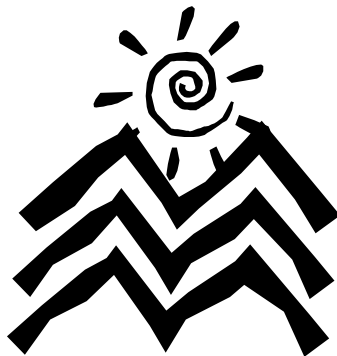




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



9 March 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 9 MARCH 2011 IN
MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Confirmation of Minutes 9/2/2011* *page 1*
4. *Matters Arising from Report of 9/2/2011*
5. *Minutes Action List*

| Meeting | By Whom | Progress |
|--|-----------------------------|-----------------|
| <i>17 NOVEMBER 2010</i> | | |
| Rugby World Cup | Committee | In Progress |
| <i>8 DECEMBER 2010</i> | | |
| Provide banner options for consideration. | L Buurman | In Progress |
| Arrange a meeting with the business community and a rugby ambassador | Mayor Gray, Tourism Officer | In Progress |

6. *Tourism and Economic Development Officer's Report* *page 8*
7. *Tourism & Development Statement of Accounts* *page 14*
8. *KITI Update*
9. *Urgent Business*

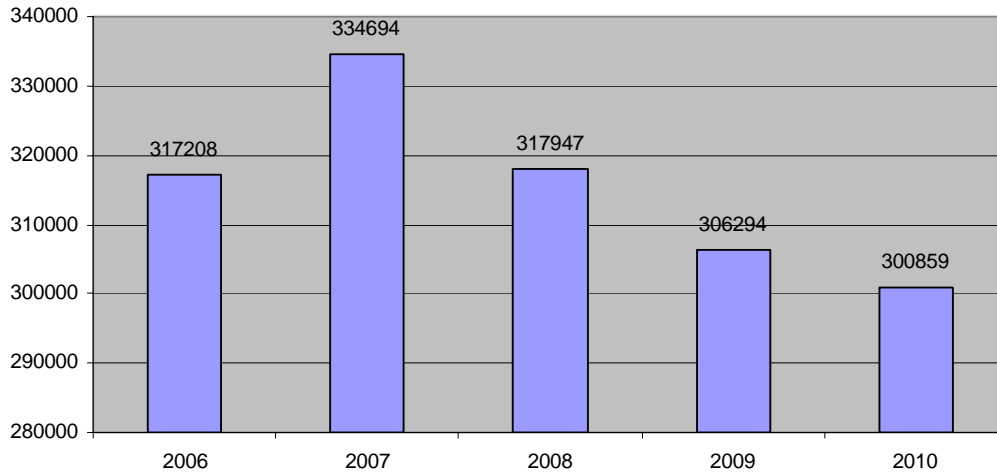
Tourism & Economic Development Officer's Report

- **Local events during Rugby World Cup:** Tourism & Economic Development Officer has been trying to find out if any local businesses or organisations are planning to organise any special events over September & October to coincide with RWC. A request for RWC events information was placed in the Kaikoura Star and a similar request was included in the recent Council Rates mail out. Tourism Officer received responses from two businesses – The Strawberry Tree and The Whaler. Both of these businesses are planning a series of special promotions as well as screening the matches.
- **Webcam:** verbal update at the meeting.
- **Australian trade trip with Hurunui Tourism:** This trip will be taking place in the first week of May. Appointments have been secured with Pacific Blue, Value Tours, Stella and ANZCRO. There are several other appointments which have yet to be confirmed including Tourism New Zealand. Building strong relations with key Australian travel trade businesses are key to ensuring the growth of our tourism industry and this trade trip is particularly timely following the Christchurch earthquake.
- **Christchurch & Canterbury Tourism:** all Districts within the Canterbury region have been working closely with CCT in the aftermath of the earthquake. All CCT staff are safe and most are able to work remotely. Cathedral Square i-SITE and the CCT offices (in the Old Post Office building) are within the CBD cordon but luckily the building has been inspected and has received a green sticker.

