



**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



8 February 2012

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 8 FEBRUARY 2012 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 14/12/2011* *page 1*
6. *Matters Arising from Report of 14/12/2011*
7. *Minutes Action List*

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

8. *Tourism and Economic Development Officer's Report* *page 6*
9. *Tourism & Development Statement of Accounts* *page 10*
10. *South Bay Harbour Survey* *page 11*
11. *Fracking and Off Shore Exploration Permits* *page 14*
 - R Hogan will be in attendance to present this item. R Hogan would like the Committee to support the suggestion being made to Council.
12. *KITI Update*
13. *Urgent Business*

Tourism & Economic Development Officer's Report

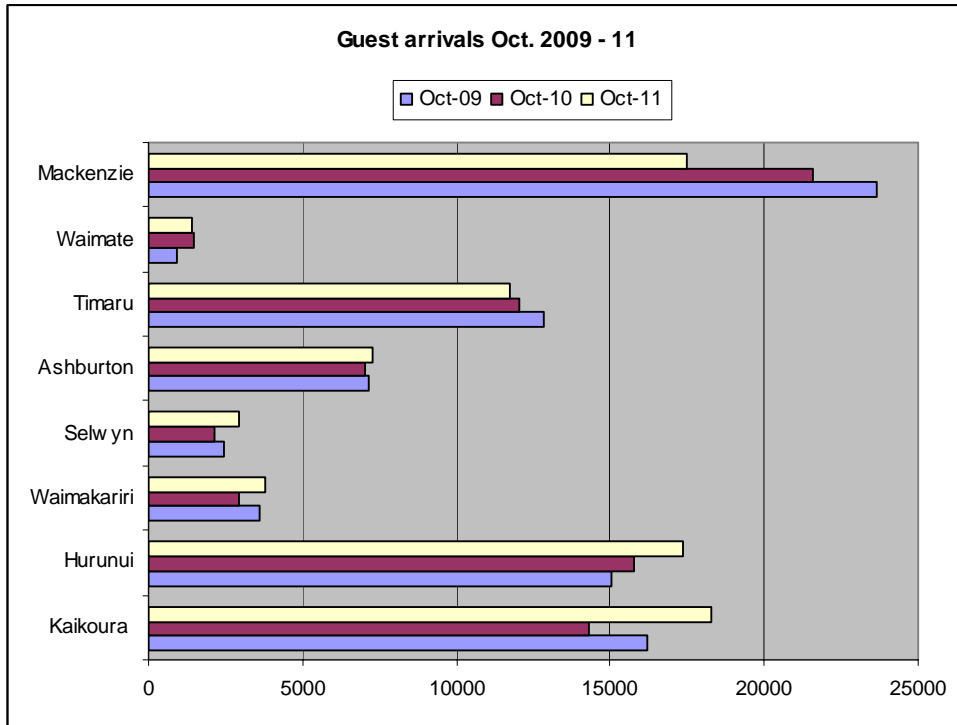
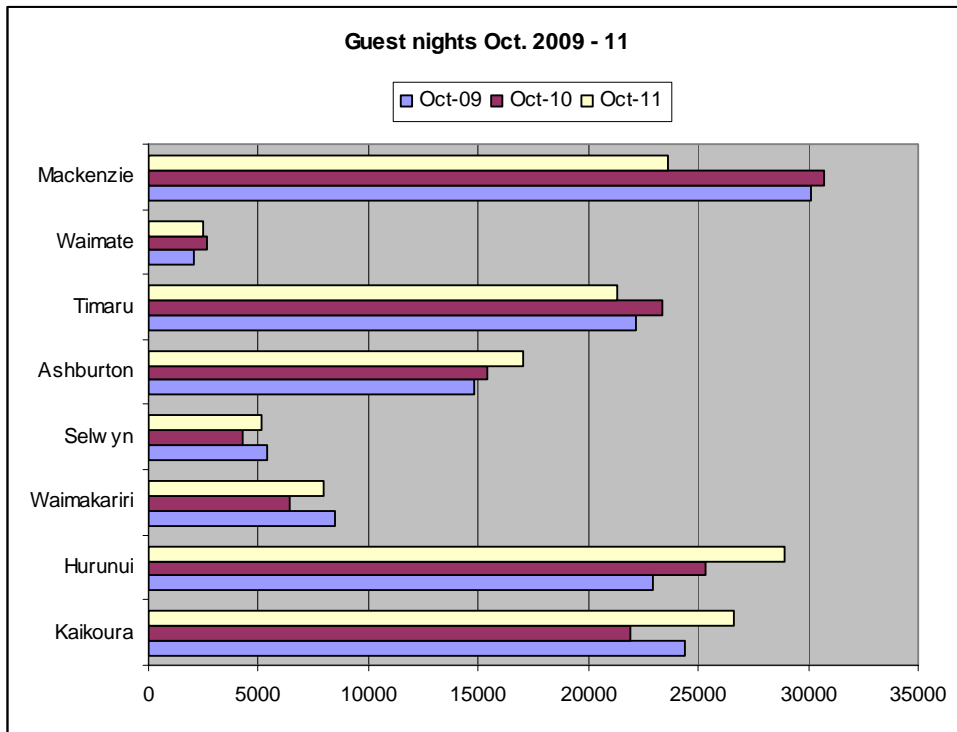
- **Webcam statistics update:** the software on the Take a Break website which will calculate users of each webcam has still not been installed. Therefore no statistics are available at this stage.
- **Peninsula marathon:** The planned peninsula marathon has been cancelled for 2012. Tourism Officer will hopefully provide more detailed information on this at the meeting. At time of writing, this information had not been received from Top of the South events.
- **Cruise updates:** The South Bay depth survey was successfully carried out in December. The data is currently with Land Information New Zealand.

