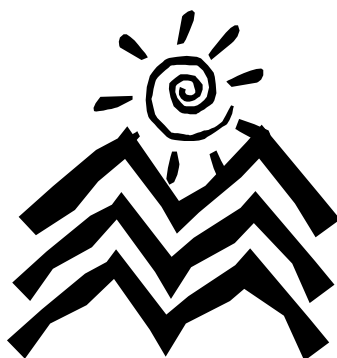




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



9 June 2010

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 9 JUNE 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 12/5/2010* *page 1*
4. *Minutes Action List Update*

Meeting	By Whom	Progress
14 APRIL 2010		
Draft a letter of opposition to Government regarding the reintroduction of commercial whaling.	A Paterson	Completed.
12 MAY 2010		
Find a suitable location for the 'Take a Break Webcam' and finalise costs.	N Gold, K Ngapora	In progress
Advise Council that T & D committee would like to see an investigation into the design and build of welcome / information boards for the town.	Executive Officer	Completed. Council staff is currently investigating options.

5. *Tourism & Economic Development Officer's Report* *page 5*
6. *Tourism & Development Statement of Accounts* *page 11*
7. *Rugby World Cup 2011*
8. *Steve Gurney Event Proposal*
 - A report from Steve Gurney will be tabled at the meeting.
9. *Urgent Business*

Tourism & Economic Development Officer's Report

- **New Cruise New Zealand website & report from Cruise Shipping Miami 2010/US Roadshow:** The new website is now live – www.cruisenz.org.nz. There is a members' only zone accessed via password. As members of Cruise New Zealand, we have access to detailed market information and a summary document from Cruise Shipping Miami & from the roadshow. This information is only for Cruise New Zealand members. Copies of the document will be available in hard-copy format at the meeting or can be sent electronically if preferred. Key summary points:
 - Globally, cruise lines are reporting a climb out of the recession with ticket prices increasing, booking lead times increasing along with positive signs from early sales.
 - Europe is the current hot destination within the cruise world both as a growing source market and as a destination. Australia is regarded as one of the next largest source markets.
 - New Zealand scores highly on passenger port surveys and is one of the few countries where ships would visit more than 4 ports.
 - Obstacles to growth in New Zealand are mainly cost-related with the profitability of itineraries determining where ships are deployed. New Zealand is regarded as an expensive destination. Cost of flights to New Zealand is another limiting factor.
- **TRENZ 2010:** Tourism & Development Officer and Mandy Fissenden, Kaikoura i-SITE manager attended TRENZ to represent the District. In addition, Whale Watch, Maori Tours & Kaikoura Wilderness Walks attended – all Qualmark Enviro Gold operators so very strong representation for Kaikoura. During this event, Tourism & Development Officer and M.Fissenden had appointments with 45 buyers: Australia 5, Japan 6, India 2, Europe 5, China 6, Singapore/Thailand 4, New Zealand 5, USA/Canada 8, Pacific Islands 1 & Tourism New Zealand India 1, Tourism New Zealand UK/Europe 1. Overall it was a positive event with continuing strong interest in Kaikoura. Enquiries ranged from the general to the specific.

In addition, buyers were asked to comment on any particular issues involved in dealing with Kaikoura operators. These comments included:

- some operators are not keen to offer more than 10% commission rate.
- some operators do not reply to emails even those which are in connection with actual bookings.
- a few accommodation providers have promised rooms over the peak season but then say that rooms not available at all or not of the standard originally agreed.
- need for a hotel.

Tourism & Development Officer will include these comments in the post-TRENZ follow-ups which will be sent out to local operators.

