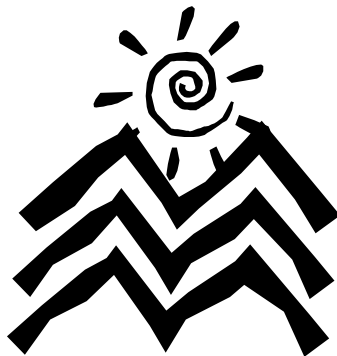




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



8 June 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 8 JUNE 2011 IN
MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Confirmation of Minutes 11/05/2011* *page 1*
4. *Matters Arising from Report of 11/05/2011*
5. *Minutes Action List*

Meeting	By Whom	Progress
<i>17 NOVEMBER 2010</i>		
Rugby World Cup	Committee	In Progress
<i>8 DECEMBER 2010</i>		
Arrange a meeting with the business community and a rugby ambassador	Mayor Gray, Tourism Officer	A verbal update will be provided at the meeting.
<i>13 APRIL 2011</i>		
Investigate pager coverage in the District and the international civil defence warning siren and report to the next T & D Committee meeting.	Mayor Gray	In Progress
<i>11 MAY 2011</i>		
Provide dates of Rugby World Cup events	Tourism Officer	Refer Tourism Officer's Report.
Put together options for representative operators to visit destination Marlborough.	Tourism Officer	Refer Tourism Officer's Report.
Investigate options for display of billboards	Tourism Officer	In Progress
Investigate what Hanmer Springs does regarding freedom camping.	Tourism Officer	Refer Tourism Officer's Report.
Obtain draft Freedom Camping Bylaws from other Councils	Tourism Officer	Refer Tourism Officer's Report Appendix.
Compile possible funding criteria for presentation and consideration	Tourism Officer / Councillor Macphail	In Progress

6. *Tourism and Economic Development Officer's Report* *page 8*
7. *Information Board Update* *page 33*
8. *Whale Run Event* *page 34*
 - M Spencer will be in attendance at 1.30pm to present this item.
9. *Kaikoura Cruzrs Event*
 - A report will be presented at the meeting.
10. *KITI Update*
11. *Urgent Business*

Tourism & Economic Development Officer's Report

Minutes action list:

- **Dates of Rugby World cup events and matches:** the match schedule can be found on www.rugbyworldcup.com and a copy of this is included in Appendix A. With regard to the events being staged around the country during September and October, full details can be found on the Real New Zealand festival website – <http://www.nz2011.govt.nz/experiencerealnz/realnzfestival/>
- **Operator visits to Destination Marlborough/Marlborough i-SITEs:** Tourism & Economic Development officer spoke with Marlborough i-SITE operation manager to discuss the best options for updating i-SITE staff. The preferred method is the famil option and due to current staffing issues and redevelopment of Blenheim i-SITE, October was suggested as the date for this. With regard to a few Kaikoura operators visiting as a group, the operation manager stated that she could not guarantee attendance of staff to an after-hours meeting but would circulate a potential date to her staff to gauge interest. If this visit took place during office hours, it would have to fit in around the general business of the i-SITE and the staff who would be there on that particular day.
- **Freedom camping policy in Hurunui:** Hurunui has a freedom camping policy but a draft byelaw is being discussed by Council following public submissions. The current policy states that

Freedom camping is defined as overnight parking in areas that are in the vicinity of roads and are easily accessed by cars/campervans. It is not intended to apply to the “back country” experience. We ask you to comply with the following rules which apply to all forms of camping whether in tents, cars, campervans, boats or buses.

Freedom camping within Hurunui District Council Reserves is subject to the Freedom Camping Policy adopted in 2008. – see www.hurunui.govt.nz for further information.

CAMPERS ARE WELCOME provided that you:

- 1. Respect our environment. Leave the site clear of all rubbish, waste and damage. Understand that dumping of waste and litter is an offence and will result in instant fines or prosecution. Litter infringement - \$400. (as of 1 July 2009)**
- 2. Act responsibly, and respect the access and enjoyment rights of other public space users.**
- 3. Have immediate access to, or on-board, three day capacity toilet, wastewater collection and rubbish disposal facilities. Toilet and greywater must be disposed of in an approved campervan dump station.**
- 4. Use designated public spaces, camping areas (e.g. Department of Conservation sites) or commercial premises as available. Check with the local i-SITE (information centre), local council website or other camping guides if unsure of freedom camping sites in the area. Appreciate that some environmentally or culturally sensitive, and built-up, areas will not permit any form of freedom camping.**
- 5. Understand that freedom camping is a temporary activity, generally considered to be two days unless otherwise informed.**