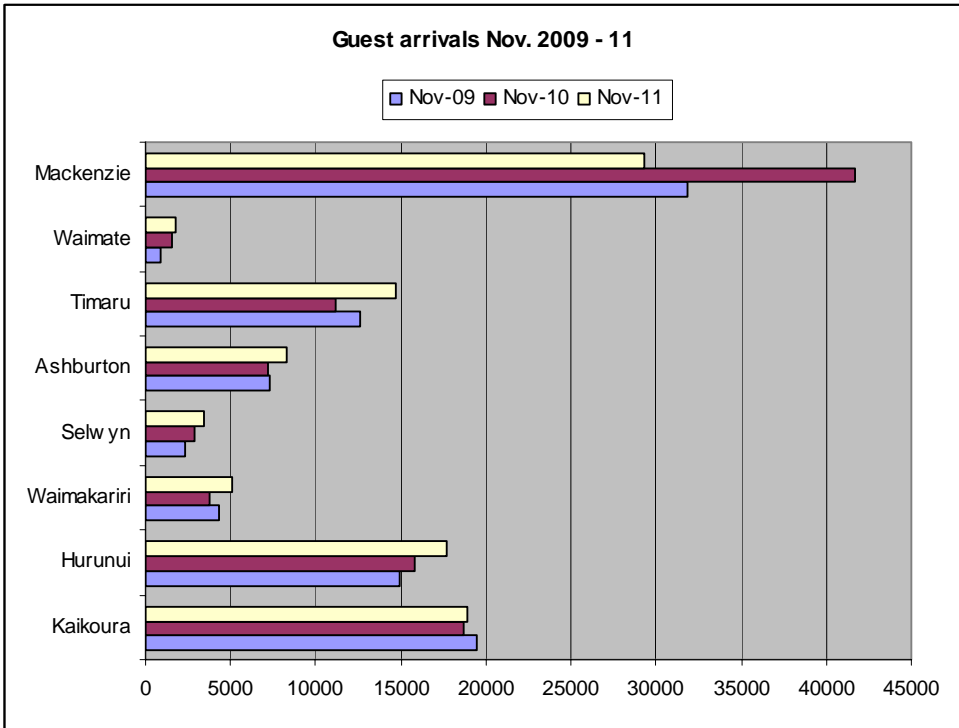
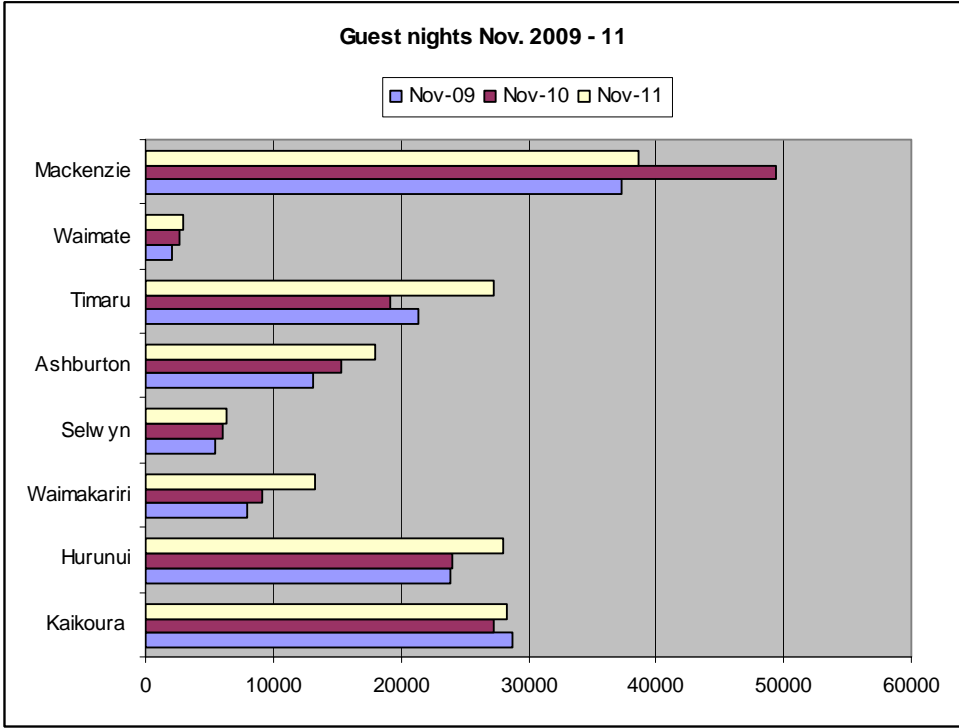
Tourism Officer is currently liaising with Pacific Journeys regarding visits from Seabourn Odyssey next season. 2 visits are scheduled for January and February 2013. This vessel has a capacity of 450 passengers and 330 crew.

