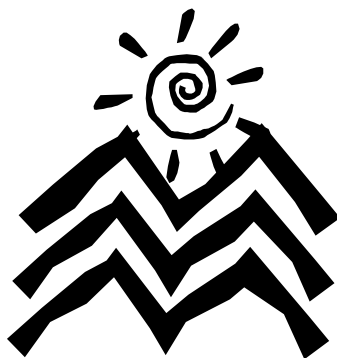




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



10 February 2010

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 10 FEBRUARY 2010
IN MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 9/12/2009* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
11 NOVEMBER 2009		
Report on whether the Green Globe audit costs could be funded from the Environmental Services budget.	A Paterson	A verbal report will be provided at the meeting.

5. *Tourism & Economic Development Officer's Report* *page 6*
6. *Tourism and Development Statement of Accounts* *page 12*
7. *Update on Green Globe*
 - **The District Planner will be in attendance to present this item.**
8. *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. Presentation from Frontier Group

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
Presentation from Frontier Group	The exclusion of the public from the whole or the relevant part of the proceedings of the meeting is necessary to enable the Local	Section 48(1)(a) and 7(2)(b)(ii)

	Authority to deliberate in private on its decision or recommendation.	
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9. Urgent Business

Tourism & Economic Development Officer's Report

- **TRENZ (Tourism REndez-vous New Zealand):** The application from Kaikoura was questioned by the Tourism Industry Association in December but Tourism & Development Officer responded and the application has since been accepted. TRENZ 2010 takes place on 24th - 27th May at ASB showground in Auckland.

For committee members unfamiliar with TRENZ, it is the annual international travel and tourism trade event which is organised by Tourism New Zealand and Tourism Industry Association (T.I.A). TRENZ brings together around 270 international travel and tourism buyers and a similar number of New Zealand tourism operators for four days of focused business-to-business activity.

- **Marketing plan and budget:** the marketing group and the Tourism & Economic Development officer have met to work on the 2010/11 marketing plan and budget. A copy of this document will be circulated at the meeting following further development of the plan at the marketing group's meeting on 5th February.
- **Catch the Day report:**
Web statistics taken from Google Analytics: During the first month of the campaign, 63% of visitors came directly to the site, of the remaining number, ½ came via Kaikoura.co.nz and the other ½ from referring sites.

During the 2nd month, just over 50% of visitors came directly from catchtheday.co.nz, 18% from Kaikoura.co.nz and the remainder as result of the online advertising.

In January, 56% of traffic came via Kaikoura.co.nz, 32% via Google searches and 9% of visitors came directly to the site.

These statistics show clearly that the concentrated marketing activities in November & December (online, Christchurch airport light box & billboards) did generate awareness which resulted in direct traffic to the Catch the Day website – a good result for a completely new campaign in a highly competitive market place. The lack of marketing activity in January is reflected in the statistics. The next burst of marketing commenced on 1st February and currently runs through until end of May.

The campaign is still in the very early stages and it will take a considerable period of time to establish it. The campaign is very much about generating awareness and changing perceptions of Kaikoura – a long term project. Tourism & Development Officer is currently working on a plan for Catch the Day 2010/11

Key action points identified so far are

1. Driving more visitors to the site
 - Increasing media placement & investigating optimum media mix to generate more traffic
 - Search engine optimization
 - Increasing click-throughs from Kaikoura.co.nz
 - Concentrating on increasing shoulder season visits
 - Adding new channels to the advertising mix – e.g. social media.
2. Improving conversion rates once visitors arrive at the site.
 - Conducting research into why people are not actually booking once they visit the site.

- Attracting a range of offers/products with a more seasonal flavour.

Catch the day costs to date:

Cabbage Tree	\$7 070
iMagic	\$18 732
Bookit	\$2 000
Images	\$130
Total	\$27 932

Total costs (for all advertising until end of May 2010): \$37 113

These costs give a total spend of \$65 047 which is slightly over original \$65 000 budget for 2009/10.

