



**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



12 October 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 12 OCTOBER 2011 IN
MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Karakia / Affirmation*
2. *Apologies*
3. *Open Forum*
 - Session for members of the public wishing to comment on items included in this agenda.
4. *Matters to be raised as Urgent Business*
5. *Confirmation of Minutes 14/09/2011* *page 1*
6. *Matters Arising from Report of 14/09/2011*
7. *Minutes Action List*

Meeting	By Whom	Progress
<i>13 JUNE 2011</i>		
Opportunities for an additional webcam.	Committee	In Progress
<i>14 SEPTEMBER 2011</i>		
Obtain the number of hits for the webcam	Tourism Officer	Refer Tourism Officer's Report.
Provide an update of the North Canterbury Food and Wine Trail	Tourism Officer	Refer Tourism Officer's Report.

8. *Tourism and Economic Development Officer's Report* *page 5*
9. *Te Korowai Kaikoura Marine Strategy*
10. *Whale Run Event* *page 9*
 - A post event letter from the Whale Run organisers is included for information.
11. *Tourism & Development Statement of Accounts* *page 10*
12. *KITI Update*
13. *Urgent Business*

Tourism & Economic Development Officer's report

- **North Canterbury Food & Wine Trail:** Summary of activity over the past year (taken from recent newsletter to Trail members):

What's been happening on the Website? From 1 Jan 11 – 30 Jun 11

- Total Visits: 2622
- Absolute Unique Visitors: 2307
- Origin of visitor: NZ (1873 visits), Australia (281 visits), US (119 visits) and the UK (68 visits)

10-11 Trail Advertising

Oct 2010 - Avenues (full page)

Oct 2010 - Hanmer Springs & Hurunui District Planmer

Nov 2010 - Avenues (quarter page)

Nov - Mar 2011 - Tourist Times (1/3 page)

10-11 Trail Media Profiles

Various stories and mentions for the North Canterbury Food and Wine Trail were on the following websites: NZ Herald, Stuff (Timaru Herald and The Press sections), Roving Kiwi, Maui and Sports Ground. The Trail was also featured in the Northern Outlook.

10-11 Trail Member Survey Results

- 100% agreement that the NCF&WT identifies North Canterbury as a food and wine destination
- 90% agreement that there is increased awareness of businesses who are members
- 85% agreement that the guide is a resource that helps visitors plan their stay in North Canterbury
- 80% agree that this encourages visitors to stay longer in North Canterbury

Operator Success

Waipara was recently the proud host of the Farmers Market NZ Forum (3-5 July).

Congratulations to Grown, winner of the Farmers Markets NZ "Tastiest Food Producer in the Paddock" Award for 2011.

Congratulations to Pegasus Bay Winery – Finalist for the "2011 Best Winery Restaurant" in the Cuisine Magazine Awards.

Upcoming Wine and Food Events

16 Sept Cooking Demo @ Ohoka Farmers Market

18 Sept Cooking Demo @ Oxford Farmers Market

1 Oct Kaikoura Seafest

- **Air Asia X travel show filming:** Tourism New Zealand and Air Asia X have commissioned a film crew which has been filming in the South Island during September and October for a travel series which will be screened in Malaysia. The areas covered were mainly Canterbury, Central Otago, Milford Sound and the West Coast. TNZ have been lucky enough to enlist the services of a well known local TV celebrity as the host.

TNZ are treating this as part of their next marketing campaign activity and it is an opportunity to educate Malaysians about all New Zealand has to offer with a focus on self drive, food and wine, and soft adventure activities mixed with a little extreme at times plus introducing some real life Kiwis who will engage with the host and bring NZ to life. They have proposed 8

weekly episodes (30 minutes duration) which will screen from early November on 8TV. The episodes will also screen via the online channels.

Tourism Officer worked with TNZ and Christchurch & Canterbury Tourism to make all the arrangements for the Kaikoura filming which took place on 2nd & 3rd October. Participating operators in Kaikoura were Kaikoura Kayaks, Dolphin Encounter, Department of Conservation, Fyffe House and Nins Bins. The group stayed at The Fairways. Copies of the edited footage will be sent to the Tourism Officer in due course.