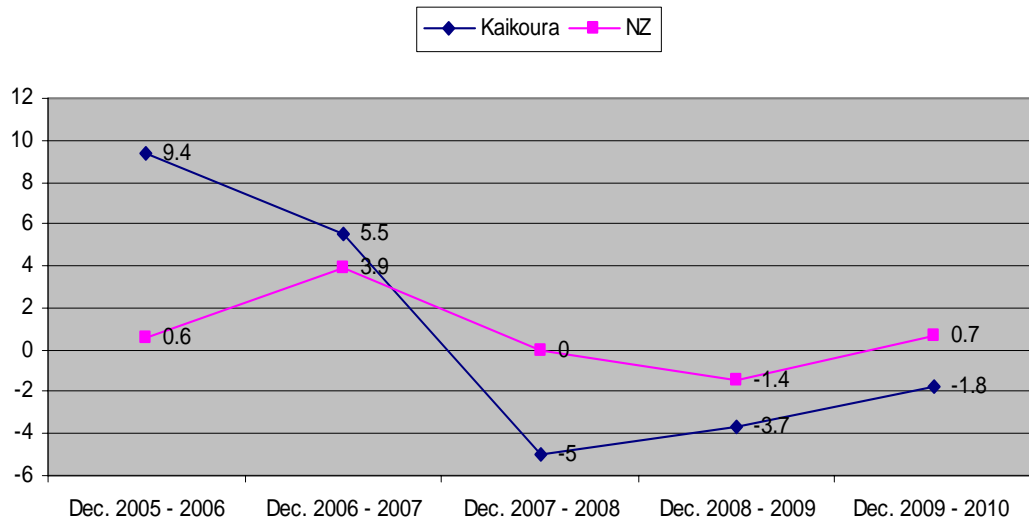
One of the regular quarterly District Tourism Organisation meetings was scheduled for 18th March and this will go ahead with the sole focus of post-earthquake initiatives. Following this meeting, Tourism & Development Officer will report back to the Committee and would like to suggest a workshop to progress with outcomes from this meeting and to discuss future initiatives for Kaikoura and the region in the coming months.

