

# Mid-winter newsletter



Hello there

It's been a few months now since my last newsletter so definitely time for another one! In this edition, you will find reports on visitor numbers, visitor guide news, the new Christchurch i-SITE display as well as details of how you can support and get involved with our spring sporting events, the Moa Hunt and the Spring Challenge.

As usual, please contact me with any questions, ideas or just for a catch-up. I try to keep you all up-to-date as much as I can but I still sometimes hear people telling me that they didn't know that a particular project was underway. Don't forget that I'm here all the time (well, 8am – 5pm during the week!) and happy to hear from you whatever you've got to say.

Best regards

Annie

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## Visitor Guide

35 000 copies of the visitor guide were printed last year and distribution began in November. The bulk of the distribution has been through the i-SITE visitor centre network in both the North & South islands. Additionally brochure display space was secured with Bluebridge (which is managed by Jasons Travel Media). Jasons has also been contracted to supply brochures for the Christchurch & the Alpine Pacific Triangle transport circuits (e.g. car hire companies, campervan rentals).

Due to the high demand for the guide, an additional 10 000 guides were printed in early April. The cost of this additional print run was covered by funding from Council's Tourism & Development budget. Currently there are around 3700 guides in stock. A copy of the complete distribution breakdown is available on request.

This year, 45 000 guides will be printed – costs are currently being finalised. It is planned to have the 2008/09 guide ready for distribution in late September so that it is ready for circulation when the 2007/08 stock has been used up.

You will soon receive a copy of this year's visitor guide prospectus from Beck & Caul who will be handling the design and printing again this year. I am in the process of updating the prospectus database for Beck & Caul to ensure that you all receive one. In the meantime, if you have any questions at all about the guide, just give me a call.

For the 2008/09 guide, there will be 3 listing sizes to choose from – full page listing costing \$980 +GST, ½ page at \$580+GST and ¼ page at \$380. For the smallest listing, the ¼ page, this works out at \$0.008 per ad – great value! There will be a few changes to the layout of the guide this year. The general information pages at the beginning of the guide will be more detailed to give readers even more information on all that Kaikoura has to offer. In addition, each listing section will have a one page intro.

Research national and locally (have a read through the visitor survey section below) has shown that visitors do not undertake much pre-booking prior to arrival in their final destination. By putting the details of Kaikoura in front of them while they are still in the decision-making phase of their holiday planning, the more likely they will be to stay longer and enjoy more of what we have to offer. The visitor guide is the ideal tool to achieve this.

Many thanks to all businesses who supported the 2007/08 guide. I'm sure you will agree that for a guide of this calibre & with such comprehensive distribution in place, the listing costs are extremely reasonable especially in comparison to some of the other publications currently in the marketplace. And remember, this is the ONLY dedicated Kaikoura guide with such an extensive distribution network in place. I do hope that you give the prospectus your full consideration.

### **Visitor surveys – March/April 2008**

The surveys were carried out in March & April 2008. Most surveys were distributed at the Seal colony and a small number were distributed in the West End. The sample size was 186.

#### **Key findings:**

- **Country of origin:** UK & Ireland came out top at 32%, followed by domestic visitors (20%) and European visitors (15%).
- **Travelling companions:** half of all respondents travelled with a partner or spouse.
- **Ages of visitors:** the 21 – 30 age group was most common (27%). Next were the 51 – 65 & 31 – 40 age groups which both shared 22% of the total.
- **Income categories:** over a third of respondents were in the \$0 - \$50 000 bracket followed by just under a third of respondents in the \$50 - \$90 000 bracket.
- **Length of stay:** almost a third of respondents stayed for one night and a third stayed for two nights. Around one fifth stayed for a full day or less.

- **Longer stay:** 64% of respondents stated that they would have liked to stay longer. Of those who did not want to stay longer, almost half said that they had stayed long enough to do all that they wanted.
- **Mode of transport:** three quarters of those surveyed travelled to Kaikoura by car.
- **Reasons for visiting Kaikoura:** most common reasons for visiting were given as whale watching and experiencing the environment/scenery.
- **Hobbies & interests:** Outdoors activities & sports along with travel were the most popular.
- **Activities in New Zealand:** international visitors were asked to list the main activities they planned to undertake during their visit to New Zealand. General sightseeing/scenery came out top followed by tramping/hiking and wildlife/nature.
- **Pre-booked activities:** international visitors were asked how many activities they had booked prior to arrival in New Zealand. Only 28% had booked activities prior to arrival.
  - **Pre-booked accommodation:** the same question was asked in relation to accommodation. Over half the international visitors surveyed had pre-booked accommodation.
- **Pre-booked activities & accommodation in Kaikoura:** all respondents were asked if they had pre-booked activities & accommodation prior to arrival, 28% had pre-booked activities and 49% had pre-booked accommodation.
- **Visits and recommendations:** 70% of all respondents were visiting Kaikoura for the first time. 72% stated that they would like to visit again. 97% of all respondents said that they would recommend Kaikoura as a destination.
- **Length of visit to New Zealand:** international visitors were asked how long they were staying in New Zealand. 3 weeks was the most common length of stay.
  - **Domestic visitors:** respondents from New Zealand were asked the length of this particular trip and results showed that 3 nights was the most common length of trip.
- **Levels of satisfaction:** 45% of all respondents stated that they were very satisfied with their visit, followed by 34% who were extremely satisfied.

