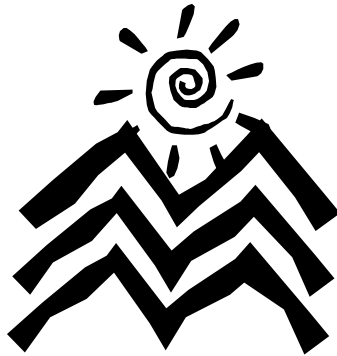




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***14 April 2010***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00PM ON WEDNESDAY 14 APRIL 2010 IN  
MEMORIAL HALL SUPPER ROOM, ESPLANADE,  
KAIKOURA.**

**Agenda**

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 10/3/2010* *page 1*
4. *Tourism and Economic Development Officer's Report* *page 4*
5. *Tourism & Development Statement of Accounts* *page 9*
6. *Review of Subcommittees*
7. *Kaikoura Museum*
  - **The Chief Executive Officer will be in attendance to provide a verbal update on the proposed location of the Museum.**
8. *Urgent Business*

## Tourism & Economic Development Officer's Report

- **Media hosting:** Interest in Kaikoura from overseas media remains strong. Last month, Tourism & Economic Development Officer hosted Jakob Strobel from Germany. This trip was organised by Tourism New Zealand with assistance from Christchurch & Canterbury Tourism. Mr Strobel is an editor and writer for the travel section of Frankfurter Allgemeine Zeitung – one of the leading German newspapers. On his visit to New Zealand, Mr Strobel was researching food & wine but he has a strong interest in sustainability. He met with Mayor Heays, Stuart Grant, Kevin Coles (Trees for Travellers) and Andy Delaney (Innovative Waste). Tourism Officer met with him for dinner.

In early April, Tourism & Economic Development hosted an Irish journalist, George Hook who visited thanks to Tourism New Zealand & Christchurch & Canterbury Tourism. Mr Hook is a well-known rugby journalist & broadcaster who writes weekly in the Sunday Independent, Ireland's leading newspaper. The details of this trip will feature in the travel section. Mr Hook was particularly interested in meeting with Kevin Coles from Trees for Travellers during his visit.

There are a couple of other visiting media (from Australia & Italy) visiting over the next couple of months. The Italian visit incorporates a film crew and will be focussing on the build-up to R.W.C 2011.

In addition, Tourism & Economic Development Officer along with Mayor Heays & Stuart Grant met with the visiting judge from the Tourism for Tomorrow Awards who was here to assess Whale Watch – finalist in the 2010 awards. These awards are run by the World Travel & Tourism Council and are aimed at recognising best practice in sustainable tourism. Whale Watch is a finalist in the Community Benefit category. Results will be announced on 26<sup>th</sup> May at the Global Travel & Tourism Summit in Beijing.

- **TRENZ:** Tourism & Economic Development Officer along with Mandy Fissenden have begun the appointment process for TRENZ. So far, interest has been shown from around 35 buyers – half of these buyers are from Asian markets with the remainder from Australia/USA & Canada/Europe. The appointment schedule for TRENZ allows for a maximum of 63 appointments.
- **Great Wine Capitals:** Tourism & Economic Development Officer will be attending the Wine Tourism Committee meeting on 9<sup>th</sup> April and will update the Tourism & Development committee at the meeting.
- **Catch the Day update & website development:** Tourism & Economic Development Officer has contacted businesses regarding options for listing autumn & winter deals on the Catch the Day website. So far, there has only been limited interest.

Tourism & Economic Development Officer has been researching various options for the ongoing marketing of the campaign and is currently speaking with business operators to gather feedback about the campaign to assist with future planning.

One of the points that came out of recent discussions with Cabbage Tree (Web design & development) was the need to refresh the current websites (Kaikoura.co.nz, seafest.co.nz & catchtheday.co.nz) to maximise their potential. Following discussions between the Tourism & Economic Development Officer and Mandy Fissenden and discussion at K.I.T.I meeting, it has been agreed that website development will go ahead. The next step will be for

M.Fissenden and Tourism & Economic Development Officer to have further discussions and progress with this work over the coming weeks.

