

MID SUMMER NEWSLETTER



Summer is passing quickly and what a fantastic summer it has been so far! High temperatures, lots of sunshine and recently some very welcome rain. But luckily we still have a good few weeks of summer to enjoy and there's plenty of exciting new projects and campaigns on the horizon.

In this newsletter, you will find out more about these projects as well as some visitor arrival statistics. It's great to see that both guest arrivals and guest nights increased in 2007 from 2006 – an excellent result! We must continue to work hard to get the message out that we have a lot to offer. We are so much more than a day trip destination. In all the marketing and promotional work I do, I continually showcase the range of product available and stress the fact that we are a minimum 2 night stay destination.

However there's no doubt that this summer is a difficult one and a decrease in guest arrivals in October, November and December 2007 is the proof of that. Research has shown that although visitors to New Zealand carry out a lot of research prior to their trip (via internet & guide books), this does not convert immediately into bookings. In fact, visitors are booking less accommodation and considerably fewer activities before

they arrive in New Zealand than ever before. Therefore it is crucial to ensure that marketing strategies are carefully planned to reach target markets both prior to visitors arrival in the country AND once those visitors are traveling around the country.

As we all know, marketing and advertising activities are expensive. But one cost-effective way of ensuring that information about your business is in front of as many visitors as possible across the country is in our Kaikoura Visitor Guide. A jam-packed guide bursting at the seams with information on all that Kaikoura has to offer, reinforces the fact that visitors should spend a few days here, not just a few hours. We are a fantastic destination with so much to offer and we need to get that message across.

Another way of ensuring that visitors have access to as much information as possible, is by continuing to support Kaikoura i-SITE visitor centre and its extremely professional and hard-working staff. Unlike the majority of i-SITES in New Zealand, Kaikoura i-SITE is an independent business not Council owned and managed. The i-SITE is continually ranked as one of the top i-SITES in New Zealand and offers an outstanding and consistently high standard of service to both visitors and K.I.T.I members.

I am currently working on developing a new dedicated display space at Christchurch i-SITE. It's an amazing opportunity for us to display there – read more about this AND a fantastic advertising offer for Christchurch i-SITE business partners in the newsletter.

I hope you enjoy the newsletter and if there is anything you would like to discuss with me, please get in touch – it would be great to hear from you.

You can contact me at Council on 319 5026 or drop me an email at ann.paterson@kaikoura.govt.nz

Best regards

Annie

Kaikoura Visitor Guides:

35 000 copies of our new visitor guide were printed last year and distribution began in November. The bulk of the distribution is via the i-SITE network and other key outlets such as rental car & campervan companies – ensuring excellent coverage of the whole country. In addition, brochure display space has just been secured on Bluebridge ferries.

The guides have been extremely popular and currently there are just over 8000 copies left following the February distribution. Demand for the guides is expected to remain high throughout March and into April. At the end of March, I will review the situation and if necessary, an additional print run will take place. So all in all, an excellent result for our first year. Once again, many thanks to all of you who supported the guide by taking a listing.

The prospectus for the 2008/09 guide will be sent out in early May. I expect that we will increase the amount of guides produced to 40 000 copies due to the demand we have seen so far this year.

Alpine Pacific Tourism Joint Ventures:

I am currently working with Alpine Pacific Tourism on two exciting projects – a touring map and an Australian media campaign. Both of these projects have been partly funded by KDC.

The Australian market remains strong and our development of a well-defined media campaign will raise awareness of the route to key segments of the Australian market. As we continue to raise and strengthen the profile of the touring route, we should see an increase in visitor numbers to both districts.

The Touring Route map will be a useful addition to our marketing collateral and will again help to raise the profile of the route via its distribution to i-SITEs and other key outlets across the country.

AA domestic campaign:

Following on from the huge success of last year's 101 Must do's campaign, the AA have developed a follow-up which will target domestic visitors from April through to November. You will remember that Kaikoura ranked 7th in the Top 10 Must-dos – a result which highlighted Kaikoura's on-going popularity as a domestic holiday destination. In association with our regional tourism organisation, Christchurch & Canterbury Tourism (C.C.T) and other districts within the Canterbury region, we will be participating in this campaign, financed through funding from KDC.

Kaikoura will be featured in several publications including 2 pull-out booklets in Women's Weekly, New Zealand Herald and the New Zealand Listener, as well as features in the AA Directions magazine and on the AA travel website. In addition, we will have a dedicated radio slot with Newstalk ZB in June. I will keep you updated with this campaign as it progresses.

Display space at Christchurch i-SITE

Funding from K.D.C has been made available to secure some display space at Christchurch i-SITE. The space is currently part of the Akaroa/Banks Peninsula display and covers an area of 4m by 2m. This is a great opportunity for us as display space like this doesn't come up very often.

