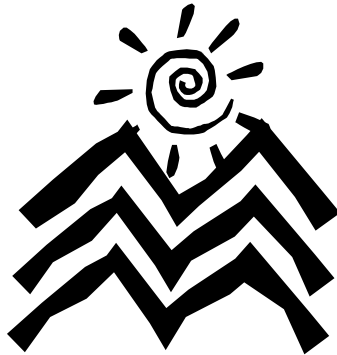




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



9 November 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00PM ON WEDNESDAY 9 NOVEMBER 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 12/10/2011* *page 1*
6. *Matters Arising from Report of 12/10/2011*
7. *Minutes Action List*

Meeting	By Whom	Progress
<i>13 JUNE 2011</i>		
Opportunities for an additional webcam.	Committee	In Progress
<i>12 OCTOBER 2011</i>		
Investigate options for a face to face or phone survey regarding visitor numbers in Kaikoura	N Gold & Tourism Officer	In Progress

8. *Tourism and Economic Development Officer's Report* *page 5*
9. *Te Korowai Kaikoura Marine Strategy*
10. *Tourism & Development Statement of Accounts* *page 10*
11. *KITI Update*
12. *Urgent Business*

Tourism & Economic Development Officer's Report

- **Visitor statistics:** Kaikoura recorded a small growth in overnight visitor arrivals in August and a very positive increase of 11.6% for guest nights. Within the Canterbury region, Hurunui, Waimakariri and Timaru have all experienced a similar pattern during August. Mackenzie & Ashburton districts both recorded decreasing guest arrivals and nights which is surprising given the excellent snow conditions over this period. Looking at the visitor statistics across the South Island during July and August, a marked difference can be seen between the north of the island and the south.
- **North Canterbury Food & Wine Trail:** Following a disappointing sign-up to 2011/12 map with 20 existing members dropping out, the management group (Enterprise North Canterbury, Hurunui Tourism, Kaikoura District Council and Visit North Canterbury) met to discuss progress. The Trail was launched in 2008 and since then, membership has remained consistent with around 45 members each year and so it was surprising to see the membership dwindling especially since recent survey of members had showed overwhelming support for the Trail. Members who had decided not to continue this year have been asked to comment on their decision. The majority of responses stated economic pressures and competition from numerous other publications as deciding factors.

The management group decided that for this year, they would continue to support and promote the Trail as before. The Tourism & Economic Development Officer gave an indication that the sum of \$1500 would be made available from Kaikoura District Council to assist with marketing activities of the trail. In light of reduced revenue overall, it is anticipated that a smaller print run of guides will take place. Selling is continuing and it is hoped that a few more businesses will sign up. The marketing plan is also under review.

The management group also decided that a review of the North Canterbury Food & Wine Trail will take place next year along with reviews of the 3 other Canterbury trails which were set up last year. It is hoped that a single Canterbury Food & Wine Trail guide may be the way forward – pooling resources and providing a stronger region profile for food & wine producers.

- **Visitor Guide update:** Visitor guide is nearing completion and is about to go to print at time of writing. 90 000 copies of the guide were printed last year and there are now only 2 boxes remaining in storage. As a result, 90 000 copies will be printed again. The number of businesses listing in the guide has remained at 56 with some businesses dropping out this year and others signing up. Revenue generated through the listings was \$24 160 plus GST. In 2011/12 guide, regional information has been included. Revenue generated from this was \$2480 plus GST. A shortfall of around \$1500 has resulted in an allocation from the marketing budget being used to enable the print run of 90 000 to go ahead.

Christchurch & Canterbury Tourism (CCT) has decided not to continue with the regional guide in its usual format. Instead, a motivational guide will be printed which will have more relevance to trade & media.

