

## Most pubs and restaurants may have closed over Easter

MORE than 65 percent of pubs and restaurants probably closed at some stage during Easter, HANZ believes.

CEO Bruce Robertson says he's not surprised, given the reaction from the hospitality sector since the Holidays Act was introduced late last year. "Too many of them operated at a loss, and they have opted to close rather than opening only to lose money."

Research shows that 66.5 percent of those surveyed closed on some or all of the statutory holidays over Christmas/New Year.

"Our members received positive comment from customers during the last holiday period about the surcharge they were forced to apply, but it wasn't sufficient to cover costs," says Mr Robertson.

"Tourism and the hospitality industry have to operate alongside each other for successes to be enjoyed. The way things are at present, we may well get back to the days when international visitors were saying that they came here and found that New Zealand was closed!"

## Sky bumps up rates by 150%!

SKY TV is to increase its rental rates for some accommodation providers by up to 150 percent. Business manager Grant McKenzie confirms: "Yes its true. But only for a small number of our motel/hotel customers."

He adds: "For some time we've been questioned by many in the accommodation sector as to why there are some anomalies in Sky rates.

"We have situations where an independent hotel is paying a far higher Sky rate than a similar size property in a group/chain hotel."

Mr McKenzie says there are basically two discount schemes running back to back.

There's a discount for the size of the property and a discount for each hotel group based on the total number of rooms.

"Essentially we've ended the double discounting by removing the group discount," he tells *IT*.

How are they assessed? "We've removed the group scheme, the number of rooms in each property

now determines the amount they have to pay."

Mr McKenzie says Sky has 1,600 motel/hotel clients, equating to over 42,000 rooms.

He adds: "The objective of the review was to produce a fair and equitable rate for all accommodation providers but still create a level of discounting for larger sites."

Asked if the rate increase was a matter of a corporate giant getting greedy Mr McKenzie replied: "No, just more fair."

Earlier *IT* was told by a subscriber that the company had brought in the original charges to encourage hotels to introduce Sky into as many rooms as possible. We understand the increase has arbitrary bands with everyone paying the same for the first 50 rooms, a second band for the next 50 and a third for properties with more than 100 rooms.

## Hoteliers outraged

SKY TV's subscription model is based on a higher discount for larger hotels than for smaller properties, says New Zealand Hotel Council (NZHC) CEO Jennie Langley. And that's why they are now the most affected by the proposed new rate card.

"Almost 90 percent of Sky TV's hotel customers have less than 50 rooms and it is proposed that everyone will pay the same to this level."

Adds Ms Langley: "It's (Over)

### TEN years ago in IT...

MINISTER John Banks, Internal Affairs Minister and motelier Warren Cooper and NZTB (Now TNZ) chairman Norman Geary and CEO Ian Kean are to visit Queenstown to discuss the local council's attitude towards international visitors.

NZTB PR manager Chris Ryan says: "They're our top people, which shows how seriously we take the issue. They'll address matters Queenstown is struggling with and, hopefully, sort them out." Mr Ryan says the board is not into mass tourism, as claimed, but "balanced marketing."

"IT'S not our targeted marketing, but the market itself which decides who comes to this country," Ministry of Tourism executive director Neil Plimmer was quoted as saying.

THERE'S growing demand in most northern hemisphere markets for dual destination travel to Australia and New Zealand.

IT'LL be the ski season before we'll be able to tell if the strengthening New Zealand dollar is acting as a disincentive to travel to this country, points out NZTIA (now TIANZ) CEO Paul Winter. It's also too early to tell if the increasing cost of travel within New Zealand is affecting business.

THE just-released Aotearoa Maori Tourism Federation strategy is to gain recognition by the market and industry that Maori is a valuable component of a New Zealand holiday. The federation wants to ensure ownership of Maori product is kept by the people and that integrity is retained through the development of standards.

TOURISM interests made only two submissions to DoC's conservation management strategy. In contrast 538 individuals made private submissions while a further 114 came from recreational users and 71 from environmentalists.

SOME 84 percent of rural tourism ventures grossed under \$5,000 in 1993, according to a new book by MAF.