- **Cruise Ship Miami:** Tourism & Development Officer has spoken with Cruise New Zealand in more detail regarding this event. The recommendation from Cruise NZ was that attendance of a Kaikoura representative at this event would not be a particularly good use of KDC resources. Cruise NZ attends the event to promote New Zealand as a destination and Kaikoura is well-represented by both Craig Harris (chair of Cruise NZ) and Raewyn Tan (Tourism New Zealand) who both have good knowledge of Kaikoura.

Tourism & Development Committee could look to nominating a representative to the Cruise New Zealand Board later this year.

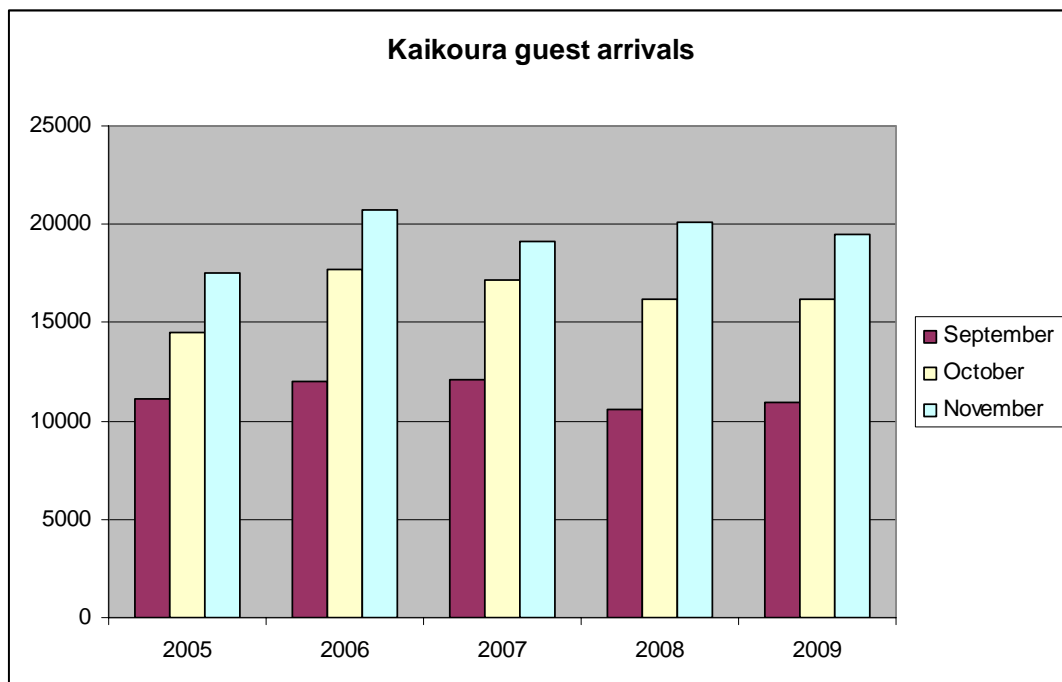
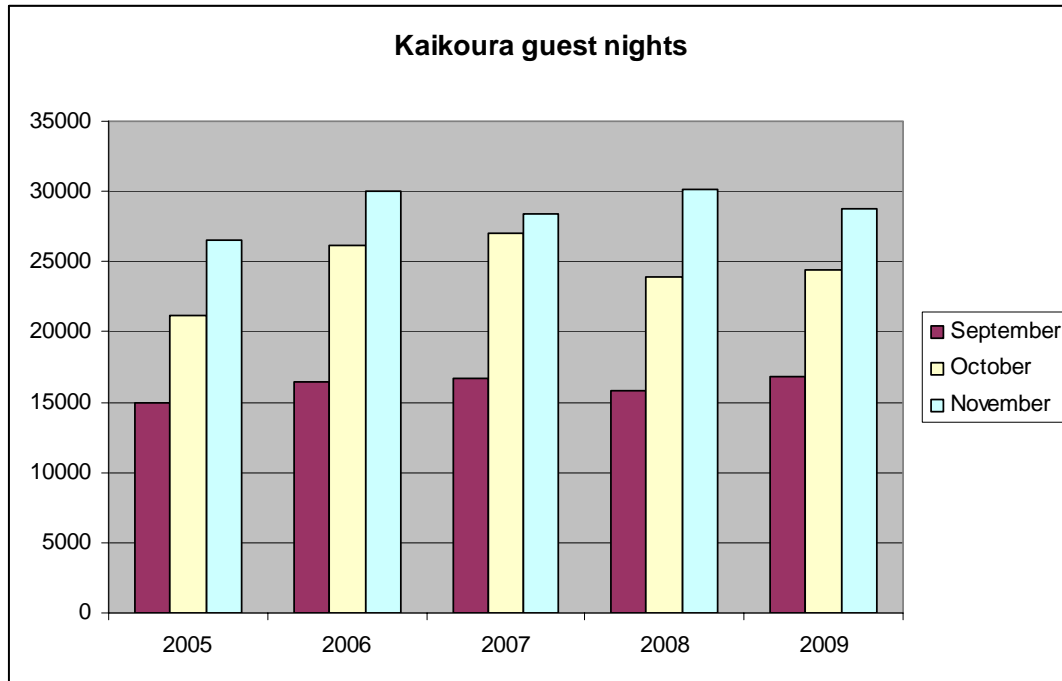
Clipper Odyssey visited on 28th December: here is an extract from the Clipper Odyssey staff blog:

