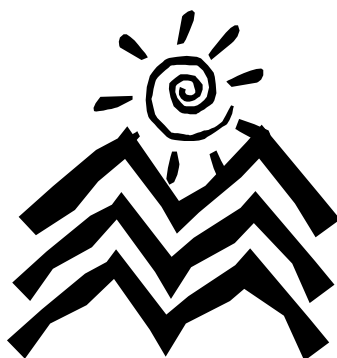




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



14 September 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00PM ON WEDNESDAY 14 SEPTEMBER 2011
IN MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Confirmation of Minutes 10/08/2011* *page 1*
4. *Matters Arising from Confirmed Report*
5. *Minutes Action List*

Meeting	By Whom	Progress
<i>13 JUNE 2011</i>		
Opportunities for an additional webcam.	Committee	In Progress

6. *Tourism and Economic Development Officer's Report* *page 6*
7. *Painting of Railway Over Bridges* *page 15*
 - *A report from Ralph Hogan is included for information*
8. *KITI Update*
9. *Urgent Business*

Tourism & Economic Development Officer's Report

- **Visitor statistics:** visitor statistics are included in the Appendix. The statistics for June are the best month's results so far in 2011. June guest nights have increased by 2.9% from 2010 while arrivals have decreased by 2.4%. With regard to guest nights, this is the first increase recorded since September 2010 and for arrivals, the best result since December 2010.

Compared to the national averages for June, Kaikoura guest nights were above average but guest arrivals were below. With regard to year end June 2011, both Kaikoura guest nights and arrivals were below average.

As well as comparisons with the other districts within Canterbury, some other South Island Districts have been included in the Appendix to highlight the mixed results across the South Island.

Limitations of these statistics are recognised but they remain a useful indicator of trends and are the only set of regular national statistics.

- **Flags and bunting:** Following the purchase and distribution of 1000m of bunting, an additional 1700m was purchased to meet the ongoing demand. Tourism & Development Officer tried to ensure that all businesses had the opportunity to pick up the complimentary bunting with additional packs being made available for sale. All 2700m has now been distributed. The official flags arrived a few days behind schedule but following the fitting of the banner arm extensions, Main Power installed the flags as quickly as they could.
- **Welcome boards:** verbal update at the meeting
- **Budget and financial report:** attached
- **Wellington airport advertising:** the Kaikoura light box was installed in Wellington airport and will remain there until the end of March 2012. An image of the installed light box has been sent via email to Committee members.
- **Visitor guide:** production of the 2011/12 visitor guide is underway. 90 000 copies will be printed and will be ready for distribution from mid October. There are currently around 20 000 guides in stock. A summary of the visitor guide distribution was included in the July report.
- **Events funding criteria:** Following on from the discussion and adoption of the events funding criteria at last month's meeting, the new criteria have been included in the Appendix for reference. Tourism & Development Officer has also sent copies via email to all Committee members.
- **Cruise update:** the schedules for 2011/12 season are being updated on the Cruise New Zealand website. Currently the cruise visits scheduled for Kaikoura are:

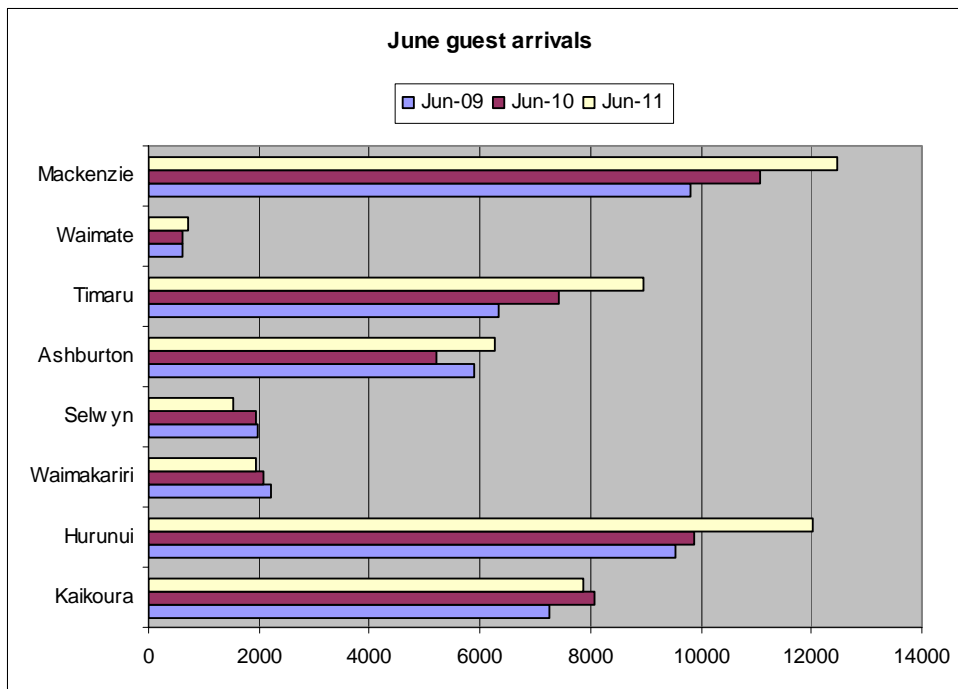
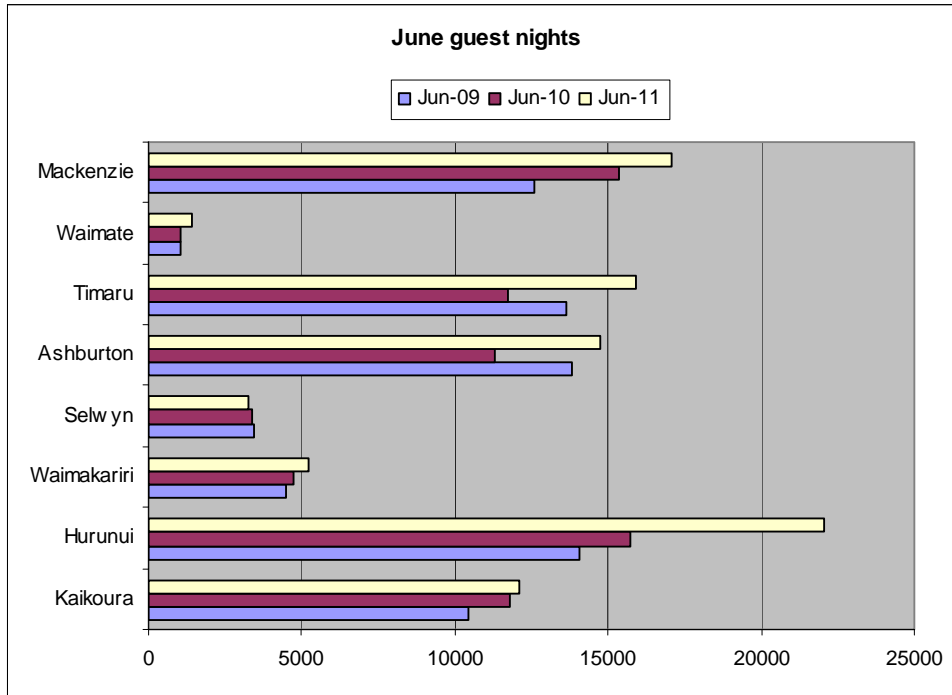
Kaikoura	
Oceanic Discoverer	Sat 24 Dec 11
Oceanic Discoverer	Thu 05 Jan 12
Oceanic Discoverer	Tue 17 Jan 12
Oceanic Discoverer	Sun 29 Jan 12
Oceanic Discoverer	Fri 10 Feb 12
Oceanic Discoverer	Tue 21 Feb 12
The World	Mon 19-Mar-12

With regard to progress on the potential visits from additional larger Carnival Cruise vessels this season, currently Akaroa rather than Kaikoura has been selected as the option for vessels not calling in to Lyttleton. This decision by Carnival has been made primarily on a lack of official updated depth information for South Bay which is required to ensure safe passage for tender vessels. This information was last updated by Land Information New Zealand in 1998 before the construction of the South Bay Marina. K Ngapora, Craig Harris (Chair of Cruise New Zealand) along with Matt Hoggard are continuing to work to address this issue as it will affect the potential for Kaikoura to receive Carnival vessels in the future as well as this season. There remains a chance that if depths provided by a certified source can be provided to Carnival in the immediate future, some larger vessels may visit Kaikoura during 2011/12 season.