### Hoteliers outraged

(from pg 1) all very well the company saying that these increases - well over 150 percent for some hotels - are being arbitrarily introduced to ensure there is a fair and equitable rate for all accommodation providers, but frankly, the theory doesn't wash."

Her members are outraged by the size of the increases as well as the fact that there has been no room for negotiation or recognition for the increasing number of subscriptions larger hotels have been taking out.

"The problem is that Sky TV has the monopoly. But as far as the larger hotels are concerned, any and every alternative is being looked at."

Ms Langley is hopeful that after a recent meeting with Sky business manager Grant McKenzie, a more equitable rate card for large subscribers can be developed and phased in.

### MANZ for simplicity

MANZ CEO Michael Baines says it is good to see Sky TV simplifying its rate structure. "We would have preferred them to move the prices down to a lower structure rather than moving them up."

He adds: "We have an open and regular dialogue with Sky and we keep them fully apprised of the issues facing our sector. We will continue represent the views and concerns of our members to them and explore ways to add value to both our organisations."

### Wairakei Terraces to offer overnight crafts packages

PACKAGES where visitors can take part in Maori wood and bone carving or weaving while overnighing in traditional-looking whare are being developed at Wairakei Terraces, Taupo.

CEO Jim Hill says the one hectare site and adjoining Crown land are constantly being developed.

A cultural tour, hangi and concert have been on offer since 2002. Now plans are to introduce workshop packages. There will be accommodation for no more than 18. "We don't want people to come here and be herded like sheep. It'll be exclusive and upmarket and not for everyone." A two day, one night stay with meals will be \$475.

Mr Hill says one hour tours continue to be popular, with visitors able to admire the first man-made silica terraces to be seen anywhere. They provide an insight into what the then world renowned Pink and White Terraces looked like before being destroyed in the Tarawera eruption of 1886.

Evening tours, which include a powhiri and wero followed by a guided tour of carvers, weavers, tattooists and musicians, plus a hangi and concert, are by arrangement.

More than 20 features of geothermal, cultural and geological interest may be seen - including waterfalls, coloured pools and geysers, carvings which tell stories of Ngati Tuwharetoa, as well as a reconstructed Maori village, animal park, café and souvenir shop.

## The first-timers' file...



THERE are 18 new exhibitors at TRENZ this year, including the 22-unit **Accommodation Gateway Motel, Palmerston North, and Accommodation Seaview Apartments, Whangamata.**

Representative Aisne Edwards says the accommodation is in two places of obvious contrast, where guests can experience city and beach environments. Seaview Apartments has five luxury units.

They already enjoy a mixed clientele of FIT, tour and group bookings. Contact: 06-3561526, fax 3568629, bill-aisne@xtra.co.nz or www.gatewaymotel.info.

**Adventure Travel NZ Ltd** of Napier offers 13, 19, and 33-day guided tours of New Zealand, covering favourite destinations as well as less frequented areas. Tours are for active people with a love of the outdoors - "from adrenalin pumping to sedate bush walks." Contact: 06-8449419, fax 8449414, cindybradbury@xtra.co.nz or www.adventuretravelnz.co.nz.

**Blarney Lodge, Rotorua,** overlooks Lake Rerewhakaaitu, and offers four quality guest rooms. The property is ideal for fly fishers as owner/guide Pat O'Keefe was a member of the New Zealand fly fishing team for six years, attaining New Zealand and Oceania championship status and third individual world ranking.

The lodge is close to rivers, streams and lakes. Contact: 07-3666144, fax 3666155, okeefesltd@xtra.co.nz or www.blarneylodge.co.nz.

**Braelea Alpine View** farmlet, Fairlie, is two hours south of Christchurch and three and a half north of Queenstown. There are two guest apartments with private facilities including their own lounges.

The property is a 10ha sheep and beef farm. Contact: 03-6858366, fax 6858943, braelea@chc.quik.co.nz or www.nzhomestay.co.nz.