Prohibited Camping Areas in the Hurunui District

- 1. All areas where Hurunui District Council "No Camping or Overnight Parking" signs are displayed, which are:
All roads and all recreation reserves under Hurunui District Council's control within**

- *Hanmer Springs Basin Management Area. The boundaries for this area are: North - Hanmer Range Ridgeline, East – Hanmer River Boundary Stream, South – Amuri Range Ridgeline, Transit NZ brown tourism sign (SH7) & Organ Range Ridgeline, West – Boundary Stream Waiau River. This area takes in the entire Hanmer Springs village.*
- *Motunau Beach Township*

2. Freedom camping is not allowed on any Hurunui District Council Reserves other than the designated camping grounds.

A Hurunui District Council Compliance Officer monitors these two areas. A copy of the draft byelaw is included in Appendix A.

- **Examples of freedom camping bylaws and policies:** for a detailed list of all freedom camping bylaws and policies, visit www.camping.org.nz . A small selection of the different approaches taken by Councils around the country is included here for information:
 - **Westland District Council:** Westland D.C has a freedom camping policy which is designed to encourage travellers and campers to use camping grounds and other accommodation facilities as much as possible. The policy recognises that some visitors to the District are choosing overnight camping as their preferred accommodation. The policy also acknowledges the economic and social benefit campers bring. The intent of this policy is to encourage camping travellers while eliminating the detrimental environmental effects of discarded rubbish and human waste. A copy of the policy is included in Appendix A
 - **Lake Taupo:** The District supports the principles of freedom camping while encouraging the use of designated camping grounds including Department of Conservation sites. In addition, Lake Taupo has several recognised freedom camping sites which are listed on the Lake Taupo website.
 - **Queenstown Lakes District Council:** freedom camping in fully self-contained vehicles (with toilet, waster water & rubbish facilities onboard) is permitted on public land away from the town centre and residential areas. Freedom camping in the designated “No Freedom Camping zones” is not permitted and is likely to result in an infringement notice for which a fine of \$200 is payable. For visitors who do not have a fully self-contained vehicle, freedom camping is not permitted anywhere in the District and anyone discovered freedom camping with such a vehicle will receive \$200 instant fine. The Freedom camping bylaw came into force on 31st May 2011 and is included in the Appendix.
- **TRENTZ 2011:** for the first time, this event was held in Queenstown at the Events Centre. Around 270 exhibitors from around the country attended along with over 250 travel & tourism buyers and media. The event is structured as a series of pre-scheduled appointments as well as networking functions and media briefings. Tourism & Economic Development Officer and Mandy Fissenden attended to represent the district and had 41 appointments with trade and media from North America, China, Australia, Japan, Malaysia, UK/Europe and New Zealand. Whale Watch and Kaikoura Wilderness Walks also exhibited.

During these appointments, a range of information was requested which included trade ready new product updates, itinerary planning, suggestions for must-do activities for tour operators as well as more specific requests such as suggestions for B&B accommodation. Tourism Officer is now following up on all appointments and will also send out a newsletter to

operators summarising this event. Tourism Officer will circulate some market updates at the meeting.

- **North Canterbury Food & Wine Trail:** a memorandum of understanding has been signed by Enterprise North Canterbury, Hurunui Tourism and Kaikoura District Council to clarify the roles each organisation will play with regard to the ongoing support and development of the Trail. A planning meeting was held to finalise the marketing plan and project management for 2011/2012. The trail continues to gain profile and is regarded as a useful marketing tool by the members. Members are pleased with the activities undertaken by the steering group to manage and market the Trail. The results of the recent survey are included for information:

April 2011 Survey Results for the North Canterbury Food & Wine Trail

2010 - 19 responses

2011 – 20 responses

1. What has been the main benefit of the NCF&WT to your business?

	2010	2011
Joint marketing with other businesses.	73.7% agree/ strongly agree	50% agree/strongly agree
Networking with other business operators.	66.7% agree/ strongly agree	45% agree/strongly agree
Creating more awareness of my business.	83.4% agree/strongly agree	90% agree/strongly agree
Bringing more visitors into my business.	50% agree/strongly agree	66.7% agree/strongly agree
Promoting the North Canterbury region as a food and wine destination.	100% agreement	94.7% agree/strongly agree