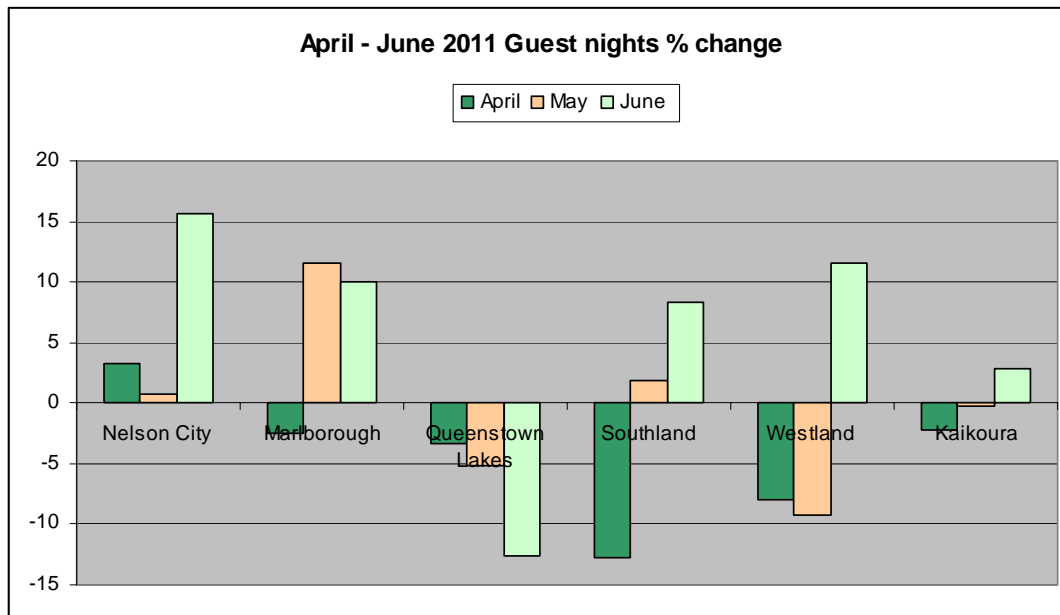
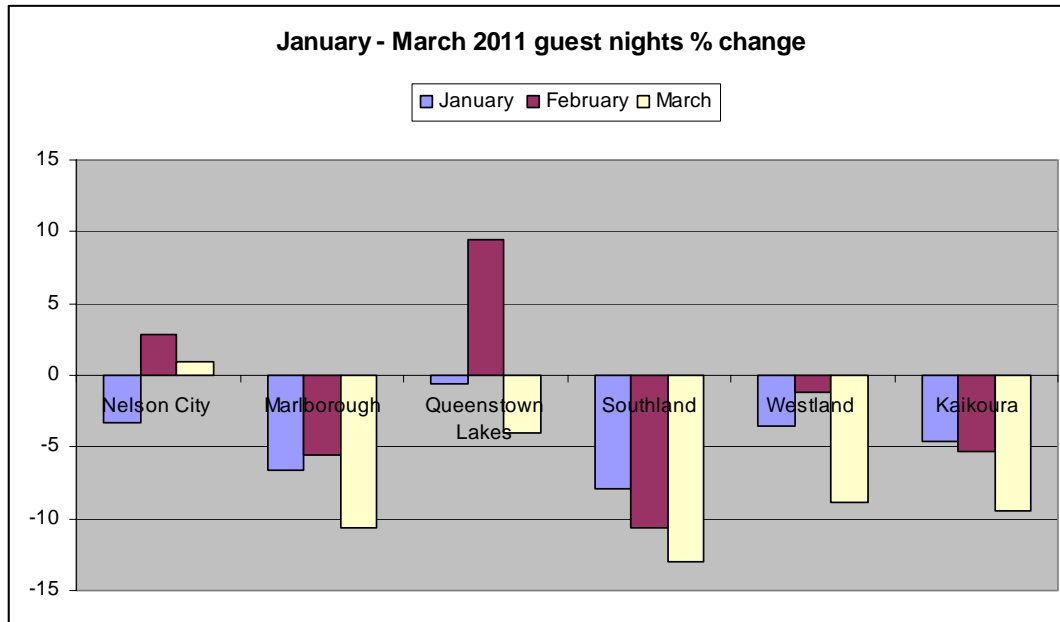
- **Photo & video competition:** the competition organised by Tourism & Development Officer resulted in a huge number of image entries but very few videos. Winners will be notified by Tourism Officer and also in The Star. The images and videos will be used on the Flickr and YouTube channels which the Tourism Officer will set up as well as being used on kaikoura.co.nz and for any general marketing purposes. Tourism Officer may organise an exhibition of the winning entries.