If you would like to see the full result tables and more of the analysis, just let me know and I will send them to you.

**New display at Christchurch i-SITE**

I outlined this exciting project in my last newsletter and the good news is that the finished display is really impressive and certainly makes a huge impact on visitors as they walk in to the i-SITE. The LCD programme features generic imagery of Kaikoura as well as individual ads from the 10 businesses who took up the advertising option. The display is already working well with i-SITE staff reporting an increase in enquiries from visitors keen to find

out more about Kaikoura as well as the individual operators featured on the LCD programme – which is great news. There will be an additional opportunity for businesses to take out an ad on this programme from October onwards. If you would like to find out more about this, just get in touch.



### **Alpine Pacific Tourism joint venture**

In the last newsletter, I mentioned our joint ventures with Alpine Pacific Tourism. One of these, the map, has now been completed. 35 000 copies of the map have been produced and are currently being distributed predominantly via the i-SITE network. If you would like to have some copies, pick them up from the i-SITE.

## **North Canterbury Food & Wine Trail**



After over a year of planning, the North Canterbury Food & Wine Trail was launched at the Mudhouse Winery on 16<sup>th</sup> April. The development of this trail was funded by New Zealand Trade and Enterprise. The development team is made up of Heather Miller, Enterprise North Canterbury, Scott Pearson, Alpine Pacific Tourism, Cathy Richards, Visit Waimakariri, myself and Craig Wilson, Quality Tourism Development.

The launch itself was attended by around 120 invited guests including George Hickton, C.E.O Tourism New Zealand who officially launched the trail.

There are currently 38 trail members including 4 from Kaikoura – Donegal House, The White Morph restaurant, Kaikoura Winery and the Pier Hotel. The new Trail map is now being distributed to key locations (predominantly via the i-SITE network in the South Island and via Trail members). Gate signage has also been distributed to Trail Members. Copies of the map are available from these 4 businesses as well as from me and from the i-SITE.

## **TRENZ - Tourism Rendezvous New Zealand**

TRENZ is New Zealand's annual international trade show which is organised by Tourism Industry Association along with Tourism New Zealand. For the 2<sup>nd</sup> year, it was held at the Energy Events Centre in Rotorua.

I attended TRENZ with Mandy Fissenden and we had 49 appointments over the 3 days featuring buyers from the main markets such as UK, USA and Australia, emerging and growing markets such as China, India and Canada. It was felt that the buyers were keen to do business, to feature fresh selection of activities on existing itineraries, to feature new product and to introduce Kaikoura to itineraries for the first time.

Whale Watch Kaikoura and Kaikoura Wilderness Walks were also exhibiting at TRENZ this year. In spite of the difficult summer, exhibitors and Regional Tourism Organisations seemed positive about the future and also positive about TRENZ itself.

