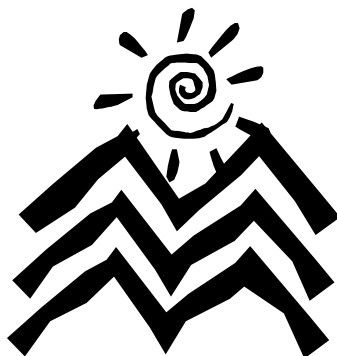




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***12 May 2010***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 12 MAY 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 14/4/2010* *page 1*
4. *Minutes Action List*

<b>Meeting</b>	<b>By Whom</b>	<b>Progress</b>
<b>14 APRIL 2010</b>		
Draft a letter of opposition to Government regarding the reintroduction of commercial whaling.	Tourism and Development Officer	In Progress

5. *Tourism & Economic Development Officer's Report* *page 5*
6. *Tourism & Development Statement of Accounts* *page 10*
7. *Urgent Business*

## Tourism & Economic Development Officer's Report

- **TRENZ 2010:** Tourism & Economic Development Officer along with Mandy Fissenden have gone through the appointment process and currently have appointments with 43 buyers over the 3 days. Tourism & Economic Development Officer is now preparing all the material required for this event (product updates & imagery) as well as working through the buyer profiles to ensure that the time spent with each buyer is maximised. This year, the other exhibitors from Kaikoura are Whale Watch Kaikoura, Maori Tours Kaikoura and Kaikoura Wilderness Walks.
- **North Canterbury Food & Wine Trail:** A meeting of the Steering Group for the North Canterbury Food & Wine Trail will be held on 13<sup>th</sup> May. One of the items on the agenda at this meeting will be contributions from the participating Districts (Hurunui, Waimakariri and Kaikoura). For 2009, \$2000 was allocated to support the Trail from the Tourism and Development budget. This amount was paid at the end of the 2008/09 financial year. Tourism & Development Officer would like to discuss with the Committee what level of financial support will be available for 2010/11.
- **Reprint of Visitor Guides:** 10 000 copy reprint has been completed. Current stocks should last until August/September.
- **Tourism Newsletter:** Tourism & Economic Development Officer recently sent out a newsletter to local businesses. Copies will be available for Committee members at the meeting.
- **Visitor Statistics:** Visitor statistics for March will not be available until 12<sup>th</sup> May. Tourism & Economic Development Officer will provide an update at the meeting if the statistics are available in time. The February statistics appear in Appendix 1.
- **Summary from 'Catch the Day' workshop:** At the workshop on 29 April, the performance of the campaign to date was discussed. Tourism & Economic Development Officer presented three options for the group to consider in terms of moving forward.
  - **Option 1** – carry on with a similar campaign involving a mix of billboards, and hard-copy advertising. Assess additional media such as radio advertising & additional display space at Christchurch i-SITE. Design changes will be required to scale down the use of 'Catch the Day' in favour of more prominence for 'Kaikoura' as agreed at the last workshop. Target marketing activity in very concentrated bursts rather than spread it too thin.
  - **Option 2** – as above but include some layout & design changes to the existing website. This work can be carried out at the same time as the redevelopment of [kaikoura.co.nz](http://kaikoura.co.nz).
  - **Option 3** – develop 'Catch the Day' as a specials only site, improve its integration into [kaikoura.co.nz](http://kaikoura.co.nz) and scale back on consumer marketing activities. Instead target budget on trade & media activities, events & redevelopment of [kaikoura.co.nz](http://kaikoura.co.nz).

The group discussed these options and looked over a selection of advertising options (billboards, radio, magazines) in different locations (Christchurch, Wellington, Top of the South). Copies of these options will be circulated at the meeting.

Key points from the workshop:

- Future marketing activity should concentrate on 'Kaikoura' rather than having 'Catch the Day' as the key element. All traffic should be directed to [www.kaikoura.co.nz](http://www.kaikoura.co.nz)
- In terms of the design concepts used in any future marketing activity, new images/design used should reflect Kaikoura rather than just 'Catch the Day'.
- Over the next few weeks, Tourism & Economic Development Officer will work alongside Mandy Fissenden & KITI to develop and redesign [www.kaikoura.co.nz](http://www.kaikoura.co.nz). During this work, it may well be possible to integrate key elements from 'Catch the Day' (e.g. itinerary planning) into the main website and redevelop the existing 'Catch the Day' website into a marketplace for specials only.
- In terms of marketing activity, the group agreed that any future activity should occur around key events or seasons, for example, spring marketing initiatives focussing perhaps on Seafest & Kaikoura Trotting Cup which would also tie in with the completion of the new website. This was just one suggestion for marketing activity and discussion will take place over the next few weeks to develop a clear proposal.
- Supporting the redevelopment of [www.kaikoura.co.nz](http://www.kaikoura.co.nz) is crucial given the importance of the online space for today's travellers.

Tourism & Economic Development Officer would like to recommend that the Committee adopt these conclusions at the meeting.

