

Inside Nigel Coventry Tourism

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IT delayed for important research

IT will be delayed 24 hours next week to bring you details of research findings being released on the skills requirements of the tourism industry in coming years. TIANZ CEO Fiona Luhrs says: "Everyone has been saying for ages that the problem we all face is in getting the skilled people to help run our businesses. This research is a strategic initiative as a result of a private/public sector partnership from all sorts of organisations. It really reaches the issues the industry will need to come to grips with in coming years given the current rate of increase in visitor numbers."

The results will allow the wider industry and sector training organisations to prepare to deliver on workforce requirements to 2010. **Look out for IT after 5pm on November 4.**

Let's not become complacent, pleads Luhrs

MAINTAINING competitiveness by not becoming complacent. That's a major issue facing the industry, believes TIANZ CEO Fiona Luhrs. "It's all related to skills, to our capabilities, to quality assurance, commercial savvy, to our abilities to put good products together and to keep developing and growing those."

But, she worries that some in the industry are becoming complacent "given the year-on-year growth we have in visitor numbers."

Ms Luhrs says we must carefully watch what Australia is doing.

"We don't really want them to shoot past us - as they seem to be getting their tourism act together. They are certainly watching us carefully.

They have a lot more resources and money than we have. So we must keep things sharp and focused."

She says that in her new role - she started on Tuesday - she intends to

do what she can to have everyone working together to keep New Zealand competitive and delivering a world class visitor product.

Ms Luhrs says TIANZ can do more for the industry than TNZ in some areas because it is independent and owned by its members.

"While TNZ has a huge role to play, at the end of the day they are a government agency. TIANZ has a special role alongside TNZ in that it is able to go further because it can push back against government when we need to through its advocacy role."

She adds: "That's what it's about: ensuring the various arms of government understand that tourism's important to the economy and needs to be considered when making legislation or regulation changes. It's the independence we have which allows us to be hard hitting when we need to be."

Hickton predicts record summer season

THE industry should be getting ready for its busiest summer ever, reckons TNZ CEO George Hickton. "The extra visitors we are expecting are likely to contribute around \$300 million into the New Zealand economy - so this increase is going to have widespread effects."

DoC is losing the battle, report shows

DOC is losing its battle to stop the extinction of hundreds of rare plants and wildlife. The department's latest annual report just tabled in Parliament shows that of 2,400 indigenous species now listed as threatened 25 percent are "acutely threatened", nine percent are "chronically threatened" and the rest are "at risk."

Those acutely threatened face a high risk of extinction in the wild while the chronically

(over)

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Pages Past...

TEN years ago in IT...

THE opening of New Zealand's first casino last night should put paid to the snide comments from offshore critics who reckon Christchurch nightlife lacks flair, according to PM Jim Bolger.

Mr Bolger said it wasn't long ago that the idea of casinos was "exotic, distant and vaguely sinister...how attitudes have changed." The casino consortium consists of Premier Hotels, Skyline Enterprises, The Helicopter Line and the Aspinall Group.

MOUNT Cook scooped the pool at tonight's New Zealand Tourism Awards taking the best activity and best training scheme awards as well as the supreme award. The Sir Jack Newman Award went to Christchurch casino chairman Barry Thomas.

KOREA is probably our fastest expanding market and the one with the most potential, thanks to an average visitor spend of \$2,320. In the year to June we attracted 46,632 Koreans, a jump of 131 percent on the previous June year, which was up 97 percent on the June year before that.

The PATA Korea Skills programme, co-ordinated by David Hicks of the Open Polytechnic, is therefore a must. It was launched at a PATA/ World Travel and Tourism Council conference in Canada last week.

NEW Zealanders are culture conscious and want greater exposure to it. So says Minister of Cultural Affairs Doug Graham. He reckons it's often our cultural experiences which unite us.

A survey of 1,000 New Zealanders shows: culture is of value and interest to most of us; the media is not giving adequate coverage to cultural news; the sector should encourage sponsorship of projects, as results show Kiwis have a high regard for things cultural.

NEW Zealand's Leading Attractions is set to become one of the major innovators in the industry - if it isn't already. The group consists of Kelly Tarlton's, Pride of Auckland, Scenic Tours, Rainbow Springs and Farm Show, Whale Watch Kaikoura, Tranz Alpine Experience, The Helicopter Line, Shotover Jet, Fiordland Travel and Red Boat Cruises.

THE Mount Cook Book, just released, contains 20 recipes from the Panorama Room at the THC Hermitage Hotel, as well as photographs of the hotel's stunning scenery.

TOURISM Minister John Banks says Napier, Rotorua and Manakau are outstanding examples of places where local bodies are successfully changing the attitude of their people.

DoC is losing the battle, report shows

(from pg 1) threatened also face extinction but are buffered by either a large population or a slower rate of decline. The rest are at risk from fire, loss of habitat, predators and disease.

DoC says the protection of individual species is the work which is most positive and dramatic. "Along with the rest of the population, the department has perhaps been overly focused on these 'charismatic' creatures - iconic birds and the tuatara, for instance.

"We are also learning that while we must bear in mind the protection of species that are endangered, designing our work around biodiversity is more broadly effective in the long term than focusing just on particular threatened species."

It says that only 6,000 of the more than 90,000 known indigenous species have been investigated and of these 2,400 are listed as threatened. But as others are investigated and categorised the number of species on the threatened list will almost certainly grow.

First Wet West Film Festival due

ENTRIES for the inaugural Wet West Film Festival, Hokitika, must be in by November 15. Director Dave Kwant says more than 10 hours of entries have already been submitted for the event, which is on from January 7 to 9. Details: Jo Kearns 03-7557024 or festival@wetwestfilmfest.com.

