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Aviation must become low cost industry - IATA

AIRLINES have been told that they must meet customer expectations for cheaper travel while retaining the value of service quality and the network system. At the same time they must return value to shareholders.

IATA DG and CEO Giovanni Bisignani says: "We need to become a low cost industry. Our partners and governments must understand this and do their share."

IATA is leading a comprehensive programme to simplify the business of the industry in areas such as 100 percent e-ticketing globally by the end of 2007, bar coded boarding passes and common use of self-service kiosks for check-in.

He adds: "The trick is to turn what airlines have achieved individually into industry systems. E-ticketing is our main focus. We ended 2004 with nearly 19 percent of tickets processed through IATA being e-tickets. By the end of 2005 we will be at 40 percent and we are confident to meet our 100 percent target by the end of 2007."

Bulk or boutique, the choice is ours in China market

NEW Zealand tourism has only scratched the surface in China - future opportunities are expected to be bigger than any other market. But, Tourism Minister Mark Burton has told the International Business and Trade Summit, to make the opportunity worthwhile, there is an immediate need for public and private sectors to jointly address commercial practices and quality delivery issues affecting our performance there.

Quality

"As with all our key markets, quality ahead of volume must be the approach we take in developing tourism from China. We should be consistently marketing ourselves as a high quality destination, priced at a level that sustains the quality of the fine products and services that make up our tourism industry." He adds: "The fact is - Chinese visitors will come to New Zealand at growth rates well ahead of most other markets. What we must do is ensure that the visitors we

encourage and attract are those who best match the high quality, superb New Zealand experience we can deliver."

The alternatives are that we become a low cost, short stay, "bulk" destination - or a quality, high yield, "boutique" destination.

Gain

"The former certainly offers short-term gain for the few who would exploit New Zealand's natural treasures, ultimately leaving our reputation, and the industry, in tatters.

"The latter...offers long term, sustainable environments and long term, sustainable economic benefits for New Zealand and New Zealanders, and world class experiences for our valued guests. Quite simply - there is no choice." Mr Burton says that in the five years since the Approved Destination Status (ADS) was introduced visitors from China have grown to 84,000.

Issues

"Whilst China's performance has been outstanding in terms of numbers, accelerated growth has challenged us with some unique management and visitor satisfaction issues....

"But we are now experiencing what every other China destination market is going through - the decrease of the quality and price of group tours, in a competitive, new and rapidly expanding market.

The 1999 ADS

(Over)

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TEN years ago in IT...

AFTER threatening legal action against IT for publishing an article on a lack of support for Qualmark, the grading system's CEO Michael Pusinelli acknowledges the research we noted is, in fact, correct.

"The survey by Landsdown Consultants supports research we have carried out ourselves on the reasons why a number of motels and motor camps are still reluctant to join Qualmark," he tells us. "We have already put in train a number of initiatives to help overcome this resistance, focusing not only on the many benefits of participation, but also stressing the need for the industry itself to accept the challenge to demonstrate a commitment to high standards and service."

* Of 135 North Island motels and holiday parks surveyed by the researchers only 18 motels and 11 camps indicated any involvement with Qualmark. The company contacted 125 South Island moteliors and camp operators and found only nine motels and four parks involved. Travel Management and Education International director David Hicks says only 16 percent of eligible providers are taking up Qualmark.

* If as many moteliors join Qualmark this year as during 1994 the system can be regarded as a success says MANZ consultative committee spokesman Alan Brown.

What's holding moteliors back? "Some are waiting to see the benefits...the AA do their inspections free, geared to facilities rather than facilities and quality."

* CCA (now HAPNZ) says the industry did not demand Qualmark and although the association represents hundreds of operators it has no representation on the Qualmark board. CCA president Bruce Crosby says only one of his 13-member executive has joined.

NZTIA (now TIANZ) wants a credible classification and grading system because it's of value to all, says CEO Paul Winter. "It has the support of MANZ and CCANZ which have advisory committees which provide input to the scheme and endorsed the final version."

Bulk or boutique, the choice is ours in China market

(from pg 1) agreement with China stipulated that we would have China ADS groups, handled in New Zealand by 20 quality assured ITOC inbound operators. "However, this system has often been bypassed by groups travelling on non ADS visas using all manner of low grade and fly-by-night inbound operators, of which we estimate there are quite a number operating in the Auckland area alone.

"The established practice with these low grade inbound operators is to offer below cost pricing to the group travel companies in China, the goal being to simply secure access and control over the group when it arrives in New Zealand so that shortfall in costs and profit margin can be generated through shopping kickbacks and commissions."

Patrol

Mr Burton added: "We even hear of circumstances where guides patrol the hotel foyers to ensure that their guests do not leave the hotel to spend money in other 'uncontrolled' shopping locations or do their own research as to what sheepskin or health products should cost.

"The loser in these situations is both the visitor, and the opportunity for our industry when these visitors are denied time and access to some of our best tourism products and experiences."

He said the quality benefits of ADS have not been fully realised here. A key reason is that many group visas have been issued outside the system, as China's National Tourism Administration (CNTA) has been conservative in extending ADS coverage from the 22 agents originally approved in 1999 to handle ADS group travel to New Zealand.

Expanding ADS

Last year New Zealand negotiated a new arrangement that expands ADS beyond Beijing, Shanghai and Guangdong to six provinces on and around the eastern seaboard of China. This increases our pool of ADS approved agents from 22 to 272.

"The reason we want more China agents within the ADS system is simple: ADS group visas are only approved if the travel company handling the tour in China, uses an approved ITOC inbound operator in New Zealand. ITOC's code of ethics, audit procedures, guide and management accreditation processes give us a much higher assurance that these groups will have the quality experience we want for our guests."

Help

TNZ is helping and advising travel companies who have a strong interest in marketing single destination holidays to New Zealand, to high value visitors.

While only 30 percent of our current arrivals from China are "interactive travellers" the future pool of travellers wishing to enjoy a unique and customised experience will grow rapidly. "It is up to us to ensure that they know about us," Mr Burton said.

"So Tourism New Zealand will be increasing investment in media projects in key metropolitan cities in China to

further educate and inform these travellers on what New Zealand has to offer.

“Encouraging the China market to consume the same high quality visitor attractions as our other key markets is a process that must be demand led. It is therefore vital for better-informed consumers in China to lead this change.”

The Minister said he is optimistic that by mid 2006 China will have direct air services to New Zealand.

“This will be a very important milestone for this market’s development, serving as a catalyst for the China travel industry to develop longer stay, more regionally diverse and innovative New Zealand tour programmes.” AirNZ, Air China and China Eastern Airlines are considering the possibilities.

Goal

“Whilst encouraging the travel industry in China to sell a better quality of New Zealand experience is a goal that Tourism New Zealand is addressing with some vigour, all of New Zealand’s inbound operators also need to be committed to the pursuit of better visitor outcomes.

“This - commitment to quality - I want to acknowledge, has been made and promoted strongly by the Inbound Tour Operators’ Council.

“Unfortunately, the exceptional growth from China has acted as a magnet for new inbound operator start-ups apparently eager to put profits from low cost tours and shopping commissions ahead of the quality of their client’s visitor experience.