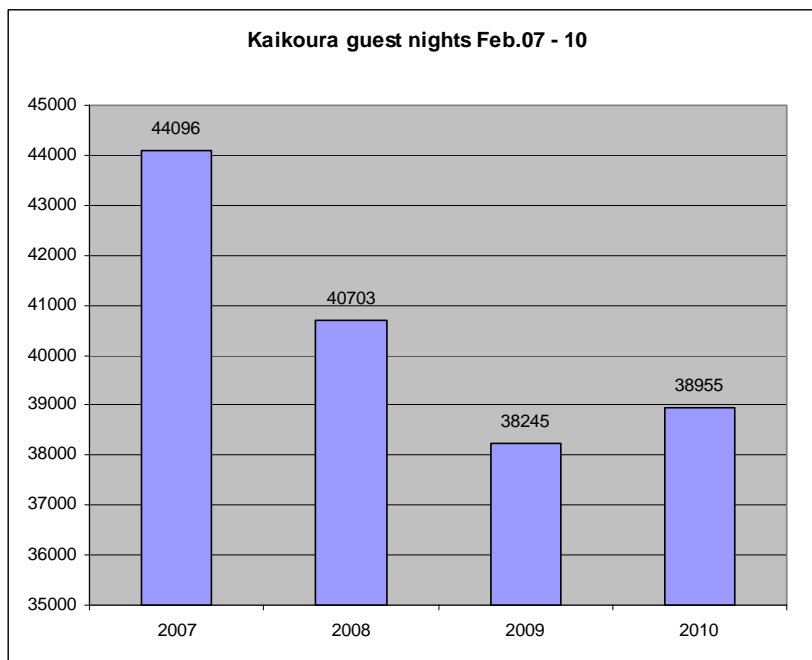
In addition, the option to rent additional wall display space at Christchurch i-SITE was discussed by the group as a decision was required by the end of April. The group decided to commit to this rental which will result in doubling the existing display space. Tourism & Development Officer has been working on a brief for the new display area which will be given to a couple of design teams. The rental period will commence on 1 July. Tourism & Economic Development Officer will have some design proposals soon and will circulate them as soon as they are available.

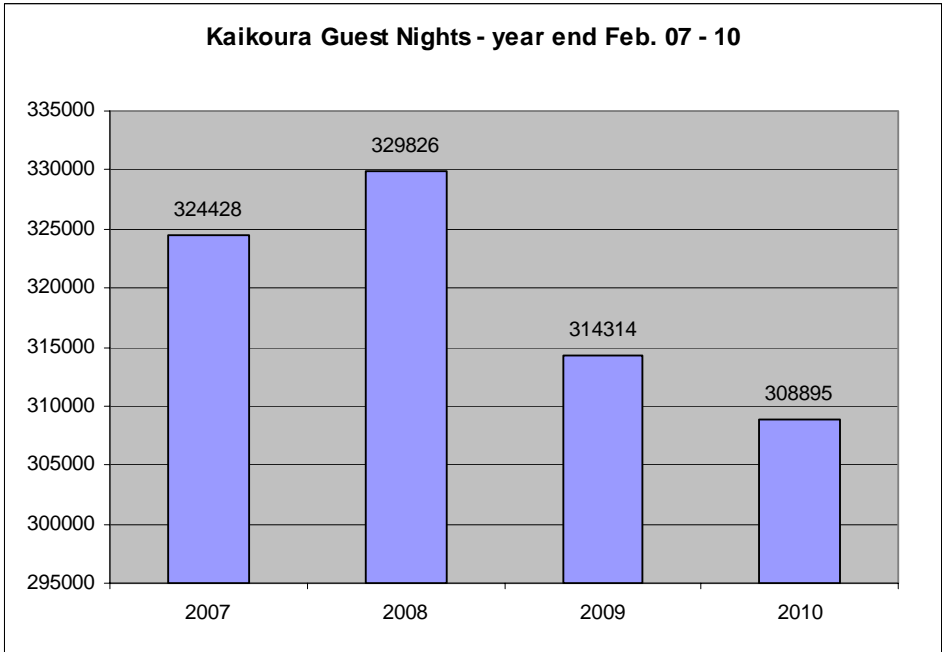
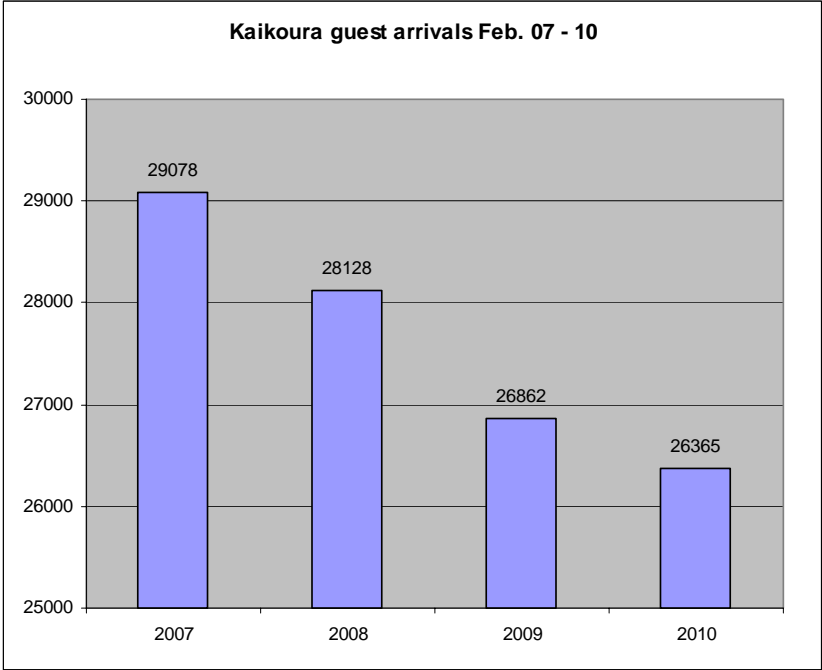
- **BNZ TV Commercial:** Tourism & Economic Development Officer has been working over the last few weeks to help out the production team for the BNZ ads featuring Whale Watch. The ads were filmed during the week of 26<sup>th</sup> April. It will be exciting to view the finished product on TV which will give excellent exposure for both Whale Watch and Kaikoura.
- **Display Opportunities in new i-SITE:** Tourism & Economic Development Officer along with Rachel Vaughan (District Planner & Environmental projects) have discussed the possibilities of creating an environmental display area in the new Kaikoura i-SITE. Tourism & Economic Development Officer has written to K.I.T.I to indicate interest in having such a display & requesting that this be considered in future discussion on the i-SITE refit.

