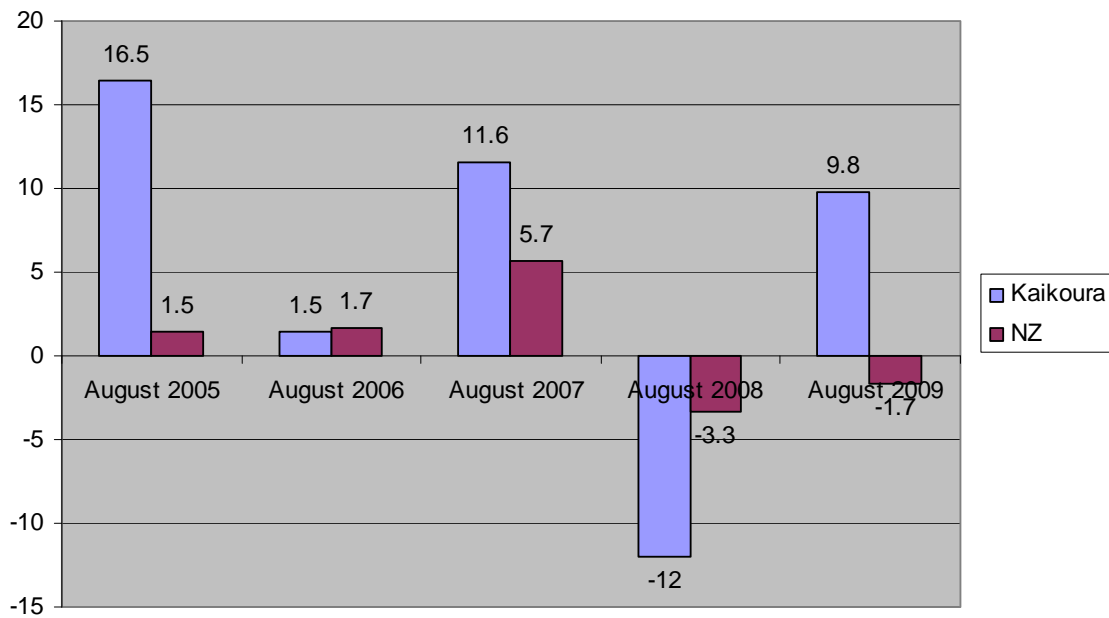
Appendix 1:



### Guest Nights % change



### Guest Arrivals % change



**August Year End Comparisons:**

<b>Guest Nights</b>	<b>Kaikoura Total</b>	<b>Kaikoura % change</b>	<b>New Zealand % change</b>
<b>Year end August 2005</b>	290 584	17.6	3.6
<b>Year end August 2006</b>	316 636	9.0	-1.2
<b>Year end August 2007</b>	350 529	10.7	4.8
<b>Year end August 2008</b>	335 187	-4.4	1.1
<b>Year end August 2009</b>	314 259	-6.2	-2.9

<b>Guest Arrivals</b>	<b>Kaikoura Total</b>	<b>Kaikoura % change</b>	<b>New Zealand % change</b>
<b>Year end August 2005</b>	198 881	18.8	4.7
<b>Year end August 2006</b>	211 580	6.4	-1.3
<b>Year end August 2007</b>	237 380	12.2	3.4
<b>Year end August 2008</b>	225 320	-5.1	0.8
<b>Year end August 2009</b>	214 061	-5.0	-4.5

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.trcnz.govt.nz](http://www.trcnz.govt.nz)

## Tourism & Economic Development

### Financial Report to 31 October 2009

	Budget (Year) 2009/2010 \$	Actual (4 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
<b>Expenses</b>			
Personnel & Personnel Related	56,100	18,565	51,192
Advertising & General Expenses	3,000	2,832	4,834
Overhead Charges	6,400	2,244	6,276
TRENZ	9,000	-	7,433
Green Globe	3,500	-	3,158
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Christchurch I-Site Display Space	1,500	2,500	5,359
Visitor Research & Surveys	1,000	-	-
Events Funding	15,000	-	5,412
Domestic Campaign "Catch the Day"	50,000	44	-
Marketing Activities	10,000	-	24,623
Trade Projects	5,000	-	-
Visitor Guide	6,000	1,180	11,904
Image Library/Website/Displays	7,500	188	270
Cruise NZ Membership	2,000	-	-
AA Tourism Domestic Campaign	-	-	2,500
Air NZ In-flight Production	4,000	5,500	3,594
Canterbury Economic Development Corp	-	-	2,400
Contingency	3,000	-	-
	<b>188,000</b>	<b>38,231</b>	<b>133,955</b>
<b>Funded by:</b>			
Enterprise North Canterbury Refund	-	-	3,333
Canterbury I-Site Advertising Revenue	-	1,817	-
Commercial Rates	175,667	58,997	100,982
	<b>175,667</b>	<b>60,814</b>	<b>104,315</b>
<b>Activity Surplus/(Deficit)</b>	<b>(12,333)</b>	<b>22,583</b>	<b>(29,640)</b>

### Tourism & Economic Development Funds Held

	Budget (Year) 2009/2010 \$	Actual (3 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
<b>Opening Balance</b>	<b>30,000</b>	<b>30,406</b>	<b>58,565</b>
Activity Surplus/(Deficit)	(12,333)	22,583	(29,640)
Interest Applied to Fund	-	-	1,481
<b>Closing Balance in Fund</b>	<b>17,667</b>	<b>52,989</b>	<b>30,406</b>