Outcomes from the recent Catch the Day workshop will be circulated at the meeting.

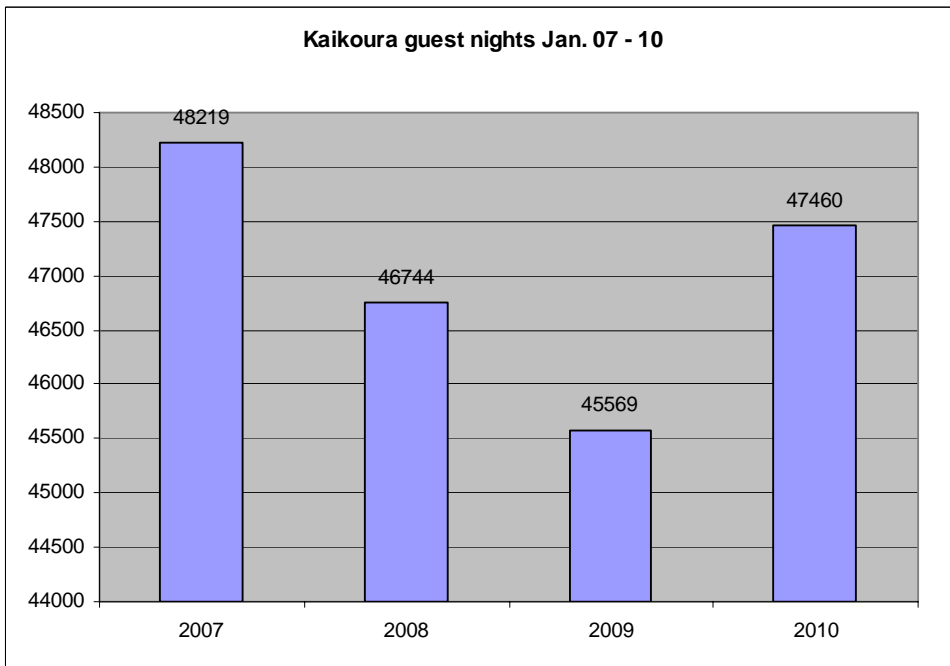
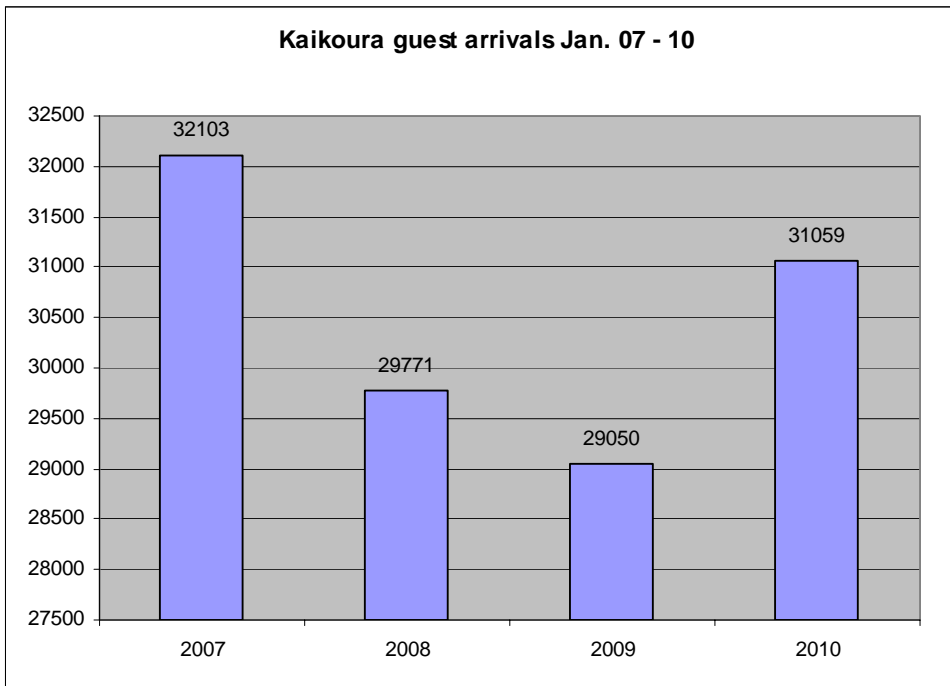
- **Joint venture updates with Hurunui Tourism:** With regard to the **potential Australian trade venture**, both Districts are currently assessing interest from key operators as well as gauging interest with key trade personnel in Australia. It is expected to have a formal proposal drafted up in the next couple of weeks.