Hungry

“Some of these operators are so hungry for business that they are prepared to contract business with Chinese travel companies at a rate of US\$45 or less per person per day; this being the total price to cover coach transport, accommodation, meals and sightseeing. It is very difficult to see how anything close to an acceptable experience can be delivered for such a limited amount.” Industry feedback confirms that many of these operators are running businesses that are frequently found wanting in compliance to tax, immigration, employment, consumer protection and passenger transport.

Group

So, the Minister has directed the Ministry of Tourism to convene a cross agency group of officials representing such compliance areas to take a closer look at these companies.

“There are very few barriers to entry into the inbound operator sector, and absence of specific regulation on minimum standards for new entrants in the tourism sector may need to be addressed.”

And he notes that because of similar problems servicing Asian markets in Australia, Queensland has introduced an inbound operator licensing system.

“The jury is out as to whether regulatory solutions might be required in New Zealand to ensure we do not attain a reputation in China for delivering a low grade tourism experience. But as Minister of Tourism I certainly am not prepared to see New Zealand’s hard earned visitor reputation and markets irreparably damaged by disreputable operators.”

BCA members rescue WKT clients after firm collapses

WHEN Feilding coach operator Wonderful Kiwi Tours (WKT) collapsed last month at least 50 potential customers were left being owed more than \$100,000 - and without the holidays they had paid for.

But as this would damage New Zealand’s reputation as a holiday destination 12 Bus and Coach Association (BCA) members quickly offered alternative trips.

BCA executive director John Collyns says the clients were mostly older people - many from overseas - who had each paid WKT between \$2,500 and \$5,000.

Company owner Robert Belmont had advertised that WKT were BCA members so customers turned to the BCA for assistance.

“We told them that unless the money had been paid into a trust account, there seemed little chance that it would be recovered.”

Appalled

He adds: “The association was appalled at the collapse and the negative impact on the tourism industry.

“Several overseas visitors, who arrived in New Zealand only to find their tour cancelled, threatened long, descriptive articles on the shortcomings of New Zealand tour operators in their home papers.

“We felt we had to take some action to mitigate the negative impact. So we emailed our members in the tourism sector to see if anyone could offer some seats on tours which had spare capacity.”

The offers ranged from seats on extensive tours of the South Island either free or at a substantially reduced rate through to offers of day tours around Auckland and other locations.

“Like us, these members felt the negative impact on New Zealand tourism had to be dealt with. We are very impressed with our members’ generosity.”

Secure

Mr Collyns says the incident underlines the importance of making sure that money paid for tours in advance is secured into a separate bank account. That way, if something unforeseen happens, it’s there to be refunded if necessary.

“We’ll be reminding our members of the importance of this, as well as investigating whether the industry can do anything more substantial such as a bonding scheme.”

Mr Collyns says New Zealand’s good image is easily undermined by business collapses of this sort, and the coach sector’s generous response shows that operators understand that fragility only too well.

A trade creditor has sought a winding-up petition which will be heard in the Palmerston North High Court on April 5. Customers who are owed money have been advised to consult with their lawyers and travel insurance companies.

The company’s main assets seem to be two coaches which are for sale.

Rotorua has its ups and downs...

LATEST accommodation statistics show a mixed bag of results for tourism in Rotorua. While visitor nights for January were up 11.6 percent, this was made up of an 8.6 percent decrease in commercial accommodation nights and a 40.2 percent increase in visitor nights spent in private homes.

Destination Rotorua Tourism Marketing GM Don Gunn says that as the trans Tasman airfare battle heats up potential visitors are being lured to Australia.

But although international visitors to commercial accommodation in Rotorua are down, this needs to be kept in context.

“The market sectors that are down significantly are those from Asian countries. Given that the Chinese New Year fell in February this year (versus January in 2004), we expect our Asian visitors have delayed their vacation until the Chinese New Year holiday period.”

By contrast, there was growth in the UK/Ireland and North American market sectors and a 9.4 percent increase in international arrivals overall. Average length of stay in Rotorua increased from 2.5 nights in 2003 and 2.9 nights in 2004 to three nights in January.

The commercial accommodation sector has been driving this growth with nights up from 1.8 in January 2003 to two in January 2005. Mr Gunn says this is an encouraging trend because it is resulting in increased yield for accommodation providers and an increased opportunity for other Rotorua businesses to provide for the needs of these visitors.

Six vacancies on conservation board

SOUTHLAND Conservation Board has six vacancies, with four members having fulfilled their three year terms, and the board being increased from 10 to 12 members.

“Basically we are looking for people with a genuine interest in conservation, who can bring knowledge and the necessary skills to the board and represent a community voice,” says community relations manager Martin Rodd.

Major projects the board is working on include the completion of the Fiordland National Park Management Plan and the commencement of the Rakiura National Park Management Plan. Details: Perry Ferguson 03-2147537 or pferguson@doc.govt.nz. Nominations close on Monday.

Commonwealth conference for Auckland

NEW Zealand has won the right to host the Commonwealth Local Government Forum's Biennial Conference in Auckland in 2007, Local Government Minister Chris Carter announced from Scotland this week.

“This is a very exciting opportunity for New Zealand. The Commonwealth Local Government Forum's Biennial is a huge international conference. It will bring hundreds of ministers, mayors and local government leaders from all over the world to Auckland for a week.

“Our own local government leaders will have a unique opportunity to showcase New Zealand, and the strength of our local democracies. They will also be able to learn about international trends in local government management and best practice.” Short-listed were Mozambique and Uganda.

Two join Terrace Downs board

BARNEY Sundstrum and Richard Peate have been appointed to the Terrace Downs board. Mr Sundstrum has experience in line management, having been managing director of a number of publicly listed companies including Waitaki NZR, Mair Astley and Ernest Adams. He is chairman of the Lyttelton Port Company and unlisted finance company, Avon Investments. Mr Peate is the chairman and majority owner of Southern World Group and is presently chairman of Top 10 Group (NZ) Ltd and Precision Golf Forgings Ltd (PGF). They join Shinnosuke Saito (President), Reynaldo Chua (Vice President) and Marlou Tan.

Bureaucrats debate tourism effects

TOURISM growth and its effect on our economy, security and environment is the subject of a workshop run by the Institute of Public Administration at Te Papa, Wellington, on March 30. Speakers will include Tourism Minister Mark Burton, Tourism Research Council chairman Lex Henry and Ministry of Tourism GM Ray Salter. Institute policy analyst/adviser Rebecca Golledge says they are trying to get the public sector to look at the matter as a whole of government issue, and encourage discussion across government and with the industry. Details: workshop@ipan.org.nz

WoW in great demand

UNPRECEDENTED demand for tickets to this year's Montana World of WearableArt Awards in Wellington has led to an extra performance - before tickets are even on general sale!

WOW is staging six shows at the Events Centre from September 23. But CEO Gabrielle Hervey says since on-line preferential bookings opened, the interest has been so high it was decided to add another performance to satisfy public demand.