- **Rugby World Cup banners:** L Buurman liaised with D Wright at St John regarding the banners. He has collected the banners from Mainpower and will use them for fundraising.
- **Filming of new TV show:** Tourism Officer has been working with Christchurch & Canterbury Tourism and Tourism New Zealand with regard to a new TV show which will be filmed in Kaikoura during the 1st two weeks of March. The show is called "Excess Baggage" and is a flagship programme for the Nine Entertainment Co, produced by Fremantle Media (Master Chef, The Biggest Loser, Farmer Wants a Wife) the show is positioned as a powerful and life-changing journey transforming from the inside out by taking contestants on the ultimate Aussie adventure to lose a lifetime of excess baggage – physically and mentally. Focusing on a holistic approach to health and wellness, eight celebrities and eight contestants will journey throughout Australia and New Zealand over ten to twelve weeks.

The series commences on 30 January - the start of the ratings season, in the prime time slot of 7-8pm. At present, NZ will feature in week nine of ten. There is a very high chance that the show will be extended from ten to twelve weeks, in order to directly compete with The Biggest Loser (runs over 12 weeks). Members of the production team will be visiting Kaikoura during February to organise the filming and to finalise arrangements prior to filming in March.

October & November Visitor Statistics:





Guest nights % change	Kaikoura	New Zealand
October 2008 – 09	2.1	0.5
October 2009 – 10	-10.1	-1.7
October 2010 - 11	21.5	-1.5

Guest arrivals % change	Kaikoura	New Zealand
October 2008 – 09	0.2	1.4
October 2009 – 10	-11.7	-3.5
October 2010 - 11	28.0	-4.2

Guest nights % change	Kaikoura	New Zealand
November 2008 – 09	-4.7	0.5
November 2009 – 10	-4.9	2.0
November 2010 - 11	3.6	-1.5

Guest arrivals % change	Kaikoura	New Zealand
November 2008 – 09	-3.2	1.5
November 2009 – 10	-3.8	1.4
November 2010 - 11	0.8	-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

Tourism & Economic Development

Financial Report to 31 January 2012

	Budget 2011/12	Actual to Date	Invoices Pending
Opening Balance of Fund	80,000	81,624	-
<i>Less Expenses</i>			
General expenses	4,000	6,634	0
Memberships ¹ – CCT, Cruise NZ, North Canty Food & Wine Trail	12,500	12,500	0
Events ²	15,000	0	7,500
Trade & media ³	10,000	3,774	7,500
General marketing ⁴	45,000	30,485	6,800
Rugby World Cup ⁵	13,700	7,399	10,000
Welcome Boards	40,000	18,855	22,000
Website	25,000	25,000	0
Contingency	0	0	0
<i>Total Expenses</i>	<u>165,200</u>	<u>104,647</u>	<u>53,800</u>
Less Overheads & Personnel	86,271	48,184	52,000
<i>Plus Revenues</i>			
Commercial Rate	159,371	90,412	93,000
Other Revenues	8,000	6,250	0
<i>Total Revenue</i>	<u>167,371</u>	<u>96,662</u>	<u>93,000</u>
Closing Balance of Fund	-4,100	25,455	-12,800

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 Actual includes Air NZ inflight \$4 500, Wellington Airport advertising \$5 245 (\$5 000 remaining), CCT web listing \$3 000, Visitor guide \$12 408. Pending Webcam \$1 800

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