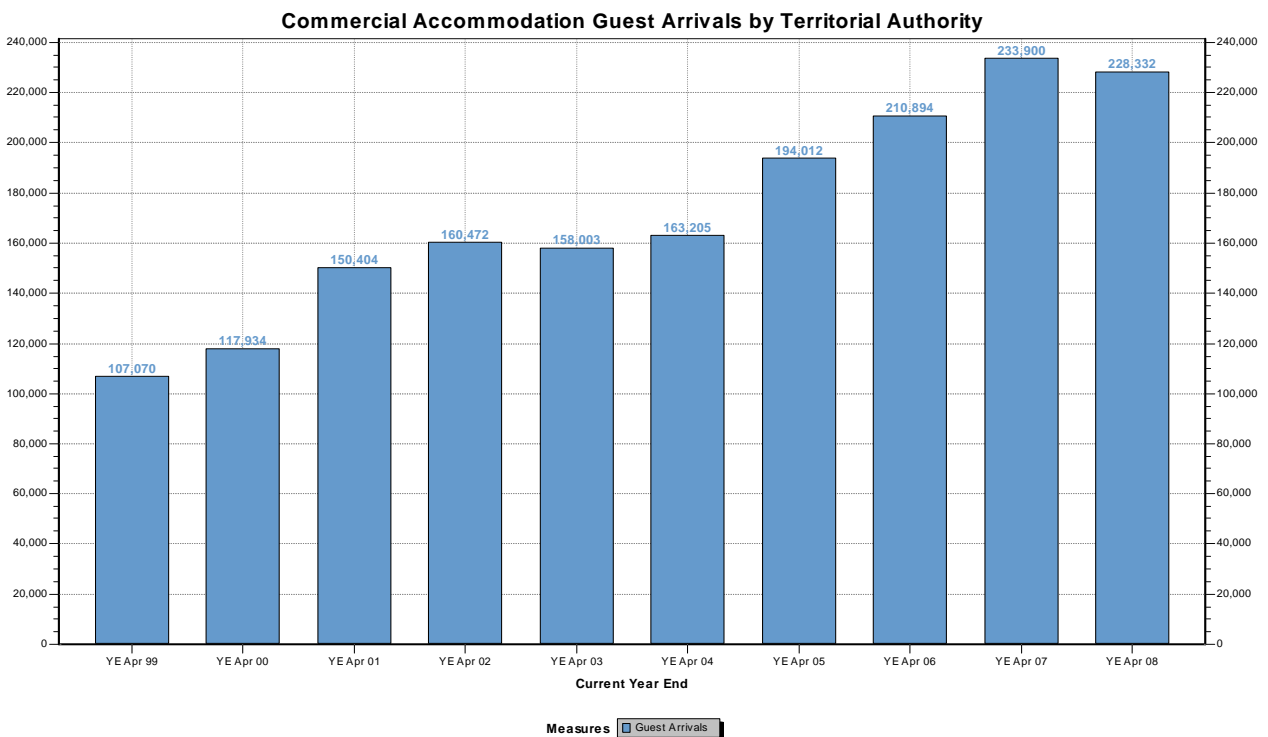
## **Visitor numbers**

For the calendar year 2007, visitor arrivals to Kaikoura grew 5.3% and visitor numbers grew 5.7 compared with 2006. These figures are taken from the Commercial Accommodation Monitor which records data relating to visitor who stay overnight. This is the only statistical data gathered which relates specifically to Kaikoura District. The following table contains statistics

relating to visitor arrivals and visitor nights for January 2008 – April 2008 as well as some comparisons with other districts within the Canterbury region.