Strong growth predicted

SOLID growth in outbound traffic across Asia Pacific is predicted by the latest MasterCard Index of Travel report. Of the 12 key markets covered, outbound travel from China (PRC), Japan and Indonesia is predicted to show the strongest year-on-year growth at 33.6 percent, 19.8 percent and 18.9 percent respectively. Double-digit growth is also expected for the rest of the markets except the Philippines. The latest report includes a survey of urban middle class travellers from across the region on their business and personal travel habits. A total of 5,517 consumers from 13 markets took part in the survey, which shows intra-regional travel will continue to grow in significance and volume. Details: www.mastercard.com.

InterCity expansion covers 600 towns and cities

BUDGET airlines will continue to bring groups to New Zealand and move them between main centres. But InterCity Group can get them to 600 towns and cities every day, and delivering them to the doorstep of major tourist attractions.

InterCity's new CEO Malcolm Johns says: "Other land-based passenger transport operators have been reducing their networks over recent years; we have increased our coverage and expanded our operations over the same period with new and innovative products and services. Innovative products we've recently introduced include: Flexi-Pass where travellers manage their own travel online any time of day or night, and special promotional fares, Auckland - Wellington, Picton - Christchurch and Picton - Nelson for \$10 per sector. Discounts as high as 50 percent are offered on a limited basis."

Direct access

He adds: "We have provided direct reservations access for large numbers of our retail agency partners. Many small and rural communities are now online in real time with us. We have also introduced a consumer internet reservations portal for all group products and services and are planning to introduce the ability for travellers to purchase all group products and services via txt message on their mobile phones. Technology is playing a huge part in our customers accessing a personalised public transport solution in the manner they wish, when they want to."

Mr Johns says the convenience of downtown to downtown or hotel to hotel services is unique, and travel in air-conditioned comfort is a stress-free experience.

* Mr Johns was previously InterCity's GM sales and services. He has also worked with Hyatt Hotels, the Mount Cook Group, THL, Jasons Travel Media, Discover Holidays NZ and Discover Holidays Canada.

Lie-flat beds for AirNZ

AIRNZ passengers wanting to fly to and from the US will soon be able to buy lie-flat seats for the equivalent of a business class fare.

People flying on the new "premium economy" class, which allows more leg room and improved service, will be able to travel to LA for \$2399 return from August 7 and to San Francisco for \$2499.

Piling on the goodies, although potential already good

NEW Ski New Zealand website Skidealsnz.com is breaking ground in the low cost airline trans Tasman war by offering Australian travellers booking Virgin's Pacific Blue flights to Christchurch through its website a free midweek day lift pass or group lesson at Mount Hutt - worth up to \$74. More than 50,000 Australians ski in New Zealand every winter. But Glenn Wedlock, marketing manager for Christchurch International Airport, the operator of skidealsnz.com and executive member of Ski New Zealand Marketing Network believes that figure is about to go higher as the battle for trans Tasman travel and skiers heats up.

"Our research shows that in the year ended December, with new low fares and entry by Virgin's Pacific Blue, Australian arrivals into Christchurch Airport grew 43 percent and that 24 percent of Australians trying our mountains have never skied or snow boarded before.

"So when you consider Christchurch still only receives less than 10 percent of the Australian outbound holiday market, our closeness to Australia, the aspiration to ski/snowboard and our ability to offer this value to already low fares, we believe the growth potential to be enormous."

Expansion at The Remarkables

EXPANDING and improving terrain parks, alterations to the Superpipe and the introduction of new equipment to keep all features in top shape have been the summer focus at The Remarkables Ski Area, Queenstown. The beginner terrain park has also been doubled.

Operators join forces

HAMILL Adventures, Kawarau Jet Rotorua, Mac's Steakhouse Restaurant and Jonz Corporation have formed the Mokoia Group, which will offer a new experience for visitors to Rotorua.

Group spokesman John Marsh says combining resources means visitors will be able to enjoy four-in-one experiences for one price.

Central to the business is Mokoia Island, a private, tribally owned island, an icon, selected by TNZ as a 100%Pure international marketing destination.

Unique

Mr Marsh, who holds the landing rights to the island, says it is unique, being steeped in factual and mythological history.

"The Mokoia Island Trust is proud to see that the island has been recognised by TNZ and is now being opened to the people of the world."

On Mokoia visitors will be treated to a cultural encounter as well as a reliving of the history of the island. "This journey will be a modern day hands-on experience incorporating sight, sound and action.

Interactive

"The intention is for the whole experience to be interactive with the island environment and culture, and the people of the land. The island has an environment peculiar to itself. This will be detailed along with the current environmental practices being applied, including the re-introduction and protection of the rare and endangered weka, tieke, toutouwai, kiwi and other native fauna and flora."

Guests will travel to the island either with Kawarau Jet Rotorua or on a more sedate scenic cruise provided by Hamill Adventures. The Midday Encounter - which starts on Monday - is from 11.30 am and will end with lunch at Mac's Steakhouse where visitors will enjoy a menu garnished with traditionally used Maori herbs such as pikopiko, kawakawa, and horopito. Afternoon Encounter will be launched next month and will be from 4.30 pm to 6.30 pm. Details: 0800 mokoia.

Operators admit Abel Tasman downturn - but equally concerned that DoC manages park well

THERE has been a summer downturn in visitors using Abel Tasman National Park, confirms Abel Tasman Wilson's Experiences GM Darryl Wilson. But the picture is confusing!

"If you read the national tourism arrival and other statistics there's been growth nationally every year. But there are pockets of the country and within sectors in the industry where there are broad variations."

He adds: "At times you can look around the park and you certainly see fewer people than you would expect. Nelson as a region has taken a thrashing on the domestic market over 10 of the last 12 months. But it is starting to crawl back."

Mr Wilson says some travel writers have been reporting for the last five years that Abel Tasman is being loved to death. "But it is very subjective. There are certainly localised hotspots where there are more people than you may wish to share your picnic lunch with in early January. But there are many variables as to why a beach may appear busy for an hour, but then it'll be empty for the other 23 hours."

Clumsy

Mr Wilson says Lonely Planet's *New Zealand Guide* was clumsy to suggest that visitors should not visit the park in December or January if they want to avoid overcrowding. "The issue is more complicated than a sweeping statement. A lot of December and the back half of January is very quiet. It's only over the statutory holidays that the place fills up. The rest of the time it's comparatively quiet."

He adds: "If you are lying on a beach and a boat arrives with three coach series tours disembarking, you'd think it was crowded. Yet an hour later after their boat has been and gone, the groups have dissipated and it's quiet again. That coach pressure probably happens once a week."

Mr Wilson says that while the park's unjustified reputation for being under pressure over summer is disturbing to operators, they are equally concerned that DoC manages the park properly.

DoC

"We all want the park managed well, and that is a complex matter. But DoC are focusing on restrictions and controls on commercial operators primarily and it's not as easy as that. They should manage the park as a whole, rather than nailing down the operators who use it responsibly, educating and informing visitors, remembering it is still free unencumbered access to the public." He believes that if the department creates the right management model this will be used for other national parks.

Stage one includes bringing in a booking system for park campsites as well as huts. DoC has already rebuilt all bridges and sewage systems in anticipation of increased visitation throughout the year. It is trying to make the park attractive as an all-year destination. "And that's good because there is so much potential to have enjoyable experiences all year," Mr Wilson adds. "This has, unfortunately, been overshadowed by the fact that Fiordland's main walking tracks close over winter and the international travel industry's perception that this is true of all New Zealand. Education is required, management and marketing have to occur to get the story straight and perceptions correct."