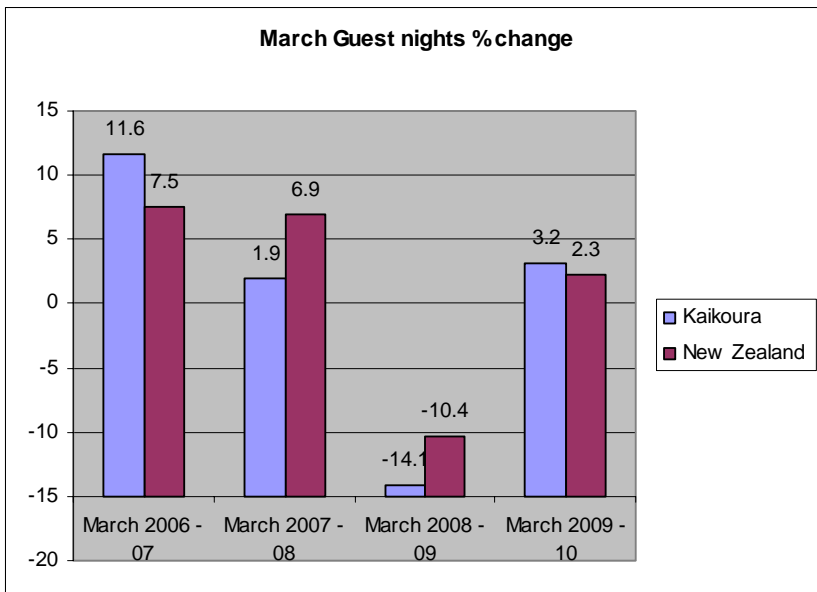
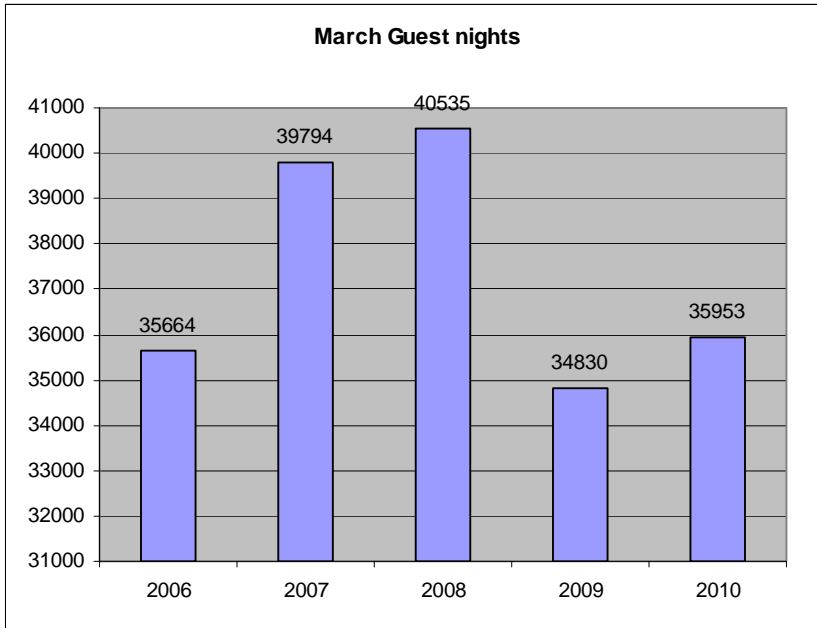
TRENZ 2011 will be hosted by Southern Lakes. The format of the event will be significantly different but details of this change have not yet been released.

