



HURUNUI
District Council

Hurunui Tourism Board

AGENDA

FOR AN ORDINARY MEETING TO BE HELD ON:

MONDAY 19 JUNE 2017
COMMENCING AT 9.30AM

The Council Chambers, Carters Rd
Amberley

Community partnership in growth and wellbeing.

HURUNUI TOURISM BOARD

Committee Membership:

Janice Fredric (Chairperson)
Mayor Dalley
Cr Marie Black
Cr Dick Davison
Cr Jason Fletcher
Geoff Shier - Waipara Valley North Canterbury
Winegrowers Inc. Rep.
Christian Chester - Hanmer Springs Business
Association Rep.
Grant Lilly – Hanmer Springs Thermal Pools and
Spa Management Committee Rep.

Quorum: not less than 5 members

Significance Consideration

(Guidelines from Hurunui District Council's 'Significance and Engagement Policy')

The Council, in considering each matter, must be:

- a. Satisfied that it has sufficient information about the practicable options and their benefits, costs and impacts, bearing in mind the significance of the decisions.
- b. Satisfied that it knows enough about and will give adequate consideration to the views and preferences of affected and interested parties bearing in mind the significance of the decisions to be made.

Questions

- a. Does the Council have sufficient information about the issue, proposal, decisions or other matter?
- b. Does the issue, proposal, decisions or other matter:
 - Affect all or a large portion of the community in a far-reaching way?
 - Have a potential impact or consequence on the affected persons (being a number of persons) that is substantial?
 - Have financial implications on the Council's resources that would be substantial?
 - Generate (or would be expected to generate) a high degree of controversy?
 - Have any impact on Council's capacity to undertake its statutory responsibilities?
 - Fail to flow logically or consequentially from a decision in the Council's Long Term Plan?

Evaluation

Council officers preparing these reports will have regard to Council's policy on significance. Councillors will make the final assessment on whether the subject under consideration is to be regarded as being significant or not. Unless the Council explicitly determines that the subject under consideration is to be deemed significant then the subject will be deemed as not being significant.

HURUNUI TOURISM BOARD

MONDAY 19 JUNE 2017, AT 9.30 AM

The Council Chambers, Carters Road, Amberley

| | |
|---------|---|
| 9.30am | Meeting begins |
| 10.30am | Morning Tea |
| 11.30am | Stephanie Chin Policy Planner will present the Draft Hurunui Walking and Cycling Strategy 2017 – 2020 to the Board. |

| ITEM | ORDER OF BUSINESS | Pages |
|-------------|--|--|
| | Health and Safety briefing Apologies Announced Urgent Business Conflict of Interest Declarations | |
| 1. | Minutes – Minutes of the 1 May 2017 meeting | 2 - 6 |
| 2. | Decision Items: 2.1 Draft Marketing Plan FY 17 - 18 | 7 - 10 |
| 3. | Discussion Items: 3.1 LTP Discussion Paper | 11 - 12 |
| 4. | Information Items: 4.1 Tourism NZ/SOUTH campaign presentation 4.2 Post EQ Marketing Report..... 4.3 Marketing Report 4.4 Financial Report..... 4.5 Tourism Statistics 4.6 Action Sheet 4.7 Forward Plan..... 4.8 Draft Hurunui Walking and Cycling Strategy 2017 - 2020 4.9 Delegate’s Reports - <ul style="list-style-type: none"> • Hanmer Springs Business Association • Hanmer Springs Thermal Pools and Spa • Waipara Valley North Canterbury Winegrowers Inc. • Hurunui Trails Trust | 13 – 16 17 – 19 20 – 22 23 – 28 29 30 |
| 5. | Urgent Business: | |

HURUNUI DISTRICT COUNCIL MINUTES



Meeting Hurunui Tourism Board
Time and Date 10.30am, Monday May 2017
Venue Mt Lyford Lodge, Inland Road, Waiau

Members Present Janice Fredric (Chairperson). Mayor Winton Dalley, Councillors Dick Davison, Jason Fletcher and Christian Chester and Geoff Shier.

In Attendance Hamish Dobbie (CEO), Audrey van der Monde (Manager Public Services) Graeme Abbot (General Manager Hanmer Springs Thermal Pools and Spa), Shane Adcock (Marketing Manager) Vanessa Nelmes (Tourism Marketing Officer) and Maree Hare (Board Secretary)

Apologies G Lilley and Cr M Black
 THAT THE APOLOGIES BE ACCEPTED.

Fredric/Dalley

CARRIED

Conflict of Interest Declarations • Nil

Urgent Business • Nil

Minutes THAT THE MINUTES OF THE HURUNUI TOURISM BOARD MEETING HELD ON 20 FEBRUARY 2017 BE CONFIRMED.

Shier/Chester

CARRIED

Matters arising:

- The CEO advised that a further application to the Regional Midsize Tourism Investment Fund has been made however the result is as yet unknown.
- Results from the South Australian Marketing campaign should be available for the next meeting.
- The Hurunui Trails Trust has been granted funds for a half time FET person for 6 months to assist with the Heartland Cycle Tour project and the Hurunui Trails Trust. An appointment to this position will be made on Wednesday. It was agreed that the Hurunui Trails Trust provides a report to the Tourism Board every second meeting.
- The CEO updated the Board on events at the Council post-quake.

DECISION ITEMS

1.1 Submissions to the Draft Hurunui Tourism Strategy 2017 - 2022

The Report from the Tourism Marketing Officer advised that the draft Tourism Strategy went out to public consultation on 27 March 2017 with submissions closing on 27 April 2017. The report noted that at the time of compiling the Agenda 4 Submissions had been received and these are included in the Agenda however since that time two more had been received and these were circulated separately.

Paul Baigent and Richard Franklin Representatives from the Hanmer Springs Accommodation Providers (HSAP) spoke to their submission and the following points were noted –

- The HSAP supports the strategy of investment to promote Hanmer Springs as a destination and increasing the number of activities requiring a longer stay.
- The HSAP will monitor and report annually on the success of the strategy in terms of 2 KPIs namely the average length of stay and mid week stays off season.
- The mid week off peak season is the greatest opportunity for increased profitability. One extra room per night sold per provider could provide 12% increase in direct revenue; 53 % increase in profit and \$2.9m increase in village revenue.
- There needs to be more ‘must do’ activities and events in Hanmer Springs and the existing ‘charged and free’ activities need to be promoted better.
- Improving the visitor experience would include improved reliable broadband, public WiFi, reliable back up electricity and ATM access. It was suggested that there is an opportunity for Hurunui Tourism to lobby for improvements.
- Hanmer Springs is a good ‘Hub’ for the Hurunui for tours and activities and meets investor needs.