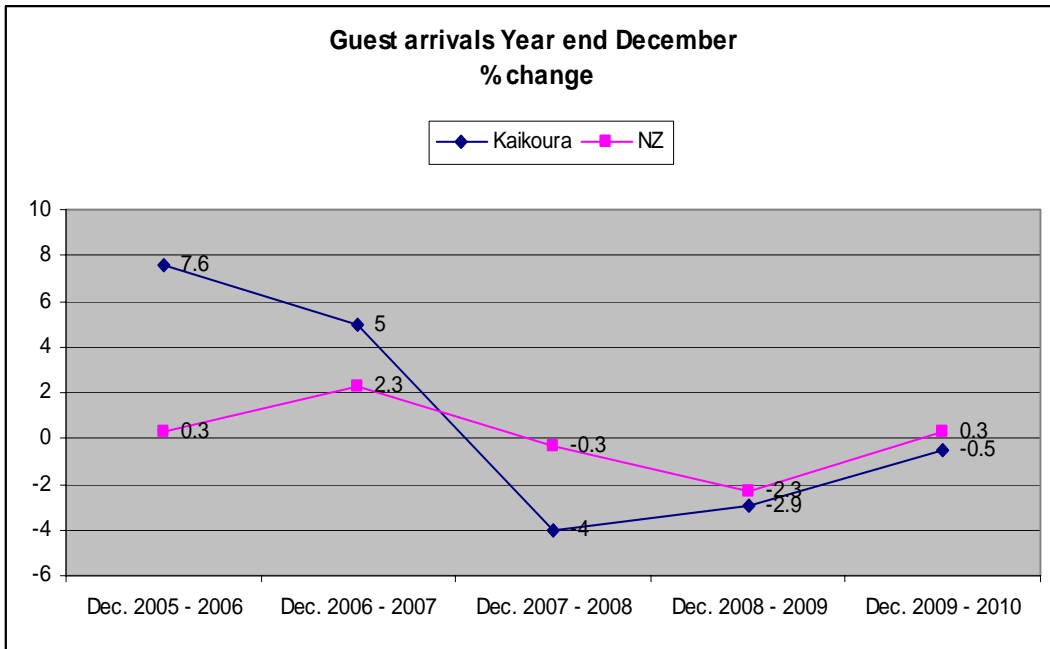
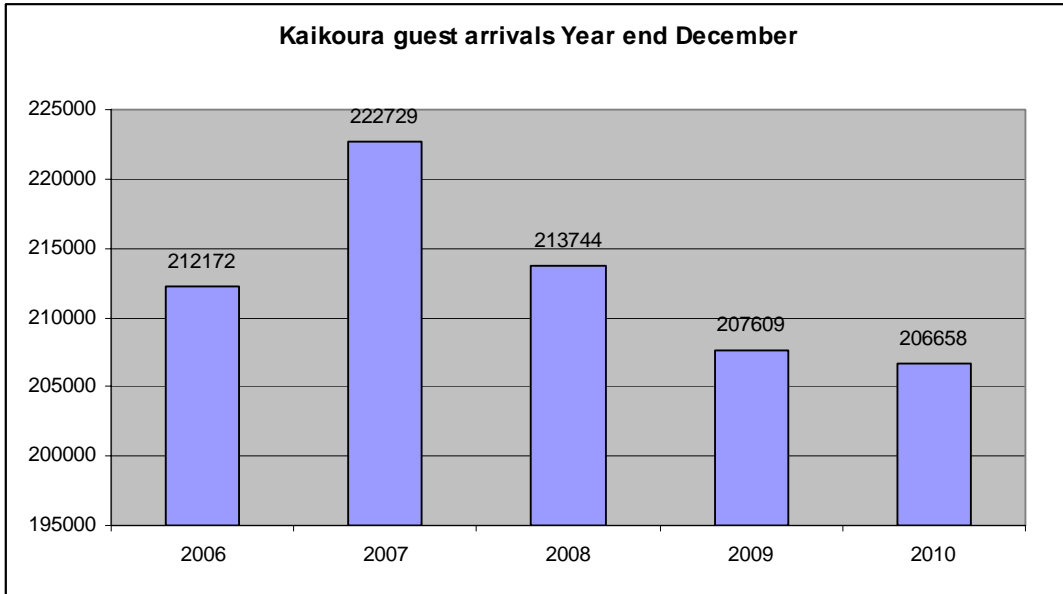
- **Website Development:** the website working group will meet with Cabbage Tree on 10th March to discuss the proposal from Cabbage Tree.
- **Funding for Top of the South Events:** Top of the South events have been notified of the \$5000 funding subject to conditions. The letter is attached for reference.
- **Travel Wild Discovery Channel Film Crew:** the film crew visited from 25th February until 1st March. Tourism & Development Officer organised and coordinated this visit with excellent support from Kaikoura Helicopters, Encounter Kaikoura, Kaikoura Wilderness Walks, Maori Tours, Trees for Travellers, Julie Syme (Seaward Kaikoura Lions), Hapuku Lodge, Whale Watch and Alpine Pacific Holiday Park. Copies of the edited footage and details of the screening dates for the Travel Wild programme will be sent in due course. The film crew enjoyed good weather and sea conditions and captured some fantastic footage.
- **Visitor Statistics:**