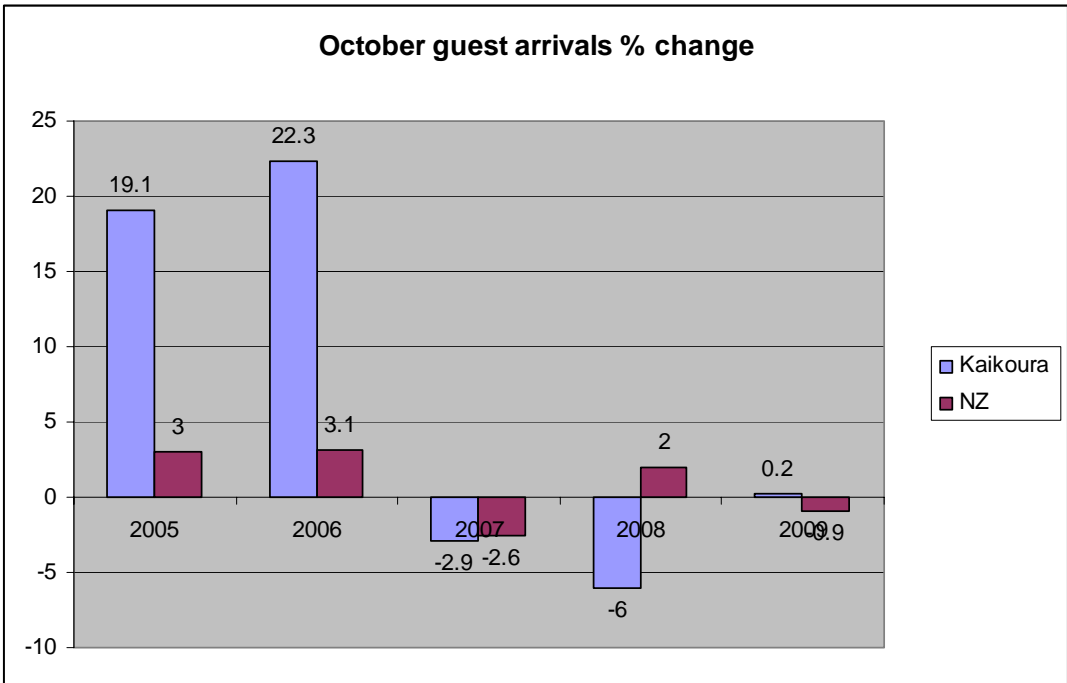
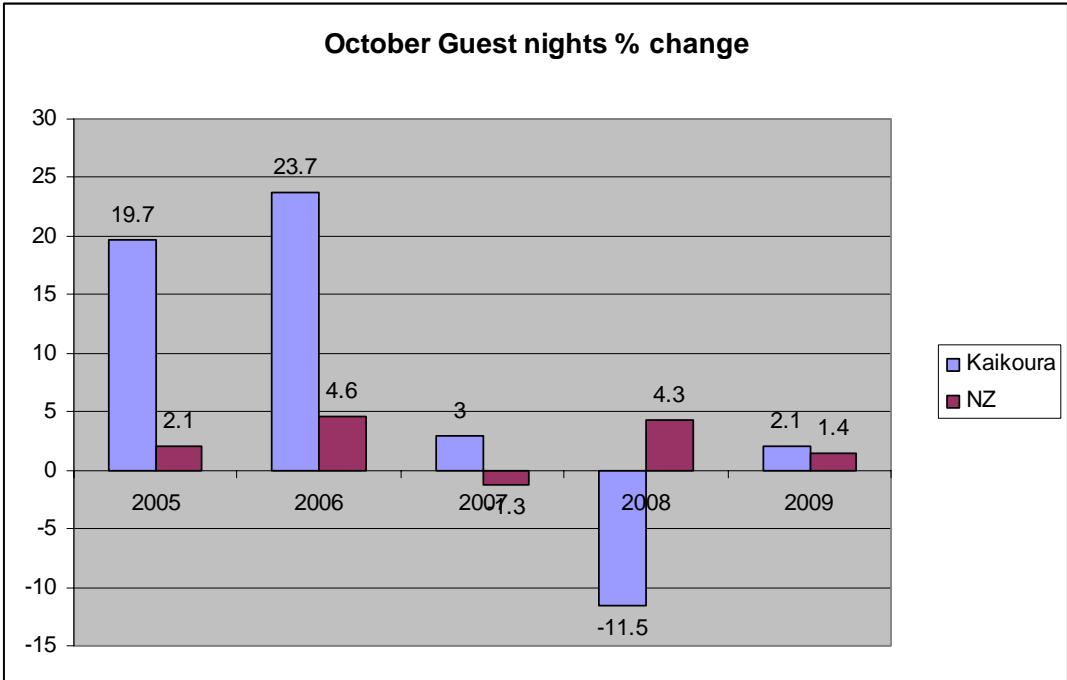
“December 28, Kaikoura