The meeting questioned the submitters and noted the following -

- The HSAP group are happy for Tourism to grow but the funding of the growth was queried. In response the submitters noted that tourism businesses pay a tourism tax and that there is a need to be sure that they do not pay twice. It was suggested that there is a need to ensure that the existing funds are used for the best possible return.
 - When queried how important ‘event type’ promotion is to Hanmer Springs the submitters responded that if it results in increasing mid week stays it is very important.
 - The role of promoting the ‘Hurunui product’ was discussed and it was suggested that the ‘product’ is there but it is not accessed. It was queried whose role it is to tap into the Hurunui ‘product’ and the submitters replied that there is a lot of existing potential however the information about this is not easily accessible and
-

suggested that Hurunui Tourism should act as the coordinating body to do this promotion.

The following Submissions were received and considered and the following points noted-

- Doug Pearce – agreed that it would be appropriate to meet with Mr Pearce and discuss his submission
- Greystone Wines – in support of the Strategy
- M Macfarlane and M Shearer – in support of the Strategy
- Waipara Valley North Canterbury Winegrowers Inc. – in support of the strategy. Noted that increased accommodation options in the region and increased clear and obvious signage are two points raised.
- Hanmer Springs Business Association – noted that the relationship between the Association and Hurunui Tourism is growing.

Concerns were expressed about the targeting of the submitters towards their own groups and not for the District with the exception of the submission from Doug Pearce. In response, it was noted that the whole district benefits from Tourism and therefore any rates struck must promote the industry across the district.

Mayor Dalley responded that it is inevitable that you drive your own business and this is understandable however Cr Davison noted that if operators wish to increase bed nights that is OK but where there is a Strategy and a Tax it is for Hurunui promotion.

It was suggested that it comes down to 'product' and how well the product is marketed, how strong it is and how easy it is to do. The meeting agreed that the Strategy is heading in the right direction and has a balance around the district however there is an opportunity to create the 'big products'.

It was suggested that the HSAP would like to see their KPIs included in the Strategy and it was agreed that the KPIs in the Strategy are based on the Regional tourism estimates and address these adequately.

THAT THE HURUNUI TOURISM STRATEGY 2017-2022 BE RECOMMENDED TO COUNCIL FOR ADOPTION.

Fletcher/Shier

CARRIED

It was agreed that Mr Doug Pearce be invited to speak to the Board at some time.

2. DISCUSSION ITEMS – there were no discussion items for this meeting

3. INFORMATION ITEMS

3.1 Additional Resourcing – CEO verbal update

The CEO advised that the additional resourcing (0.4 FTE) had been approved by Council.

3.2 Post Earthquake Marketing Activity Report

The Report from the Tourism Sales and Marketing Coordinator provided an update on the post-earthquake marketing plans in the three areas of Hanmer Springs, Cheviot and the Waipara Valley.

The Marketing Manager spoke to the report and the following points were noted –

- The Taste Hurunui event was a huge success raising \$26,000 which will be put into the Mayoral Fund. It was noted that this event gained a lot of exposure for providers around the district however Mayor Dalley cautioned that local products must not be taken away from the district.
 - The relaunch of the Alpine Pacific Triangle as the Alpine Pacific Touring Route was queried and the Manager replied that the relaunch will be Trade based.
 - In response to a query regarding the areas within the district being happy with what has been undertaken the Manager replied that he believes so, noting that Cheviot are finding things difficult with the closure of SH1 to Kaikoura. It was noted that the road is fragile and with winter approaching it was suggested that Cheviot needs more support. The meeting agreed that the On Ya Bike and On Ya Toes campaigns were good however these will not be the most attractive activities in winter. The Marketing Manager advised that the support could be reviewed however he cautioned that there is a need to be realistic about the situation and the CEO responded that everything possible should be done to support this area. Mayor Dalley agreed noting that there has been criticism that not enough is being done however he suggested that support is probably a government issue now.
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3.2 Tourism Statistics

The report from the Marketing Manager provided the tourism statistics for Regional Tourism Estimates, International Visitor arrivals. Commercial Accommodation Monitor, Holiday Homes and Thermal Pools Origins.

The Marketing Manager advised that the statistics are regional figures for the Hurunui, Kaikoura and Waimakariri and it was suggested that it is hoped the international growth will be long term.

The meeting was advised that one issue for Hanmer Springs has been the road access and the publicity around it was agreed that the road is not as bad as the 'press' say and that there is a need to get the 'good' stories out there although it was noted that journalists cannot be forced to write these stories.

The meeting adjourned at 10.37 am for morning tea and resumed at 10.54 am.

3.3 Marketing Activity Report

The report from the Tourism Marketing Officer provided the marketing activity for March and April 2017 for the information of the Board.

The meeting noted the following points –

- The Marketing Manager advised that developing the smartphone app has been put on hold because there is no way of judging how many people will use it. Cr Davison expressed the concern that
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when visitors come to do the Hurunui Trails they are more likely to use a smartphone to access information and it was suggested that more research be done on the need for this.

| | |
|---|--|
| 3.4 Website Statistics | <p>The report from the Tourism Marketing Officer provided updates on the website and social media presence.</p> <p>The Officer spoke to the report noting that overall sessions are up by 29%.</p> |
| 3.5 Financial Report | <p>The report from the Manager Support Services provided a financial update up to end of March 2017.</p> <p>The Marketing Manager spoke to the report and it was noted that the budget will be reviewed once the new resource is in place.</p> |
| 3.9 Tourism Board Forward Plan | <p>The Board Forward Plan was provided for the information of the meeting and the following points noted -</p> <ul style="list-style-type: none"> • It was agreed that in future the Board need to approve the Hurunui Tourism Marketing Plan and budget at the February meetings. <p>THAT ALL REPORTS AS ABOVE BE RECIEVD</p> <p>Fletcher/Davison CARRIED</p> |
| 3.10 Delegate Reports | <ul style="list-style-type: none"> • Hanmer Springs Business Association – Christian Chester advised that members have been busy. • Hanmer Springs Thermal Pools and Spa – G Abbot advised that April numbers will be down on budget and the next three months will be hard however activities have been planned for this period. He noted that the international market has stayed strong. • Waipara Valley North Canterbury Winegrowers Inc. – G Shier advised that in spite of the bad weather 1600 people attended the Wine and Food Festival and had a good day. He noted that a profit was made thanks to the ‘presales’ and the organising Committee is really pleased with the results. <p>G Shier also advised that the harvest is underway.</p> <p>Cr Davison noted that the Culverden Christmas Fete has moved to Waipara and queried if there was an opportunity to link the Festival and Fete together but held at separate times. G Shier responded that he believed this made sense but he is not aware of any such plans. The meeting discussed the possibility of a ‘Hurunui’ week as there are already two major events at the end of October and it was noted that this has been suggested before.</p> |
| 3 URGENT BUSINESS – there was no Urgent Business | |
| Meeting Ended | The meeting ended at 12.50 pm |

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 19 June 2017

Draft Marketing Plan FY18

Recommendation THAT THE INFORMATION IS RECEIVED AND THE PROPOSED DRAFT MARKETING PLAN IS APPROVED.