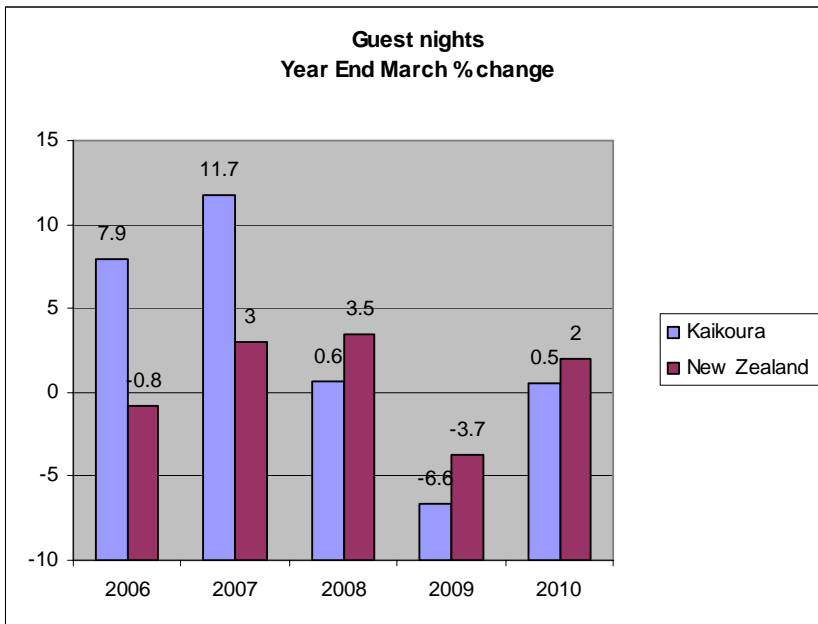
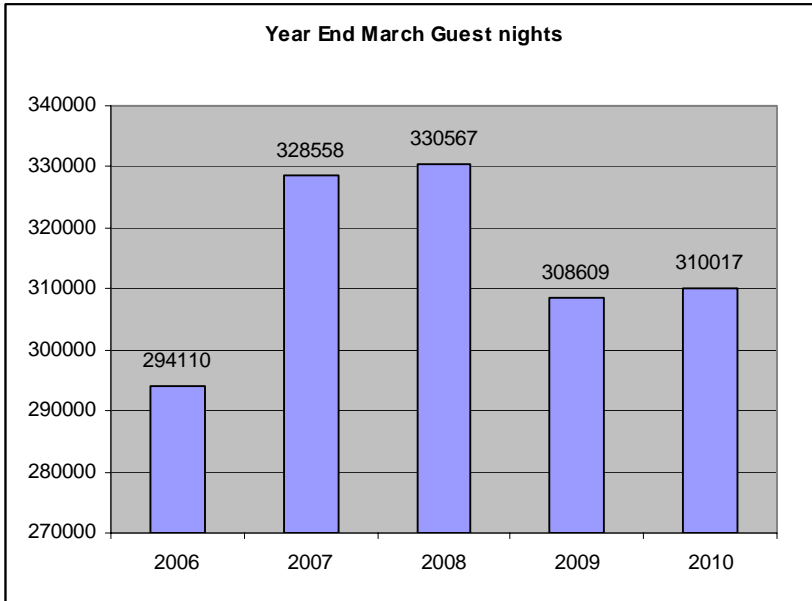
- **New display space at Christchurch i-SITE:** designs were circulated to T&D committee for comments and the final design should be decided on prior to the meeting. This is to enable the new display to be built and installed by 1 July 2010. Details of this new display and details of