Mr Wilson says: "It must be pointed out that the Abel Tasman is New Zealand's nicest coastal walking track and it will attract people to it, consequently you won't always be there on your own. You have to be realistic."

Mr Wilson is interested in hearing DoC's vision for the park as it develops - consultation has been promised. "The management plan could flow through to reductions in service frequencies, the number of boats, the number of bays people can come and go from. We are communicating with our wholesalers and inbounders at the moment as there's been a general crackdown on concessional activity within national parks," he adds.

Portfolio group no more

ROTORUA'S Portfolio Group structure has been disbanded. Destination Rotorua Tourism Marketing GM Don Gunn says that while individual groups have worked - and in many cases achieved excellent results, the RTO has taken this action to seek creative new ways to engage industry and gain its input and support via strategic alliances, joint ventures and work groups that are situation focused.

The decision follows the restructuring of the Rotorua Tourism Advisory Board to allow for a more efficient, streamlined approach to delivering the outcomes the RTO is charged with achieving.

Hutt on Web

WWW.visithuttcity.org.nz is the address for Hutt City Council's new website.

Story of NZ cycling

THE New Zealand Cyclist Road Map For Tourists shows a road - through the Heaphy! But it's a map drawn up in 1900 and half the roads on the map weren't even built then...

The new book, *Ride - the Story of Cycling In New Zealand* - says that with such maps cyclists in 1900 must have been assured of adventure. The book is by Paul and Jonathan Kennett. Details: jonathan@kennett.co.nz or www.kennett.co.nz.

On point of collapse?

A Stewart Island leader yesterday warned that the island community was on the point of collapse because of unbearable living costs. Stewart Island Community Board member Dil Belworthy says a last-ditch bid for government money needs to be made to PM Helen Clark.

Murrayfields for sale

MURRAYFIELDS Clydesdales, Levin, is described as "an extremely successful tourist complex of world class standard." And it's for sale by tender. Leaders Real Estate reckon it will go for up to \$2 million.

Focus on - branding

BRANDING has been around for at least 50 years. But literature on brand theory and practice has only been published since 1991 points out former Tourism Rotorua GM Steve Pike.

Dr Pike is now senior lecturer at the School of Advertising, Marketing and Public Relations at Queensland University of Technology. He says in a new paper on destinational brand positioning slogans that with consumers having increasing product choice but less decision time, a brand that can help simplify decision making, reduce risk associated with purchase, create expectations about benefits and deliver the promise is invaluable.

Challenges

He cites three challenges facing destinational marketing organisations (DMOs). Firstly, they contain an eclectic range of features. Yet a succinct positioning theme has to be created that encapsulates the community's sense of place and the tourism industry's view of the visitor experience, into a message that will be meaningful to travellers.

They also operate in a multitude of markets and one theme may not be meaningful over time. Thirdly, DMO decision making takes place within a political context. "DMOs are increasingly governed by public-private partnerships and face considerable political pressure in decision making at various levels. Therefore it cannot be assumed that all destinational positioning is developed through a process grounded in some holistic, theoretical and systematic foundation."

Questions

Based on an international survey, Dr Pike says DMOs should be able to answer the following questions about their slogan rationale: what is the value proposition; who will find the proposition meaningful; how does the slogan differentiate the destination; how is the message likely to be memorable; has the proposition been designed for the longterm?

Dr Pike says a study of DMO consumer websites shows that most have a value proposition.

Slogans used have "functional destination attributes" such as "*Hurumui - Alpine Pacific Triangle*." They have affective qualities such as "*Brisbane - It's Happening*", or offer travel motivational benefits like "*Ruapehu - Where Adventure Begins*."

They can also be market segmentational such as "*Hawke's Bay - Wine Country*" and symbols of self expression. Too, they can counter risk such as "*Cuba - peaceful, safe and healthy tourism*."

Dr Pike also identifies brand leadership such as Eastland's "*First To See The Light*." They can have a focus such as "*Auckland - City of Sails*" - or unfocused such as "*Ecuador - nature, culture, adventure and travel*." He also cites a combination such as "*Northland Naturally - first region of New Zealand*."

There is a case for some DMOs to design slogans that attempt to achieve points of parity rather than points of difference.

"While points of parity are easier to achieve, they do not represent a source of advantage. However, they might be used to negate a rival's point of difference or establish membership of a product category."

Message

The message should be short, ideally with fewer than seven words, with "*Rotorua - feel the spirit manaakitanga*" highlighted by Dr Pike.

On the longterm use of slogans he quotes TNZ CEO George Hickton telling the Queensland Tourism Futures Conference last year that Australia had failed to stamp a tourism brand on the country following the success of the 2000 Olympics.

"He advised Australia to create a marketing campaign with a central theme and not waiver. 'Don't blink. If you have a campaign, stick to it'.

"Many countries wanted to make changes to 100 percent Pure New Zealand to appeal to perceived domestic tastes...but maintaining absolute control and conducting the same campaign in every country paid huge dividends.

"It was just like McDonalds - you are going to get the Big Mac'," he quotes Mr Hickton as saying.

Dr Pike notes that of 26 RTOs listed in 1998 Auckland, Rotorua, Eastland, Taupo, Ruapehu, Wairarapa, Nelson, West Coast and Mckenzie Country had the same slogans five years later.

He tells *IT* that from his own experience heading Tourism Rotorua during the 1990s, due to industry politics in particular, designing an effective slogan is always going to be easier said than done!

Wairoa now on the radar

CENTRAL Hawke's Bay and Wairoa attracted six percent more visitors in the year to November, 8.7 percent more visitor nights and 16 percent more expenditure. The region had a record 149,537 visitors who stayed 500,000 nights and spent \$58 million. During the last six months Hawke's Bay was first among eight other regions for visitor nights' growth in percentage terms. But it was eighth for visitor arrivals growth and seventh for growth in percentage terms. The Hawke's Bay Regional Tourism half yearly report

also shows that eco-tourism activities were experienced by 49.7 percent of guests staying in private homes while 36.4 percent visited the National Aquarium, 30.2 percent did some art deco related activity, 27.5 percent visit Splash Planet and 23.3 percent undertook some cultural/art/museum activity.

6M Germans may see us...

NEW Zealand will be seen by six million German TV viewers this year, according to TNZ. Five media visits are either planned or have already taken place.

Southland is ideal for interactive traveller, but perception is low

OUTSTANDING natural scenery and wildlife, Southern hospitality, wilderness on a huge scale, pioneering heritage and unhurried, non-crowded, timeless experiences. These are Southland's unique selling points according to the first draft tourism strategy for the region.

"As a region, Southland is well suited for New Zealand's 'ideal traveller' having world class natural attractions (Fiordland) and emerging destinations offering a chance to explore at a more relaxed pace (the Catlins, Stewart Island, Western Southland).

