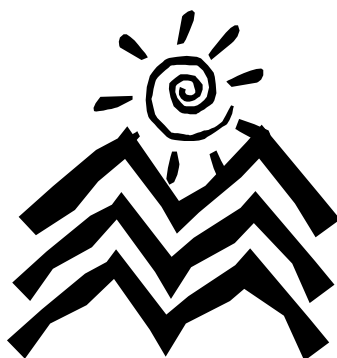




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



10 March 2010

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 10 MARCH 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 10/2/2010* *page 1*

4. *Minutes Action List*

Meeting	By Whom	Progress
10 FEBRUARY 2010		
Provide committee members a list of the subcommittees and their current members for discussion at the March meeting.	A Paterson	Lists emailed to committee members.

5. *Frontier Group Presentation*
 - **Representatives from Frontier Group will be in attendance at 1.00pm to present this item.**
6. *Tourism & Economic Development Officer's Report* *page 6*
7. *Tourism & Development Statement of Accounts* *page 13*
8. *Urgent Business*

Tourism & Economic Development Officer's Report

- **New Zealand Fashion Quarterly Magazine** (February edition): T&D Officer assisted with hosting a fashion shoot by New Zealand Fashion Quarterly magazine which took place in November. This opportunity was initiated by Christchurch & Canterbury Tourism. The photos & the short feature article gave some excellent profile for Kaikoura. Copies of the article will be circulated at the meeting.
- **Christchurch Canterbury Tourism (CCT)**: Tourism & Economic Development Officer met with Kath Low (General Manager, Business Development & Marketing at CCT) to discuss the current relationship between the two organisations. The Tourism & Economic Development Officer recently discovered that there was no link from christchurchnz.com to Kaikoura.co.nz. This has since been resolved. As the Regional Tourism Organisation for Kaikoura, it is important to develop a good working relationship with CCT and Tourism & Development Officer is currently reviewing this.

Following the re-organisation in Hurunui last year and the creation of Hurunui Tourism and the new Tourism Board, a Memorandum of Understanding was created by Hurunui Tourism to govern and clarify the relationship with Christchurch & Canterbury Tourism.

- **Destination Marlborough & Rugby World Cup**: Tourism & Economic Development Officer met with the Susan Witehira, Destination Marlborough Rugby World Cup Project Manager and discussed opportunities for working together in relation to RWC. S Witehira has been contracted for 18 months and is focusing on website development, sponsorship and events organisation.

Tourism & Economic Development Officer has spoken with Mandy Fissenden regarding a dedicated area on Kaikoura.co.nz to provide useful information for Rugby World Cup visitors. This is likely to include itinerary ideas incorporating Kaikoura, Marlborough & the Canterbury region as well as information on the teams (based in both Christchurch & Blenheim) as well as match venues.

- **More FM**: Tourism & Economic Development Officer met with Jen Middleton from More FM who was keen to outline some of the advertising options available. This may come in useful with regard to Catch the Day marketing activity.
- **Kaikoura Recycled Arts & Crafts Trust**: For the Tourism & Development Committee's information, this Trust has been set up to;
 - Provide a focus for the display and the development of recycled fashion, arts & crafts in Kaikoura
 - The promotion & advancement of sustainable use of resources in Kaikoura
 - The development, funding and implementation of projects to enhance the well being of the Kaikoura community.

Trustees: Julie Syme (Chair), Denise Yates (Gallery Manager & Treasurer), Ann Paterson (Secretary), Sue Jensen, Andrew Spencer and Stephan Rattray. The Trust members are currently working on a Strategic Plan.

- **Cabbage Tree Creative**: Sarah Dakers from Cabbage Tree Creative built the Catch the Day website. www.kaikoura.co.nz was also designed & built by Cabbage Tree. Tourism & Economic Development Officer met with Brian Westwood (General Manager at Cabbage Tree) & Sarah Dakers to discuss the Catch the Day website and the campaign in general. Brian Westwood was previously with Hurunui District Council where he worked on the

development of the Alpine Pacific Touring route. Some of the outcomes from this meeting have been incorporated in the Catch the Day workshop presentation which has been circulated to all Committee members.