New to the high end market is Wellington-based **Breathe Ltd.** The company offers four exclusive

hosted helicopter day trips to such places as Abel Tasman National Park, Queen Charlotte Sound, Kapiti Island and Palliser Bay. There they experience "an individually designed day of indulgence, pampering, exercise, gourmet dining, rest and spiritual refreshment." Contact: 04-5626310, fax 5626210,

cassandra@breathenz.co.nz or www.breathenz.co.nz.

**Creative Tourism New Zealand,** Nelson, offers a range of quality interactive workshops and creative experiences "that explore Kiwi skills and passions."

Participants make their own bone carving souvenirs, learn to weave traditional Maori flax baskets, or spend a day in the home of an award winning restaurateur learning to cook seafood.

Other workshops include Maori medicines, woodturning, felt making, beer brewing, olive oil blending, preparing Maori food - and sailing.

Representative Sarah Moulder says there are 18 workshops in Nelson-Tasman with plans for more in other areas. Contact: phone/fax 03-5480250,

sarah@creativetourism.co.nz or www.creativetourism.co.nz.

Darryl and Shelley Honey offer a calm water cruise aboard their new vessel, Ratanui, spending two and a half hours exploring the Waitangi River and Haruru Falls, Bay of Islands. **Darryl's Dinner Cruises** cater for up to 65 FITs, groups or conference delegates for the main tour, which is held each evening. More flexible daytime tours are also available. Contact: 09-4027848, fax 4028327 or shelley@xtra.co.nz.

**Emerald Tourism** of Takapuna is an exclusive destination management company that offers VIPs and luxury groups quality experiences.

Clientele are from all walks of life but all want superb quality experiences. Nautical experiences, fishing, diving, helicopter trips and

horse rides to remote locations for picnics are some of the options. Details: 09-4802545, fax 4802796, grant@emerald tourism.com or www.emerald tourism.com.

**Great NZ Steam Journeys** of Titirangi offer six, seven and 14-day steam hauled rail tours throughout the country. The Great New Zealand Steam Explorer takes passengers from Auckland to Wellington and over to the Wairarapa before continuing to Queenstown, using rail most of the way. Details: Phone/ fax 09-8173100,

paul.hashfield@greatnzsteamjourneys.co.nz or www.greatnzsteamjourneys.co.nz

**A further nine will be highlighted next week in IT.**

### Frontliners' day will be popular

**FRONTLINERS** passionate about tourism should attend the **TRENZ Industry Showcase - a special two hour event on the Monday.**

**TIANZ** says this is an opportunity for people such as inbound operators, operations managers, information centre staff, and visitor guides. "Students studying tourism are most welcome to apply and you don't have to be a member of **TIANZ** to attend the Industry Showcase," says CEO Fiona Luhrs. "TRENZ is an amazing event which always impresses people attending for the first time. The whole of the country is on display through our tourism operators and organisations."

**The TRENZ Industry Showcase is from 3-5pm on June 15. To apply for a free ticket and for further information visit: www.trenz.co.nz.**

## Tips for TRENZ, and other shows...

EXHIBITING at trade and consumer shows can be extremely rewarding - or very costly.

Best of Show MD and principal trainer Colin Green says that exhibitors must write their objectives down. Surprisingly, that is where the first hurdle lies...

"Everyone knows that having clear goals and objectives are keys to success in most things that we do. Yet studies show that less than 50 percent of exhibitors actually have appropriate objectives - and of those that do, 25 percent forget them on the show floor!"

He adds: "Verify this for yourself at any show you visit. Consider many of the activities you see and ask yourself just what is achieved?" He suggests trying this at TRENZ.

### Example

Mr Green cites a food show where he lined up at a stand for a sample of delectable coffee which a hassled exhibitor was giving away - complete with a generous slug of Bailey's Irish Cream.

"It was delicious. So I enquired where I could buy it. Imagine my surprise when he asked me to move on as he had a long - and growing - line of people, each to serve a sample to!"

This is not an isolated example. "It's extremely easy to lose sight of objectives in the hustle and bustle of the show. That's great news for smaller and first-time exhibitors as you can be sure that a good number of the old timers simply don't have it together. You really CAN compete with considerable success!"