**Development of the Alpine Pacific Touring route:** the original plan was to extend the route so that the southern access to the new route begins at Christchurch airport. However this particular idea has raised some concerns with Transit and this is currently being worked on.

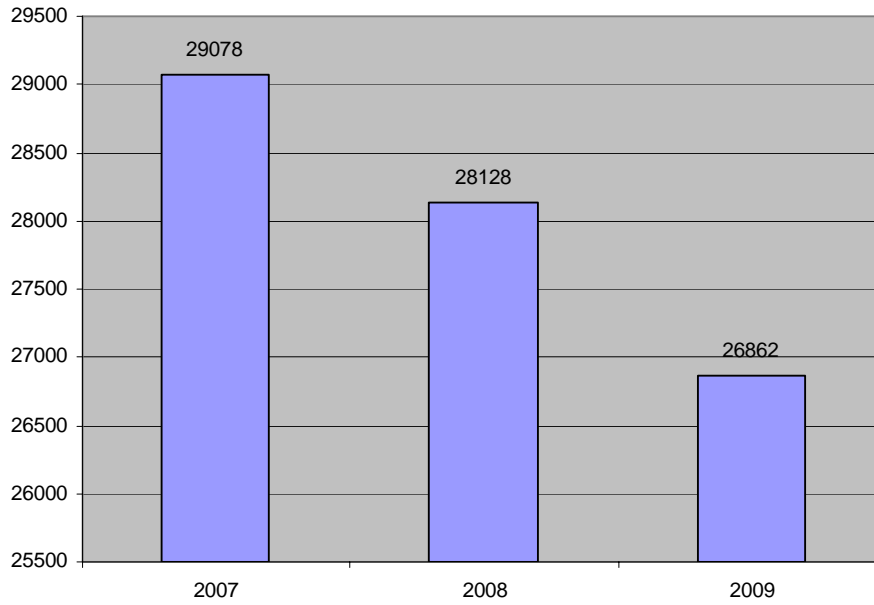
**Cycle initiatives with Hurunui:** Tourism & Economic Development Officer discussed the likelihood of any cycling initiatives between the two districts with Scott Callaway, Hurunui Tourism. He said that from the Council's perspective, there was hesitancy in actively encouraging an increase in cycling on the Inland Road/Route 70. With regard to Hurunui Tourism, the new St.James cycleway is the focus for support and development. With regard to the Hurunui Trails Trust, this group is currently concentrating on developing walking & cycling routes in Waipara. Therefore, currently there are no real opportunities for developing any cycle trails between the districts.

- **Image gallery:** Collection of images for a new image gallery to be developed on Kaikoura.co.nz is underway. Tourism & Economic Development officer is aiming to have a stock of images ready for TRENZ. The forthcoming refreshing of the websites will include an image gallery which will be a very welcome resource for trade & media.
- **Visitor stats:** Refer to Appendix 1. Statistics for February are unavailable at time of writing this report but a verbal update will be given at the meeting following release of the February statistics on 12<sup>th</sup> April.
- **Visitor guide reprint:** Current stock of visitor guides is now under 2000. The original print run in November was for 55 000 copies. A 10 000 copy reprint is currently underway. The back cover has been changed to incorporate some information about Catch the Day. The cost of the reprint is in the region of \$2500.