Executive Summary The Draft Marketing Plan is the budget and activity breakdown for the upcoming financial year, 1 July 2017 to 30 June 2018.

Background The draft marketing plan is based on the Hurunui Tourism Strategy 2017-2022. Objectives have been selected based on the budget in the strategy and will form the foundation of the upcoming 12 months work.

Appendices Draft Marketing Plan FY18.

Report Prepared by:

Vanessa J. Nelmes

Vanessa Nelmes
Tourism Marketing Officer

Report Reviewed by:

Shane Adcock

Shane Adcock
Marketing Manager

Officer in Attendance: The Tourism Marketing Officer will be in attendance to speak to this report.



Hurunui Tourism 2017-2018 Marketing Plan

Hurunui Tourism Strategy 2017-22

Approved and endorsed by the Hurunui District Council on 25 May, this strategy replaces the 2015-2020 strategy. [Click here](#) to view the strategy.

The focus of the strategy is on Destination Development and Destination Marketing.

1. Destination Development: developing Hurunui as a tourism destination and collaborating with key stakeholders within and outside of our district.
2. Destination Marketing: targeting key markets to visit our district and actively selling all that our district offers.

FY18 Projected Revenue

| | |
|------------------------------------|------------------|
| Targeted Tourism Rate (TTR) | \$218,400 |
| HSTPS Contribution | \$ 52,000 |
| From Reserves (currently \$60,000) | \$ 41,600 |
| TOTAL | \$312,000 |

FY18 Budget Allocation

| | |
|--------------------------------------|------------------|
| Fixed Costs | \$90,000 |
| Developing the Destination | \$35,000 |
| Tourism Growth Package..... \$30,000 | |
| Event Development..... \$ 5,000 | |
| Selling the Destination | \$187,000 |
| Collaboration..... \$35,000 | |
| Digital..... \$20,000 | |
| Collateral..... \$40,000 | |
| Communications..... \$15,000 | |
| Trade..... \$18,000 | |
| Advertising..... \$44,000 | |
| Conferences & MEETINGS..... \$10,000 | |
| In-market..... \$ 5,000 | |
| Total Expenses | \$312,000 |

FY 18 Objectives

As this is the first year in the new strategy, and the first year of a very different approach, identifying specific objectives for the year is quite difficult. For example, for destination development there will be a lot of foundation work during this year, and possibly not results in terms of new visitor experiences and events.

There are certainly a number of objectives from the strategy which we want to achieve this year though. These being:

Destination Development

- Access to new funds and resources from outside the district: *determine where these funds and resources are and how operators may be able to access them*
- The Alpine Pacific Triangle is a recognised touring route, attracting tourists to the district: *implement an APTR marketing plan, including measurement of success*

Destination Marketing

- Tourism spend is increasing by more than the national average
- Digital is second nature: *review the website and other digital tools and redevelop, with a focus on sales*
- Midweek is a strong contributor of revenue, including a \$12m conference market: *develop a measure of the midweek and conference markets in the district*
- Targeted and cost effective sales campaigns: *improve the performance of the domestic digital campaign*

The full list of strategy objectives is available in the strategy on pages 17 and 19.

Developing the Destination

\$35,000

Developing Hurunui as a tourism destination includes improving and supporting our existing product, working to attract new products and investment and growing the number of events in the district.

FY18 is the first year Hurunui Tourism is focussing on this area, and so this year a lot of foundation and preparation work will be undertaken – understanding possible funding sources, beginning conversations with possible investors and talking to existing operators about their future plans.

Tourism Growth Package

\$30,000

Event Development

\$5,000

Selling the Destination**\$187,000**

Selling the destination is about taking a more proactive approach to attracting visitors to our district. It is not necessarily about changing the tools we use, but ensuring that those tools are focussed on efficiently leading potential tourists to convert to sales for operators in the district.

A key part of that development in FY18 will be redeveloping the website and social media presence to be sales-focussed.

| | |
|--|-----------------|
| Collaboration | \$35,000 |
| <ul style="list-style-type: none"> • Membership and joint venture partnerships/activities with ChristchurchNZ, SOUTH, Alpine Pacific Touring Route, Top of the South. • Exploration and heightened promotion of possible new touring routes. | |
| Digital | \$20,000 |
| <ul style="list-style-type: none"> • Develop and maintain www.visithurunui.co.nz • Enhance Hurunui Tourism's Social Media presence. | |
| Collateral | \$40,000 |
| <ul style="list-style-type: none"> • Print and distribute the Official Visitors Guide. • Support the continued development of the community maps. | |
| Communications | \$15,000 |
| <ul style="list-style-type: none"> • Public Relations support. • Annual tourism stakeholder survey. • Regular district visits. | |
| Trade | \$18,000 |
| <ul style="list-style-type: none"> • Support famils to our district (TNZ and ChristchurchNZ led or independent). • Attend trade shows – TRENZ. | |
| Advertising | \$44,000 |
| <ul style="list-style-type: none"> • AA advertising package. • Domestic online campaign. | |
| Conferences & MEETINGS | \$10,000 |
| <ul style="list-style-type: none"> • Attend conference, incentive and meeting tradeshows – Meetings NZ and Convene South. • Develop collateral to support tradeshows. | |
| In-market | \$5,000 |
| <ul style="list-style-type: none"> • Sales trips and expenses. | |

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board

Date: 19 June 2017

Long Term Plan (LTP) Discussion Paper

Recommendation THAT THE BOARD DISCUSS THE QUESTIONS RAISED.

Executive Summary This paper is intended as a thought-starter for the Hurunui Tourism Board to consider the Hurunui District Council's (HDCs) upcoming LTP development and how and what Hurunui Tourism might want to advocate for or submit to Council on.

Long Term Plan HDC is about to start the process for the creation of its LTP (2018 – 2028). An LTP document outlines Council plans and budgets for the next 10 years.