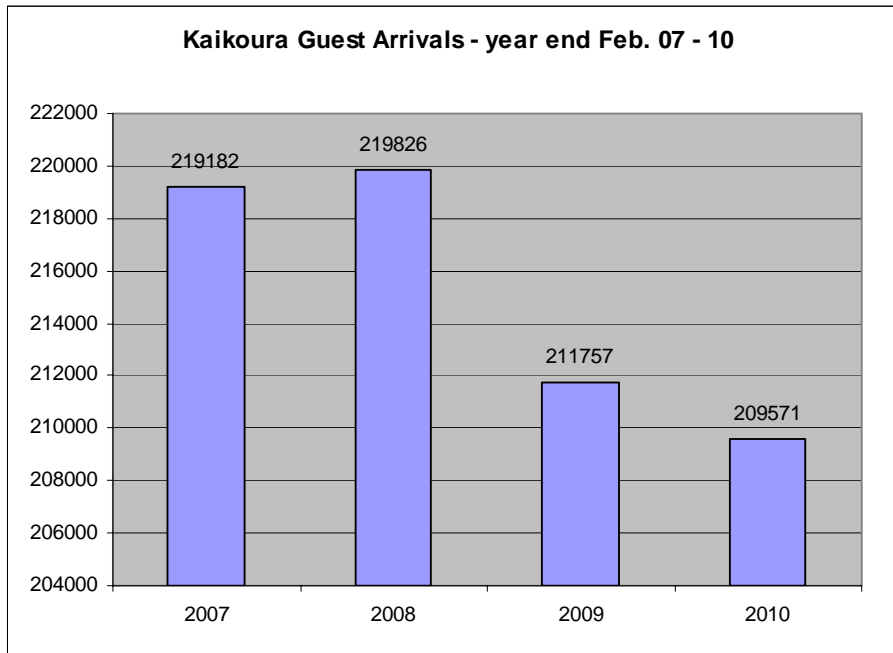
## Appendix 1

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
February 2009 - 2010	1.9	1.5

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
February 2009 - 2010	-1.9	2.9







All statistics used are taken from the Commercial Accommodation Monitor (C.A.M). C.A.M gathers data on a monthly basis from accommodation providers with an annual turnover of \$30 000+. 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 30 April 2010

	Budget (Year) 2009/2010 \$	Actual (10 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
<b>Expenses</b>			
Personnel & Personnel Related	56,100	46,595	51,192
Advertising & General Expenses	3,000	3,573	4,834
Overhead Charges	6,400	5,610	6,276
Cruise NZ Membership	2,000	1,000	-
TRENT	9,000	5,733	7,433
Green Globe	3,500	2,106	3,158
Christchurch & Cnty 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	8,120	11,904
Domestic Campaign "Catch the Day"	50,000	59,996	-
Christchurch I-Site Display Space	1,500	5,120	5,359
Cnty Economic Development Corp	-	2,400	2,400
Contingency	3,000	-	-
	<b>188,000</b>	<b>155,019</b>	<b>133,955</b>
<b>Funded by:</b>			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	836	-
Cnty I-Site Advertising Revenue	-	3,898	-
Enterprise Nth Canterbury (Seafest)	-	623	-
Commercial Rates	175,667	147,272	100,982
	<b>175,667</b>	<b>152,629</b>	<b>104,315</b>
<b>Activity Surplus/(Deficit)</b>	<b>(12,333)</b>	<b>(2,390)</b>	<b>(29,640)</b>

Funds Held	Budget (Year) 2009/2010 \$	Actual (10 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)	(2,390)	(29,640)
Interest Applied to Fund	-	-	1,481
<b>Closing Balance in Fund</b>	<b>17,667</b>	<b>28,016</b>	<b>30,406</b>