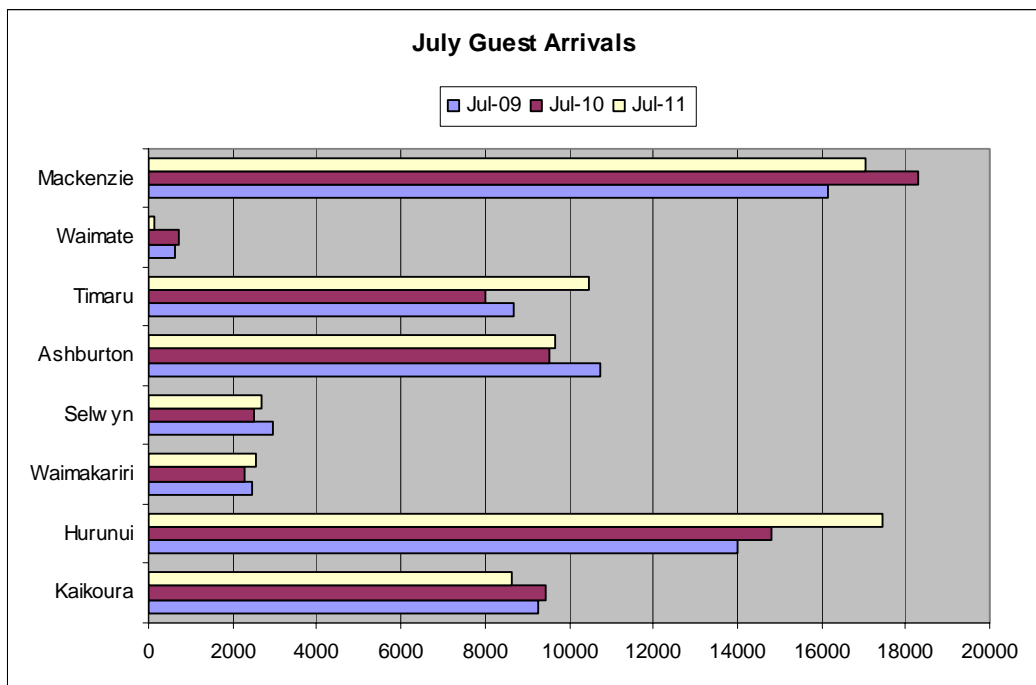
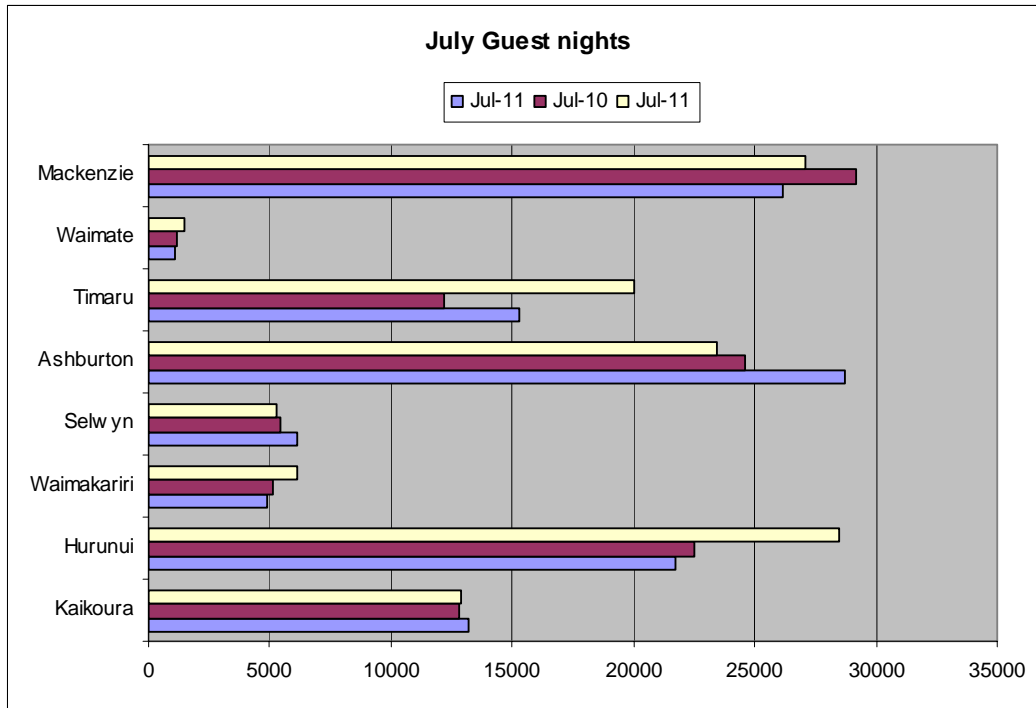
- **Visitor Guide 2011/12:** at time of writing, work has just begun on the page layouts. Several businesses have pulled out of the guide this year but new advertisers have also signed up.
- **Photo Exhibition:** Tourism Officer set up a small exhibition at the i-SITE featuring the winning photos and a selection of the images which were finalists in the recent competition. This will run from 5th October until 9th October. Tourism Officer is currently working on the Flickr and YouTube channels
- **South Island Road trip campaign launches in Australia:** South Island Road Trips campaign was launched on 26th September. This is a joint venture with Christchurch & Canterbury Tourism, Tourism New Zealand, Destination Queenstown, Lake Wanaka Tourism and Tourism Dunedin. All District Tourism Organisations were involved in the initial development of the project. The main objectives of the campaign are
 - to ensure South Island holiday arrivals from Australia remain strong
 - to build awareness around the 3 main gateways (Christchurch, Dunedin & Queenstown) and the access they provide to the regions by highlighting how much there is to see & do while exploring on a road trip.
 - to build long term recognition of the South Island as a road trip destination
 - to ensure that visitors stay at least one night in a gateway region

The total campaign cost will be in the vicinity of \$1.6m and will be in market for approximately 3 months and will be focused on three segments – a younger market (18-29), families and the older market (+55). The call to action for the campaign will be the campaign platform on newzealand.com. Information has been sent out to operators regarding how to get involved which includes channels such as wotif.com, AA travel and on newzealand.com itself.

