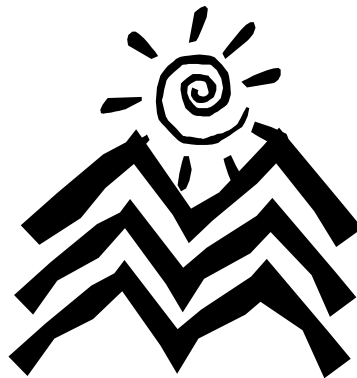




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



9 December 2009

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 9 DECEMBER 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 11/11/2009* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
12 NOVEMBER 2008		
Obtain concept plan for Christmas decorations/lights for the town centre and bring back to committee.	L Buurman	In Progress
11 NOVEMBER 2009		
Report on whether the Green Globe audit costs could be funded from the Environmental Services budget.	A Paterson	In Progress
Investigate whether the environmental services advert in the Kaikoura Guide can be funded from Environmental Services rather than Tourism and Development	A Paterson	Environmental advert will be funded from Environmental Services.

5. *Hurunui Tourism Strategy*
 - **Scott Callaway and Jeff Dalley will be in attendance to present this item.**
6. *Tourism and Economic Development Officer's Report* *page 5*
7. *Tourism & Development Statement of Accounts* *page 12*
8. *Crown Minerals Seismic Survey*
9. *Urgent Business*

Tourism & Economic Development Officer's Report

Responsible Tourism Awards: Congratulations to Whale Watch Kaikoura for winning the Supreme Award at the Responsible Tourism Awards in London last month. This award is real recognition of all the hard work, dedication, determination and innovation which has taken Whale Watch from its small beginnings to its position today as one of the world's leading eco-tourism operators.

Visitor guide: 55 000 copies of the guide have been printed and the first round of distribution has been completed. Distribution is mainly via i-SITE network and via Interislander & Bluebridge ferries. Revenue generated from the business listings covers the costs of design and printing. Distribution costs will be taken from T&D budget and these costs will be in the region of \$5000.

Cruise season: Here is the current cruise schedule for Kaikoura for 09/10:

- Clipper Odyssey 28th December
- Clipper Odyssey 9th January
- Clipper Odyssey 29th January
- Orion 8th February
- Oceanic Discoverer 14th February
- Oceanic Discoverer 25th February

Tourism & Economic Development Officer has spoken with Mayor Heays regarding the “meet & greet” which he did last season. In addition, last season Stephan Rattray provided a selection of plants to brighten up the area. Mayor Heays is happy to do this again for the time being but he did suggest that perhaps a more creative approach would be welcome and this is something for the Committee to discuss.

Information from Cruise New Zealand: Tourism & Economic Development Officer has circulated information on the completion of the repairs at the New Wharf to Cruise New Zealand. For the Committee's information, here is some information regarding Cruise Shipping Miami 2010:



CRUISE SHIPPING MIAMI 2010

Date: 15 – 18 March 2010

Location: Miami Beach Convention Center, Miami Beach, Florida

Cruise New Zealand would like to invite Cruise New Zealand members to participate in the annual Cruise Shipping Miami convention from 15th to 18th of March 2010. Cruise New Zealand's presence at Cruise Shipping Miami will be in conjunction with Cruise Down Under, and is open to five Cruise New Zealand members.

Cruise Shipping Miami offers cruise industry stakeholders the opportunity to meet with influential cruise line executives, expert conference speakers, executives from cruise associations, and special guests. Networking with peers from around the world will provide an insight into how cruise is being perceived and carried out in other competing destinations which can assist with how to better enhance New Zealand's cruise experience. From a New Zealand Inc perspective, Cruise Shipping Miami will also provide New Zealand stakeholders with the opportunity to engage with each other and create a more integrated image for the cruise sector in New Zealand.

Cruise New Zealand members interested in participating in Cruise Shipping Miami will be required to work on the conjoint Cruise Down Under/ Cruise New Zealand stand and be prepared to promote New Zealand Inc. This is especially important where New Zealand is competing on the world stage

with other destinations for awareness as a cruise friendly destination. Cruise New Zealand also asks that participants be respectful of onsite business meetings and current business relationships.

To follow up on the season before, Cruise New Zealand will also call on cruise lines currently working the New Zealand market before attending Cruise Shipping Miami.

Proposed Dates

The proposed dates are detailed as below.