I am working on the design at the moment but it looks like part of the display will feature an LCD screen which will be used to show our promotional DVD. This part of the i-SITE is the only part which has seating – making it an ideal place to capture visitors attention with some stunning moving images.

In addition, I am looking into the possibilities of including individual business advertising with the promotional DVD. I will be sending out full details of this advertising package in the next couple of days. Brochure display space adjacent to our new wall display will also be part of this advertising package. This is in addition to the current brochure display

area at the right hand end of the i-SITE. Please note that this fantastic deal is only available to current Christchurch i-SITE business partners.

Green & Gold campaign & CCT domestic campaign

Tourism New Zealand is continuing with the autumn phase of the highly successful “What’s on” campaign with this year’s Green & Gold campaign. Since the launch of the first “What’s on” back in August 2006, Australian visitor arrivals have increased by over 9%. Australia is a key market providing 38% of our total international arrivals. Minister for Tourism Damien O’Connor highlighted the importance of the Australian market, particularly as the tourism industry faces a challenging year, he said “Achieving growth, especially in the off-seasons, is the only way that businesses will be able to increase yield. A strong domestic market, together with growth from Australia, will help us to get there.”

A major domestic campaign by Christchurch & Canterbury Tourism has begun with the theme of “A taste of Europe escape”. CCT CEO Christine Prince explained “Many New Zealanders currently look overseas to take short breaks or alternatively drive to destinations. What we are offering is more choice. It’s not just about Christchurch, it’s about its amazing backyard and its ease and convenience”. This new campaign focuses on the diversity of the Canterbury region and will encourage bookings via online autumn packages.

Statistics:

Kaikoura Guest arrivals – % change	2003 - 04	2004 - 05	2005 - 06	2006 - 07
August	4.4	16.5	1.5	11.6
September	0.8	33.2	8.8	0.3
October	5.1	18.9	23.4	-3.4
November	20	-0.5	18.7	-8
December	14.2	8.3	7.2	-7

Kaikoura Guest nights – % change	2003 – 04	2004 – 05	2005 – 06	2006 – 07
August	-0.9	19.9	2.4	15.2
September	-6.8	33	10.6	0.7
October	4.6	19	25	2.3
November	21	2.8	13.6	-5.2
December	14.5	8.7	6	-2.5

Total Guest nights % change	Kaikoura District	Hurunui District	Canterbury R.T.O	All R.T.O
2001 – 2002	2.2	3	7.8	6.5
2002 – 2003	-0.6	12.3	1.1	2.3
2003 – 2004	8.4	8.4	9.7	4.6
2004 – 2005	17.8	-0.4	1.5	1.8
2005 - 2006	9.3	3.6	-1.2	0.6
2006 - 2007	5.7	4.7	4.2	3.8

Total Guest arrivals % change	Kaikoura District	Hurunui District	Canterbury R.T.O	All R.T.O
2001 – 2002	0.6	6	5.7	5.3
2002 – 2003	0.5	11.7	2.4	3.2
2003 – 2004	8.8	6.9	10.9	5.9
2004 – 2005	18.2	2.9	3.2	2.2
2005 – 2006	7.5	2.4	-1.5	0.3
2006 - 2007	5.3	3.2	3.4	2.2

Despite the decrease in guest arrivals and guest nights in October, November & December, a strong growth of 5.7 % for guest nights and 5.3% for guest arrivals was recorded which is a very positive result, particularly when compared to neighbouring districts and regions. This

growth is due to substantial increases in guest arrivals in June, July and August. You can access a huge range of statistics at www.tourismresearch.govt.nz. I can also access historical data from Commercial Accommodation Monitor and prepare specific reports on request. If you would like to find out more about this, just let me know.

Note: R.T.O = Regional Tourism Organisation

All statistics above are taken from 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. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – www.tourismresearch.govt.nz

Moa Hunt 2008 & the Spring Challenge

Following on from the huge success of the inaugural Moa Hunt in November, the 2008 event will be back on 29th November. This year the field of riders will be increased from 450 to 1000! I will be working with you over the coming months to ensure that we encourage as many Moa Hunters and their support teams as possible to stay in Kaikoura for the whole weekend.

A new event is scheduled for 27th/28th September – the Spring challenge. This event is a team adventure race for women. It combines mountain biking, rafting and trail walking/running in a 6 or 12 hour race. Last year the challenge was held in Hanmer Springs. This year it is expected that around 350 competitors will take place. Registration for this event will take place on Friday 26th and the race begins at 6.30am on the Saturday morning. Due to the nature of the race, teams require support crews which in turn, will increase the number of potential people traveling to Kaikoura for this event.

Last year, the majority of participants were accompanied by their partners and their children. The event takes place during the school holidays giving us an excellent opportunity to encourage competitors and their families to come to Kaikoura for the whole weekend. As with the Moa Hunt, I will be working with you over the next few months to plan for this event.