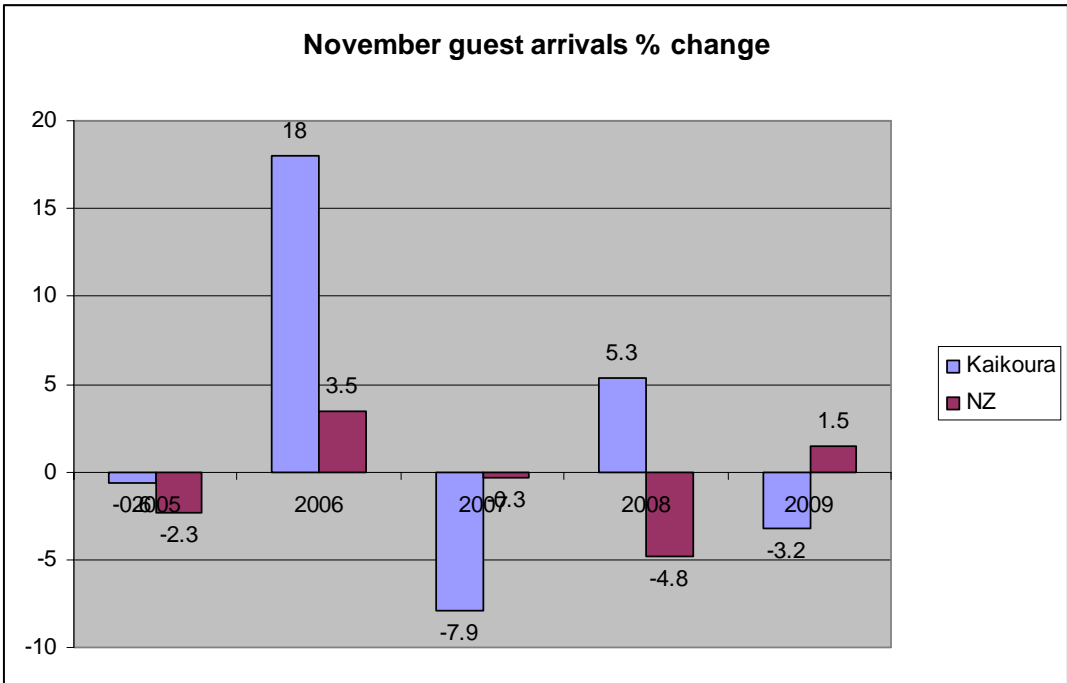
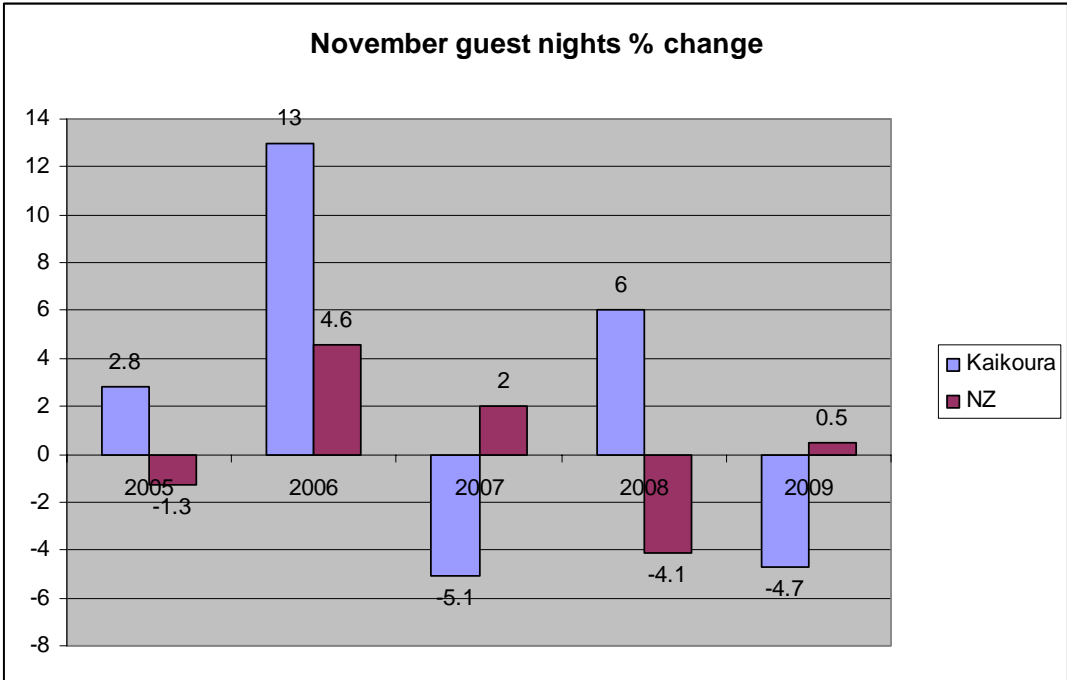
Few places on Earth can boast the edge of the continental shelf right on their doorstep, and Kaikoura overlooks just such a geographic anomaly. A short boat ride took us to the edge of the Kaikoura Canyon where a deep ocean upwelling sweeps all nature of microscopic creatures that ascend to feast on the phytoplankton, and the little fish that feed on them and of course the big fish and so on — ending with the sperm whale, the deepest divers and greatest breath-holders of any creature on the planet. Those who went out on the seabird boats were treated to Buller’s, white-fronted, shy, and southern royal albatross; Hutton’s shearwaters; giant and cape petrels; and several gulls. The whale watchers were blessed with multiple sightings of sperm whales close enough to see their distinctive left-leaning blow. And, for those who set off on the wine tasting tour, they returned happier when they left and that was just the morning! The afternoon was just as busy, with visits to town and for many, a stunning cliff top walk above the seal colonies and exquisite limestone platforms that created patterns beneath the crystalline waters of the Pacific Ocean. “