- **Trade visits in the pipeline:** Tourism Officer is currently liaising with Christchurch & Canterbury Tourism regarding filming for a Chinese travel show which will take place later this month. In addition, Tourism Officer is working with colleagues and TNZ on a road trip famil for Australia's Stella Travel. This will provide a great opportunity to showcase to frontline staff.
- **Take a Break (webcam) statistics:** the Take a Break website does not currently have the capacity to monitor the visits to individual webcams. However, due to the high volume of enquiries for this information, the website is undergoing development which will enable these statistics to be gathered.
- **Welcome Boards:** Tourism Officer and the District Planner met with Matt Chambers and Hussein Burra (from the West End working group) on 26th September to visit both the northern and southern sites and to discuss the installation of the welcome boards and at that point, it was anticipated that the northern welcome board could be installed by 30th September. At time of writing, this has not yet happened. A further update will be given at the meeting

July Visitor Statistics

Canterbury region comparisons:



Guest nights	Kaikoura	% change	NZ % change
July 2009	13194	-6	3.3
July 2010	12840	-2.7	0.2
July 2011	12888	0.4	2.0

Guest arrivals	Kaikoura	% change	NZ % change
July 2009	9264	-2.6	3.9
July 2010	9436	1.9	0.7
July 2011	8619	-8.7	-0.9

Guest nights	Kaikoura	% change	NZ % change
Year end July 2009	304075	-6.2	-3
Year end July 2010	307391	1.1	1.7
Year end July 2011	292938	-4.7	-1.4

Guest arrivals	Kaikoura	% change	NZ % change
Year end July 2009	207156	-4.7	-4.5
Year end July 2010	209194	1.0	1.9
Year end July 2011	196077	-6.3	-2.7

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

KAIKOURA SUBURBAN SCHOOL
425 Schoolhouse Road, RD 1
KAIKOURA
Telephone / Fax 03 319 5064
Email: suburbanschool@xtra.co.nz
Website: www.kaikourasuburban.school.nz
Principal: Michelle Spencer



4 October 2011

To Tourism and Development Committee

The Kaikoura Suburban School staff, students and community would like to thank you for support for the Kaikoura Whale Run.

The grant allowed us to broaden the advertising and promotion of our event. From this support we have seen our event more than doubled from approx 220 in 2010 to over 440 this year.

We are very proud to have supported our local community by utilising businesses within our community - road signs, Andrew Spencer Photography website, Face book advertising and photography of the event, Global Culture for t-shirts, Kaikoura Star for advertising, Kaikoura Hire for portaloo and St Johns Kaikoura.

Portion of advertising costs:	\$678.28
Signage including plywood and installation:	\$981.00
Website, Face book and advert:	\$1700.00
6 T-shirts for advertising:	\$130.00
Portaloo hire:	\$230.00
St Johns Kaikoura:	\$68.00
Traffic Management:	\$1200.00
Total:	\$4987.28

As you can see the grant certainly supported many of the administrative costs of running such an event.

The school has raised approximately \$10 000 which we are absolutely delighted with. The next development will be an amphitheatre for school assemblies and for our students to perform and grow their learning.

The feedback and comments from our event were very positive and many enjoyed the friendly, family atmosphere that we and the wider community turned on for them.

The competitors always comment on the amount of goodies in their race packs. This year each competitor received discount vouchers from the businesses that we are advertising on the Kaikoura Whale Run website, BNZ pen, Kaikoura Whale Run magnet, Kit Kat and a sample product from the Kaikoura Pharmacy. As well each competitor received a filled bun and a drink of water/sports drink provided by our major sponsor – Kaikoura Four Square.

It was pleasing to hear that groups of competitors and supporters had booked out restaurants and motel complexes during the weekend.

The staff was delighted to receive a card from the Mayor commending us on our success. Thank you for the support.

Next years event is 15 September 2012. We envisage our event growing even more and would greatly welcome the support of the Kaikoura Tourism Committee and the wider community.

Thanks once again.

Michelle Spencer
Principal

Tourism & Economic Development

Financial Report to 30 September 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	647	0
Memberships ¹ – CCT, Cruise NZ, North Canty Food & Wine Trail	12,500	11,000	1,500
Events ²	15,000	0	7,500
Trade & media ³	10,000	0	7,500
General marketing ⁴	45,000	3,753	32,300
Rugby World Cup ⁵	13,700	7,398	6,300
Welcome Boards	40,000	7,447	22,000
Website	25,000	25,000	0
Contingency	0	0	0
<i>Total Expenses</i>	<u>140,200</u>	<u>55,245</u>	<u>77,100</u>
Less Overheads & Personnel	86,271	19,791	66,000
<i>Plus Revenues</i>			
Commercial Rate	159,371	39,843	120,000
Other Revenues	8,000	2,755	0
<i>Total Revenue</i>	<u>167,371</u>	<u>42,598</u>	<u>120,000</u>
Closing Balance of Fund	20,900	49,186	-23,100

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