Something to dream about...

THEY have double beds in these spaceships! The vehicles are described as a new style of transport for the adventurous independent traveller.

Not a car or a campervan but a vehicle tailored specifically for the needs of the adventurous explorer. Spaceships are custom fitted, Toyota 'people movers' which feature quality, essential travelling equipment also including a cooker, a fridge, water supply and a stereo with DVD player - complete with route planning DVD - and seating for four people.

Spaceships are designed to cater for travellers "who want to roam independently and have the freedom to park up where they want both wildly off the beaten track, as well as beside inner city accommodation." Creator and company MD Neil Geddes says: "Our research shows that the majority of adventurous independent travellers rarely use most of the things in traditional campervans.

"They often stay in budget accommodation in places along the way and only camp in really off the beaten track places. This means that features such as a drivable vehicle, which can be easily parked and navigated, and a great stereo, are more important than having a toilet or the ability to plug into mains power to use a microwave."

They cost from \$100 a day peak season with unlimited kilometres and 24 hour roadside assistance. Details: 021-677981, 0800-SPACESHIP or www.spaceships.tv.

By Tourism Minister Mark Burton

OVER the past four-and-a-half years, there has been a fundamental shift in the New Zealand tourism mindset.

Working together, government and industry have developed strong partnerships that simply didn't exist before 1999. Together, we are taking practical steps towards building a truly sustainable tourism market - one that strikes a balance between managing the impacts of tourism on the environments of our unique nation, and reaping its potential economic benefits.

Investment

As we head towards the close of another phenomenally successful year, I'd like to take a look at the most important industry investment we can make - our people.

Tourism remains a premier industry for New Zealand. International visitors arrivals are projected to grow by 5.8 percent annually, reaching 3.1 million arrivals in 2010.

An even stronger increase in spending is forecast - 8.5 percent yearly, or \$11,300 million in the same period. With a similar value of domestic tourism activity, the tourism sector is projected to generate \$23,000 million of expenditure in 2010, up from \$14,800 million in 2003.

Such strong growth means we must pay close attention to our workforce. Right now, the Ministry of Tourism, in partnership with the Tourism Industry Association, the Aviation Travel and Tourism

Investing in our people - quality at the coal face

Training Organisation, Hospitality Association NZ, and the Hospitality Standards Institute, are conducting a study into the future work force and skill requirements of the industry.

Early results show that the industry will need an additional 120,000 people by the end of the decade. That means 6,000 new staff annually in the attractions, activity, tours, and services sector, and 4,500 in the Transport sector. Industry training is the key to achieving this goal.

Skills

Right now, we have close to 7,000 modern apprentices working in 31 different industries and businesses. Our new skills package outlines funding for 8,500 modern apprentices by June 2005. In addition, nearly 127,000 New Zealanders were in industry training last year, compared with 81,000 four years ago. Clearly, we are working closely with a wide range of industries to address skill requirements.

Initiative

Another exciting initiative is the Tourism Research Scholarship Fund, which I recently announced. It will be established for post-graduate students to undertake tourism related research. The fund's aim is to increase research targeted to the needs of the tourism sector, heighten the profile and perceived value of tourism research in the tourism sector, and to build research capacity by supporting academic excellence.

Some \$15,000 will be made available for each of five successful applicants in their thesis year and the scholarship is intended to cover tuition fees and contribute to research costs and basic living.

Operators too, must play their part, ensuring that tourism is not seen as a "fill-in" job.

Our research shows a current average staff retention of three years. If tourism is going to be seen by more young people as a viable career option, this period must be extended. The cost of high staff turnover goes well beyond advertising. It's also about the skills gap that exists as new recruits come up to speed.

Our front line people are the ones we are counting on to make that good impression, to be knowledgeable and competent, to go above and beyond in meeting customers' needs-and deliver on the promise of a high quality visitor experience.

Season

We have had another bumper season of arrivals and expenditure, and a strong domestic market.

If we are truly committed to sustainability, we have to reinvest in the people who are at the core of the industry.

We have to be brave enough to ask: is the industry offering enough to attract and keep quality staff, or can they do a whole lot better elsewhere?

This government has been very upfront about how seriously we take tourism. We have consistently worked closely with industry to resource and improve quality standards at every level.

As Minister of Tourism, I am committed to keep working with the industry to find creative solutions to both the short and long-term challenges that lie ahead for the sector. These challenges are an integral part of what is a genuinely exciting and opportunity-rich future.

New Minister for Aussies

AUSTRALIA has a new tourism minister: Fran Bailey.

She has taken over from Joe Hockey, who is now responsible for the human resources portfolio.

One of the first jobs for Ms Bailey is the appointment of a CEO for Tourism Australia. Acting CEO Ken Boundy has been waiting months to hear if he can keep the job.

TIANZ lobbying gov't on costs

TIANZ says it has urged government to put a halt to any further compliance costs on businesses and to demonstrate its commitment to making it easier and not harder for SMEs to flourish.

DoC to build 625km of new track

NEW tramping tracks stretching for 625 kilometres will be constructed around the country under a new 10-year plan for recreation on conservation land, says Conservation Minister Chris Carter.

The plan is the result of a review of DoC managed recreational facilities, such as huts, tracks and campsites. It follows a government decision to set aside an extra \$349 million over 10 years to fund the revamping and reorganisation of those facilities into a network that more effectively meets modern needs.