The LTP timetable is:

- August: Council workshop
- September – October: Pre-LTP consultation
- November: Budgeting
- March: Draft LTP out for consultation
- May: LTP adopted

This is an opportunity for Hurunui Tourism to have input into Council's future plans.

Hurunui Tourism Strategy 2015 - 2022

HDC recently adopted Hurunui Tourism's [new 5-year strategy](#) outlining a change of direction and a different focus.

Assuming this strategy has the desired effect, what will tourism in the Hurunui look like in 3 years? 5 years? 10 years?

(Presentation to follow)

Discussion Questions

What does Hurunui Tourism need in order to achieve this vision?

What may Hurunui Tourism need in order to achieve this vision?

What infrastructure might the district need in order to help Hurunui Tourism achieve this vision?

If the strategy is successful, what pressure points might this create around the district?

Are there any environmental issues that need consideration?

**Report Prepared
by:**



Shane Adcock
Marketing Manager

**Report Reviewed
by:**



Graeme Abbot
General Manager, Hanmer Springs Thermal Pools & Spa

**Officer in
Attendance:**

The Marketing Manager will be in attendance to speak to his report.



To: Hurunui Tourism Board

Date: 9th June 2017

Post-earthquake Marketing Activity Report

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary

In response to the earthquake, Hurunui Tourism is coordinating post-earthquake marketing plans in three areas; Hanmer Springs, Cheviot, and Waipara Valley.

The plan in each area has been developed and is being delivered in conjunction with the business communities in those areas.

This activity is funded by central government, through MBIE.

This report provides a summary of recent activity.

Hurunui District

- The Alpine Pacific Touring Route was relaunched at TRENZ in partnership with Destination Kaikoura, CCT & HT. The launch was very successful due to the support of our alliances and major presence on the CIAL stand.

Minister Paula Bennett relaunched the new touring route, gaining interest from One News & other media channels.





- Christchurch Airport signage Car Park & Plaza December for APT
- AA Great spots campaign May 2017. HT paid for the space and offered to operators. 8 operators featured in this campaign. All offering special from 1st May until 31st July. Heritage, St James, Village Lakes, HSTPS, Hanmer Springs Attractions, Black Estate & Mt Beautiful.

Hanmer Springs

- Christchurch Airport Signage Baggage claim – October, November, & December.
- Hanmer Springs advert & editorial in the Winter & Spring edition 1/3 page, Interislander 'Our magazine'. Operators interest in spring. Full Page booked for summer also.



Airport Signage 1



Airport Signage 2 & 3



Airport Signage 4

Waipara Valley

- Working with NCWG to put in a place a strategic plan & rebrand to North Canterbury Wine Region. Billboard booked for September in Christchurch.
- Wineries brochure and poster in iSITE Art Centre along with HS operators.



Cheviot

- Compass FM campaign June & July; 2 x 30 second recorded commercials – 100 plays per month 1 x 'on air' phone call per week to get key messages across Live Scripts
- Cheviot 15 second video (includes Spring Festival banner) on Giggle TV. (6 months + 1 free – June-December) 250,000 potential viewers per week across Christchurch & 20,000 across Rangiora, Kaiapoi, Woodend and even Amberley. 200 screens.
- Cheviot Spring Festival Artwork installed on SH1 Adtruck.




Budget

Aligning with MBIE contract

| | Actual Spend | Balance to spend | Total |
|------------------------|---------------------|-------------------|------------------|
| | 09/06/17 | 30/06/17 | 30/06/17 |
| Hanmer Springs | \$117,387.74 | \$9,478.84 | \$130,000 |
| Cheviot/Waipara | \$123,133.42 | - | \$120,000 |
| Region | \$240,521.16 | \$9,478.84 | \$250,000 |

**Report
Prepared by:** Krissy Griggs
Sales & Marketing Co-ordinator

**Report
Reviewed by:** 
Shane Adcock
Marketing Manager

**Officer in
Attendance:** The Tourism Marketing Manager will be in attendance to speak to this report.

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 19 June 2017

Marketing Activity Report

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|--|--|
| Recommendation | THAT THE INFORMATION BE RECEIVED. |
| Executive Summary | The marketing activity report for May and part of June is provided for the information of the Hurunui Tourism Board. |
| Core Strategy - Hanmer Springs | Work on the FY17 objectives has been deferred, in lieu of implementing the post-earthquake strategic plan for Hanmer Springs. An update on this work will be available as a separate agenda item. |
| Core Strategy - Waipara Valley | North Canterbury Food & Wine Trail: www.foodandwinetrail.co.nz Minor updates to the website have been undertaken. |
| Core Strategy - District Wide Support | |
| Basic Infrastructure | <p>Smartphone App: Discussions have started with the original developer of the app to look at possible development of the app.</p> <p>OVG: 65,000 copies were printed of the 2016-17 OVG. Display contracts are being renewed with i-SITEs as they fall due.</p> <p>As at 7/6/17 there are 11,536 copies left. This equates to 17.75% of the total print run.</p> <p>Website: QE statistics till 30 June will be available at the August meeting. All planned updates to the website have occurred.</p> <p>Instagram account: @hurunuidistrict We still continue to see a steady increase in followers. As at 12/6/17 we have 509 followers and have posted 244 times.</p> <p>The most popular post to date is a repost from @teambenter at Lake Guyon (132 likes), posted 18 May 2017</p> |



Community maps: Hanmer Springs Map was sent to print 1/6/17. 75,000 copies will be printed.

AA Publications: 2018 advertising has been placed.

Domestic Digital Initiative: The winter campaign started the week of 19 June. Two adverts will be the focus this season: 'warm your core' which is focused on Hanmer Springs and 'relax and recharge' which encourages people to visit Mt Lyford over winter.

Communications

Stakeholder Newsletters: the monthly stakeholder newsletters continue to receive a good opening rate. For the last 6 months the average open rate has dropped slightly to 46.08% from 46.35%.

Stakeholder Survey: completed.

Media Results:

May

Various articles in publications written by Justine Tyerman.

Famils:

| Trade | | | | |
|-----------|--------------------------|-----|--------------|---|
| Date | Who | Pax | Organised by | Visited |
| 28-29 May | Pre-MEETINGS NZ famil | 8 | CCT | Pools, spa, heritage, village rockets, archery, waipara hills, village lake |
| 9 June | Sky Sports "Fan Van" | 4 | TNZ | Pools & Spa |

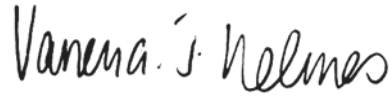
Attracting Cyclists & Walkers

Profiling and Establishing Touring Routes

This work is being undertaken through the post-earthquake plan and info is included in that report.