Sales Calls:

Los Angeles - Wednesday and Thursday 10 to 11 March

Seattle - Friday 12 March

Miami - Monday 15 March or Friday 19 March

Cruise Shipping Miami:

Monday to Thursday 15 to 18 March 2009

Event Outline

Cruise Shipping Miami is essentially made up of a conference and a convention. This proposal relates to the convention and participating as a Cruise New Zealand representative. Tourism New Zealand will attend the conference on Cruise New Zealand's behalf.

		USD <i>(1 = 0.71)</i>	NZD
<i>Participation fee</i>		-	-
<i>Air NZ and American Airlines</i>	<i>AKL - MIA return via LAX</i>		<i>2,178</i>
<i>Miami accommodation (5 nights)</i>	<i>Cadet Hotel</i>	<i>1,074</i>	<i>1,512</i>
<i>Meals, Transport and Tips allowance</i>		<i>1,080</i>	<i>1,521</i>
TOTAL			5,211

Great Wine Capitals update: Great Wine Capitals AGM took place in Bordeaux earlier this month. A report is currently being prepared and will be circulated shortly. Councillor Sue Wells (from CCC) and Gerard Quinn (General Manager Industry Development at Canterbury Development Corp) attended as representatives for Christchurch/South Island.

This report will give an overview of the AGM event and will set out the key issues which all the regional partners will need to discuss in order to make the most of the Great Wine Capitals opportunity. CCC will be organising the first meeting of the Steering Committee which is one of the requirements of membership of the Global Network to set up as part of being members of the Global Network. This will take place in Christchurch in February. Lincoln University has already confirmed its willingness to participate in the Steering Committee and in the education activities of the Network. The Steering Committee also needs wine industry reps, plus tourism/marketing and economic reps amongst its membership. Those who elect to be involved will of course be in the best position to showcase their organisation and/or region through Network activities.

The Nelson wine region is also now very keen to be involved in the Christchurch/South Island partnership and this will also be discussed. A Christchurch/South Island microsite which will be part of the Great Wine Capitals website will also be developed.

Tourism & Development Committee should discuss the possibilities of putting forward a Kaikoura representative for the Steering committee.

Review of marketing plan: Tourism & Economic Development Officer will circulate a draft document to Committee members. Due to the fact that there is no Committee meeting in January, a working group could perhaps have a meeting in January to progress with this. Tourism & Economic Development Officer will liaise with Committee members to organise this next month.

Networking evening: Tourism & Economic Development Officer organised a networking evening on 19th November which took a “speed dating” format. 16 tourism & hospitality businesses attended as exhibitors with an attendance of around 30 people. This included visiting staff from Nelson, Blenheim, Picton & Motueka i-SITEs who were all in Kaikoura for a top of the south i-SITE meeting. Staff from Kaikoura i-SITE also attended. Tourism & Economic Development Officer received excellent feedback from those who attended with many people keen to attend a similar event sometime next year. While the feedback gained was very positive, the response from the “target” audience of Kaikoura accommodation providers was disappointing.

Catch the Day update: The campaign has been running now for a month and to date, a few packages have been booked. Tourism & Economic Development Officer has received very little feedback from within Kaikoura tourism & hospitality industry. Most comments received so far have been regarding alterations to listings from those businesses involved. There were a few issues with the website over the 1st couple of weeks but these have all been successfully resolved.

Tourism & Development Officer has received website administration training from Cabbage Tree which has been extremely useful.

With regard to costs, the invoice for the outside media (billboards, Christchurch airport light box) has not yet been received but quote was \$19000 and there have been no additional costs relating to this. Invoices have been received from Bookit, Cabbage Tree and imagic and so far, total cost is \$30 377 (incl. GST). Therefore with the addition of the outside media costs, total spend will be in the region of \$53 000.

Media Statistics:

BILLBOARDS		
	Daily Traffic Count	
Fitzgerald Ave	27,163	
Lincoln Rd	17,171	
Kilmore St	6,363	
TOTAL	50,697	
KDC billboards seen by an estimated	76,045	Cantabrians every day
ONLINE		
	Impressions	Click Throughs
Press.co.nz	80,450	124
The Performance Network (Blind Buy)	811,260	333
ChristchurchAirport.co.nz	29,335	49
TOTAL	921,045	506
PRINT		
	Circulation	Readership
Avenues Magazine	43,000	72,000

Although the click through total may not appear high, it is above average. Average click through rate is 0.2% and Catch the Day is averaging 0.3%.