Hospitality

"Southern hospitality is growing in reputation and no other region in New Zealand recognises explicitly that its local residents offers a particular point of difference with Southern hospitality. With the perceived hustle and bustle of other popular destinations such as Queenstown, Rotorua, Bay of Islands and the Abel Tasman area, Southland offers unhurried, non-crowded experiences," it says.

Weaknesses include a low level of awareness by locals as to the importance of tourism, an under supply of skilled personnel, a lack of commission-based product, a perception that there are better investment opportunities in other sectors - and a lack of mid to high level accommodation.

It says that Southland has established, iconic tourism attractions and a range of emerging products, events and attractions that are showing good potential.

New product development projects include: an interactive visitor interpretation centre at Te Anau; a combined interpretation and information centre at Curio Bay; a heritage and tourist information centre at Riverton; an upgraded marina at Bluff; the Croydon Aircraft Museum at Mandeville; new day and overnight

tours of Stewart Island and a redeveloped outdoor adventure centre at Borland Lodge.

"The close proximity of Queenstown offers substantial future potential for the development of tour itineraries and services linking Queenstown visitors to the rest of Southland. The Southern Scenic Route offers such potential and products such as the 'Bottom Bus' connecting Queenstown to Dunedin via the Catlins provide evidence that the Queenstown markets, particularly independent travellers, can be explored further."

But it adds: "Seasonality and distance from main New Zealand centres and overseas markets are two key constraints that will always need to be factored into the design and operation of tourism.

Lodges

The region is at the early stages of building up a network of lodge-style accommodation but there is proven demand for upper range and mid-priced, character accommodation that provides excellent service, quality tours with top class professional guides. "The concept of a fishing lodge near Gore has been identified to serve the Maitai River's world class reputation as a brown trout fishery. The Catlins and Western Southland are also ideally suited for nature-wilderness lodge style of accommodation that focus on sustainability of nature and wilderness. "

The forecast growth in international visitor arrivals into Southland coupled with a strong business market suggests there is an opportunity for further hotel development in Invercargill. "Feedback from some tour wholesalers suggest that they would include Invercargill/Southland in an itinerary but a) there is limited hotel capacity and b) they want a recognised hotel chain that they have relationships with." (To pg9)

ADVERT

Inbound Tour Co-ordinator

We are seeking an experienced Inbound Tour Co-ordinator for both FIT and Group arrangements. A knowledge of Tourplan reservations system (Word version) would be an advantage but not a necessity.

This is a full-time position based in our Christchurch office and offers an attractive salary package for the right candidate.

Please apply in writing or by e-mail to:-

**Pam Smith
Operations Manager
Contract Pacific Ltd
P O Box 14181
Christchurch Airport**

pam@conpacific.co.nz"

(from pg8) Weather is often seen as a deterrent to domestic visitors, so wet weather alternatives could be developed over time that can cater for both residents and visitors alike.

“Progress is already being made with projects such as the recently completed Fiordland Community Events Centre and Discover Fiordland (a world class interactive visitor experience) in the planning stages. “

A major facility attraction is needed in Invercargill and a possible expansion of the Southland Museum and Art Gallery into a complex that showcases the whole of Southland holds merit .

Walks

There is further scope to develop day and overnight walks, especially weekend or three day packages. Relatively easy mountain bike trails have appeal both to travellers interested in a moderate level of adventure and residents. Nearby centres of population are also required and the centres of Invercargill, Dunedin, Queenstown, Wanaka, Te Anau and Christchurch could be targeted. “A trail that links rural settlements and towns would be preferable in terms of spreading benefits and creating opportunities for small business development. This is worth investigating further.

“The configuration of Southland’s roads, network of rural settlements and its attractive rural and wilderness landscapes is ideally suited to cycle touring. This is a new product area that could be explored with development of cycle touring routes, maps, and other information. It is a niche market and potential cycle packages may appeal to segments within the UK, Nordic and USA markets.”

Cycling

The Tour of Southland and the indoor velodrome is already attracting interest from overseas riders wanting to train in New Zealand and further cycling events could be developed to leverage off this profile. “For example, a non-competitive weekend event such as The Big Coast. New Zealand’s only Grand Prix is held in Southland and is the region’s single most important sporting event in economic terms, generating \$1.5 million in expenditure.

“Further promotional opportunities could be associated with this and Classic Car events. The Southern Sting Netball Team has also shown to the rest of the country that Southland has sporting talent. Good facilities are already in place with potential for Southland to carve out a niche for specific events, in a similar way.”

ADVERT



Tourism New Zealand has an exciting opportunity for a Marketing Manager to join our London based team.

Marketing Manager UK/Europe: London

This full time, permanent managerial position is responsible for the UK/Nordic and Central European regions.

In this role you will be responsible for assisting the Regional Manager in the development and delivery of marketing and event programmes which achieve Tourism New Zealand’s global marketing strategies and goals.

The emphasis of this position will be on the implementation of the office’s marketing and communication projects through day-to-day coordination of the activities of the marketing team and its private sector partners.

A formal qualification in marketing and or communications is required, as is a sound understanding of marketing principles and strategies in international markets.

Additionally, knowledge of the New Zealand tourism industry will be advantageous.

A full job description is available at www.tourismnewzealand.com

If you would like to apply, please email your CV and a brief cover letter to Rebecca Donoghue at rebeccad@tnz.govt.nz before Thursday 31 March 2005. Phone +64 4 917 5443 or fax +64 4 9153808.

ADVERT



General Manager

Pacific Tourways Ltd is a leading tour coach fleet operator. We provide first class charter coaches to the coach tour market throughout New Zealand. A General Manager is required for our South Island operation based in Christchurch.

The General Manager will be responsible for the profitability and overall efficient day to day running of the company. A high level of customer service is required at all levels of the operation.

We are seeking a person who has senior management experience, preferably in the tourism transport sector. The position requires experience and expertise in fleet management, human resources, internal financial control and a sound knowledge of sales and marketing aspects.

We are looking for a professional who:

- * can provide leadership to our team of reservations and accounting staff, tour drivers and maintenance team
- * has sound experience in staff recruitment and associated contractual obligations
- * has the ability to motivate staff at all levels
- * has a proven track record in setting budgets, controlling operational expenditure and achieving financial targets
- * has an understanding of legislation in its application to the tourism transport sector
- * has strong IT skills
- * is conversant with analysing financial data
- * has experience in fleet management
- * is innovative, energetic, flexible and enthusiastic

An attractive salary package will be negotiated with the successful applicant. A job description is available on request.

Please send your written application to:
Tony Cumming Director Pacific Tourways Ltd
PO Box 934 Nelson.

Applications close on: 31 March 2005

VisitorPoint is new Jasons branding

JASONS Travel Media Ltd has rebranded its brochure distribution service as *VisitorPoint*.

This got underway in the Auckland region last year and is now being rolled out throughout New Zealand. It forms the basis of a marketing programme to promote the service to visitors and operators.

The company provides the most comprehensive tourism brochure distribution service in New Zealand, with more than 1,700 outlets.

Jasons Distribution Services manager Clive Jimmieson says *VisitorPoint* reflects the service more accurately. Outlets selected have high visitor traffic and the branding provides a highly visible, easily accessible point for visitors seeking information. "Visitors are tending to make decisions later, either just before travelling or during their travel as they move around New Zealand."