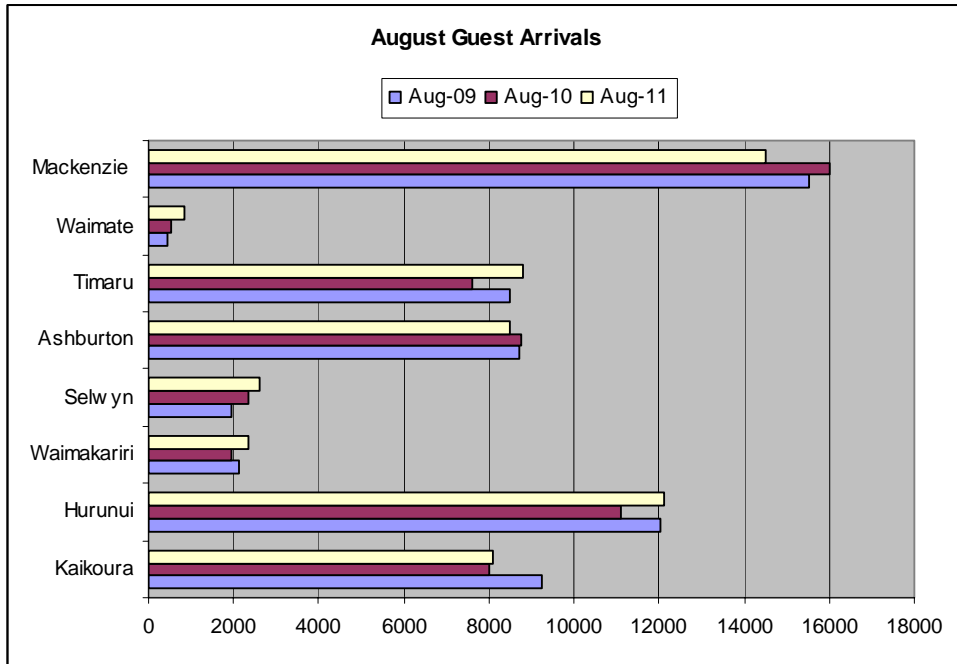
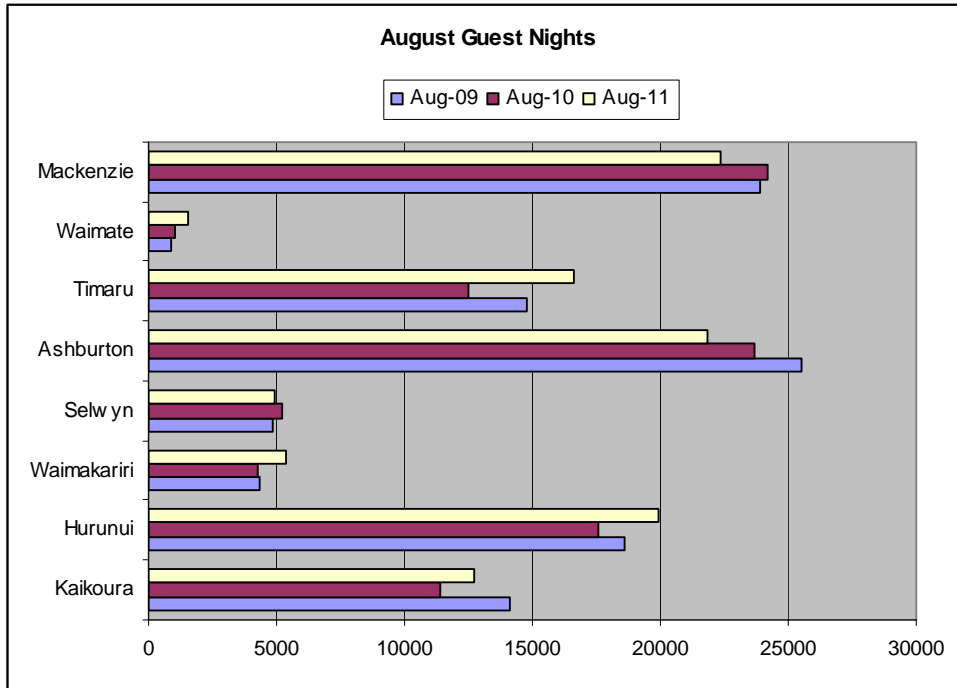
- **Welcome Boards:** The West End Action group has completed the structures for the welcome boards, but have not yet put up the boards in their final location. In the interim the West End Action Group has made progress on the bus shelters adjacent to the West End car park. Given that the Action Group has made good progress on the bus shelter project, it is anticipated the welcome boards will be put up very soon. It has been advised from the group that delays are due to bad weather or lack of available personnel.