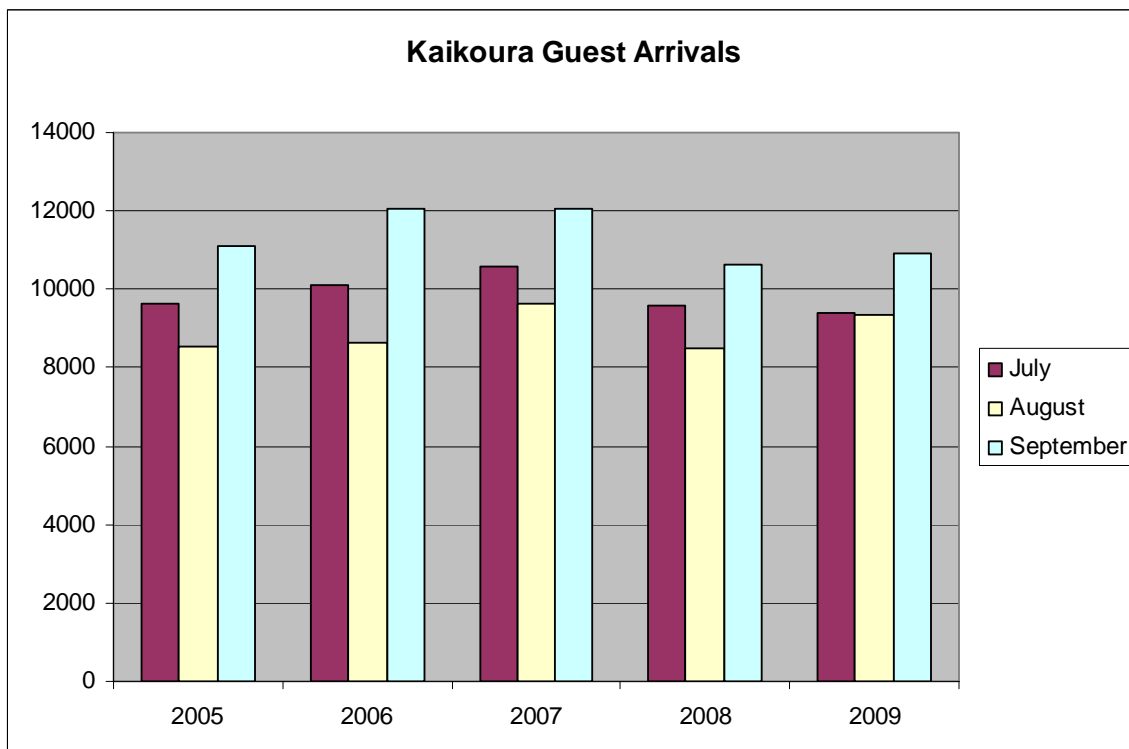
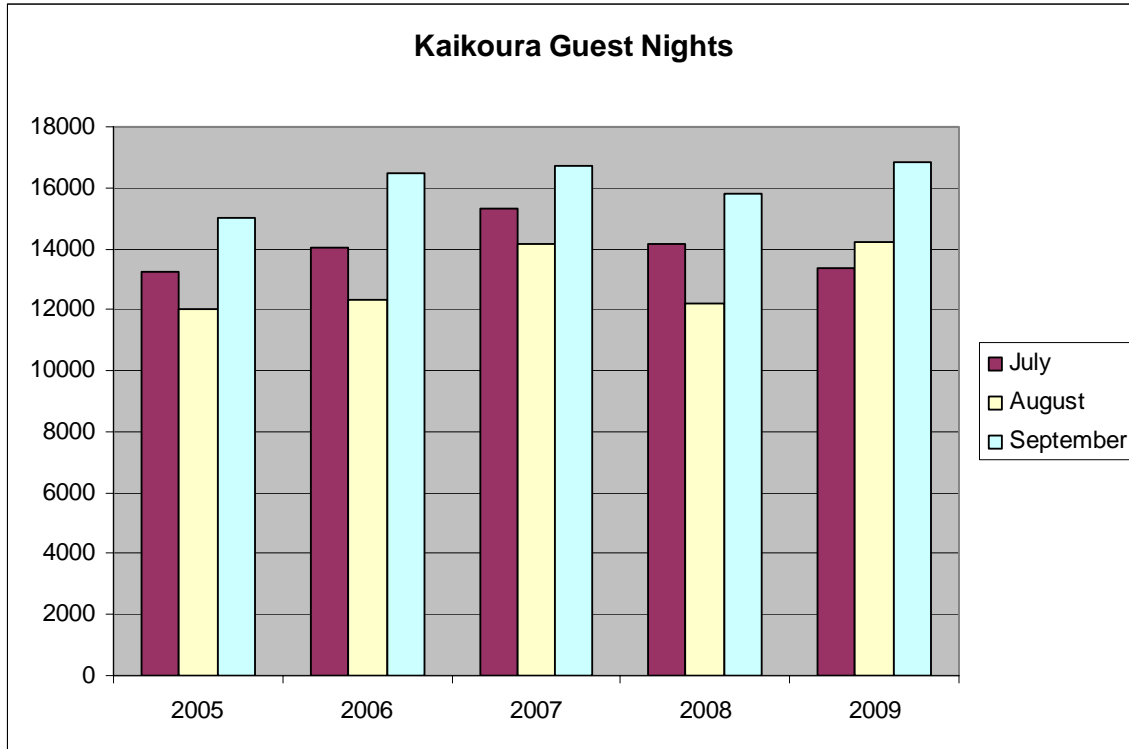
Comments from IMMEDIATE (who are handling the media): “Overall, the campaign has been very well received with the clear and simple creative executions providing impact and cut through. We have probably had the most positive feedback on the billboards as these tend to have the most impact when people are out and about. We are also very pleased with the response to the online campaign - having achieved the required page impressions and a good number of click throughs so far. Keeping the online ads fresh always helps to spark people's interest”