The Minister adds: "Our backcountry recreation assets have developed incrementally over generations. Many are now out of kilter with what people today do on conservation land, and just as importantly, what they are likely to do in the future.

"Because of the significance of conservation land in New Zealand as a playground for families, and as a magnet for international tourists, it is vital we properly align the mix of facilities offered in these areas with changes in use.

Review

"DoC's Recreational Opportunities Review has been about looking at what we have, what we don't have, and what we don't need," Mr Carter says.

"Extensive public consultation has taken place around the country on initial proposals in this review, with almost 1,500 individuals and groups having a say, and substantial changes occurring to proposals."

The final plan sees the managed track network growing to a total of 12,900km, with 625km of new track and 435km phased out.

The Minister says the expansion could not be achieved without the involvement of many communities around the country, which are likely to take on the management of up to 390km of track themselves.

"Similar changes will take place to the provision of huts with a number being removed within two years, new ones being built and others being upgraded and enlarged," Mr Carter adds.

"In all cases, DoC has sought to balance the needs of traditional tramping and mountaineering groups with the need to control and respond to skyrocketing demand from tourists and new, predominantly urban users of conservation land."

Southland's sausage sizzle

THE Tuatapere Hump Ridge Track, Fiordland, is now open! You can freedom walk it over three days for \$80. But if you'd like everything organised and a few creature comforts then the going rate is from \$395.

* Southland's newest transport service is offering transport in and around the "sausage capital" of Tuatapere. "One free call books all - Southern transport with a sizzle," is the motto! We are told: "And just to kick it off with a bang(er) everyone that travels on Sausage Shuttles from now until the end of November gets a free sausage!" Contact: 0800-486774.

Fly Buy boat

PASSENGERS on an Interislander ferry are now able to collect Fly Buys points for bookings made direct with the company, either online, via the 0800 booking line or at the terminal.

Finding a balance over Taupo airport

TAUPO Airport Authority (TAA) chairman Peter Wilson says that since taking over responsibility for the airport on April 1, the authority has focused on addressing an unsustainable financial position. The report was commissioned by Taupo District Council after discussion with the airport operators' group. Mr Wilson says the challenge is to find a balance between those who want a "low cost, no frills" airport and others who require a facility that will meet the expectations of domestic and international visitors.

Accor desk jockeys cycle for kids

SOME 22 self-confessed 'desk jockeys' from the Accor hotel Group on Friday reached the end of a six-day cycle ride from Wellington to Auckland to raise money for Cure Kids.

Regional GM Neil Scanlan said before setting off: "As hotel managers, many of us live very comfortable and rather sedentary lives. So now we are going to put our bodies on the line to help raise money to fund vital research which finds cures for diseases and ultimately saves thousands of precious young lives."

Preparing a fitting welcome...

SINCE January, Auckland International Airport (AIAL) has seen international passenger arrivals dip below 100,000 a week for just seven weeks - although it was only four years ago that 100,000 was a record!

CEO Don Huse says that with the sustained increase in passenger numbers, the airport is undertaking security and capacity enhancements. By mid-December, the airport will have: increased the number of Customs and Aviation Security counters and realigned them in the international departure area; increased immigration counters on arrival from 25 to 32 as well as expanded space for Ministry of Agriculture and Forestry and Customs operations; completed 12 new check-in counters bringing the total to 96; and built additional aircraft hard stand areas capable of servicing either four B747-sized or six mid-sized aircraft and associated taxiways and roads.

Government has announced that funding is being made available for 96 more Customs officers and 34 more MAF staff, due by December. Adds Mr Huse: "The airport company has been working with airlines and government agencies as well as the tourism sector to prepare for the busy summer ahead. We are confident that the airport will provide a fitting welcome to and farewell from New Zealand."

Overseas arrivals now more than 2.3M

TOTAL international arrivals reached 2,300,803 in the year to September, a rise of 11.9 percent. Australian arrivals were up 22.8 percent (824,279) on 29.5 percent growth in holiday arrivals (334,923) and 21.6 increase in VFR (285,236).

US arrivals were up 4.4 percent (216,988), Japanese

numbers increased 5.3 percent (165,019) and Koreans 2.9 percent (115,578). Taiwanese arrivals increased four percent (27,387), Germans 5.8 percent (55,124) and UK/Ireland 9.8 percent (295,967). Chinese reached 80,268, a rise of 23.5 percent.

Overall, holidaymakers reached 1,183,033, up 10.9 percent while VFR was up 16.4 percent to 639,929.

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VACANCIES

The progressive Rotorua District Council is continually looking at ways to enhance the quality of services they provide for the Rotorua community. A recent review of business needs means a number of positions have become available within Destination Rotorua Tourism Marketing (Formerly Tourism Rotorua Marketing).

Applications are now invited for the following positions:

“ASSISTANT GENERAL MANAGER - MARKETING” DESTINATION ROTORUA TOURISM MARKETING

We are seeking a highly motivated and skilled individual with a genuine passion for New Zealand tourism. You will need to have energy and enthusiasm, be positive and creative, as well as committed to delivering great outcomes for the district. We need someone who can facilitate opportunities into outcomes and draw the best results from those around them. You will need to be a confident communicator, team focused, flexible, assertive and able to represent Rotorua at the highest levels.

The successful applicant will have:

- * A comprehensive understanding of the New Zealand Tourism Industry and a good grasp of the function and role of a Regional Tourism Organisation (RTO).
- * Business management qualifications and experience that supports the role and a sound understanding of best management practices.
- * The ability to motivate and lead staff to achieve goals and shared objectives.
- * Exceptional communication skills with a proven ability to negotiate and facilitate direction amongst stakeholders across the wider political, economic, cultural and social environment.
- * Sound financial management and interpretation skills and a strategic management capability
- * An understanding of regional development and the flair to build on effective strategies that will enhance the economic prosperity of the Rotorua region.