***Your objectives must be: specific; measurable; realistic; accountable.***

Know exactly what you want to achieve. Collecting leads might be a start. But you need to be more precise. What leads? Potential distributors? End users? Boil this down as much as you can - be focused!

### Limit objectives

"You'll probably have more than one objective but the less you have, the better results you can achieve with each. Try to limit yours to three - no more than five." You can't manage what you don't measure.

"For example, if your goal is to appoint two new distributors, how many leads are you likely to need to collect on the basis that you want choices and to appoint only the very best? Would 15 be right? There's your number. You'll know when you have your objectives simply by counting your leads."

What if your objective is intangible, he asks. "Say you want 20 percent of visitors to recall your company and products. You still can - and need to - measure your results. You might survey the show floor with questions such as 'Do you recall a company at the show that offers X or Y?' Or 'Do you recall this company logo?' 'Do you know what their message is?' Check the show rules if you want to work off-stand."

Set your objectives so you need to work hard to achieve them. Yet low enough so you know that you can get there - as long as you keep the pressure on.

"It's important for staff and management to have these goals and to focus hard to achieve what is vital and doable. Obtain agreement from all involved on your stand before the show begins..."

Mr Green says someone's tail needs to be nailed to the floor!

### Staff

"Remember - staff have tails too. While every staff member MUST know the overall objectives for your show participation they must have their own personal specific, measurable objectives for which they are personally responsible, too. For example Sue's goal may be to collect four distributor leads, Tony six and Sandra five, total 15 - the goal for the company."

It's critical to know who you are targeting too. "I recall an exhibitor expressing considerable satisfaction with their leads. The future was bright! Three months later the same exhibitor was counting the costs as almost none of the leads had come to anything."

### Leads

He adds: "The problem was that while collecting leads was a priority, any potential buyer stating to be a distributor was collected. It's essential to know the demographic face of the people you want to make contact with and focus only on those. Company size, area of operations, sex, buying authority and niche are examples. Other people must be politely and firmly sent on their way..."

"Sometimes it is difficult to define the target market. But it is essential to know the demographic face of your targets. Your pre-show and at-show marketing, the essential message that your stand conveys at a glance to the show audience, your initial qualifying questions, lead collection, categorisation, lead follow-up and a lot more, all depend on knowing exactly who you are targeting and what you want them to do."

### Review

Reviewing your objectives and keeping your target audience sharply in mind are vital in the run-up to the show, during the show and immediately afterwards, too.

"Write your objectives and targets on cards and ensure that you and your staff refer to them often," Mr Green adds.

"Convene a pre-show, on-site meeting on your stand before the show opens every day and review your objectives and targets - even if there are only two of you.

"Discuss how well you did yesterday and how you'll handle things today. Ensure that you stay focused in everything that you do..." he advises.

"As soon as the show is over get those cards out and focus on your desired outcomes as you work your leads and win the results that you came for. Remember that the show is not over until your objectives are met. Your constant reference to objectives and target market is a critical factor in ensuring your success at every show."

**Mr Green was born in Wanganui. He has worked in exhibitions worldwide. Contact: seminars@bestofshow.com.au and 0061-2-9589-2000**

## Industry leaders to debate space travel - and other innovations

WHICH new innovations will change the face of travel and tourism? At the fifth Global Travel and Tourism Summit in New Delhi from April 8-10, Dr Michael Frenzel, Chairman of TUI AG, will outline key trends. A panel of business leaders will then debate Dr Frenzel's comments and will focus on what the latest innovations to affect the industry will be and which will have the greatest impact.

"There is no relaxation in the pace of change and the amount of innovation," argues Philip Wolf, President and CEO of PhoCusWright Inc.

He sees new technologies such as metasearch - the simultaneous searching of several search engine databases - next generation mapping and satellite tracking as tools that can be combined to offer a plethora of service enhancements to travellers.

Eric Anderson, President and CEO, Space Adventures, believes that the real driver of innovation will be the creation of new customer experiences: "At Space Adventures, we will continue to open the space frontier by flying thousands of tourists to suborbital space where they experience what less than 500 people have before them."