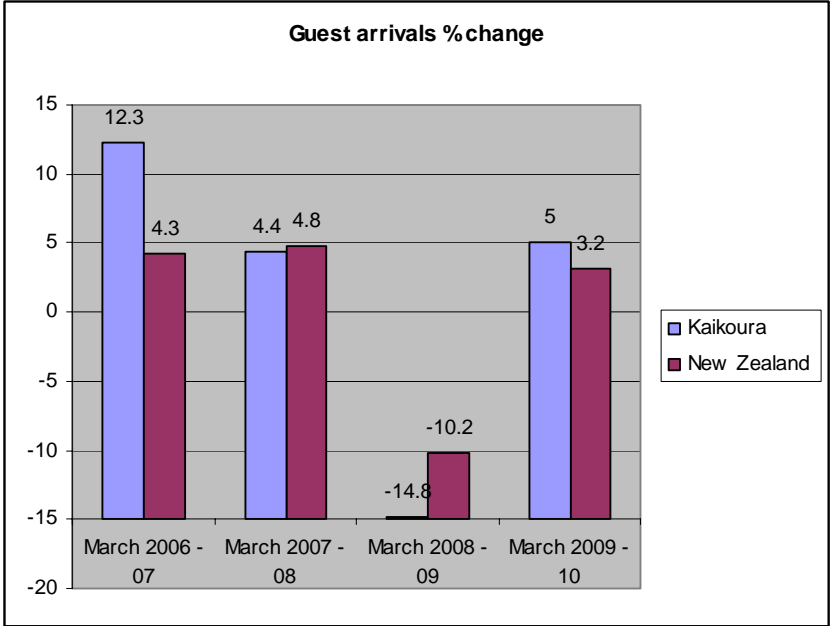
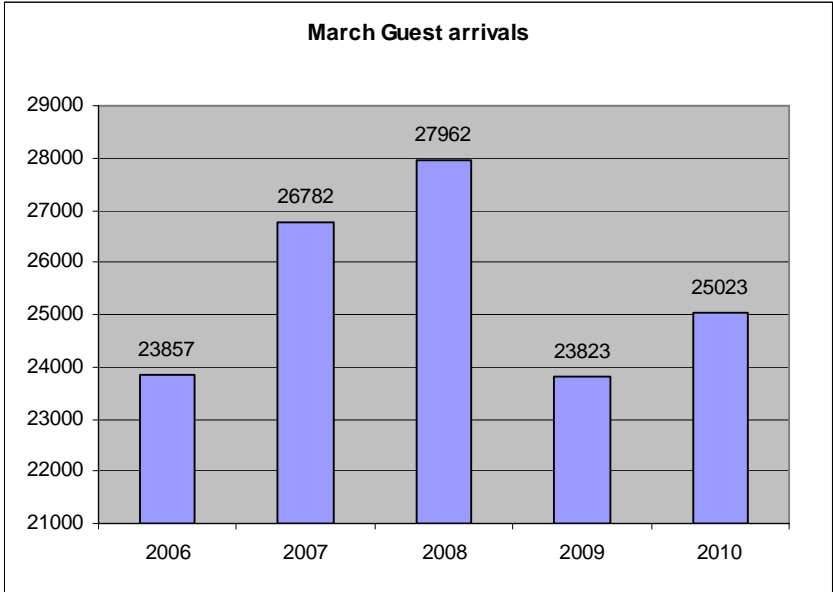
the new advertising options will be sent out to all Kaikoura operators who are currently Christchurch & Canterbury Tourism business partners which is a requirement for any advertising in Christchurch i-SITE. It is hoped to have the advertising finalised for 1st July.