2. What do you believe has been the benefit of the NCF&WT to the region?

	2010	2011
Identifies North Canterbury as a food and wine destination.	94.5% agree/strongly agree	100% agree/strongly agree
Give visitors reasons to stay longer in North Canterbury.	84.2% agree/strongly agree	80% agree/strongly agree
The guide is a resource to help visitors plan their stay in North Canterbury.	100% agreement	85% agree/strongly agree
Increased awareness of businesses who are members.	94.5% agree/strongly agree	90% agree/strongly agree

3. How would you rate the awareness of the NCF&WT?

	2010	2011
By local/regular customers?	53.6% either good or very good	60% either good or very good
By Christchurch residents?	73.7% low or don't know	55% low or don't know
By other visitors?	63.1% low or don't know	60% low or don't know

4. From customer feedback and your own observations, what marketing component of the NCF&WT has been effective for your business?

	2010	2011
Gate / Window signage	68.8% low or don't know	55% low or don't know
Brochure	63.1% good or very good	80% good or very good
Website	76.5% low or don't know	75% low or don't know
Referrals from other members	72.2% low or don't know	70% low or don't know
i-SITE Visitor Centres	73.7% low or don't know	70% low or don't know
Word of mouth	55.6% low or don't know	70% low or don't know
Media profiles and advertising	72.2% low or don't know	65% low or don't know

5. Over the next 12 months how can we improve the marketing effectiveness of the NCF&WT?

	2010	2011
Increase advertising	82.3% agree or strongly agree	83.3% agreement
Utilise online technology & social media	100% agreement	100% agreement

Media / trade famils	100% agreement	94.5% agreement
i-SITE education / famils	100% agreement	94.8% agreement
Encourage members to refer to other members	100% agreement	94.7% agreement
Participate in food & wine events	<i>Not asked in 2010</i>	89.4% agreement

The following extra questions were included in the 2011 survey:

How do you rate the brochure?

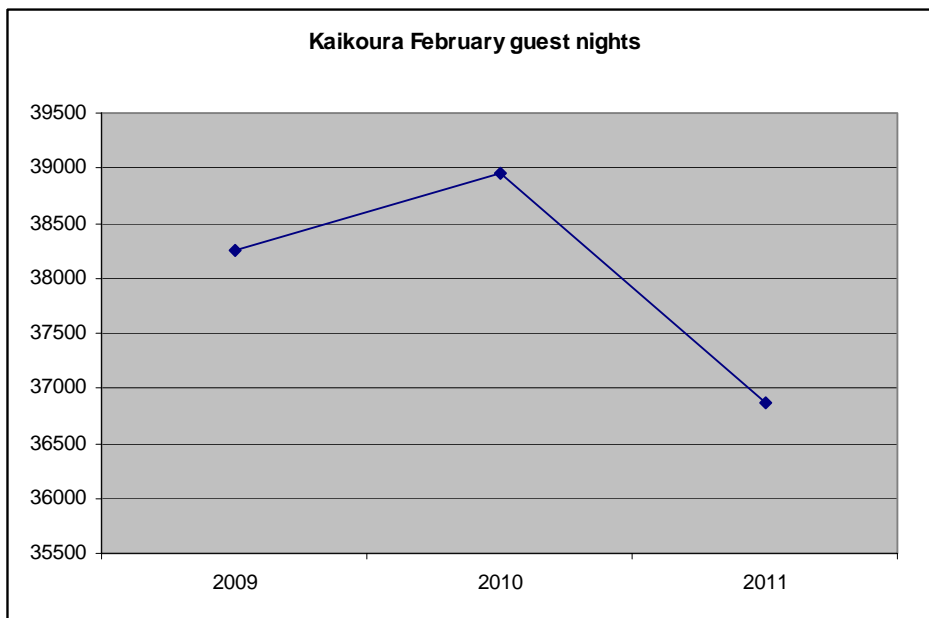
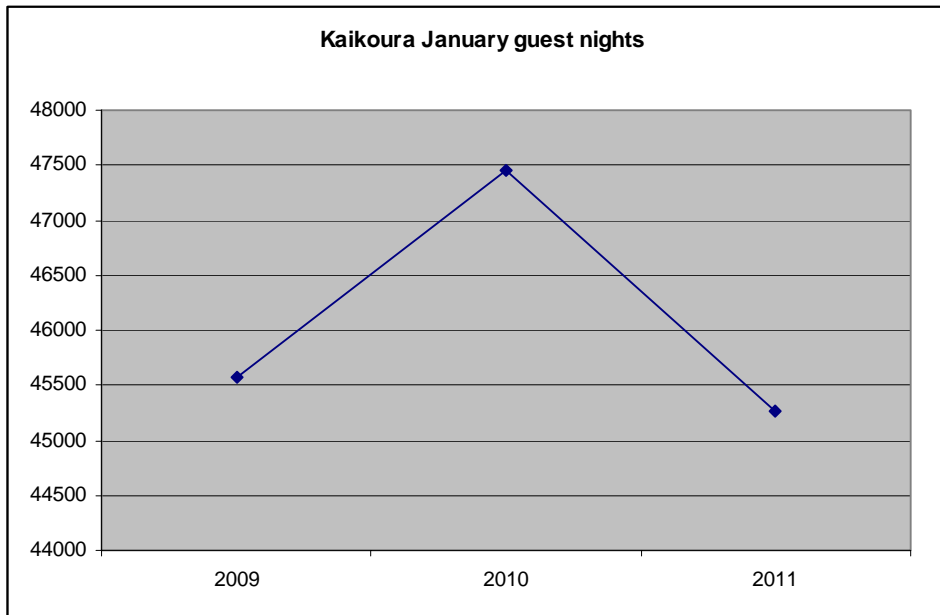
Design and layout	100% agreement
Advertisement space	100% agreement
Maps	90% agreement