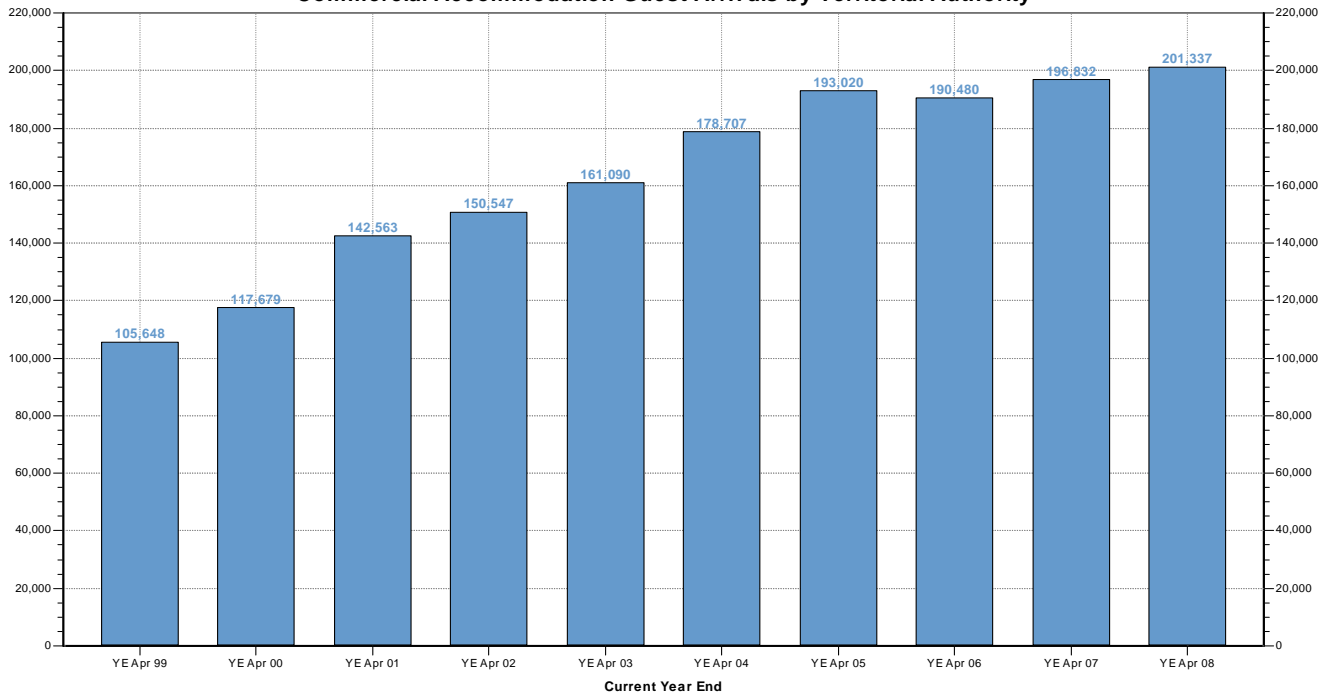
<b>Kaikoura Guest Arrivals – % change</b>	<b>2003 - 04</b>	<b>2004 - 05</b>	<b>2005 - 06</b>	<b>2006 - 07</b>	<b>2007 - 08</b>
<b>August</b>	4.4	16.5	1.5	11.6	
<b>September</b>	0.8	33.2	8.8	0.3	
<b>October</b>	5.1	18.9	23.4	-3.4	
<b>November</b>	20	-0.5	18.7	-8	
<b>December</b>	14.2	8.3	7.2	-7	
<b>January</b>	1.2	23.8	3.4	10.3	-8.8
<b>February</b>	1.0	23.9	0.8	14.6	-3.8
<b>March</b>	6.2	23.6	-1.7	11.4	3.6
<b>April</b>	9.4	3	20	5.9	-9.3

<b>Kaikoura Guest nights – % change</b>	<b>2003 - 04</b>	<b>2004 - 05</b>	<b>2005 - 06</b>	<b>2006 - 07</b>	<b>2007 - 2008</b>
<b>August</b>	-0.9	19.9	2.4	15.2	
<b>September</b>	-6.8	33	10.6	0.7	
<b>October</b>	4.6	19	25	2.3	
<b>November</b>	21	2.8	13.6	-5.2	
<b>December</b>	14.5	8.7	6	-2.5	
<b>January</b>	2.7	22.9	4.3	4.7	-3.9
<b>February</b>	1.9	21.5	7.6	12.9	-8.2
<b>March</b>	12.1	23.2	-2.8	10.8	1.6
<b>April</b>	4.9	2.1	24.4	5.7	-15