- **Potential joint ventures with Hurunui Tourism:** Tourism & Development Officer has been working with Scott Callaway regarding potential joint venture activity. A further meeting is planned and Tourism & Development Officer will report back in detail at the March meeting.
- **Australian Gourmet Traveller magazine:** following a hosted visit from a journalist last year, an excellent article was published in the February edition of Australian Gourmet Traveller. Copies of this will be distributed at the meeting or to view online, <http://www.gourmettraveller.com.au/kaikoura-new-zealand.htm>

Appendix 1: Visitor Statistics







November Year End comparisons:

Guest nights	Kaikoura Total	Kaikoura % change	New Zealand % change
Year end Nov.2005	287 026	18.2	2.2
Year end Nov.2006	315 169	9.8	-0.2
Year end Nov.2007	335 605	6.5	4.2
Year end Nov.2008	320 120	-4.6	0.4
Year end Nov.2009	306 210	-4.3	-2.1

Guest arrivals	Kaikoura Total	Kaikoura % change	New Zealand % change
Year end Nov.2005	195 302	19.0	2.8
Year end Nov.2006	210 576	7.8	-0.3
Year end Nov.2007	224 485	6.6	2.6
Year end Nov.2008	214 778	-4.3	0.0
Year end Nov.2009	207 724	-3.3	-3.0

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 31 January 2010

	Budget (Year) 2009/2010 \$	Actual (7 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	56,100	32,268	51,192
Advertising & General Expenses	3,000	3,442	4,834
Overhead Charges	6,400	3,927	6,276
Cruise NZ Membership	2,000	1,000	-
TRENTZ	9,000	2,867	7,433
Green Globe	3,500	2,106	3,158
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Visitor Research & Surveys	1,000	-	-
Events Funding	15,000	1,633	5,412
Image Library/Website/Displays	7,500	458	270
Marketing Activities	10,000	-	24,623
Trade Projects	5,000	-	-
AA Tourism Domestic Campaign	-	-	2,500
Air NZ In-flight Production	4,000	5,500	3,594
Visitor Guide	6,000	4,104	11,904
Domestic Campaign "Catch the Day"	50,000	45,179	-
Christchurch I-Site Display Space	1,500	3,870	5,359
Canterbury Economic Development Corp	-	-	2,400
Contingency	3,000	-	-
	188,000	111,354	133,955
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	818	-
Canterbury I-Site Advertising Revenue	-	3,018	-
Enterprise Nth Canterbury (Seafest Exp)	-	623	-
Commercial Rates ¹	175,667	103,355	100,982
	175,667	107,814	104,315
Activity Surplus/(Deficit)	(12,333)	(3,540)	(29,640)

Funds Held	Budget (Year) 2009/2010 \$	Actual (7 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Opening Balance	30,000	30,406	58,565
Activity Surplus/(Deficit)	(12,333)	(3,540)	(29,640)
Interest Applied to Fund	-	-	1,481
Closing Balance in Fund	17,667	26,866	30,406

¹ The "actual" column 2009/2010 reflects a six month period only; a further \$88,716 worth of commercial rates is expected to be received by 30 June 2010.