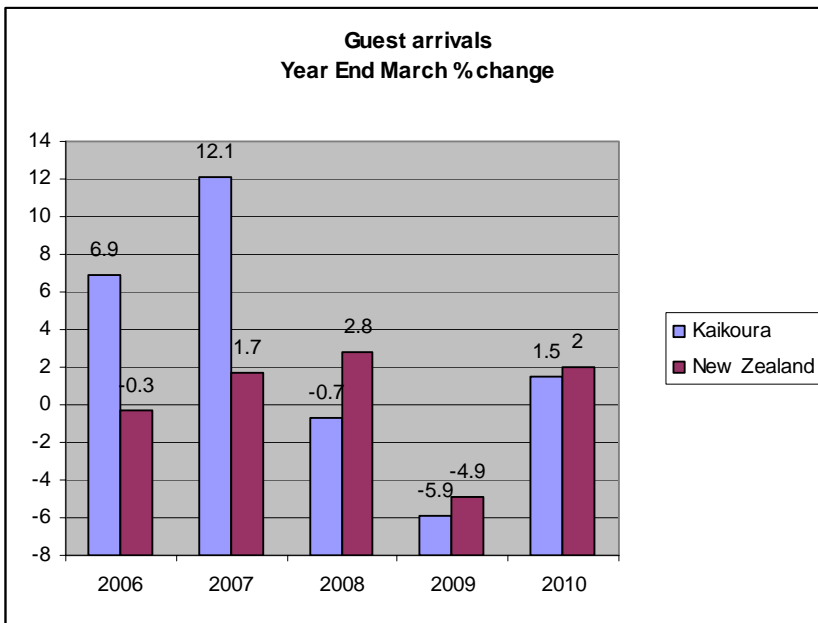
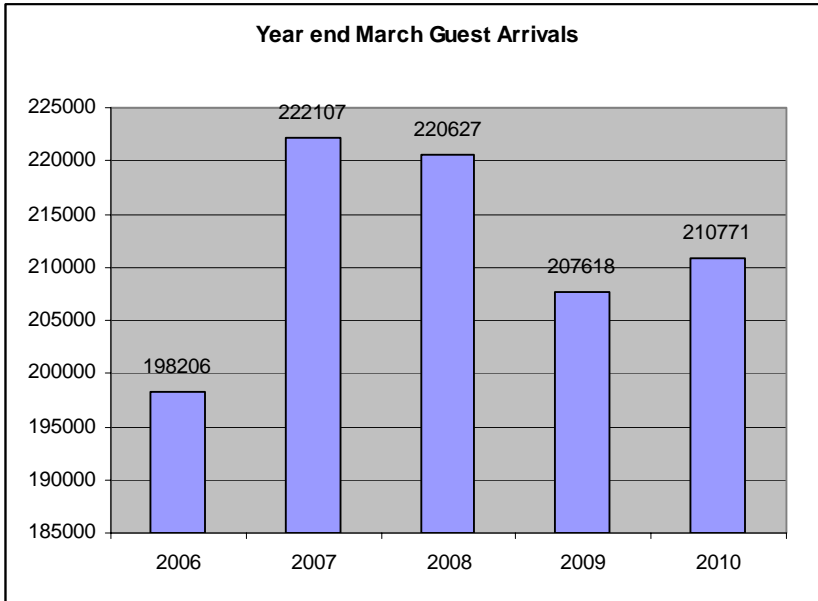
- **Australian Trade visits - joint venture with Hurunui Tourism:** While attending TRENZ, Scott Callaway (Hurunui Tourism) took the opportunity to speak with key Australian agents regarding their interest in the potential Australian trade visit venture. He spoke with four key businesses which were all extremely interested in such a visit in September/October. For example, Jill Hoar, Product Manager with ANZCRO said that this was an excellent idea and she would be prepared to organise for 20 to 30 key personnel to attend a training session. Tourism & Development Officer and S Callaway will now progress with formulating a more detailed proposition for both operators and trade.
- **Option to purchase aerial footage:** Several local operators along with Tourism & Development Officer have recently been contacted by Tony Monk from Tony Monk Films based in Auckland. His film crew will be filming in Kaikoura in June (weather dependent) and the resulting footage will be available for purchase. If time permits, they plan to screen the footage to interested parties while they are here in Kaikoura. A rough cost for the footage is \$100+GST per second.
- **Whale Watch win Community Benefit category in the Tourism for Tomorrow Awards:** These awards recognise best practice in the field of sustainable tourism and are organised by the World Travel & Tourism Council. This is a huge achievement for Whale Watch to compete on the global stage and win such a prestigious award.

Appendix 1









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

Tourism & Economic Development

Financial Report to 31 May 2010

	Budget (Year) 2009/2010 \$	Actual (11 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	56,100	51,075	51,192
Advertising & General Expenses	3,000	3,830	4,834
Overhead Charges	6,400	6,171	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 & Cauty 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	8,600	11,904
Domestic Campaign "Catch the Day"	50,000	59,996	-
Christchurch I-Site Display Space	1,500	5,120	5,359
Cauty Economic Development Corp	-	2,400	2,400
Contingency	3,000	-	-
	188,000	160,797	133,955
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Network Evening Participation Fees	-	836	-
Cauty I-Site Advertising Revenue	-	3,898	-
Enterprise Nth Canterbury (Seafest)	-	623	-
Commercial Rates	175,667	162,352	100,982
	175,667	167,709	104,315
Activity Surplus/(Deficit)	(12,333)	6,912	(29,640)

Funds Held	Budget (Year) 2009/2010 \$	Actual (11 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Opening Balance	30,000	30,406	58,565
Activity Surplus/(Deficit)	(12,333)	6,912	(29,640)
Interest Applied to Fund	-	-	1,481
Closing Balance in Fund	17,667	37,318	30,406