This is a position for an experienced person with a proven high level of performance who enjoys multiple challenges in a role that has variety and diversity and who values the opportunity to live in a region with a unique lifestyle.

We offer an enjoyable, fast paced environment and this position is ideal for an enthusiastic, well presented individual who wishes to exceed in the hospitality industry. A competitive remuneration package commensurate with the responsibilities of the position will be negotiated with the successful candidate.

Applications with accompanying C.V for all of these positions will close 4.00pm Friday 12th November 2004.

Position details, including job descriptions and application forms are available on line at www.rdc.govt.nz. Alternatively please contact Human Resources on 07-3484199 or email hr@rdc.govt.nz and we will forward the relevant details to you. All applications for Council employment are required to submit an application form along with a copy of your current CV. Please forward to; Human Resources Manager, Rotorua District Council, Private Bag RO3029, Rotorua or hr@rdc.govt.nz. Check out our website: www.rdc.govt.nz

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DESTINATION ROTORUA TOURISM MARKETING

“CONVENTIONS & INCENTIVES CO-ORDINATOR”

We have a vacancy in our team and are looking for an exceptional individual to fill the gap.

We are seeking a highly motivated individual who has had previous conference/incentive marketing experience in the tourism and hospitality industry.

The expectation of the successful appointee will be to strengthen the marketing and positioning of Rotorua (both domestically and internationally) as a unique and desirable meeting, incentives, conventions and exhibits destination.

This position requires exceptional communication, operational and administration skills, with an emphasis on developing strong industry and client relationships. We are seeking the skills of a person who is self motivated, has the ability to plan and co-ordinate precisely and the enthusiasm to work within a high profile, enthusiastic team.

“COMMUNICATIONS MANAGER”

If you are a talented and passionate communications professional, experienced at creating well-targeted and effective communication strategies, we invite you to apply for the newly created position of Communications Manager - Destination Rotorua Tourism Marketing.

The successful candidate will be responsible for developing and implementing strategies and actions for the positive promotion of Rotorua. We require a person with exceptional communication and administration skills, with a solid emphasis on developing strong industry and client relationships. You will be self motivated, have the ability to plan and co-ordinate precisely, possess excellent interpersonal skills with a readiness to work within a high profile enthusiastic team and a genuine passion for the Tourism/Hospitality industry.

You must be a person who is willing to get the job done, who does not settle for second best and believes in delivering customer service at the highest level. The work you produce will be executed quickly and consistently to the highest quality. Demonstrated excellence in writing ability is a must, as is highly developed time management and meticulous attention to detail. Proven experience in public relations is essential for this role.

Additional qualities we are looking for are enthusiasm, the ability to remain calm under pressure, professional integrity and a good sense of humour!

“MARKETING CO-ORDINATOR (TWO)”

Two fantastic opportunities have arisen at Destination Rotorua Tourism Marketing for highly motivated people with previous marketing experience in the New Zealand Tourism and hospitality industry.

These exciting new positions aim to maximise Rotorua's domestic and international visitor profile with the successful applicants assisting with the development and implementation of marketing plans and initiatives that will enhance Rotorua's appeal as the premier Tourism and Event destination in New Zealand.

We are looking for enthusiastic individuals with exceptional (plus) communication and administration skills, a solid emphasis on developing strong industry and client relationships and a genuine passion for the Tourism/Hospitality industry. You will need to be self-motivated with a willingness to be flexible and work outside normal hours given the nature of the role. Time management skills and an ability to keep to deadlines is essential.

“RESEARCH CO-ORDINATOR”

This is a great role for someone with an aptitude for research, sourcing information and a keen eye for detail combined with strong computer skills and the ability to communicate effectively at all levels.

Your key responsibilities will be ensuring that Management have the necessary research and statistical data available at all times to support the preparation of operational and marketing plans.

The successful candidate must be at ease dealing with large volumes of data and its interpretation and you will enjoy working on a variety of projects. You must be a confident presenter of research and have excellent report writing skills.

In addition to your first class communication and organisational skills, you will need to be passionate about service delivery and customer relationships, and pride yourself on working exceedingly hard to get the best from your creative side. Independence, strong work ethic and a desire to make a valuable contribution is essential.

Applications with accompanying C.V for all of these positions will close 4.00pm Friday 12th November 2004.

Position details, including job descriptions and application forms are available on line at www.rdc.govt.nz. Alternatively please contact Human Resources on 07-3484199 or email hr@rdc.govt.nz and we will forward the relevant details to you. All applications for Council employment are required to submit an application form along with a copy of your current CV. Please forward to; Human Resources Manager, Rotorua District Council, Private Bag RO3029, Rotorua or hr@rdc.govt.nz. Check out our website: www.rdc.govt.nz

Maori in Tourism Rotorua Association conference

Rotorua could rival Gold Coast - “but open the gate”

IF there were direct flights from Australia to Rotorua the city would rival the Gold Coast - and shake Queenstown as a popular holiday choice.

Group Events and Groups R Us MD Keith Weber told last week's Maori in Tourism Rotorua Association conference that members should prepare product for such direct flights.

“We see it as a huge opportunity. The Rotorua Stayput 5 is only toe-in-the-water stuff. We already have a 3.8 night stay in Rotorua as against your average 1.8 stay.” He added: “Australians are interested in indigenous people, their culture, their music, their sport and the integration of the people of all nations, particularly those of the South Pacific/ Asian Rim.”