- **Catch the Day workshop update:** Tourism & Economic Development Officer will give a verbal update from the workshop held on 3rd March.
- **Great Wine Capitals – Wine Tourism Committee meeting:** the first meeting of the Wine Tourism committee was hosted by Christchurch & Canterbury Tourism. Members come from District & Regional Tourism Organisations and Wine Associations across the South Island. One of the requirements of membership of the Great Wine Capitals network is the hosting of Wine Tourism Awards. 1st stage of the competition takes place in each wine region. Winners then go on to compete at the international level which is decided at the Annual General Meeting. There will be one winner per wine capital city/region. This is one of the priorities for the new Wine Tourism Committee. Concerns were raised at the meeting regarding the funding issues and the logistics of organising these awards.

The bid for membership was instigated by Christchurch City Council with little or no consultation with key stakeholders.

- **Potential Joint ventures with Hurunui Tourism:** Tourism & Economic Development Officer met with Scott Callaway and Vanessa Nelmes from Hurunui Tourism to progress with joint venture opportunities. 2 projects are outlined:

- **Development of Alpine Pacific Touring Route** to start at Christchurch airport. Approval and support for this has already been gained from Christchurch & Canterbury Tourism and Visit Waimakariri. An official proposal document will be completed early April. New route will also incorporate the North Canterbury Food & Wine Trail. Design and production of the new map will be funded equally by the four partners. In addition, sponsorship/advertising will be sought to assist with funding. The aim is to have the new route map in place for summer.

A region initiative is also under investigation which would produce a map combining all touring routes from across the Canterbury region – Alpine Pacific Touring Route, Great Alpine Highway and Inland Scenic 72 Route.

- **Australian Trade venture** which will take the format of trade training sessions. A list of key trade contacts will be compiled and costs for this project are being identified. Potential partners will be approached in due course once details are more formalised. If this project goes ahead, the trade visits will probably take place in September.
- **Statistics:** refer to Appendix 1. Statistics report contains year end comparisons 2000 – 2009.

Statistical comparisons 2000 – 09

Average annual occupancy rate

Year end December	Kaikoura Annual Average Occupancy Rate (%)	% change	NZ Annual Average Occupancy Rate (%)
2000	24.26		32.8
2001	26.24	8.2	34.6
2002	28.1	7.1	36.6
2003	29.5	4.9	37.4
2004	30.65	3.8	38
2005	38.35	25.1	37.4
2006	41.2	7.4	37.2
2007	44.3	7.5	38.2
2008	38.9	-12.2	37.6
2009	37.8	-2.8	36.3

Kaikoura: Average No. of Establishments

Year end December	Actual change	% change
2002	-2	-5.6
2003	0	0
2004	4	11.8
2005	4	10.5
2006	5	11.9
2007	-1	-2.1
2008	0	0
2009	-2	-4.3

Kaikoura: Average Annual Capacity

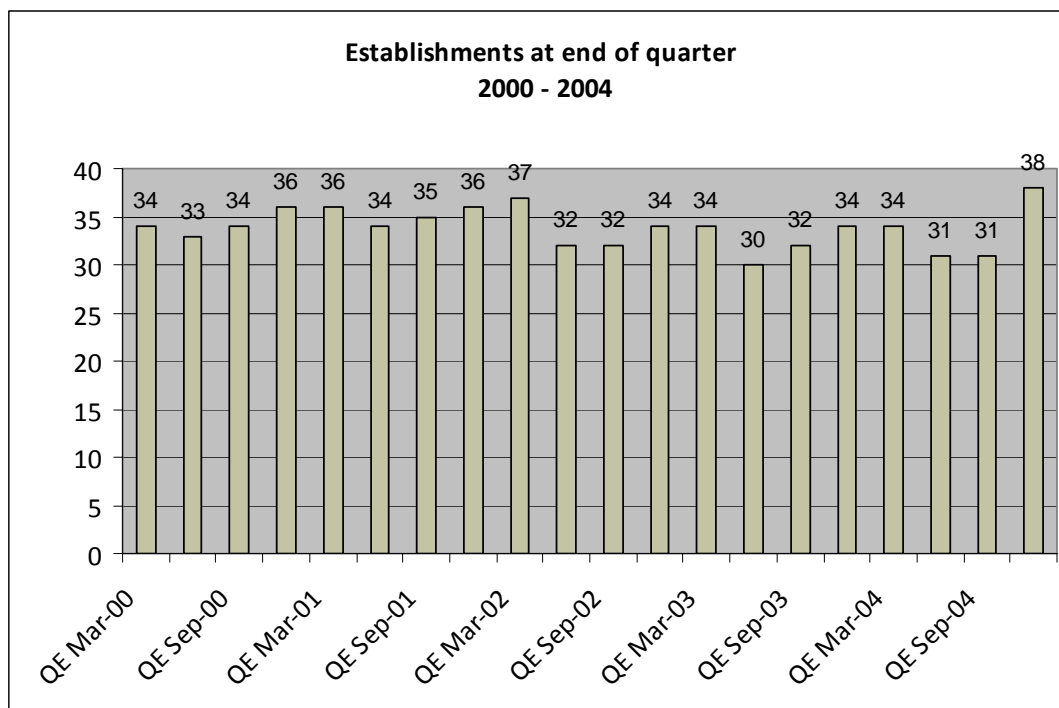
Year end December	% change
2002	-1.3
2003	-5.3
2004	1.7
2005	-9.6
2006	5.2
2007	5.4
2008	1.7
2009	-1.3