**Growing Our
MICE Share**

Hurunui Tourism attended Meetings NZ in Auckland in late May. This is a tradeshow for organisers of conferences and meetings. We had 29 appointments, the majority of which were very beneficial. A number of the people we had appointments with were looking at bringing meetings for between 50 and 100 to the South Island. Follow-ups and quotes will follow.

**Report
Prepared by:**

Vanessa Nelmes
Tourism Marketing Officer

**Report
Reviewed by:**

Shane Adcock
Marketing Manager

**Officer in
Attendance:**

The Tourism Marketing Officer will be in attendance to speak to this report.

HURUNUI DISTRICT COUNCIL
MEETING REPORT



To: Hurunui Tourism Board

Financial report to May 2017

Executive Summary The Financial Report to May 2017 is attached.

Financial Considerations The Board is responsible for managing its own budget.

Recommendation That the information be received.

A handwritten signature in black ink, appearing to read 'J Beck'.

Report Prepared by: Jason Beck
Manager Support Services

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|---|
| Hurunui Tourism Board Financial Report for the Eleven Months to May 2017 |
|---|

| | <u>Year to Date</u> <u>Actual</u> | <u>Year to Date</u> <u>Budget</u> | <u>Year to Date</u> <u>Variance</u> | <u>Notes</u> | <u>Full Year</u> <u>Budget</u> | <u>Full Year</u> <u>Forecast</u> |
|---|--------------------------------------|--------------------------------------|--|--------------|-----------------------------------|-------------------------------------|
| OPERATING STATEMENT | | | | | | |
| <i>Operating Revenue</i> | | | | | | |
| Targeted Tourism Rate | 195,078 | 200,200 | (5,122) | | 218,400 | 213,278 |
| Allocation from Hanmer Springs Thermal Pools & Spa | 47,667 | 47,667 | 0 | | 52,000 | 52,000 |
| Third Party Co-operative Funding | 51,453 | 50,417 | 1,037 | 1 | 55,000 | 46,375 |
| Total Operating Income | 294,198 | 298,283 | (4,085) | | 325,400 | 311,653 |
| <i>Less Operating Expenditure</i> | | | | | | |
| <u>Fixed Costs</u> | | | | | | |
| Wages & Salaries | 49,091 | 54,370 | (5,279) | | 59,313 | 59,313 |
| Marketing Consultancy Costs (HSTP&S) | 26,087 | 30,000 | (3,913) | | 30,000 | 30,000 |
| Travelling Expenses | 238 | 0 | 238 | | 0 | 0 |
| Other Board Expenses | 590 | 1,634 | (1,044) | | 1,782 | 1,000 |
| | 76,006 | 86,004 | (9,998) | | 91,095 | 90,313 |
| <u>Marketing Costs</u> | | | | | | |
| Hanmer Springs | 1,000 | 9,167 | (8,167) | | 10,000 | 10,000 |
| Waipara Valley | 158 | 4,583 | (4,425) | | 5,000 | 5,000 |
| Basic Infrastructure (excl Salaries & Marketing Fee) | 113,690 | 116,820 | (3,130) | | 127,440 | 127,440 |
| Communication | 31,083 | 32,313 | (1,230) | | 35,250 | 35,250 |
| Profiling and establishing touring routes | 10,400 | 13,750 | (3,350) | | 15,000 | 15,000 |
| Growing MICE (Meetings, Incentives, Conferences & Events) | 11,016 | 10,098 | 918 | 2 | 11,016 | 11,016 |
| | 167,348 | 186,731 | (19,383) | | 203,706 | 203,706 |
| Total Operating Expenditure | 243,354 | 272,734 | (29,381) | | 294,801 | 294,019 |
| Net Surplus/(Deficit) for period | 50,845 | 25,549 | 25,296 | | 30,599 | 17,634 |
| CAPITAL STATEMENT | | | | | | |
| Opening Balance | 60,645 | 60,645 | 0 | | 60,645 | 60,645 |
| Surplus/(Deficit) for period | 50,845 | 25,549 | 25,296 | | 30,599 | 17,634 |
| Closing Balance | 111,490 | 86,194 | 25,296 | | 91,244 | 78,279 |

Notes

1 increase due to partnership with earthquake marketing

2 overspend due to unplanned attendance at Covi Motorhome Show and TRENZ

| |
|---|
| Hurunui Tourism Board Financial Report for the Eleven Months to May 2017 |
|---|

| | <u>Year to Date</u> <u>Actual</u> | <u>Year to Date</u> <u>Budget</u> | <u>Year to Date</u> <u>Variance</u> | <u>Notes</u> | <u>Full Year</u> <u>Budget</u> | <u>Full Year</u> <u>Forecast</u> |
|---|--------------------------------------|--------------------------------------|--|--------------|-----------------------------------|-------------------------------------|
| OPERATING STATEMENT | | | | | | |
| <i>Operating Revenue</i> | | | | | | |
| Targeted Tourism Rate | 195,078 | 200,200 | (5,122) | | 218,400 | 217,133 |
| Allocation from Hanmer Springs Thermal Pools & Spa | 47,667 | 47,667 | 0 | | 52,000 | 52,000 |
| Third Party Co-operative Funding | 51,453 | 50,417 | 1,037 | | 55,000 | 46,375 |
| Total Operating Income | 294,198 | 298,283 | (4,085) | | 325,400 | 315,508 |
| <i>Less Operating Expenditure</i> | | | | | | |
| <i>Fixed Costs</i> | | | | | | |
| Wages & Salaries | 49,091 | 54,370 | (5,279) | | 59,313 | 59,313 |
| Marketing Consultancy Costs (HSTP&S) | 26,087 | 30,000 | (3,913) | | 30,000 | 30,000 |
| Travelling Expenses | 238 | 0 | 238 | | 0 | 0 |
| Other Board Expenses | 590 | 1,634 | (1,044) | | 1,782 | 1,782 |
| | 76,006 | 86,004 | (9,998) | | 91,095 | 91,095 |
| <i>Marketing Costs</i> | | | | | | |
| Hanmer Springs | 1,000 | 7,333 | (6,333) | | 8,000 | 8,000 |
| Waipara Valley | 158 | 4,583 | (4,425) | | 5,000 | 5,000 |
| Basic Infrastructure (excl Salaries & Marketing Fee) | 113,690 | 129,250 | (15,560) | | 141,000 | 141,000 |
| Communication | 31,083 | 45,833 | (14,750) | | 50,000 | 50,000 |
| Profiling and establishing touring routes | 10,400 | 13,750 | (3,350) | | 15,000 | 15,000 |
| Growing MICE (Meetings, Incentives, Conferences & Events) | 11,016 | 5,958 | 5,058 | | 6,500 | 6,500 |
| | 167,348 | 206,708 | (39,361) | | 225,500 | 225,500 |
| Total Operating Expenditure | 243,354 | 292,712 | (49,358) | | 316,595 | 316,595 |
| Net Surplus/(Deficit) for period | 50,845 | 5,571 | 45,273 | | 8,805 | (1,087) |
| CAPITAL STATEMENT | | | | | | |
| Opening Balance | 60,645 | 60,645 | 0 | | 60,645 | 60,645 |
| Surplus/(Deficit) for period | 50,845 | 5,571 | 45,273 | | 8,805 | (1,087) |
| Closing Balance | 111,490 | 66,216 | 45,273 | | 69,450 | 59,558 |