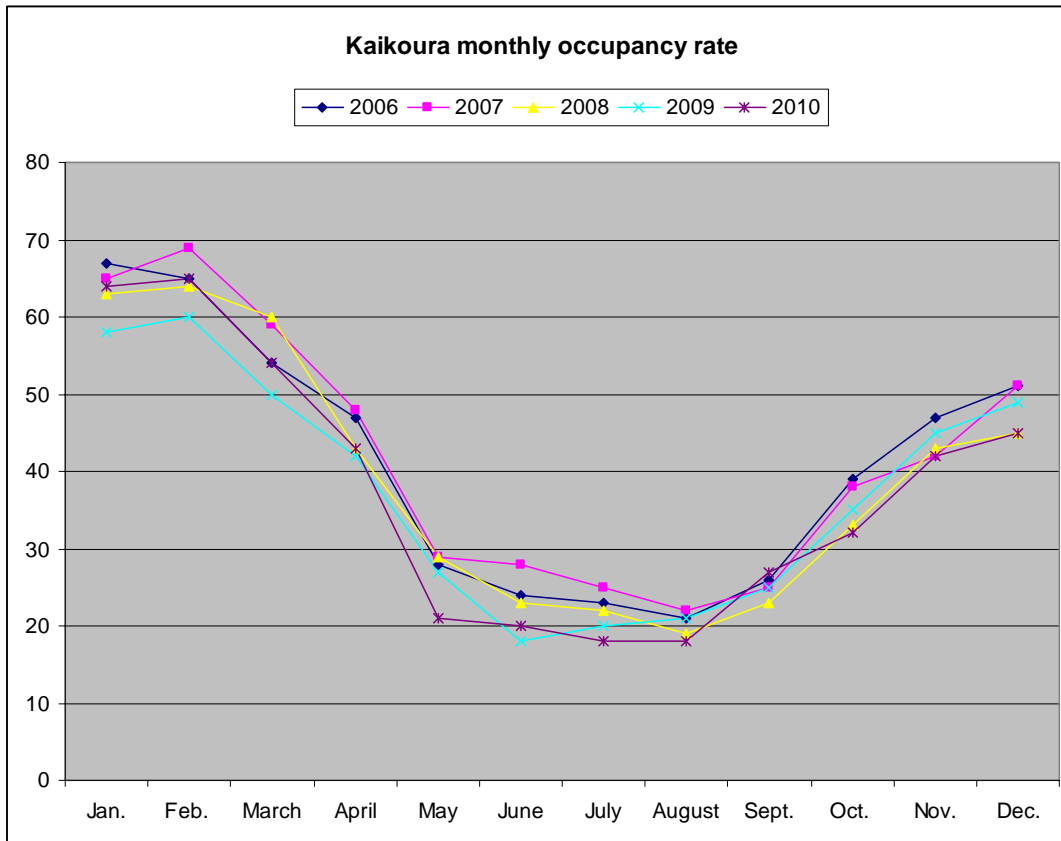
Kaikoura guest nights Year end December



**Guest nights Year end December
% change**







District comparisons – domestic/international guest nights

Districts: Kaikoura, Hurunui, Mackenzie, Timaru, Selwyn, Waimakariri and Waimate.

Ashburton only included in 2010 statistics.

2010 statistics – January to November only

Comparison statistics feature the 4 Districts with the highest guest nights within the region – Kaikoura, Hurunui, Mackenzie and Timaru.

% share of domestic guest nights in the Canterbury region

| | Kaikoura | Hurunui | Mackenzie | Timaru |
|------|----------|---------|-----------|--------|
| 2008 | 16 | 27 | 20 | 23 |
| 2009 | 15 | 24 | 22 | 24 |
| 2010 | 14 | 21 | 21 | 19 |

Kaikoura's share of the domestic guest nights has remained fairly consistent over the last 3 years and has decreased by only 1% per year over this period. Hurunui retains the largest share of the domestic market but has seen declines of 3% per year. Timaru has seen its share decline especially in 09/10 and has now been overtaken by Mackenzie.

% share of international guest nights in the Canterbury region

| | Kaikoura | Hurunui | Mackenzie | Timaru |
|------|----------|---------|-----------|--------|
| 2008 | 30 | 15 | 35 | 12 |
| 2009 | 28 | 15 | 37 | 11 |
| 2010 | 23 | 14 | 34 | 7 |

Kaikoura's share of international guest nights has shown the largest decline of the top 4 Districts. Hurunui's share has remained fairly constant. In 2008, there was a 5% difference between Kaikoura and Mackenzie with regard to the percentage share of international guest nights. In 2009 this increased to 9% and in 2010, 11%.