There have been 1028 zone sessions on the Catch the Day website. Most viewed pages have been spring & summer deals and spring & summer itinerary. A more detailed analysis of the website statistics will be given at the end of December.

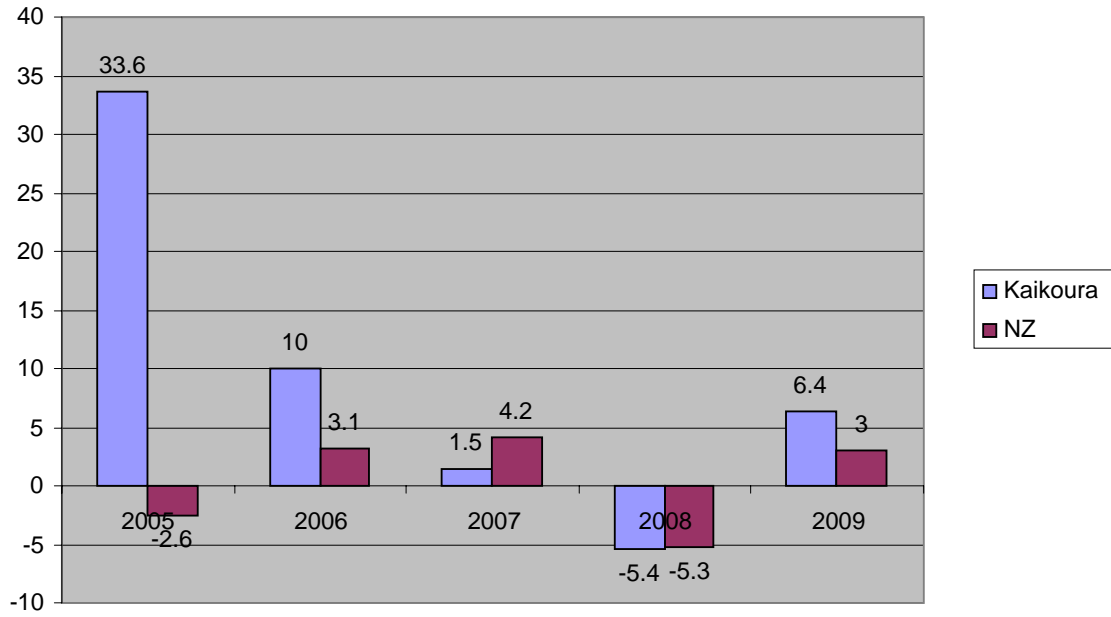
TRENZ 2010: The application has been made for TRENZ 2010. A decision will be made on this application by the TRENZ selection panel later this month.

Rugby World Cup: Tourism & Economic Development Officer would like to suggest future planning for Rugby World Cup as a discussion topic for Tourism & Development Committee at February meeting.