Top destination

Mr Weber said his wholesale/direct marketing company has chosen Rotorua as its top destination - because there is so much to sell. “Top product, easy to sell, it's easy to deliver our promise and you get lots of happy punters and return business if they come here.

But he said the gate between the Maori Arts and Crafts Institute (MACI) and Whakarewarewa Thermal Village should be reopened. (It was closed some years ago after a dispute between MACI and the village).

“Our clients like Whaka Village and value it. When last surveyed in July 300 students rated each attraction. The village rated...78.78 percent and MACI 67.09 percent. Nobody is listening..... get rid of those stupid people movers and get ...something more aesthetically correct. Get your people dressed to match public perception. Open the gate!”

Perceived danger

Mr Weber said the survey also showed the Tamaki Maori Heritage Cultural Experience rated 87.31 percent, the Tamaki concert 84.83 percent, the Realm of Tane 74.84 percent, the Luge 90.9 percent and The Swoop, Zorb and Agrojet 88.06 percent. “We look for perceived danger / excitement/ adrenalin boosting rides and activities. Perceived but not dangerous.”

How can Rotorua maintain its position as the hub of Maori cultural experiences?

“Bite the bullet, the lot of you involved, and open the gate and be big enough to settle within your iwi and show the public that the main public focus on Maori is in Rotorua, where it has been since the Tarawera eruption and maybe even before that.

“Open the gate and show you are united. Develop MACI to be a cultural journey through Maori history and life.

“Join with the people of Whakarewarewa Living Village to show them the happiness of a proud and successful people, united in what you do. Set one ticket price and showcase Maori. The Maori Battalion marched to victory together. Use Whakarewarewa and MACI as a

total showcase of the fine race you are with an undeniable colourful culture.

“Step up and fix the people problems before you show the world any more plastic style tourism.”

Mr Weber said that other than one or two, no one else is portraying Maori culture.

He also suggested developing a greater variety of interactive attractions. “No more concerts and hangis are needed. They are over supplied in this city already. You want traditional shows not cultural theatre.”

Difference

He advised operators to find a point of difference, to show potential clients the product by pushing their brochures and joining international marketing trips - and to show the price upfront. “Be it a lead in price or a straight entry price let people see your price...it will help them make a decision. Richard Benton at the International Antarctic Centre knows about pricing his product and up selling them at the gate. He has someone out front ... a meet and greet person ... everyone likes to meet someone. He or his meet and greeter welcomes you . He has his price bold and up front and offers entry for \$20. Then (they) suggest an up grade to a combo for \$32 or to a super combo for \$45.

Mr Weber suggested that a Maori in pui pui and cloak be placed outside attractions to welcome visitors and call them in. “Make them feel real. This is what they come for!”

New era in packages

A new era in quality packaging was highlighted at the conference, which attracted more than 70 delegates. Association chairwoman Renee Nathan says a trio of options called the Eight Beating Hearts of Te Arawa had proven a great success at KiwiLink UK. And delegates were enthusiastic about them too.

“The message was that if Rotorua is to move forward the last thing it needs is yet another hangi and concert. Quality and sustainability were at the forefront of discussions. But we also have to make the visitor experience real and authentic. And we believe Eight Beating Hearts of Te Arawa is the way to go. It is 99 percent Qualmark approved.”

She adds: “It's not a matter of bundling operators together. It's a tying together of each attraction through a cultural element whether this is via the experience or location. It's something people want to do, plus a powerful story. These packages are also personalised in terms of guides used.”

TNZ research shows it's important to incorporate quality Maori product into visitor itineraries, whether they are individuals or groups.

Tamaki marketing manager Kiri Atkinson-Crean and Nadine Rippey, of Hell's Gate and Wai Ora Spa won an award for best presentation at Kiwilink UK

International lawyers astounded by ACC, says Andreef

INTERNATIONAL lawyers attending an International Bar Association conference in Auckland this week were astounded to discover that while overseas tourists are cared for under ACC if they have an accident, they are not able to sue when they return home. Waitomo Adventures MD Nick Andreef was one of the speakers and he says: "They could see that the ACC Act was at least partially responsible for the growth of the adventure industry. "They thought it was a good idea and were envious of us. It's ironic that government is starting to water down the protection afforded by that Act!" He says they were alarmed that some tourists might be unaware they may not have the protection they could assume they had at home. Insurance underwriters at the conference discussed how such visitors could be protected under such circumstances. " They didn't say it was not fair . But they felt that

travellers need insurance to cover that contingency. Some delegates were saying the situation came as complete surprise to them." Mr Andreef says warnings should be written into waivers and indemnities advising visitors they are not as well covered as they might expect.

Risks don't deter development

THE risks to participants and the exposures to claims that operators face appears to have done little to deter the development of adventure tourism in New Zealand. "Perhaps it is in part due to our unique statutory bar to claims for compensation for most types of personal injury," Bell Gully partner Christine Meechan told the International Bar Association conference.