He adds: "Comprehensive brochure distribution makes certain that print information is readily accessible and has greater reach, providing greater exposure and is more cost effective than tourism operators may be able to achieve on their own."

"Added to this is our team nationwide ensuring the displays are presented professionally and are well maintained to ensure your brochures are on display 24 hours a day, seven days a week." Details: 09-912 8400.

Kaikoura holiday park for sale

THE holiday park at 69 Beach Road, Kaikoura, is for sale. And Bayleys Real Estate's Michael Miles says this is a purpose-built park in near new condition.

The freehold owners will create a new 30 year lease for the incoming operators.

Total turnover this financial year will be in excess of \$400,000.

Projected income next year takes into consideration a block of six recently commissioned motel units and should produce a nett in excess of \$150,000. Contact: 027-2238875 or www.bayleysnelson.co.nz.

Beachcomber becomes Kingsgate

WHEN Nelson's Beachcomber Motor Inn is re-branded as the Kingsgate Hotel Beachcomber on April 1 it will be the 15th Kingsgate hotel in 14 regions.

Millennium, Copthorne and Kingsgate Hotels and Resorts will then operate 30 hotels in New Zealand.

Hotel owner Sydney Lo built the Beachcomber in 1987, extended it in 1990 and again in 1997 - culminating in a complete refurbishment last year.

"As a Kingsgate branded hotel we will benefit by increasing our business and improving our profile and image in both the New Zealand and international markets."

The property has 47 rooms including seven family suites, two honeymoon suites and rooms with a spa bath. The conference and event facilities can host up to 100 delegates.

Businesses may close over Easter

BUSINESSES in Queenstown are reportedly closing at Easter as they cannot afford the new government imposed pay regime for staff working on public holidays. One retail outlet says it'd cost the company an extra \$75,000 a year if it remains open at Easter and other times. Staff working the 11 statutory holidays must be paid time and a half as well as a day off on full pay for every day worked.

But Queenstown Chamber of Commerce CEO Nick Lambert says no business is being forced to do anything. Whether to close or open is a commercial decision to be made by individual businesses. "Easter is generally a very busy time in the resort. So those businesses that stay open will benefit from those that close."

He adds: "Some restaurants will have owners and managers hands on, and others will recoup expenses with a surcharge. Having said that businesses do know in advance what the costs are, and subsequently should be able to plan their costs and rosters accordingly."

WOMAD to stay in Taranaki

WOMAD is to stay in Taranaki, co-founder Thomas Brooman confirms. "I think we will always be motivated to bring artists here to New Zealand, and as long as we are welcome in Taranaki, we would never dream of going anywhere else," he says.

Canterbury flush with success!

IT'S been a bumper start to the year for Canterbury tourism. Latest CAM figures show there were 4.89 million guest nights in the region for the 12 months to January.

Since August, Christchurch and the Canterbury region have shown marked growth in the number of guest nights recorded in comparison with the rest of the country. A market share of 15.7 percent of all guest nights makes Canterbury the largest tourism region after Auckland, which is at 17.1 percent.

The city showed 11 percent growth in guest nights while the region showed growth of 9.9 percent, more than double the national average of 4.5 percent. Christchurch and Canterbury Marketing CEO Ian Bougen attributes a major part of the success to the sense of commitment and purpose that is growing within the industry. "Not only are we lucky to be blessed with a huge variety of natural attractions within a couple of hours' drive of a major international airport but also there has been significant effort put in over the past few years to ensure that we maximised any natural increases in tourism that came our way."

He adds: "A huge amount of behind-the-scenes work went into opening up the trans Tasman market. There have been ongoing marketing efforts into all of our major offshore markets. And recently we have put substantial focus on the domestic market. Christchurch and Canterbury Marketing, I believe, can be justifiably proud of our pro-active marketing efforts which arguably lead the country."

These efforts are now bearing fruit. "In some ways, this is a more dangerous time for the industry. We could tend to rest on our collective laurels - which would be entirely the wrong thing to do. Happily enough, I can see no signs of that," he adds.

On the move...

BRIAN Shirley has been appointed to the position of head of sales and account management with Qualmark. He previously worked for Nike NZ for 14 years as a sales executive then national sales manager and sales director. More recently Mr Shirley was the sales manager for Fullers Bay of Islands.

NICOLE Brewer has been appointed head of client services with Qualmark. She has been with the organisation since 2003 and has a strong hospitality background.

Accor profits up 13%

ACCOR'S profit before tax returned to growth in 2004, gaining 13.2 percent for the year.

The group met its announced targets and continued to improve its balance sheet., despite varying business conditions in leading markets. Profit before tax was 592 million EU on revenues of 6,828 million EU.

Potential for winter games

NEW Zealand Olympic Committee president Eion Edgar says world-class winter games could be on in Queenstown and Central Otago by 2008.

Queenstown Lakes District Mayor Clive Geddes and CEO Duncan Field have given their support to attempts to bring this to fruition.

Up to 1,000 athletes from all over the world could compete in curling, snowboarding, cross-country skiing, ski racing, bob sleigh and speed ice skating.

ADVERT

Visiting Stewart Island?

There's plenty of accommodation at Beach House and Kereru House. Bookings: Brenda and Roger Hicks on phone/fax

03-2191348

Palmy comes of age with opening of Novotel

APRIL 1 will be a milestone day for Palmerston North as city and region comes of age to welcome the first four-star international hotel - the Novotel Palmerston North.

Confirmation of the Novotel Palmerston North's launch date comes as construction draws to a close on an all-new 65-room building that has been created to complement an existing 20-room historic hotel and function-centre located on the site.

The existing hotel - which was operating as the Hotel Carlton and managed by Novotel prior to the rebranding - is the first Novotel in New Zealand to incorporate and launch Novotel's new room signatures.

Redeveloped

The hotel has been redeveloped in conjunction with the Axis Property Group - a strategic developer and investor managed by the country's largest financial services company, The Hanover Group.

Accor's regional GM Thomas van Vliet says: "We are proud to be part of Palmerston North's exciting transformation. In addition to welcoming the Novotel as its first modern four-star hotel, the local council is also investing in the city's upgrade to beautify Palmerston North's main thoroughfare, Cuba Street - a fantastic bonus for a city already known by tourists for its thriving restaurant and street café scene.

"As well as building the city's leisure profile, these investments will perhaps more importantly provide a springboard for Palmerston North to evolve into a serious venue-contender, with new facilities and fresh enthusiasm helping to attract even more national and international business and events."

Accor has 22 properties here and others are scheduled to open in Dunedin and Queenstown this year.

Hawke's Bay to benefit from cruising rebound

HAWKE'S Bay will see a steady stream of liners, bringing thousands of passengers, into the Port of Napier next summer.

The cruise industry is rebounding after suffering a major setback following the 9/11 terrorist attacks.

Hawke's Bay Tourism GM Hamish Lowry says there is a renaissance of around-the-world cruising, with many lines fully booked for most of the key sectors and many also reporting an intention to increase capacity to meet demand.

One of the exciting arrivals will be the *Pacific Sky*, which is due in July - bringing 1,100 Lions rugby tour supporters to experience Hawke's Bay Wine Country between the last two test matches.