- **Cruise New Zealand:** Cruise New Zealand has recently announced the schedule for 2011/12 season, during which Kaikoura will receive 3 cruise visits. Cruise New Zealand recently attend Cruise Shipping Miami which is the largest global cruise event and is attended by cruise lines, destinations, entertainment and IT providers, ship builders and suppliers and other parties associated with the cruise industry. Cruise New Zealand attends annually, with the 2011 delegation including representatives from ISS McKay, Centreport, Tourism New Zealand, Renaissance Tours, IDNZ and Air New Zealand. The convention is an ideal opportunity for Cruise New Zealand to build on the strong relationships it holds with key cruise line decision makers. Full copies of the report by Cruise New Zealand from this event are available from Tourism Officer.

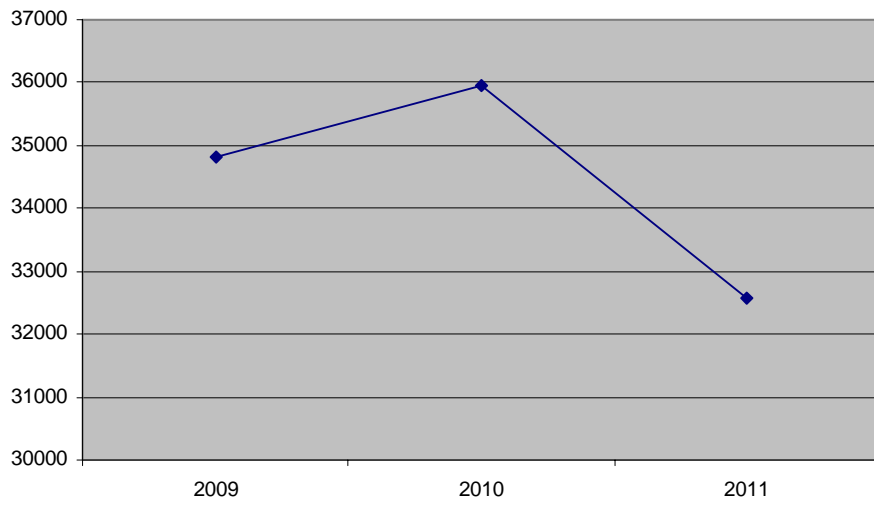
Key points from this report;

- The global cruise industry has emerged strongly from the worst recession in decades. Mass market cruise is growing faster than any other part of the travel industry and industry leaders don't foresee any limit to this growth. In 2010 over 15 million passengers were carried on cruise ships, and projections for the future indicate that growth will continue as new markets are developed and current markets continue to expand.
- Growth was reported from the represented source regions with the UK and Europe acknowledged as the star performer. Predictions are that it will outgrow the US as the largest cruise source market within 10 years. Australia was also recognised for its growth as a source market. The local market and the demand for the region from other markets have led to significant growth in deployment to the Australasia region.
- The cruise industry is a customer-driven business and it is acknowledged that at the heart of a successful cruise industry is the destination and there needs to be commitment from destinations to offer good value for money to consumers.
- Shipping is a highly international and mobile sector, and policy must be tailored to reflect this. Policy makers should be aware that if regulations impact excessively on the profitability of the sector and reduce competitiveness, the reality is that cruise companies will be forced to move their ships elsewhere.
- Feedback from the industry is that New Zealand is a popular destination and receives high passenger ratings. It was agreed that the outlook for the global cruise industry is bright with significant growth potential in both established and emerging markets.