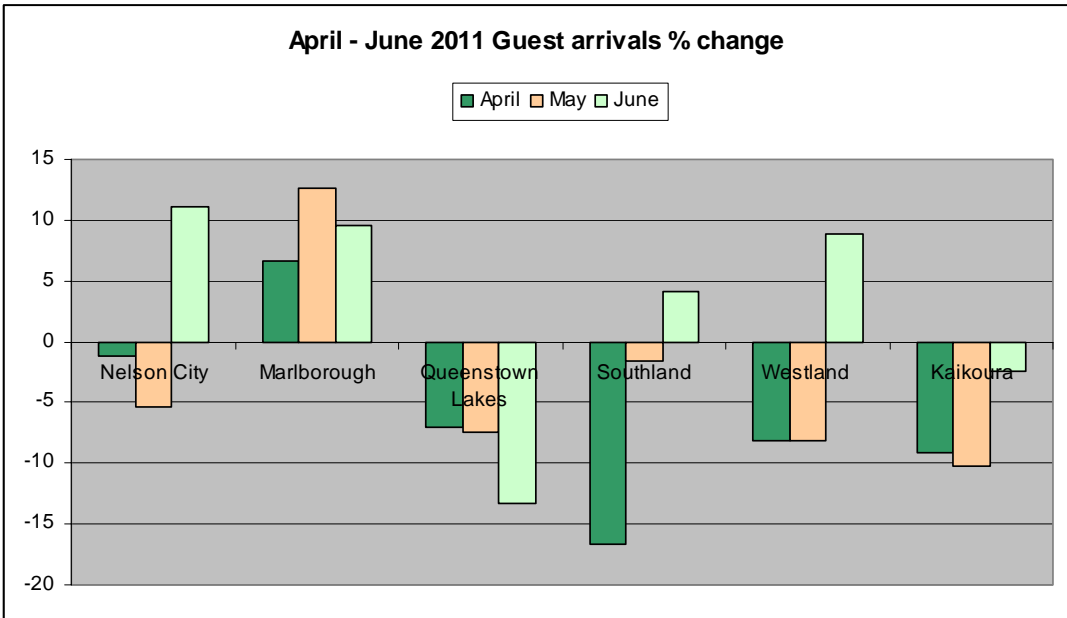
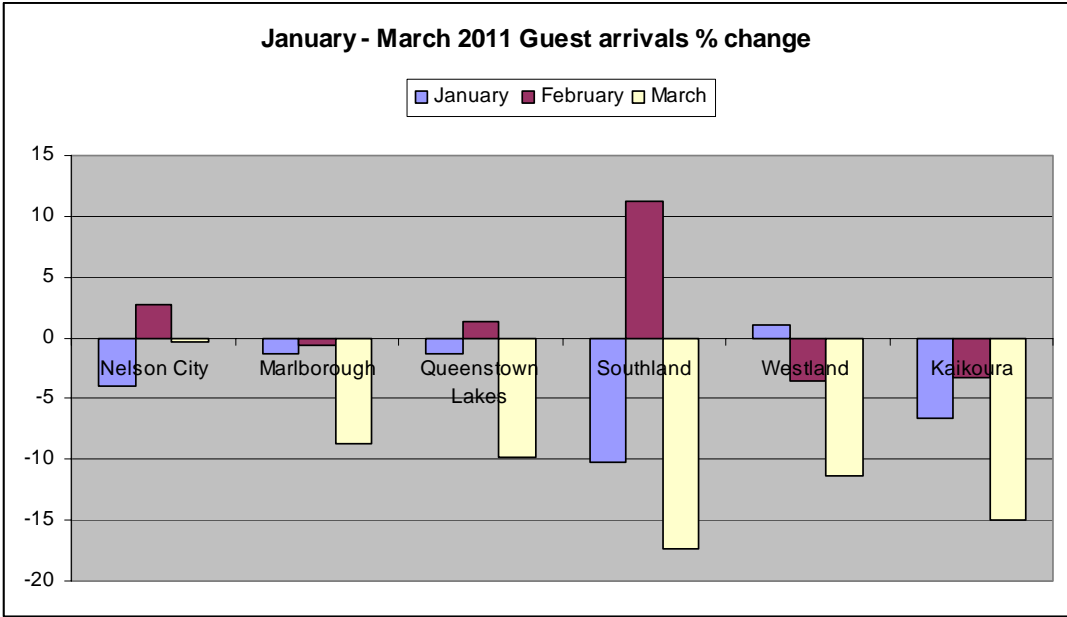
Visitor statistics

Canterbury comparisons:



Other South Island comparisons





Comparisons with national average:

Guest nights	Kaikoura	% change	NZ % change
June 2009	10 457	-23.4	-4.8
June 2010	11 777	12.6	7.0
June 2011	12 116	2.9	0.3