Notes

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board

Date: 19 June 2017

Tourism Statistics

Recommendation THAT THE INFORMATION BE RECEIVED

**Executive
Summary**

This report contains tourism statistics for the periods:

- Regional Tourism Estimates: YE December 2016
 - International Visitor Arrivals: YTD April 2017
 - Commercial Accommodation Monitor: YTD January 2017
 - Holiday Homes: YE June 2016.
 - Thermal Pools Origins: YTD January 2017.
-

**Regional Tourism
Estimates**

Source – MBIE (Year-end December 2016)

| Year | \$ million | % increase | Domestic | Int'l | % Int'l |
|-------------|------------|------------|----------|--------|---------|
| 2010 | 110.809 | | 79.225 | 31.584 | 28.5% |
| 2011 | 123.810 | 11.7% | 92.904 | 30.906 | 25.0% |
| 2012 | 122.740 | -0.9% | 96.380 | 26.360 | 21.5% |
| 2013 | 125.868 | 2.5% | 99.106 | 26.761 | 21.3% |
| 2014 | 142.102 | 12.9% | 113.141 | 28.960 | 20.4% |
| 2015 | 143.406 | 0.9% | 110.680 | 32.726 | 22.8% |
| 2016 | 153.027 | 6.7% | 115.138 | 37.889 | 24.8% |

In 2016, tourism expenditure in Hurunui grew by 6.7%. Domestic growth was 4.0% and International growth was 15.8%.

This is well ahead of our strategic KPIs.

Nationally, growth was 6.2% in domestic, 14.9% in International and 9.7% overall.

International Visitor Arrivals

Source – Statistics New Zealand Infoshare (YTD April 2017)

| Year | Christchurch | | Queenstown | |
|---------------|--------------|-------|------------|-------|
| YE June 2012 | 417,456 | | 95,088 | |
| YE June 2013 | 395,408 | -5.3% | 115,264 | 21.2% |
| YE June 2014 | 410,464 | 3.8% | 146,192 | 26.8% |
| YE June 2015 | 438,080 | 6.7% | 182,656 | 24.9% |
| YE June 2016 | 477,520 | 9.0% | 221,280 | 21.1% |
| YTD 2015-2016 | 427,184 | | 195,680 | |
| YTD 2016-2017 | 454,592 | 6.4% | 220,576 | 12.7% |

Growth continues in visitor arrivals through Christchurch and Queenstown, but the growth rate is slowing – around 6% and 12% appear to be the new plateau.

Commercial Guest Nights

Source – Commercial Accommodation Monitor (YTD March 2017)

| Year | Hurunui | | Total |
|---------------|--------------------------|---------------|-----------|
| | Domestic | International | |
| YE June 2012 | 251,591 | 95,519 | 347,110 |
| YE June 2013 | 233,975 | 99,406 | 333,381 |
| YE June 2014 | 250,704 | 85,180 | 335,884 |
| YE June 2015 | 266,160 | 88,900 | 355,060 |
| YE June 2016 | 273,556 | 99,075 | 372,634 |
| YTD 2015-2016 | 219,694 | 79,790 | 299,488 |
| YTD 2016-2017 | 198,567 | 93,419 | 291,985 |
| | | | |
| | | | |
| | | | |
| Year | Combined Canterbury RTOs | | |
| | Domestic | International | Total |
| YE June 2012 | 2,408,960 | 1,507,986 | 3,916,942 |
| YE June 2013 | 2,420,130 | 1,660,376 | 4,080,504 |
| YE June 2014 | 2,532,919 | 1,820,776 | 4,353,694 |
| YE June 2015 | 2,590,660 | 2,049,696 | 4,640,356 |
| YE June 2016 | 2,646,291 | 2,255,572 | 4,901,864 |
| YTD 2015-2016 | 2,118,176 | 1,812,679 | 3,930,856 |
| YTD 2016-2017 | 1,946,287 | 1,890,965 | 3,837,250 |

In both Hurunui and Canterbury overall, there is continuing strong growth from the International market, however this is being offset by a significant decrease in the domestic market.

Surrounding RTO's have all recorded growth, however this growth is also slowing – all percentages are lower than the previous board report.

- Marlborough 4.8% up.
- Nelson-Tasman 4.9% up.
- McKenzie 12.6% up.
- West Coast 2.7% up.

**Holiday Homes
(Hanmer Springs)***Source – Alpine Holiday Homes and Hanmer Holiday Homes (YTD March 2017)*

| Year | % occupancy (average monthly) | # nights |
|---------------|-------------------------------|----------|
| YE June 2013 | 50.3% | 26,319 |
| YE June 2014 | 49.2% | 25,444 |
| YE June 2015 | 50.9% | 25,993 |
| YE June 2016 | 48.8% | 25,369 |
| YTD 2015-2016 | 50.9% | 19,848 |
| YTD 2016-2017 | 48.4% | 19,204 |

Both occupancy and total number of bed nights are down.

Thermal Pools*Source – HSTPS origin of customers (YTD May 2017)*

| Origin | YTD Sales | | YTD Sales | |
|--------------------|-----------|--------|-----------|--------|
| | FY17 | % | FY16 | % |
| Local / Canterbury | 343,809 | 68.5% | 365,647 | 73.0% |
| Other South Island | 26,036 | 5.2% | 15,496 | 3.1% |
| North Island | 13,209 | 2.6% | 10,225 | 2.0% |
| International | 118,900 | 23.7% | 109,821 | 21.9% |
| TOTALS | 501,953 | 100.0% | 501,189 | 100.0% |

The change in domestic and International markets is reflected in the origins of customers to the thermal pools, with continuing increase in Internationals but decrease in local / Canterbury.