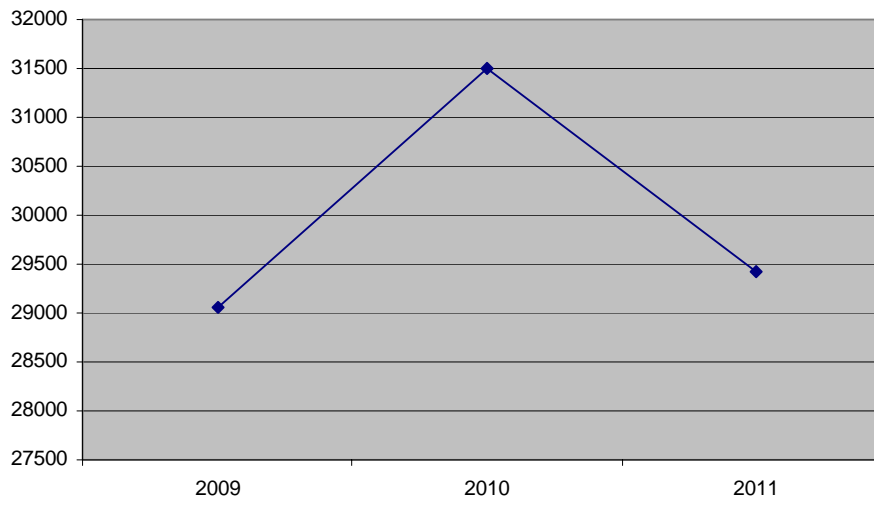
Kaikoura Visitor Statistics

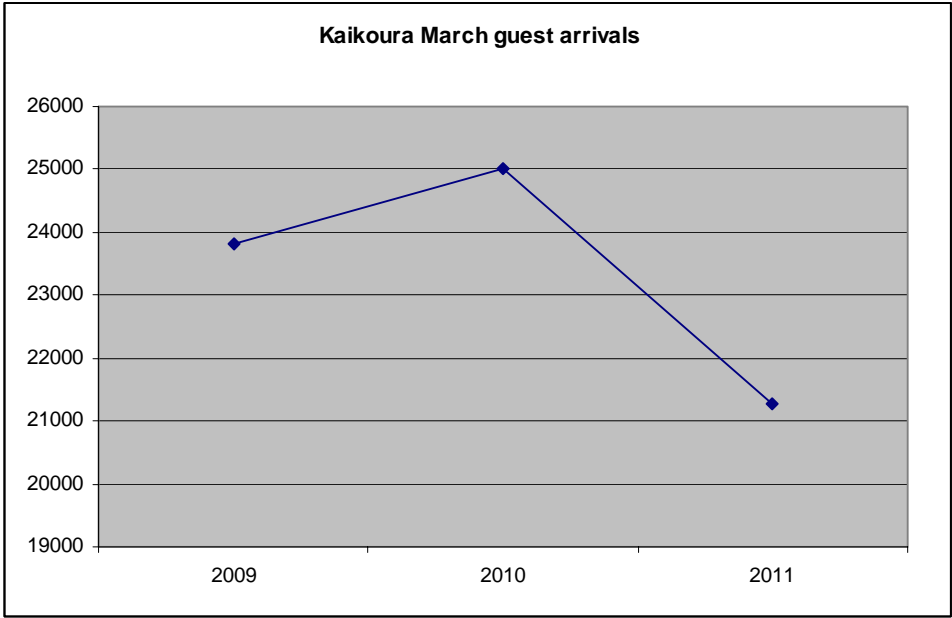
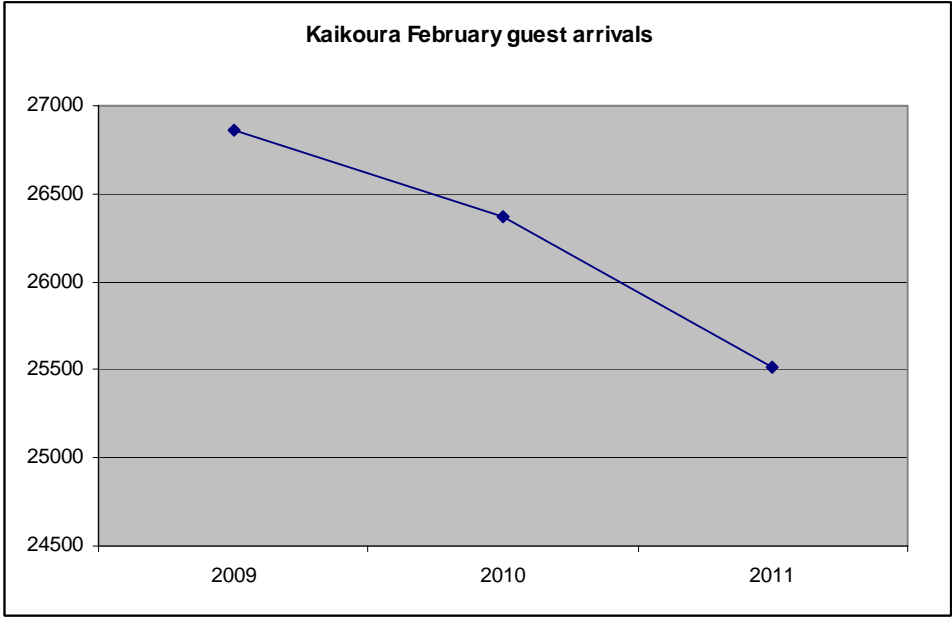