Whilst innovations will include double-deck aeroplanes equipped with satellite TV and broadband internet, everyone wants to know what new ideas are on the horizon. What are the new attractions that entrepreneurs will create? What new experiences and opportunities will technology facilitate for travel and tourism businesses as well as consumers? What are the traditional players doing to innovate? What can we expect from the rapidly emerging growth markets such as India and China? And how will all the new developments improve performance and market access? WTTC president Jean Claude Baumgarten adds: "Travel and tourism is booming. Suppliers such as hotels and airlines will always seek out the newest and latest ideas as a way to differentiate themselves and consumers will willingly enjoy what they create. This is a very exciting moment in the evolution of the industry..."

## Taupo offers four new products

**HAKA Trails** of Taupo offer a range of trips around the Central Plateau. Owner operator Tanera Reihana is a Maori Italian who can also offer visits to meeting houses and other places of interest for groups of up to five. Contact: 021-1687106, 07-3776016 or [www.hakatrails.co.nz](http://www.hakatrails.co.nz).

Also new in Taupo is **Mist Maiden Tours**, an eco cultural tourism venture run by Meriana Taputu. Visitors experience Maori stories and Ms Taputu's own special Maori experiences. It's described as "a unique journey within the heart of Maori." Contact: 07-3765436, [mistmaiden1@xtra.co.nz](mailto:mistmaiden1@xtra.co.nz) or [www.mistmaidentours.co.nz](http://www.mistmaidentours.co.nz)

Lake Taupo is now home to **True Blue Kiwi**, an adventure tourism company offering visitors hovercraft rides over a purpose built track. Contact: 027-2481826.

And linking six of Taupo's top lake-based products is **Mighty River 6**. This combines visits to Orakei Korako, a floatplane trip, jetboat ride, fly fishing, boat cruise and claybird shooting and 4WD quad bike trips. Contact Marinus Koppe on 021-772484 or [info@mightyriver6.co.nz](mailto:info@mightyriver6.co.nz).

## Students become Ambassadors

FIVE students from the International Travel College of New Zealand have been working as Auckland City Ambassadors. This is part of a scheme to recruit "ambassadors" from the industry and to develop a working relationship with the college. ITC was chosen based on its experience and the understanding of the programme.

"We promoted the Ambassador positions to all our students," says schools and recruitment manager Michelle Chatfield. "In conjunction with Auckland City Council we interviewed over 20 students interested in applying for the positions. As an ongoing project we hope to see many more ITC students as Ambassadors." The scheme offers Auckland City quality recruits - while the students gain work experience.

Adds programme manager Brendan Alexander: "It means we are recruiting people who are already interested in the tourism industry and who are passionate about what they are doing."

With the new ambassadors coming from a variety of nationalities, the cultural pool of the programme is increased, reflecting the diversity of the CBD's population, he adds.

## Growing interest in garden brochure

MANAWATU'S garden brochure has been one of the most requested items this summer at Palmerston North i-SITE.

And Destination Manawatu leisure tourism manager Julia Sanson says there's been ongoing media and public interest in it. This confirms the longtime hunch that Manawatu gardens are a highly marketable tourism attraction.

The brochure features 19 gardens ranging from a town-based "half-acre paradise" through to the world-renowned Cross Hills Gardens in Kimbolton.

It's a clear illustration of a successful partnership between Destination Manawatu and members of the Destination Manawatu garden cluster, points out Ms Sanson. Contact: 06-3501812 or [julia.sanson@destinationmanawatu.co.nz](mailto:julia.sanson@destinationmanawatu.co.nz).

## Festival will be resounding success

**THE inaugural Manfeild Garden Festival in 2002 took 18 months to plan and stage. It was a resounding success with 65 site holders and 7,000 visitors. This year, when it is held on May 7 and 8, up to 200 site holders and 15,000 visitors are expected.**

## Name Change

One of New Zealand's iconic visitor destinations has undergone a name change.