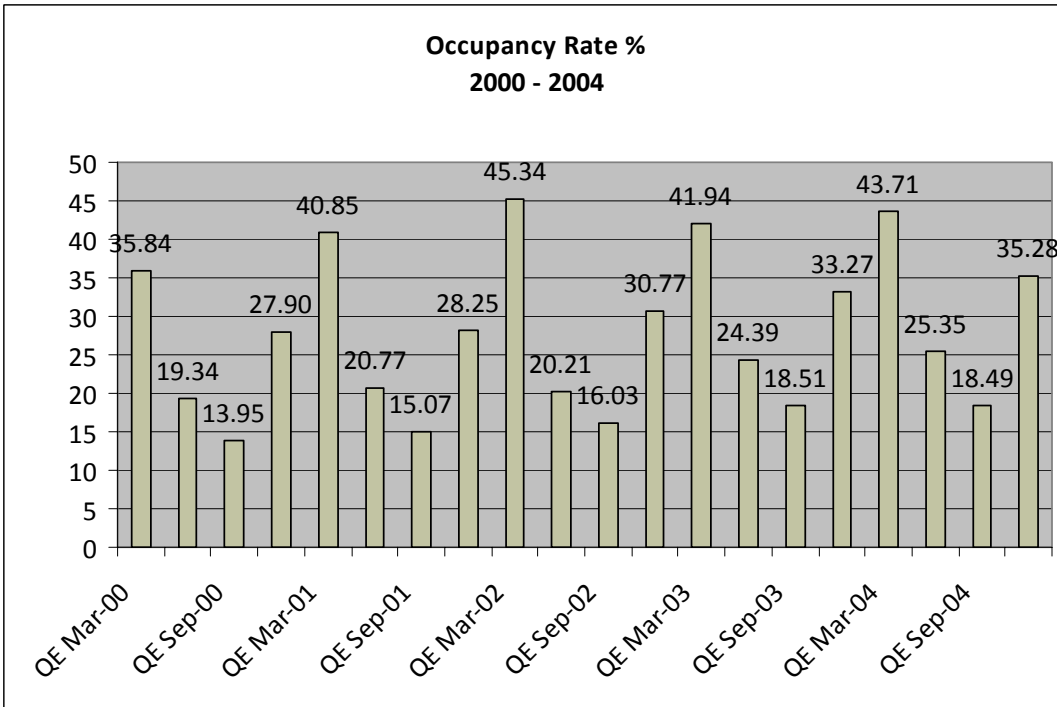
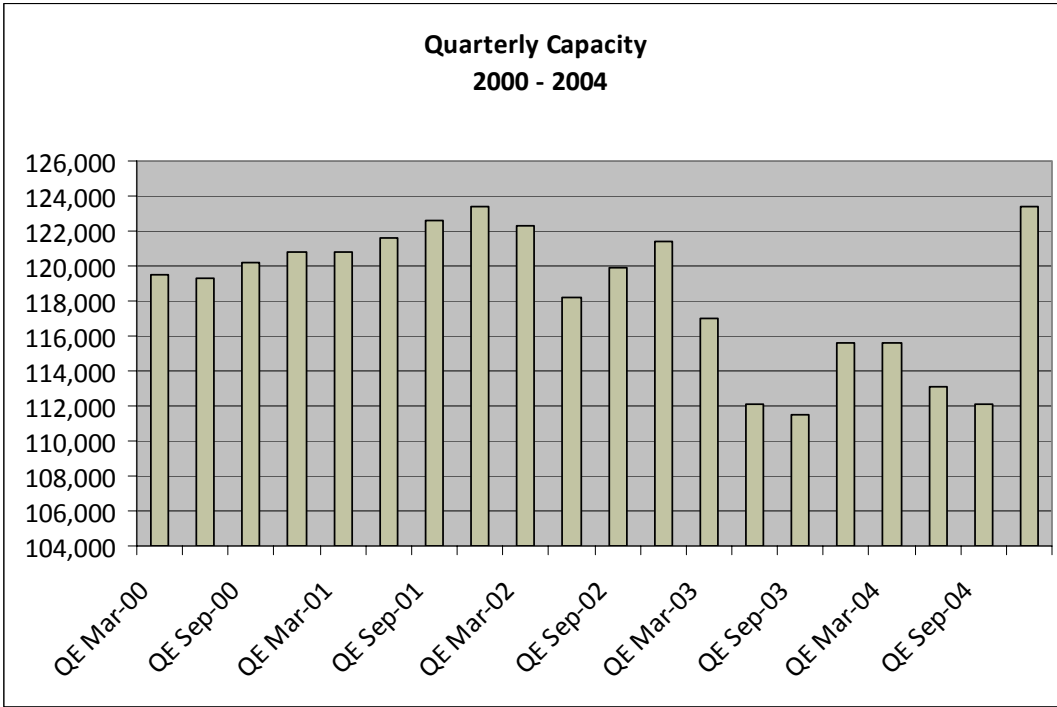
Year end guest nights