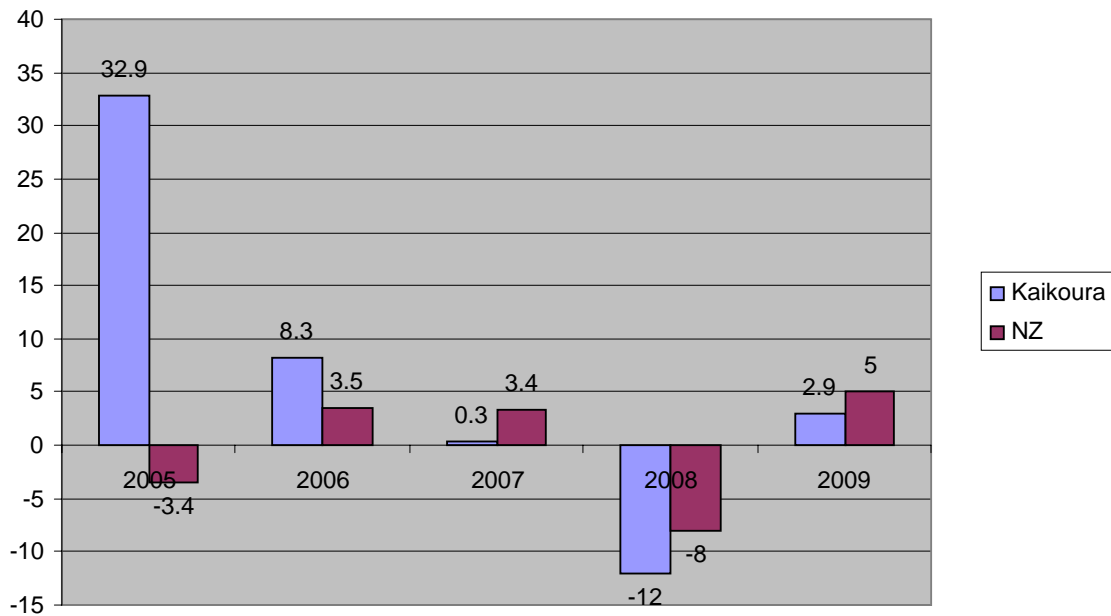
Appendix 1



September Guest Nights % change



September Guest Arrivals % change



September Year End Comparisons:

Guest Nights	Kaikoura Total	Kaikoura % change	New Zealand % change
Year end Sept. 2005	282 825	18.9	2.9
Year end Sept. 2006	306 706	8.4	-0.9
Year end Sept. 2007	336 336	9.7	4.9
Year end Sept. 2008	321 531	-4.4	0.5
Year end Sept. 2009	307 147	-4.5	-2.2

Guest Arrivals	Kaikoura Total	Kaikoura % change	New Zealand % change
Year end Sept. 2005	282 825	20.2	3.8
Year end Sept. 2006	204 166	5.7	-0.9
Year end Sept. 2007	226 635	11.0	3.4
Year end Sept. 2008	214 801	-5.2	0.1
Year end Sept. 2009	208 323	-3.0	-3.5

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

Tourism & Economic Development

Financial Report to 30 November 2009

	Budget (Year) 2009/2010 \$	Actual (5 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	56,100	22,805	51,192
Advertising & General Expenses	3,000	3,191	4,834
Overhead Charges	6,400	2,805	6,276
TRENZ	9,000	-	7,433
Green Globe	3,500	2,106	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	1,451	5,412
Domestic Campaign "Catch the Day"	50,000	27,242	-
Marketing Activities	10,000	-	24,623
Trade Projects	5,000	-	-
Visitor Guide	6,000	1,745	11,904
Image Library/Website/Displays	7,500	188	270
Cruise NZ Membership	2,000	1,000	-
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	-	-
	188,000	75,533	133,955
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	1,085	-
Canterbury I-Site Advertising Revenue	-	2,701	-
Other Revenue	-	623	-
Commercial Rates	175,667	73,636	100,982
	175,667	78,045	104,315
Activity Surplus/(Deficit)	(12,333)	2,512	(29,640)

Tourism & Economic Development Funds Held

	Budget (Year) 2009/2010 \$	Actual (5 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Opening Balance	30,000	30,406	58,565
Activity Surplus/(Deficit)	(12,333)	2,512	(29,640)
Interest Applied to Fund	-	-	1,481
Closing Balance in Fund	17,667	32,918	30,406