Base - Kaikoura District

**Commercial Accommodation Guest Arrivals by Territorial Authority**

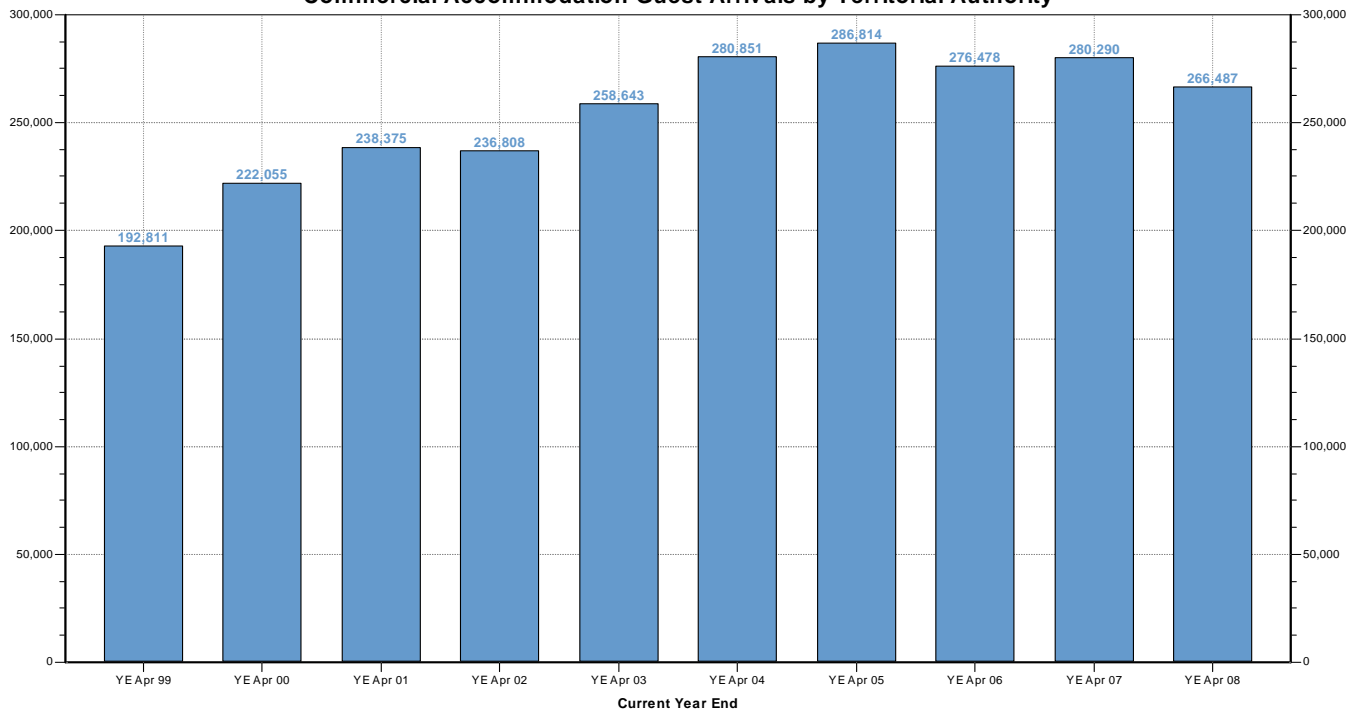


Measures  Guest Arrivals

Base - Hurunui District

Autobase Off

**Commercial Accommodation Guest Arrivals by Territorial Authority**



Measures  Guest Arrivals

Base - Mackenzie District

Autobase Off

With the exception of March, the last six months have shown a decline in both guest arrivals and guest nights. However as the tables show, total visitor arrivals to the Kaikoura District are still the 2<sup>nd</sup> highest on record.

As our own economy and overseas economies enter a difficult phase, we must ensure that we work together to strengthen our profile as a destination to both the domestic market and to our international markets. We will continue to work closely with partners such as Christchurch & Canterbury Tourism & Alpine Pacific Tourism as well as participating in national campaigns such as AA winter campaign. In addition, we must ensure that we continue to attract and to support events such as the Moa Hunt & the Spring Challenge (see below) as well supporting our existing local events to maximise their potential. We must also continue to keep a strong profile via tools such as our visitor guide and our new display at Christchurch i-SITE.

**Note:** All figures and tables used above 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. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

### Spring Challenge

Spring Challenge is an adventure race for women's teams. This event was held for the first time last year in Hanmer Springs. This year, the event will take place in Kaikoura on Saturday 27<sup>th</sup> & Sunday 28<sup>th</sup> September. The race is in 3 stages – mountain bike, rafting and trail walking/running. Teams take part in either a 6 hour race (100 teams of 3 competitors) or a 12 hour race (50 teams of 3 competitors). The race is fully subscribed which is fantastic news.

Given the fact that the race registration takes place on Friday 26<sup>th</sup>, there is huge potential for Kaikoura to benefit from a weekend influx of competitors & support crews.

How can you get involved? First of all, I will be putting together some information for a newsletter which will be sent out to all competitors by the race organisers. It's a great opportunity to let the competitors & their families/friends know what available in Kaikoura. Given the fact that many competitors are mothers, many of them will be travelling with their families. And these dads, husbands, partners, children and friends will all be looking for things to do while the race is underway. If you would like to offer any special deals during race weekend, let me know and we can include them in the newsletters. Secondly, if you would like to support the race by offering a prize, again, please let me know.

### The Moa Hunt

Preparations for this year's Moa Hunt mountain bike event are well underway. Entries are open now and this year the field will increase from 500 riders (last year's total) to 1000. The event will take place on 29<sup>th</sup> November. Race organisers are planning a few changes to the event by adding some new race categories including twice round the course and also potentially a 20km route for beginners. I have recently been talking with the race organisers and there are various ways for you to get involved with this event. Last year, there was a link from the Moa Hunt website straight through to [www.kaikoura.co.nz](http://www.kaikoura.co.nz). This will happen again this year but in

addition, there will be opportunities for accommodation providers to be listed individually as “preferred accommodation”. This will be dependent on the level of sponsorship/support/prizes given to the event by that accommodation provider. If you would like to find out more about this, please get in touch. If you would like to offer a special accommodation package or rate or activity offer to Moa hunters, again, let me know. And finally, for all operators, if you would like to support this event by giving a prize or by becoming a sponsor, let me know.