Appendices

1. Comparison YE Guest Nights – rest of south island
2. Comparison YE Guest Nights – Canterbury districts
3. Comparison YE Guest Nights Key Months –Canterbury district

**Report Prepared
by:**

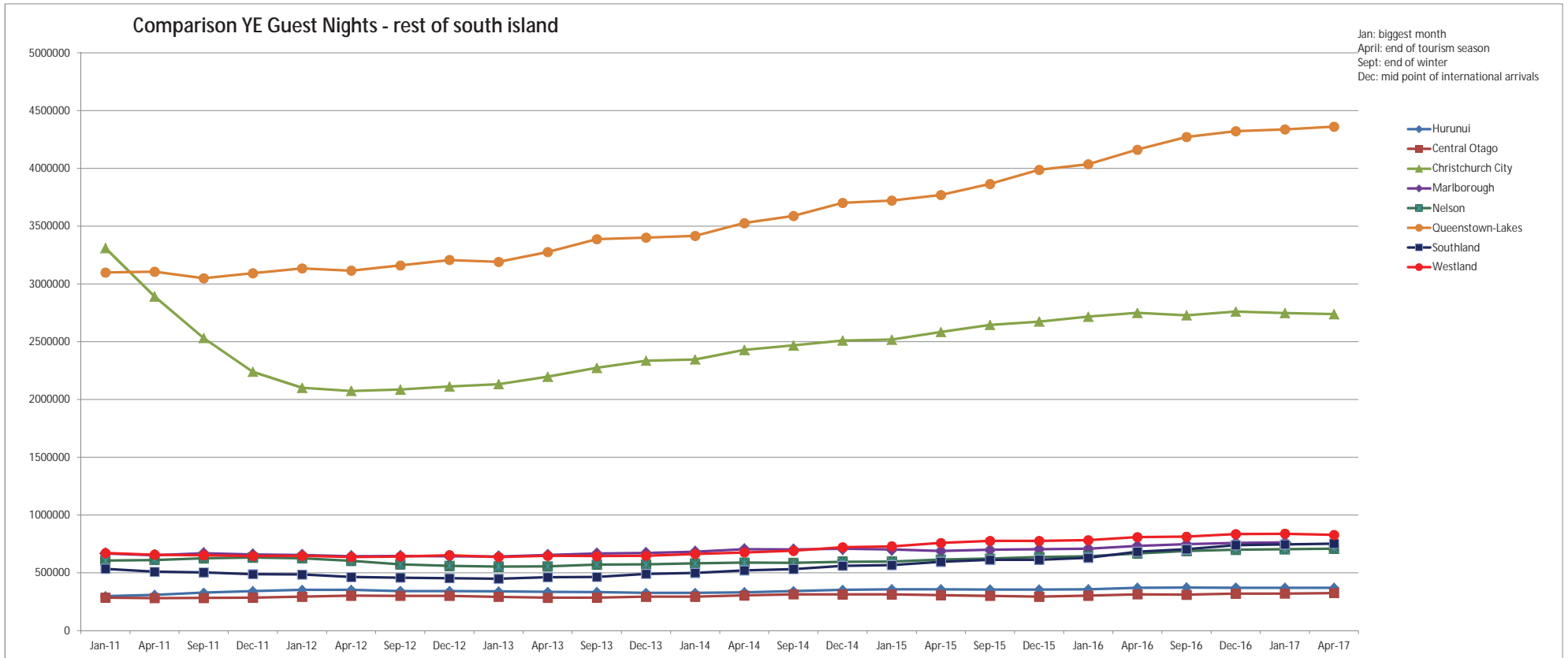

Shane Adcock
Marketing Manager

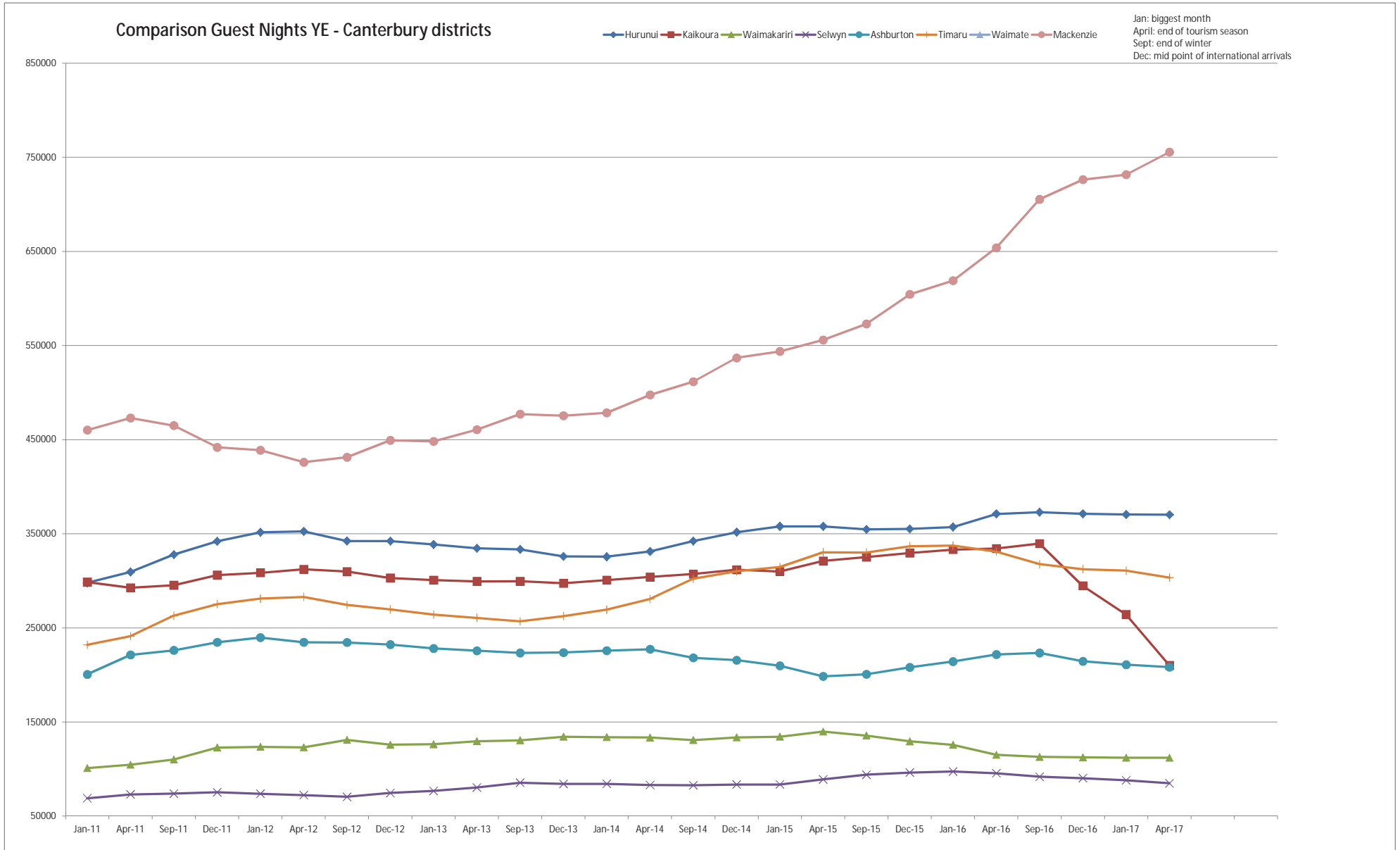
**Report Reviewed
by:**


Graeme Abbot
General Manager, Hanmer Springs Thermal Pools & Spa

**Officer in
Attendance:**

The Marketing Manager will be in attendance to speak to his report.





Hurunui Tourism Board Action Sheet

| Item | Action Required | Actioned By/Manager | Status of Action |
|------|---|---------------------|------------------|
| 1 | Invite Doug Pearce to speak to a Board meeting | Shane | |
| 2 | Provide the Sth Australian Marketing Campaign results to the June meeting | Vanessa | |
| | | | |
| | Hurunui Trails Trust to report to June, October, and February meetings | Cr Fletcher | |
| | | | |

Hurunui Tourism Board Forward Program

| Meeting date | Report/Other |
|---------------|---|
| October 2017 | Funding for coming three years – for consideration when renewing LTP effective from 1 July 2018 |
| October 2021 | Consideration of 5 year Tourism Strategy |
| December 2021 | Tourism Strategy Workshop |
| February 2022 | Review draft 5 year Tourism Strategy |
| April 2022 | Approve 5 year Tourism Strategy – 2022- 2027 |

| Item | Frequency | Action | Date |
|-------------------------------|--|--|------------------|
| HTB – Marketing Plan | Set annually 1 July – 30 June | Review draft Marketing Plan and Budget for coming year | December meeting |
| | | Submission to HDC re funding for coming year | February/March |
| | | Approve HTMP and budget for coming year | February meeting |
| HTB – Tourism Strategy | Set 5 yearly 1 July 2017 – 30 June 2022 | Annual review of Tourism Strategy | December meeting |
| | | Feed outcomes into Marketing Plan for coming year | |
| | Reviewed annually | Consideration of 5 year Tourism Strategy | October 2021 |
| | | Tourism Strategy Workshop | December 2021 |
| | | Review draft 5 year Tourism Strategy | February 2022 |
| | Approve 5 year Tourism Strategy | April 2022 | |
| HDC – Annual Plan | Annual Submission | | February meeting |
| HDC - LTP | | Submission to HDC re funding for coming three years – for consideration when renewing LTP effective from 1 July 2018 | October 2017 |

Acronym Key

- HTMP – Hurunui Tourism Marketing Plan – Activities for financial year 1 July – 30 June
- HTS – Hurunui Tourism Strategy – 5 year update due June 2022
- Review annually
- HDC AP – Hurunui District Annual Plan – reviewed April/May every year covers 1 July to 30 June
- HDC LTP – Hurunui District Council Long Term Plan
- Effective 1 July 2015 to 30 June 2025