Ms Meechan said that according to ACC the most injury prone activity is horse riding. "But the activities with the highest rate of fatality tend to involve water or 'airborne' activities such as ballooning and skydiving. "Queenstown promotes itself as the adventure tourism capital of the

world. It is perhaps no coincidence that New Zealand's burgeoning adventure tourism industry has developed in what has been described as a 'culture of minimum safety standards.' This is because New Zealand has effectively done away with personal injury litigation and implemented a state funded system of compensation." She told delegates that under ACC legislation "if you earn your income and pay your tax elsewhere you are simply out of luck in terms of getting any state funded compensation for lost earnings caused by personal injury occurring in New Zealand." Ms Meechan said the law does not remove the right to bring action for damages for personal injury not covered by the Act. "If the personal injury you suffered is not one of the types of injury covered by the ACC regime then you do have a residual claim for damages. However, such claims have been few and far between." But, she pointed out, a non resident is not covered by ACC if injury/ death is suffered while "embarking or disembarking from any ship or aircraft or conveyance."

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TOURISM EVENTS OPPORTUNITY

Be a part of New Zealand's leading export industry

The Tourism Industry Association New Zealand (TIANZ) is the voice of the tourism industry and provides advice, leadership and support to thousands of members throughout New Zealand. TIANZ is seeking an enthusiastic **Events and Sponsorship Executive** to join our Events team.

This dynamic and hardworking group is dedicated to delivering the tourism industry's most prestigious annual events: TRENZ (the country's largest tourism trade event), the New Zealand Tourism Conference and the New Zealand Tourism Awards Gala. Reporting to the Events and Sponsorship Manager, this role is varied and challenging, and the successful applicant will have the following:

- * Extensive project management skills
- * Tourism and/or hospitality experience
- * Demonstrated IT ability, including practical online and software expertise
- * Event, exhibition management and/or stage production knowledge
- * Systematic and detailed organisational skills
- * Excellent communication skills
- * Tertiary Qualification

If you would like to join the team and play a vital role in New Zealand's most exciting industry please forward a covering letter & resume to: Kylie Archer - Events & Sponsorship Manager, TIANZ, PO Box 1697, Wellington or email to info@tianz.org.nz. Applications close on 1 November 2004

TIANZ helps local government plan for tourism growth

YOU don't plan to fail - you fail to plan, says new TIANZ CEO Fiona Luhrs. Ms Luhrs, in her first week on the job, said her team will promote the booklet *Tourism - Growing New Zealand* through local government at every opportunity.

TIANZ is sending the publication to each incoming local government representative while making presentations at a range of meetings and briefings.

"Promoting the key role tourism plays in regional economies is critical to the ongoing success of tourism. Decisions made at the local level impact on planning, infrastructure, business development and capacity. Without co-ordinated planning both within and across regions the country will struggle to meet the demands of increasing visitor numbers."

Ms Luhrs said elected representatives and council officers play a vital role in recognising and developing policies that reflect community and industry interests. "TIANZ is committed to making sure the country's regions and local councils understand the dynamics of tourism."

* The booklet says local government has a key role to play in the development of tourism. "Targeting tourism is an obvious choice for an economic development agency. Sustainable tourism is best developed within the framework of a wider strategy that has the support of the local community." It says councils can help promote tourism through co-operative relationships and destination management. Effective government leaders have a strong role to play in setting priorities and inspiring local enthusiasm for tourism. And by planning for growth regions can capitalise on the industry to the benefit of local communities.

AirNZ stops selling first class

AIRNZ has stopped taking reservations for first class cabins aboard 747-400 aircraft for flights on or after June 10, 2005, as the airline embarks on a major cabin refit designed to create three new classes: a premium class combining first and business sections, a "super economy" section and a refurbished economy class.

BBH accommodation guide available

THE BBH Backpacker Network has just released its 2005 Edition of the BBH NZ Backpacker Accommodation Guide. It lists 350 hostels - including 36 new establishments - and includes their latest BPP% hostel ratings based upon the collective experiences of 4,600 guests surveyed in February. It's available through BBH Hostels, VICs or at www.bbh.co.nz.

No industry speakers!

THE Russian cabinet's approval of the Kyoto protocol this month means that this global treaty is now very close to coming into force.

What is this likely to mean for New Zealand businesses? You can find out at the Australia-New Zealand Climate Change and Business Conference being held in Auckland next Thursday. But there are no tourism speakers.

Details:www.climateandbusiness.com.

**Company may fly away
HELICOPTERS NZ may leave
Nelson because it's not being
allowed to build a hangar at the
city's airport. But airport
chairman Ian Kearney says
there's no land airside left.**

Yet another report

GOVERNMENT Ministers have asked officials for further information on a report which looks at the viability of turning Whenuapai airforce base into a commercial airport. Economic Development Minister Jim Anderton confirms that when this is received a full report will be made to Cabinet, probably in December.

"It should be noted that there is approximately a five year time frame for the exit of the New Zealand Air Force from Whenuapai. So there is no need to rush the judgements which need to be made over this matter," Mr Anderton says.

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BUDGET ACCOMMODATION – high profile site with 2 street frontages in the heart of Auckland. New purpose built facility, currently under construction. 34 rooms, 26 with ensuites. Self contained owners/managers accommodation and all amenities. Excellent motorway and airport access. Superb opportunity for operator/owner operator/investor. For sale or lease by Deadline Private Treaty. Offers close 2pm Thursday 11 November 2004. For details contact James Thorburn (09) 358 0989 or 021 716 026.

We must stay one step ahead - Stone

THE knowledge economy is on the tip of everyone's tongue. But something more timeless is in the air - it's word of mouth, says TNZ chairman Wally Stone in his annual report. "When something is a genuinely wonderful experience, news travels fast. And the news on New Zealand is not only good, but is spreading fast."

Mr Stone says there is a buzz in the country as a result of our tourism and film successes around the globe.

"But this is of little use to us if visitors do not enjoy their holidays. Those who have been here have the strongest credibility. They are the ones who spread the anecdotes and experiences that inspire potential travellers to find out for themselves what the fuss is all about."