"The effects of 9/11 were still being experienced this summer, with many US-owned ships preferring to remain close to home and companies following a strategy of homebasing," he adds.

"However, next season's numbers for cruise visits to Hawke's Bay are already back at levels achieved prior to 2001."

Eleven ships are already scheduled to call next summer and a further five confirmed for the 2006/07 season.

Mr Lowry says the future looks promising, with passengers making their holiday plans further in advance and more of them booking shore excursions prior to leaving home. Some cruise companies are also indicating a preference to stay longer in some ports.

Record 30M set to sail...

THE Cruise Lines International Association (CLIA) predicts that a record 30 million people will sail on its member-line ships in the next three years. In 2004, Carnival Cruises, the largest cruise line in the world, turned the highest profit ever: US\$1,030 million, up 40 percent from the previous year.

\$1M more for Suter?

NELSON ratepayers are to be asked to plough an extra \$1 million into the Suter art gallery redevelopment, which is due to begin next February despite still being millions dollars short of its fundraising target.

Public to have say on V8s

WELLINGTON city councillors have agreed to give the public a say in the proposal to hold V8 Supercar races through city streets.

But the total cost to the council will likely be \$3.3 million - not the \$2.5 million originally suggested. Under the proposal, which will be put out for public consultation till April 18, residents will pay \$10 a year, not \$22 as previously expected.

Councillors will make a final decision on May 5.

Rotorua gets new advisory board

THE Rotorua tourism industry and the Rotorua District Council have approved a new Rotorua Tourism Advisory Board (RTAB) structure and membership.

The previous board of 21 members is now reduced to nine industry and four council representatives - Councillors Trevor Maxwell, Geoff Kenny, Mike McVicker and Mayor Kevin Winters - and Destination Rotorua Marketing GM Don Gunn.

Industry members are: Warren Harford, Martin Lobb, Renee Nathan, Andrew Te Whaiti; Kay Clarke, Alex Leindhart, Richard De Graff, newly voted deputy chairman Ray Cook and chairman Neville Nicholson.

Mr Nicholson says: "We now have a group of dedicated and informed members that will work toward the common goal of growth in Rotorua. After only one meeting we have put in place a schedule of forums to involve wider council, industry and public in the happenings of this important sector of our city. There is a lot of work to be done but we have made an encouraging start."

Collyns accuses coach protesters of unwitting discrimination

LOCALS who want coaches banned from the summit of Mount Eden/Maungawhau, Auckland, are unwittingly discriminating against their passengers, most of whom are elderly or infirm, Bus and Coach Association executive director John Collyns has said. He told Auckland City Council's environment, heritage and urban form committee that it would be more sensible to ban cars and provide shuttle access for their passengers instead.

"A wide variety of people take coach tours for an equally wide variety of reasons. While the majority of coach tours are made up of overseas visitors, school parties, Probus clubs, domestic tour groups among others travel to the summit by coach. By allowing private cars but banning coaches discriminates against these people who, for whatever reason, do not have access to a private car."

Elderly

He said that while some are capable of walking to the summit, the majority are not because they are elderly or infirm. "We are sure that FoM (Friends of Maungawhau) do not mean to discriminate against this group, but that is the effect of their submission."

Mr Collyns added that transferring large numbers of elderly and infirm people from a coach to a shuttle is also impractical.

He said FoM provided no supporting evidence that road damage is caused by coach traffic.

"We accept that the road is damaged, but whether this is due to coaches or an abundance of private cars and campervans remains to be seen. For the record, coaches have road-friendly airbag suspension and are seldom fully laden to their Gross Vehicle Mass (unlike trucks). Consequently their contribution to damage is more perceived than real."

If coach traffic were banned from Mount Eden/Maungawhau, there would be a disincentive to grow the number of room nights which Tourism Auckland and the industry are trying hard to achieve.

"Some inbound tour operators see that outcome as a major disincentive to staying in Auckland and we would

expect some companies would move people directly to the Bay of Islands or Rotorua from Auckland Airport on some occasions.

"They make the point that there is nothing else to do in Auckland between 0600 and 0930 hours."

He added: "It is our view that the process to manage traffic and related issues can be best addressed in an unemotional and professional manner, and we expect that the reviews to achieve that.

Review

"We ask local residents and others who feel strongly about coaches on the mountain to take part in the review as well. It is unacceptable for our drivers to be abused and harassed by self-important citizens who feel that their coach should not be there, and we urge people to exercise self-restraint until the review process is complete."

Mr Collyns said the peak season is February and that 46 percent of overseas visitors arrive at Mount Eden by coach. But this accounts for only seven percent of all vehicles using the access road. "So we suggest that this (coach travel) is actually a less detrimental and disruptive way than the remaining 93 percent of vehicle trips."

Integral

He quoted one inbound operator as saying that Mount Eden is an integral part of any visit to Auckland from its historic and geographic significance, the city's positioning in the area, the volcanic cones and the harbour. It is the perfect location to present an overview of all things the area has to offer.

Another said that to not be able to freely visit Mount Eden would be counter-productive and difficult to explain to visitors. "It would also significantly detract from the visitors' overall experience in Auckland."

Inbound tour operators advise that 90 percent of tours visit Mount Eden. And people who arrive on early morning flights into Auckland are most likely to include a visit to the mountain before the hotels and other attractions are open.

To MANZ - *nothing is impossible!*

NOTHING Is Impossible. That's the theme for the MANZ conference being held in Christchurch from July 29 to August 1 this year.

After the official opening by Mayor Gary Moore and a welcome by president Maree Winter a keynote address will be given by CallPlus and Slingshot Broadband MD Annette Presley.

Contiki founder John Anderson will discuss his company's success and this will be followed by workshops on various motel-related issues. Doctor, entrepreneur and author Tom Mulholland will relate how to eliminate unhealthy stress.

Destination Marlborough CEO Paul Yeo will discuss how moteliere can work with their RTOs to generate more business and consultant Phil McGoldrick will tell

how to build an impregnable and sustainable business.

Advertising's dos and don'ts will be given by Brookfields' partner Vanessa Bruton, and Gosling Chapman's Diane Ludwig will discuss whether delegates' businesses are making money.

The New Zealand Army Band will play at the gala dinner, when the winner of the AA Guides Supreme Host of the Year Award will be announced. Details: motel@manz.co.nz.

MoU between airlines and agencies

A Memorandum of Understanding (MOU) has been signed between airlines and border agencies.

It recognises a long-standing relationship between the Immigration Service, Customs Service and BARNZ.

2005 will be vintage year, Penrose reckons

THIS is shaping to be a vintage year, reckons Qualmark CEO Geoff Penrose.

“The summer has been generally good for most operators and with the Lions tour scheduled for the winter months, there can be cautious optimism for the year ahead.” It is also time for change....

Mr Penrose says market research shows there’s a need to make it easier for operators to interact with Qualmark. The organisation also wants to better understand their business needs and the visitors who use their services and facilities.

So the sales and account management teams have been merged, giving one point of contact.

“This person will also be responsible for the entire sector across the country. They will therefore be aware of nationwide trends as well as what’s happening in your region.”