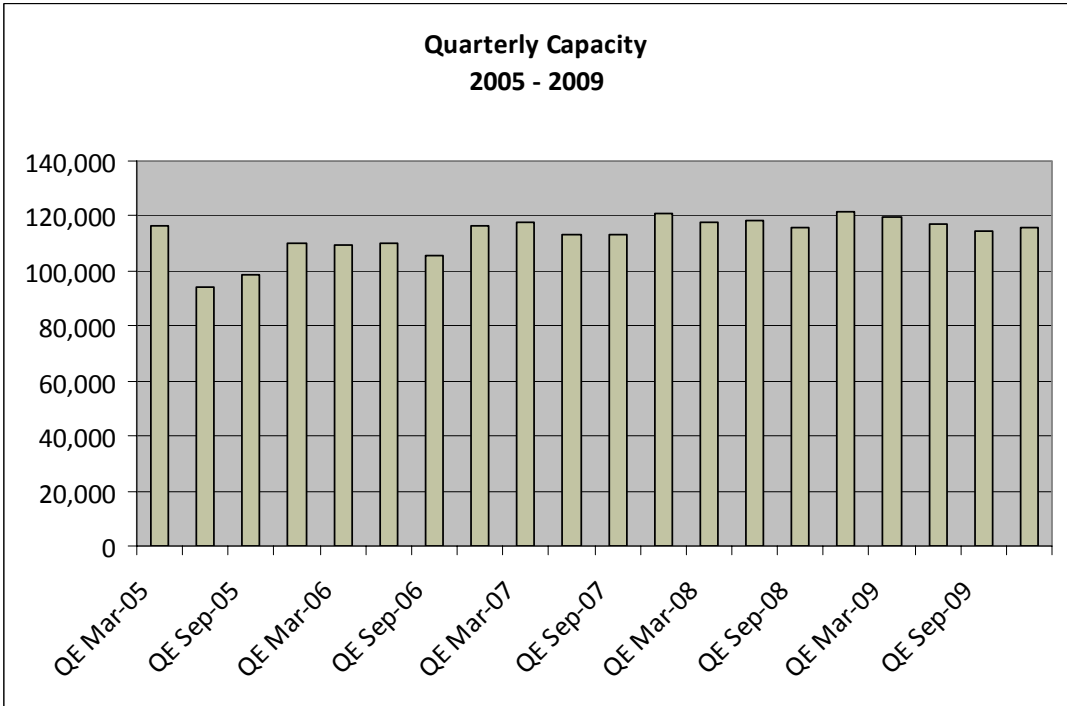
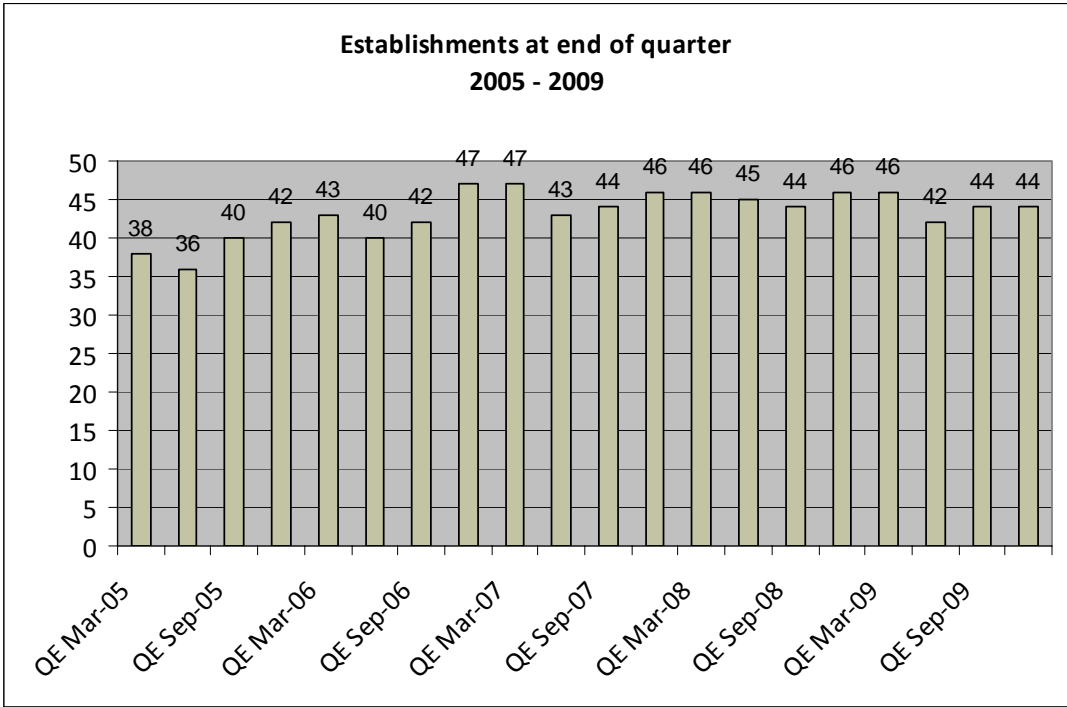
Year End Dec.	Kaikoura Total guest nights	Kaikoura % change	NZ % change
2001	230 093	14.1	6.5
2002	231 896	0.8	6.5
2003	230 096	-0.8	2.3
2004	246 709	7.2	4.7
2005	289 959	17.5	1.8
2006	317 208	9.4	0.6
2007	334 694	5.5	3.9
2008	317 947	-5.0	0.0
2009	306 294	-3.7	-1.4