Mr Stone says word of mouth on New Zealand is generally good. But that doesn't mean we can rest easy.

The success of the 100%Pure campaign is inspiring - and it has inspired our competition.

"All over the world clear, consistent, modern campaigns are emerging for destinations. These countries often have very similar propositions to ourselves. They are using imagery and ideas that are very sophisticated.

Many of them target the same countries as New Zealand. And our advertising spend in these countries pales in comparison.

Mr Stone says the only way to compete is to be smarter, to be targeted and to be consistent. "To be one step ahead..."

Want to win Our Islands, Our Selves?

IF you would like a copy of *Our Islands, Our Selves - a History of Conservation in New Zealand* (rrp \$59.95) please email us the name of the author in your email subject line. Your name will then go in the drawn for one.

New walking tour at Waitangi

WAITANGI Treaty Grounds staff are applying their skills in historical interpretation to one of Northland's most popular botanical walks.

The Waitangi-Haruru Falls' five km walking track is well patronised.

This has prompted the launch of a new product from last weekend, following a positive response to trials last summer.

Guides are available for the exclusive escort of groups of two to eight people. Local Waitangi personnel, Ania Moore and Anthony Piripo, provide botanical and historical information along the track.

Waitangi Treaty Grounds Enterprise manager Mary Dickson-Hunt says the tour must be reserved in advance. It is commissionable, with the \$20 adult price including transport back to the Treaty Grounds.

"Significant time and funds have been invested in upgrading the walk," she adds. "Taking around two hours, it has to be one of the best-value, authentic outdoor experiences in the Bay of Islands. It's a gentle way to enjoy unspoilt native bush and the Hutia Creek mangroves while learning about the natural and social history at the heart of our birthplace." Details: 021-658-866, 09-4027437 or entmanager@waitangi.net.nz.

Boutique hotel on market for \$1.25M

SOUTER House, Cambridge, is on the market for \$1.25 million. It was built in 1875 and is registered with the New Zealand Historic Places Trust. The property is a boutique hotel and fine-dining restaurant. There are eight large double rooms with ensuite bathrooms. Bayleys are agents.

InterCity upgrade is next year, not this...

INTERCITY'S upgraded service between Queenstown/ Wanaka and the West Coast won't come in until October 1 next year. Last week we indicated the upgrade to the Newman's brand had already taken place!

Fishing ballot not permanent - but anglers still furious

A pilot ballot scheme limiting the number of anglers fishing in backcountry rivers will only be for two months (IT520).

Conservation Minister Chris Carter's office says the scheme will run from mid-January to mid-March in the Greenstone Valley, Queenstown, and will be reviewed at the end of that period.

But the Professional Fishing Guides' Association say the move threatens their livelihood.

Executive members who met with the Minister last month were told it wasn't a permanent scheme - yet that are still issues that need to be discussed.

The scheme - which aims to protect back country fishing from overuse - was the result of surveys by the Otago Fish and Game Council.

Fish and Game manager Niall Watson says increasing popularity of the Greenstone has put everyone's angling enjoyment at risk. "Back country anglers were encountering too many other anglers in the area," he says.

Blanket Bay Lodge MD Philip Jenkins says having to win a ballot to fish the Greenstone is ludicrous. He has written to PM Helen Clark asking her to intervene on behalf of luxury lodges in the area.

"Luxury lodges were created with fly fishing as the prime reason in this area," he adds. "It is embarrassing to even think of telling an international guest they are excluded from fishing the Greenstone because of other anglers. It is totally unrealistic to impose a ballot system."

The Fish and Game Council had gone ahead with a scheme, without proper consultation and it has "seriously compromised" their position at Blanket Bay, he says. Queenstown fishing guide Jeff Jones says imposing the ballot system is "anti-tourist and anti-guide. "The thing is we are an extremely important part of the tourism industry in this part of the world It's a huge tourist attraction and huge tourist dollars."

Real Journeys puts luxury on the Wilmot Pass!

REAL Journeys has upgraded its coach fleet with the addition of three new vehicles.

Delivering two new Volvo B7R vehicles to their new home in isolated Doubtful Sound was not all plain sailing. The 45-seaters had to be driven to Manapouri - before being barged across the lake to West Arm. Calm conditions were critical to the success of the expedition, which took three hours!

The vehicles take visitors from West Arm over Wilmot Pass to Deep Cove. The road presents a unique set of operating circumstances. The unsealed road is New Zealand's steepest tourist route - it's 670 metres above sea level and has a one in five gradient - and crosses a sub-alpine zone.

There are also extremes of weather to contend with. The area experiences between 3786mm-5290mm of rain a year with accompanying floods, mud and landslides, as well as ice and summer dust which provide diverse operational challenges.

Real Journeys' Coach Services manager David Osborne says: "The special requirements of operating in this area are reflected in the specifications of these two vehicles which have the latest all round disc braking systems, air suspension, specialised gearing and air conditioning. Despite the ruggedness of the terrain, we want our visitors to travel in comfort and style."

A third new 'bullet' B12B Volvo 47-seater coach has been added to the Queenstown-Milford Sound fleet.

Adds Mr Osborne: "This is New Zealand's sexiest bus. It even looks stylish sitting still!"

The Real Journeys' revolutionary 'bullet' styling has been upgraded to provide new levels of comfort.

AirNZ explains why fuel surcharges have increased...

AIRNZ on Tuesday increased the fuel surcharge on tickets due to the record high aviation fuel prices.