Mr Penrose says there will be five national sales and account managers.

Ron Russell is responsible for hotels, venues, transport and leisure activities. **Gillian Theron** is in charge of backpackers and adventure activities and **Sarah Nelson** will run services.

Other staff, yet to be appointed, will work for: guest and hosted and exclusive; self contained and serviced and holiday parks.

Also in response to research there will be a new head of client services position set up.

“This role will oversee the assessment process and ensure consistency checks are in place. In addition this role will ensure the continued development of the criteria in a planned and consultative manner.”

Mr Penrose says the changes will start at the end of this month. They are designed to improve the communication and benefits to those who are part of the Qualmark licensing system. * See also *Pages Past* on pg2

World’s tallest carving?

REPUTEDLY the world’s tallest Maori/Pacific carving will be a major feature of the TelstraClear Pacific Events Centre, Manukau, when it opens next month. Pau Kapaa will be 23m tall.

PATA surveys industry for latest issues

THE Pacific Asia Travel Association (PATA) has launched its Total Tourism Survey, which will compile the views of travel and tourism professionals on issues that will affect the future of the industry.

PATA encourages everyone in the industry to fill out the survey online, or by downloading and sending back the form as an attachment or fax.

The survey investigates all the modern issues directly or indirectly facing the travel industry, among them: peace negotiations, terrorism, EU expansion, a common Asian currency, bird flu, global warming, ageing populations, tourism as cultural protector or destroyer, the mass media’s coverage of crises, the impact of travel advisories, distribution technology, aviation, human resource challenges, domestic and regional tourism growth and whether the industry is ready to handle a large volume of traffic from India and China (PRC).

“The considered responses from Asia Pacific travel industry professionals will position the...survey as the definitive 2005 trade report on travel in our region,” says PATA president and CEO Mr Peter de Jong.

Results and analysis will be released at the 54th PATA annual conference in Macau from April 17-21.

The results will be made public by PATA for the benefit of the industry.

“The full report will help many kinds of travel organisations plan strategies for the future,” adds Mr de Jong.

Anybody working within the travel and tourism industry can answer the survey which is at: www.pata.org/patasite/index.php?id=1158.

Big new ferry being considered?

TOLL Shipping is reportedly poised to secure a 1,600-passenger ferry, complete with sleeping facilities for Cook Strait. It confirms it is about to sign a deal that will provide a new ferry by early next year.

Toll is believed to be interested in obtaining the former English Channel ferry *Pride of Cherbourg* - now named *Stena Challenger*.

Destination Marlborough CEO Paul Yeo says that with many sailings in the peak season often booked out, a larger ferry would help ease pressure and transport more people at key times.

Setting it straight

US-based consultant Chris Adams was speaking for himself and not Jasons Travel Media in last week’s story on the Telecom 0800 controversy, points out the company’s group GM Mary Ansell.

May deals

THE Destination Queenstown marketing campaign *Do More In May* has pulled together special deals from a record 129 businesses which are available as online vouchers.

In addition to the individual business offers, those who redeem the campaign coupons will be entered into a draw for a trip for two to Queenstown from anywhere in New Zealand courtesy of AirNZ, plus \$5,000 spending money on an American Express card.

Destination Queenstown GM marketing, Mark Froid says the focus has been on building on the successes of previous years and extending the campaign to involve as many Queenstown businesses as possible.

If you want to know about us or simply look up back issues please visit:

www.insidetourism.com

3,000 Lions rugby fans may head for Invercargill

MORE than 3,000 Lions rugby supporters are expected to converge on Invercargill in June.

Rugby Union Lions project manager Nigel Cass says 10,000 are coming to New Zealand for the test matches on official tours - which are already paid for.

“One of the things, going back a year, we overestimated the number of people who would come for the duration of the tour, and underestimated the number of people who would arrive in Auckland by the time of the final test.”

Only about 1,000 pre-booked supporters will be here for the opening game against Bay of Plenty on June 4.

“By the time we get up to Auckland for that final test, especially if it’s still undecided, we’ll get 10,000 on tours and maybe another 10,000 plus. (Lions coach)

Clive Woodward thinks there’ll be 15,000 free travellers.”

Many of those travellers would be heading to Queenstown during the three days between the Otago game on June 18 and the game at Rugby Park.

Mr Cass said there are 70,000 UK students in Australia on their gap year - who could fly across the Tasman at short notice.

Minister announces details of Tourism Demand Subsidy Scheme

TOURISM Minister Mark Burton has announced details of the \$11 million Tourism Demand Subsidy Scheme (TDSS) - and invited applications.

The TDSS will help qualifying small communities to fund the water and wastewater infrastructure they need to maximise benefits from tourism.

It is targeted at communities with high tourism numbers but with resident populations of between 100 and

10,000 people. It will subsidise investment in quality water and wastewater infrastructure to meet tourism demand.

“New Zealand is forecast to receive an extra 30 million international and domestic visitor nights by 2009. These visitors will rightly expect effective, infrastructure that delivers hot showers, clean drinking water, and functional toilets, whether they are in Auckland, Wellington, Kaikoura or Franz Josef.”

Mr Burton adds: “Our government understands that rapid growth in tourism can place pressures on some smaller communities, particularly where rating bases are small. The investment needed to build water and sewerage infrastructure to meet the needs of visitors can be much higher per capita than in larger cities.” Details: www.tourism.govt.nz.

Filming ghosts - if Larnach approves!

SCREENTIME NZ is filming, or hoping to film, ghosts in Larnach Castle, Dunedin, for a programme to screen in June or July. That is, if its founder William Larnach MP (1833-1898) approves...

For if current owner Margaret Barker is correct Mr Larnach, who committed suicide, still “lives” in the icon estate.

Stories abound. Included is one of a woman visitor who came for dinner. The minute she walked in the door she became possessed by a gruff old gentleman. “Apparently her husband was very embarrassed as she started behaving badly and being rude to the staff,” says business development manager Sophie Barker. “The next day she went to lunch with her psychic friend, who told her ‘I can see an old man standing over your shoulder’.”

Ms Barker adds: “So I guess we have to remember sometimes, that when our guests are rude and obnoxious, it’s not really them - they may be possessed...”

ADVERT

Tourism & Lifestyle Opportunities

MANGONUI - 6 unit operation in the heart of tourism country. Spacious owners accommodation, well presented, ideal husband/wife operation. FHGC. Nicki Kempthorne 0274541175.

MARUIA RIVER LODGE - Near Murchison. This luxury 5 star, world class fishing lodge is now available for sale – complete with its own airstrip and hanger. Enquiries upwards of \$2million. John Greenwood 021 970 077 or 09 309 6020.

KAIKOURA - The Factory. This immaculate property must be inspected. Priced at only \$980,000, with its waterfront location – it’s an opportunity that shouldn’t be missed. Call now for your DVD or Information Pack. Carolyn Crawford 027 247 8716

LAKE EDGE FREEHOLD DREAM – 1.75km lake edge. 4.7 hectares offering two dwellings on this magnificent property with full resource consent to further develop, including 20 exclusive lake edge building sites. Sharene Temple 027 224 6045.

0800 BAYLEYS

www.bayleys.co.nz/tourism