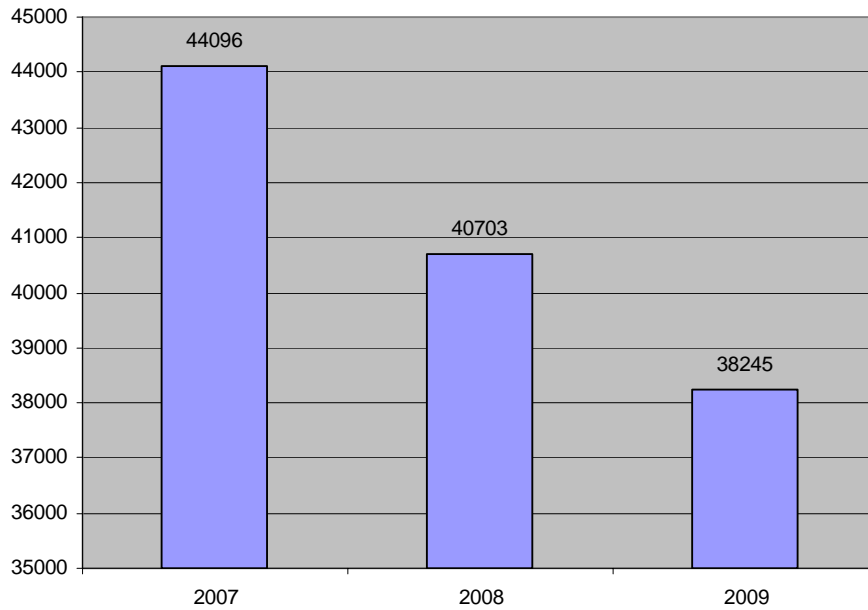
Appendix 1



**Kaikoura guest arrivals Feb. 07 - 09**



**Kaikoura guest nights Feb. 07 - 09**



Guest nights % change	Kaikoura	New Zealand
January 2006 - 07	3.9	2.4
January 2007 - 08	-3.1	2.3
January 2008 - 09	-2.5	-3.4
January 2009 - 10	4.1	4.4

Guest nights % change	Kaikoura	New Zealand
February 2006 - 07	14.0	6.1
February 2007 - 08	-7.7	3.4
February 2008 - 09	-6.0	-7.4

Guest arrivals % change	Kaikoura	New Zealand
January 2006 - 07	10.2	1.0
January 2007 - 08	-7.3	4.9
January 2008 - 09	-2.4	-6.9
January 2009 - 10	8.5	4.4

Guest arrivals % change	Kaikoura	New Zealand
February 2006 - 07	16.2	4.0
February 2007 - 08	-3.3	4.1
February 2008 - 09	-4.5	-9.4

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)

## Tourism & Economic Development

### Financial Report to 31 March 2010

	Budget (Year) 2009/2010 \$	Actual (9 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
<b>Expenses</b>			
Personnel & Personnel Related	56,100	41,228	51,192
Advertising & General Expenses	3,000	3,573	4,834
Overhead Charges	6,400	5,049	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	2,175	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	5,041	11,904
Domestic Campaign "Catch the Day"	50,000	55,947	-
Christchurch I-Site Display Space	1,500	3,870	5,359
Canterbury Economic Development Corp	-	2,400	2,400
Contingency	3,000	-	-
	<b>188,000</b>	<b>140,713</b>	<b>133,955</b>
<b>Funded by:</b>			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	871	-
Canterbury I-Site Advertising Revenue	-	3,552	-
Enterprise Nth Canterbury (Seafest Exp)	-	623	-
Commercial Rates	175,667	132,633	100,982
	<b>175,667</b>	<b>137,679</b>	<b>104,315</b>
<b>Activity Surplus/(Deficit)</b>	<b>(12,333)</b>	<b>(3,034)</b>	<b>(29,640)</b>

<b>Funds Held</b>	Budget (Year) 2009/2010 \$	Actual (9 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)	(3,034)	(29,640)
Interest Applied to Fund	-	-	1,481
<b>Closing Balance in Fund</b>	<b>17,667</b>	<b>27,372</b>	<b>30,406</b>