Guest arrivals	Kaikoura	% change	NZ % change
June 2009	7 272	-16.5	-4.7
June 2010	8 065	10.9	4.8
June 2011	7 868	-2.4	-3.0

Guest nights	Kaikoura	% change	NZ % change
Year end June 2009	304 922	-6.3	3.4
Year end June 2010	307 745	0.9	1.9
Year end June 2011	292 890	-4.8	-1.6

Guest arrivals	Kaikoura	% change	NZ % change
Year end June 2009	207 399	-5.0	-4.9
Year end June 2010	209 022	0.8	2.1
Year end June 2011	196 894	-5.8	-2.6

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 (with some exceptions namely farm stays, private hotels, bed & breakfasts) - www.tourismresearch.govt.nz



Funding criteria for events

Under the Kaikoura District Marketing Plan, attracting and supporting events is regarded as a priority and a means to meeting the marketing objectives:

- To increase visits from both domestic and international visitors
- To maximise business yield throughout the peak months and to increase yield through the shoulder seasons
- To develop the profile of Kaikoura via strong and consistent communications which reflect the unique features of the destination
- To market Kaikoura as a welcoming and supportive location for businesses and for economic development

Priorities for funding applications: The Tourism & Development Committee will consider applications for funding for events which

- are in line with these marketing objectives
- have the potential to generate economic returns and positive media coverage for Kaikoura

In addition, events should

- appeal to those within the District and neighbouring districts (Marlborough, Hurunui & Christchurch)
- appeal to those beyond the immediate region
- demonstrate good growth potential and sustainable operating procedures
- develop and enhance community spirit and community involvement

Eligibility criteria:

- Applicants must apply at least 3 months in advance of the event. Preference will be given to those who apply well in advance of their event.
- Applicants must complete an events funding application form
- Applicants must submit a detailed and realistic marketing plan along with the application form

- Applicants must provide a detailed and balanced budget along with the application form. Applicants should be able to contribute a proportion of the costs of the event & this must be shown in the budget. The value of volunteer assistance and donated materials are considered as contributions to costs.
- Preference will be given to events scheduled to take place during the shoulder seasons
- Importance will be placed on the track record of the event organiser
- Funding will not be awarded for retrospective project costs

Please note: Applicants should be aware that an award of funding should be regarded as a one-off allocation and there is no guarantee of further funding from Tourism & Development committee for the same event in the future. All funding decisions are made at the discretion of the Tourism & Development committee. Funding is available both to individuals and to businesses.

Terms of agreement:

Successful applicants will be notified by letter along with a Terms of Agreement and a Post-event report form. The Terms of Agreement must be signed and returned with an invoice for the funding amount awarded. The Post-event report must be returned to Kaikoura District Council within 3 months of the staging of the event.

The support of the Kaikoura District Council must be acknowledged where appropriate on event publicity material. A copy of the Council logo will be supplied.

Tourism & Economic Development

Financial Report to 31 August 2011

	Budget 2011/12	Actual to Date	Invoices Pending
Opening Balance of Fund	80,000	81,624	-
<i>Less Expenses</i>			
General expenses	4,000	48	0
Memberships ¹ – CCT, Cruise NZ, North Canty Food & Wine Trail	12,500	11,000	1,500
Events ²	15,000	0	5,000
Trade & media ³	10,000	0	7,500
General marketing ⁴	45,000	2,697	32,300
Rugby World Cup ⁵	13,700	0	13,700
Welcome Boards	40,000	13,468	27,000
Website	25,000	25,000	0
Contingency	0	0	0
<i>Total Expenses</i>	<u>140,200</u>	<u>52,213</u>	<u>87,000</u>
Less Overheads & Personnel	86,271	13,212	73,000
<i>Plus Revenues</i>			
Commercial Rate	159,371	26,562	133,000
Other Revenues	8,000	2,399	0
<i>Total Revenue</i>	<u>167,371</u>	<u>28,961</u>	<u>133,000</u>
Closing Balance of Fund	20,900	45,160	-27,000

¹ Christchurch & Canterbury Tourism \$10 000, Cruise New Zealand \$1 000, Nth Canterbury Food & Wine Trail \$1 500

² New World Duathlon \$2 500, Peninsula marathon \$5 000 (waiting for invoice)

³ TRENZ \$7 500 (estimate)

⁴ Air NZ inflight \$4 500, Wellington Airport advertising \$10 000, Webcam \$1 800, CCT web listing offer \$3 000, Visitor guide \$13 000 (estimate)

⁵ Bunting \$3 700, Flags & banner extensions & Mainpower costs \$10 000