The cost of Singapore jet fuel has jumped from US\$30 a barrel in July last year to US\$60.45 today. Since the airline last raised its surcharge in August, the cost of fuel has risen by US\$9 a barrel.

Group GM marketing, network and sales Norm Thompson says that even taking into account gains from hedging and foreign exchange movements, fuel is now expected to cost the airline \$140 million more than it did last year. This equates to \$620 million this year.

"The unprecedented level of jet fuel prices is a heavy burden for airlines around the world. We have been fortunate to have hedges in place and the full benefit of these has been passed on to our customers," Mr Thompson adds.

"However, as each month goes by, hedges run off and are replaced by current price hedges which in the current environment are costing the airline considerably more than they have in the past."

Flights on Link services will incur a \$10 surcharge each way - up from \$6 - and domestic main trunk jet services a \$15 surcharge, which is up from \$10. With annual consumption the equivalent of 7.7 million barrels, aviation fuel is the carrier's largest operating cost behind labour. For each US dollar per barrel the cost of fuel increases, the additional total cost to its annual fuel bill is US\$7.7 million before hedging.

The company is 57 percent hedged on a rolling 12-month basis and of that hedge, the next six months are hedged 74 percent. Each month around 500,000 barrels of hedges mature and they are replaced with new hedges.

B and b directory just out

THE 2005 edition of The B&B Directory of New Zealand, a collection of often hard to find b and bs, inns, farmstays, homestays and self-contained accommodation, has just been released. Details: www.bed-and-breakfast.co.nz.

NZ's largest resort spa opens at Millbrook

THE largest resort spa facility in New Zealand is due to open at Queenstown's Millbrook Resort. The Spa at Millbrook is a \$1.7 million development that features eight dry treatment rooms, two wet treatment rooms, a hair salon, manicure and pedicure areas, a retail area, two lounge rooms and private courtyards.

The spa's new \$18,600 Vichy massage table is unique to New Zealand, crafted from reclaimed Australian Arcadia Cedar carved into the shape of a mangrove leaf. The Vichy massage is one of Millbrook's signature treatments. Destination Queenstown CEO David Kennedy welcomes the development. "For many years Queenstown has rested on its laurels of scenery and adventure. But increasingly we have to have high quality facilities to make sure we compete as New Zealand's premier resort."

More back issues!

MORE recent back issues of *IT and New Zealand Events Update* are now available on: www.insidetourism.com.

Queenstown eyes Thais

CONTINUING to expand the market and introducing potential travellers from Thailand to a new destination were the focus of TNZ tradeshows attended by Destination Queenstown business development manager Jennifer Gibson.

"One of our objectives was to gain a better understanding of the high yielding sector of the Thai market and consumer," says Ms Gibson.

"Queenstown and New Zealand has huge growth potential for the Thai outbound travel market, and we've now identified some key selling points that we think will really appeal to Thai visitors."

These include family packages for three generations travelling together, and information tailored to self-driving FITs.

Thais mainly travel in May, October and November.

Police concerned for two tourists

POLICE are concerned for two missing tourists. Englishman Mark Thomas has disappeared without trace while Korean Young Seok Chang, 31, has not been seen since October 4 or 6.

Mr Chang is more than a week late returning a Mitsubishi Colt (reg: CGC673) to Budget Rent a Car. Police say the man has been travelling alone and he may still be touring the country.

When a hotel is not a hotel...

SCENIC Circle Airedale Hotel has opened a new executive floor on the top level of its nine-storey building in Queen Street, Auckland. It consists of four spacious, two-level apartments.

Manager Glenn Gairdner says: "These apartments are designed for business people who want full apartment style accommodation where they can work, hold meetings and entertain without feeling like they are 'staying in a hotel'."

The apartments are equipped with kitchens, laundries, and entertainment systems with stereos and DVD players. High-speed internet connections, cordless telephones and working areas are also provided.

Marlborough on winning streak

MARLBOROUGH tourism businesses have achieved a string of successes in recent weeks. In late September The Bay of Many Coves Resort won the New Zealand Master Builders' Building of the Year Award 2004 for Best Commercial Building.

The five star resort encompasses 11 hillside, luxury apartments, a café and fine cuisine restaurant, seven studio units, a shop and reception area, and an all seasons fresh water swimming pool.

The Yacht Club, formerly The Ancient Mariner, has

received the HANZ excellence award for best redevelopment of a bar and restaurant. It also won the New Business category in the Marlborough Chamber of Commerce Business Excellence Awards.

Top honours in the tourism section of those wards went to the Marlborough Sounds Adventure Company, who also scooped the hotly contested Environment Award sponsored by Marlborough District Council.

Quarm replaces Clark

TIM Quarm has been appointed manager of Heritage Christchurch, replacing Penny Clark who has been promoted to South Island Senior GM of Heritage Hotel Management. Ms Clark will continue to be based at Heritage Christchurch.

Pullar pleased with potential

TOURISM Central Otago's new manager Anne Pullar believes tourism in her region has huge potential. It is just a matter of stakeholders working together to develop their products and a regional profile.

Ms Pullar is responsible for establishing two successful RTOs - the Wanaka Promotions Association (now Tourism Lake Wanaka) and Tourism Southland.

Standbycars.com offers \$25 deals

THE launch of last minute discount car rental internet site standbycars.com offers

New Zealand travellers significant savings of up to 45 percent on cars and 30 percent on campervans.

Servicing locations throughout New Zealand, standbycars.com allows travellers access to a national network of low cost rental vehicles.

At present standbycars.com is offering car and campervan rentals of \$25 and \$48 per day respectively!

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