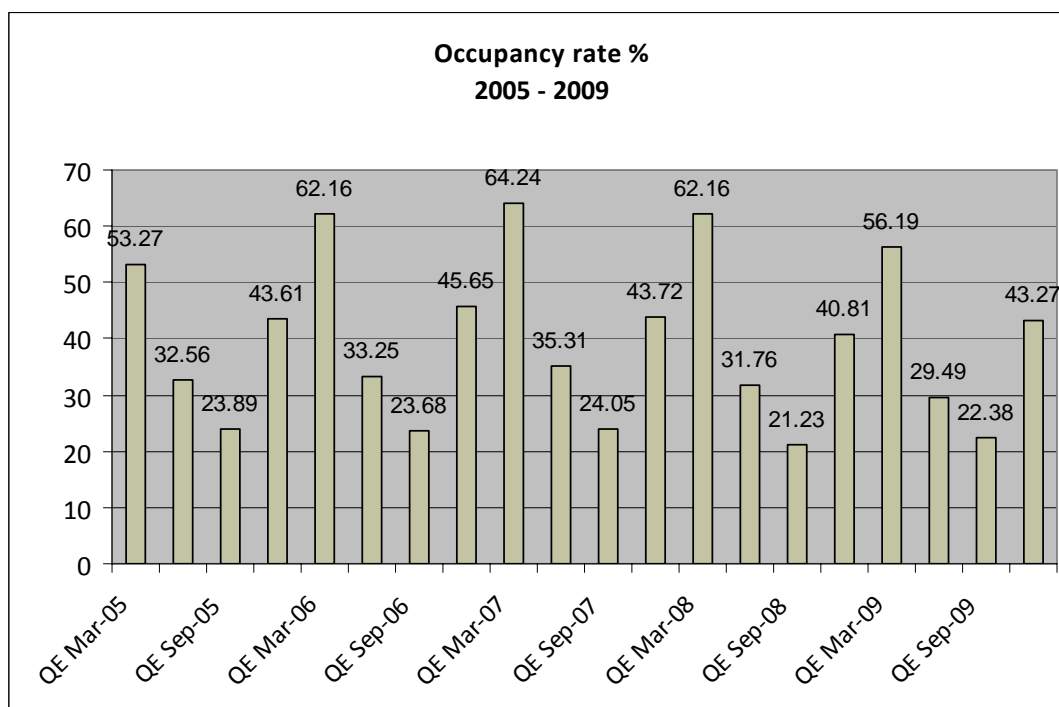
Year end guest arrivals

Year End Dec.	Kaikoura Total guest arrivals	Kaikoura % change	NZ % change
2001	156 702	14.9	6.8
2002	155 330	-0.9	5.3
2003	155 460	0.1	3.3
2004	166 770	7.3	6.0
2005	197 270	18.3	2.1
2006	212 172	7.6	0.3
2007	222 729	5.0	2.3
2008	213 744	-4.0	-0.3
2009	207 609	-2.9	-2.3









Summary

	Year end Dec.2001	Year end Dec. 2009	Average annual % change 2001 - 09
Average annual capacity	488 394	466 828	-28%
Average annual occupancy	26.24%	37.8%	44%
Guest nights	230 093	306 294	33%
Guest arrivals	156 702	207 609	33%

Definitions:

Occupancy Rate

This derived variable is calculated by dividing stay unit nights occupied by stay unit nights available. In the case of the motel above, if six of its 10 units were occupied every night in July, it would have $6 \times 31 = 186$ stay unit nights occupied, and its occupancy rate would be 60 percent.

Capacity

This is based on the total number of units available over a given period. A unit of accommodation is the smallest unit that can be charged out e.g. a powered site, a bed in a bunk room or a motel unit.

All figures in this report 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 28 February 2010

	Budget (Year) 2009/2010 \$	Actual (8 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	56,100	36,748	51,192
Advertising & General Expenses	3,000	3,466	4,834
Overhead Charges	6,400	4,488	6,276
Cruise NZ Membership	2,000	1,000	-
TRENTZ	9,000	5,733	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	1,500	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	4,552	11,904
Domestic Campaign "Catch the Day"	50,000	48,119	-
Christchurch I-Site Display Space	1,500	3,870	5,359
Canterbury Economic Development Corp	-	2,400	2,400
Contingency	3,000	-	-
	188,000	126,573	133,955
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	871	-
Canterbury I-Site Advertising Revenue	-	3,206	-
Enterprise Nth Canterbury (Seafest Exp)	-	623	-
Commercial Rates	175,667	117,994	100,982
	175,667	122,694	104,315
Activity Surplus/(Deficit)	(12,333)	(3,879)	(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)	(3,879)	(29,640)
Interest Applied to Fund	-	-	1,481
Closing Balance in Fund	17,667	26,527	30,406