- **Website:** the next meeting with Cabbage Tree will take place later this month. It is hoped to make some real progress with the website now with the aim of completion in January.
- **Open Air Cinema:** Tourism Officer has been contacted by the Open Air Cinema Company with regard to staging an event in Kaikoura at the end of January. Tourism Officer originally made contact with the Open Air Cinema earlier this year in connection with public screenings of Rugby World Cup matches. The Open Air Cinema Company will be staging an event in Christchurch at the end of January and is keen to add some other venues.

For a one night screening, the costs would be \$5000 plus GST for the hire & operation of the cinema. In addition, there would be a maximum copyright fee of \$500 plus GST per movie. These costs could of course be offset by admission charges or the event could be run as a fundraiser with any profits going to a designated organisation. The Tourism Officer has also sent this information to K.I.T.I as a potential fundraiser idea. Tourism Officer is keen to gather feedback from the Committee as to whether this could be something the Committee could fund and organise. It would be a fantastic family friendly event with the potential to grow into a much bigger event over time.

- **Rugby World Cup Banners:** the banners will be taken down in the next couple of weeks. Tourism Officer would like to suggest that the banners are disposed of by means of a draw. Tourism Officer has already received several enquiries from people enquiring if the banners can be purchased.

August Visitor Statistics

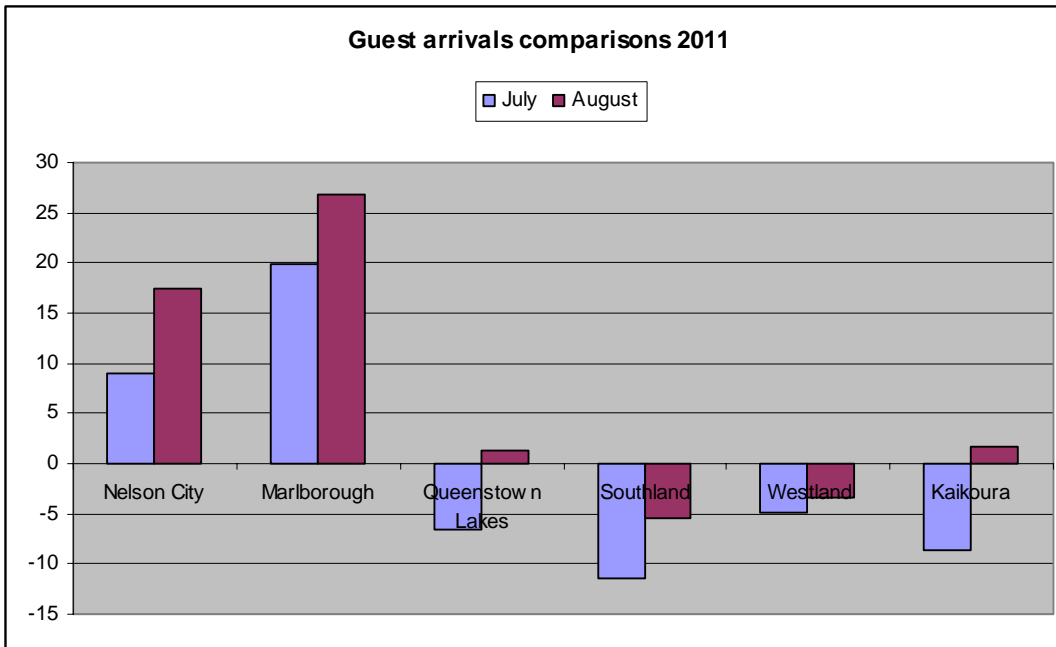
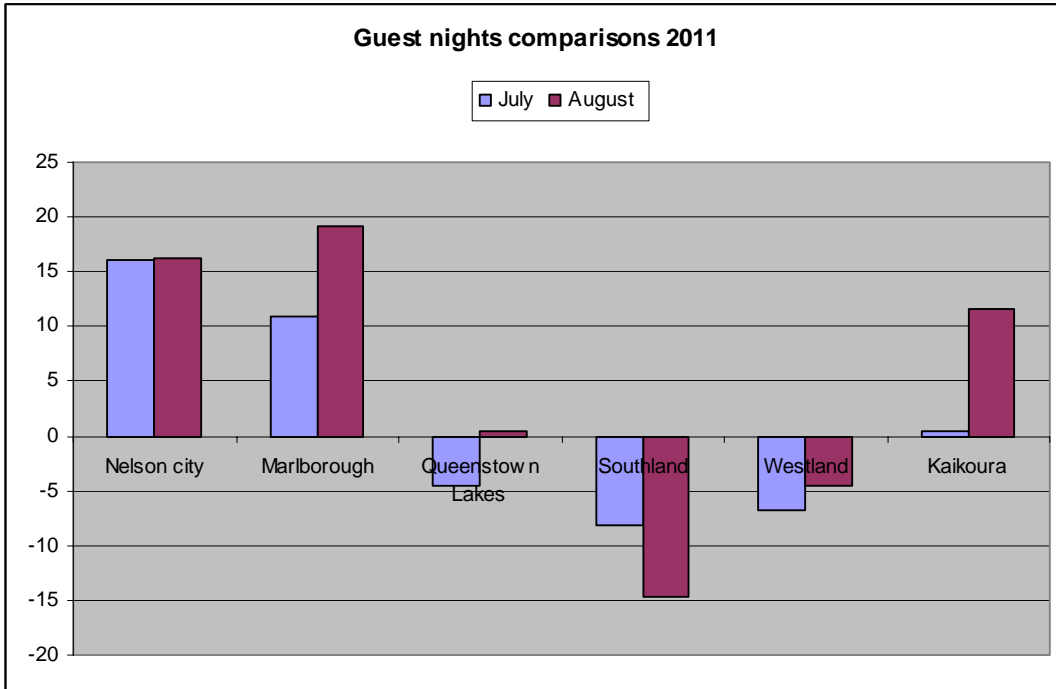


Guest nights	Kaikoura	% change	NZ % change
August 2009	14116	17.1	-0.1
August 2010	11393	-19.3	0.0
August 2011	12717	11.6	8.4

Guest arrivals	Kaikoura	% change	NZ % change
August 2009	9252	10.3	-1.8
August 2010	7985	-13.7	-1.9
August 2011	8110	1.6	7.2

Guest nights	Kaikoura	% change	NZ % change
Year end August 2009	306 141	-5.1	-2.8
Year end August 2010	304 668	-0.5	1.7
Year end August 2011	294 262	-3.4	-0.9

Guest arrivals	Kaikoura	% change	NZ % change
Year end August 2009	208 018	-3.8	-4.4
Year end August 2010	207 927	0.0	1.9
Year end August 2011	196 202	-5.6	-2.2



Tourism & Economic Development

Financial Report to 31 October 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	5,167	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	248	7,500
General marketing ⁴	45,000	8,746	32,300
Rugby World Cup ⁵	13,700	7,398	10,000
Welcome Boards	40,000	13,031	22,000
Website	25,000	25,000	0
Contingency	0	0	0
<i>Total Expenses</i>	<u>140,200</u>	<u>70,590</u>	<u>80,800</u>
Less Overheads & Personnel	86,271	28,704	66,000
<i>Plus Revenues</i>			
Commercial Rate	159,371	53,124	107,000
Other Revenues	8,000	2,755	0
<i>Total Revenue</i>	<u>167,371</u>	<u>55,879</u>	<u>107,000</u>
Closing Balance of Fund	20,900	43,415	-39,800

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 in-flight \$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