- Renewed every three years – next renewal effective 1 July 2018
- To be reviewed Oct 2017

| | |
|-------------------------------|--|
| Committee Name | HURUNUI TOURISM BOARD |
| Type of Committee | Council Committee |
| Subordinate to | Council |
| Subordinate Committees | None |
| Legislative basis | Committee reconstituted by the Council as per Schedule 7, Section 30 (1) (A), LGA 2002 Committee delegated powers by the Council as per Schedule 7, Section 32, LGA 2002 |
| Membership | <ul style="list-style-type: none"> • The Mayor • Councillors (3) • Independent members (5) made up of: <ul style="list-style-type: none"> ○ Member of the Hanmer Springs Thermal Pools & Spa Management Committee ○ Member of the Waipara Winegrowers Association ○ Member of the Hanmer Springs Business Association ○ 2 independent members |
| Delegations | <ul style="list-style-type: none"> • Destination marketing and destination management as aligned to the values and principles of Hurunui Wellness. • Utilise the resources and capabilities already in place in the form of the Marketing Manager, Hanmer Springs Thermal Pools and Spa, and existing advertising agency arrangements servicing the Hanmer Springs Thermal Pools and Spa, and the Hurunui i-site, in agreement with the Hanmer Springs Thermal Pools and Spa Management Committee. • Oversee the expenditure of targeted tourism rate funds in promotion of the Hurunui district. • Marketing associated development of business, activities, services and communities in alignment with the Hurunui Wellness strategy. • Coordinate with internal and external stakeholders in the tourism promotion of the Council's 'Hurunui Wellness' strategy. • Formalise the roles, responsibilities and resources of Enterprise North Canterbury with regard to regional development and business capability, reporting through the Tourism Board. |
| Limits to Delegations | <p>Matters that must be processed by way of recommendations to the Council include:</p> <ul style="list-style-type: none"> • Special Consultative Procedures, part 6, Section 83, Local Government Act 2002 • Bylaws, part 12, Section 293 Local Government Act 2002 • Adoption and amendment of policy • Amendment to fees and charges relating to all activities • Sale of Council property • Acceptance of contract tenders outside the parameters delegated under the Public Bodies Contracts Act 1959 above. |

Council Resolutions

THAT THE COUNCIL CONFIRMS THE RECONSTITUTION OF THE HURUNUI TOURISM BOARD AS A COMMITTEE OF COUNCIL.

THAT THE COUNCIL DETERMINES THE COUNCIL MEMBERSHIP ON THE HURUNUI TOURISM BOARD BEING:

- THE COUNCIL REPRESENTATIVES ARE MAYOR WINTON DALLEY, COUNCILLORS JASON FLETCHER, JUDITH MCKENDRY AND FIONA HARRIS.

THAT THE COUNCIL DELEGATES THE POWER TO ACT IN THE ABOVE AREAS TO THE HURUNUI TOURISM BOARD.