International v domestic guest nights within each District

| | Kaikoura | Hurunui | Mackenzie | Timaru |
|---------------|----------|---------|-----------|--------|
| 2008 | | | | |
| International | 57% | 28% | 55% | 29% |
| Domestic | 43% | 72% | 45% | 71% |
| 2009 | | | | |
| International | 57% | 31% | 55% | 25% |
| Domestic | 43% | 69% | 45% | 75% |
| 2010 | | | | |
| International | 55% | 32% | 54% | 22% |
| Domestic | 45% | 68% | 46% | 78% |

For both Kaikoura & Mackenzie Districts, the percentage share has remained fairly constant. Hurunui District has recorded an increase in international visitors over the last 3 years while Timaru has seen international visitors decreasing over this period.

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 - www.tourismresearch.govt.nz. Farm stays, B&Bs and holiday homes are not included.

Tourism & Economic Development

Financial Report to 28 February 2011

| | Budget (Year) 2010/2011 \$ | Actual (8 Months) 2010/2011 \$ | Actual plus Commitments 2010/2011 \$ | Actual (Last Year) 2009/2010 \$ |
|-----------------------------------|-------------------------------------|---|---|--|
| Expenses | | | | |
| Advertising & General Expenses | 8,000 | 6,261 | 6,261 | 4,281 |
| TRENT | 7,500 | 2,339 | 4,677 | 7,325 |
| Green Globe | - | - | - | 5,861 |
| Projects/Cruise NZ | 6,000 | 1,000 | 1,000 | 1,000 |
| Chch & Canterbury Marketing | 5,000 | 5,000 | 5,000 | 5,000 |
| Visitor Research & Surveys | 1,000 | - | - | - |
| Events Funding | 20,000 | - | - | 1,633 |
| Images/Website/Webcam | - | 3,375 | 3,375 | 728 |
| Marketing Activities | 15,000 | 12,591 | 15,756 | 10,600 |
| Visitor Guide | 6,000 | 9,599 | 10,268 | 9,173 |
| Campaign "Catch the Day" | 60,000 | - | - | 65,446 |
| Chch I-Site Display Space | 1,000 | 13,148 | 13,148 | 5,120 |
| Town Signage & Beautification | - | 300 | 300 | - |
| Canty Economic Devt Corp | - | 2,400 | 2,400 | 2,400 |
| | 129,500 | 56,013 | 62,185 | 118,567 |
| Funded by: | | | | |
| Canty I-Site Advertising | - | 4,985 | 4,985 | 4,465 |
| Visitor Guide Subscriptions | - | 3,291 | 3,291 | - |
| Seafest & Other Revenue | - | 2,781 | 2,781 | 1,459 |
| Commercial Rates | 199,226 | 132,832 | 199,226 | 176,996 |
| | 199,226 | 143,889 | 210,283 | 182,920 |
| Less Overheads, Personnel | 69,726 | 43,330 | 69,726 | 83,077 |
| Activity Surplus/(Deficit) | - | 44,546 | 78,372 | (18,724) |

| Funds Held in Special Reserve | Budget (Year) 2009/2010 \$ | Actual (7 Months) 2010/2011 \$ | Actual (Last Year) 2009/2010 \$ |
|--------------------------------|-------------------------------------|---|--|
| Opening Balance | - | 16,467 | 34,677 |
| Activity Surplus/(Deficit) | - | 44,546 | (18,724) |
| Interest Applied to Fund | - | - | 514 |
| Closing Balance in Fund | - | 61,013 | 16,467 |

| | |
|--|----------------|
| TOTAL FUNDS AVAILABLE | |
| Funds Held in Special Reserve as at 28 February 2011 | 61,013 |
| Expenses Budget Remaining (Budget less Actual) | 73,487 |
| Funds Available to be Spent By 30 June 2011 | 134,500 |

PLEASE NOTE: THE FUNDS TO BE SPENT BY 30 JUNE 2011 HAS ELIMINATED ALL FUTURE ESTIMATED COSTS RELATING TO PERSONNEL AND OVERHEADS, AND THEREFORE REFLECTS THE AMOUNT THE COMMITTEE SHOULD BE SPENDING BY 30 JUNE 2011.