Kaikoura March guest nights



Kaikoura January guest arrivals





Appendix A

Information Board Update

In the meeting of March 2011, the Tourism and Development Committee moved that information boards were necessary for the town and delegated the design, setup and erection of the boards to Rachel Vaughan.

Work is well underway with designs being finalised for the content on the board and the design for the mounting. Janet Bathgate has been working on the design and the following content has been incorporated:

- Welcome to Kaikoura
- Camping information
- Town Facilities
- Sustainability
- Cultural History
- Recreational Fishing and coastline care

The structure is to be prepared using the old timber from the wharf that is stored up at the Tar Depot. A central structure will be carved by Reg Thomsett, with the timber forming the rest of the structure. The sign panel will be aluminium panel coated with anti-graffiti guard and sealed using anti-gouge resin.

Matthew Lester from Earthworks Landscape Architects has been working on the site layout and plans for each site.

It is hoped the design will be finalised for printing shortly with the structure being completed soon after.

Expenditure to date:

Janet Bathgate Graphic Design	1665.00
Earthworks Landscape Architects	593.75
Total	2258.75

Kaikoura Whale Run

At the May meeting of the Tourism and Development Committee Michelle Spencer and John Roberts were in attendance to inform the Committee about the Whale Run Event. They made a request for funding of \$5,000 to grow the event. Below is a costing sheet prepared by the event organisers.

Costs for Tourism Committee:

Please find quotes for advertising of the Kaikoura Whale Run.

Website: \$1500

Website hosting: \$200

Advertising signs (board and cost of painting): \$600

Traffic Management: \$1500 - \$2000

Marlborough Express front page advertisement: \$650.00

4 weeks of advertising in Marlborough Express: \$800

Christchurch Press : (various options)

10x2 (10cms high by 7.2 cms wide)

Run of Press

Mon, Tues, Thurs, and Fri \$318.80 Full Colour \$223.16 Black and White

Weds \$359.40 Full Colour \$251.58 Black and White

Sat \$432.00 Full Colour \$302.40 Black and White

16x2 (16cms high by 7.2cms wide)

Run of Press

Mon, Tues, Thurs and Fri \$510.08 Full Colour \$357.06 Black and White

Weds \$575.04 Full Colour \$402.53 Black and White

Sat \$691.20 Full Colour \$483.84 Black and White

Kaikoura Star:

Sample of sizes

10cm x 1 col \$33.70

8cm x 2 cols \$53.92

12cm x 2 cols \$80.88

8cm x 3 cols \$80.88

12 cm x 3 cols \$121.32

Full colour extra \$60.

Prices exclude GST.

Radio quotes are being sourced. Full costs for a 30 second advert will be available for meeting.

Kind regards

John and Rachel Roberts
Michelle Spencer