The New Zealand Maori Arts and Crafts Institute, Guardians of Te Whakarewarewa Geothermal Reserve has changed its name to Te Puia, which means "Geyser" in Maori. It is also the name given to the hill behind the valley and also the name given to an old fortified Maori 'Pa' site on the hill.

It was a site that was attacked many times by marauding invaders, but was never conquered. It is name that better embraces what the visitor

experience is all about, and also one that in years to come will be better able to be recognized and appreciated as a world class visitor destination without the present day confusion as to what and where the experience is.

There is a lot of positive connotations in the name, both as representing one of the main features of the attraction, in that it is home of 'Pohutu' New Zealand's best known geyser, and also from the old fortified pa site, that, like the present day attractions, had been attacked many times but it had never been conquered, and still remains proud and strong to the present day.

The name change to Te Puia is just the first step on a journey that will see the entire complex undergo some major changes in the next 18 months.

A new visitor centre, carving and weaving schools, museum, café, 500 seat restaurant, a new innovative interactive attraction with state of the art technology, new viewing platforms which will give visitors world class views, are all part of the upgrade, and will all be completed by October of 2006. The upgrade will be done in such a way that the normal day to day running of the complex will not be disrupted so it will be business as usual.

One of the attractions that will be finished by the end of March 2005 will be the new interactive nature walk called Korero Tuku Iho which means 'stories handed down through time'.

This is a new walk that can be guided or unguided and takes the visitor on a journey of discovery, explaining the meaning of plants, trees, water and wildlife and what their significance was to the Maori people both spiritually and practically by way of foods and medicines.



## Minister gives i-SITES \$405,000 to research visitor satisfaction

VISITOR satisfaction with their New Zealand experience is set to increase with extra funding for i-SITES.

The network has been given an extra \$405,000 over three years by Tourism Minister Mark Burton, to research visitor satisfaction and how visitor quality expectations are being met.

This will look specifically at trends relating to visitor information sourcing, booking and buying behaviour and will help the network in ensuring its delivery of a quality service.

Mr Burton says that the importance of providing quality information to international visitors cannot be underestimated.

“The i-SITE network is one of the most important ways of getting information to our visitors, and it is vital that the information the i-SITES give is accurate, timely and assists to grow the industry. This can really make a difference to what our visitors do, and how much they spend while they are here.”

Network chairman Kerry Marshall says: “Satisfied visitors are more likely to recommend New Zealand and its i-SITE network to friends and relatives. They are also likely to do more while they are here as a result of the information we provide. We want to ensure that this continues to be the case.”

More than 500,000 international visitors use the centres every year. TNZ research shows they deliver more satisfaction to international visitors than any other information source. They are third in line as the most-used information source - behind only travel and guide books. Adds Mr Marshall: “These results confirm the success of ongoing work by the Visitor Information Network since 2001 to raise its profile and enhance the ability of i-SITE visitor centres to meet the needs of customers. It’s important for us to benchmark where we are at with our service delivery.”

Mr Marshall says: “As such, new research on user behaviours and satisfaction will tell us whether our hard work is paying off and which areas in particular we could improve.”

## Latham writes first textbook dedicated to NZ industry

THE first New Zealand focused tourism and hospitality textbook has just been written by Nelson Marlborough Institute of Technology (NMIT) head of school, Elizabeth Latham.

*Welcome to Tourism and Hospitality* is published by Pearson Education New Zealand. The 250 page text features real life New Zealand case studies. It has chapters on everything from coffee to customer service and one on relevant New Zealand legislation.

Ms Latham says: “I started in September 2003 and basically spent every weekend on it since. It wasn’t meant to be quite as grand as it is. I did a lot of research but I was also very aware it needed to be visually appealing. Hopefully, it will be deeply useful for students and for industry, and help to raise standards,” she says.

Ms Latham has worked at NMIT for the past 16 years. She has developed a range of programmes including adventure tourism, restaurant wine and bar service, cookery, travel and cultural tourism. She has worked in education, tourism and hospitality in the US, Denmark, Spain and the Pacific Islands.

## Aspects of Tourism

*IT* is owned by TIANZ, according to a new book, *Aspects of Tourism, Oceania - a Tourism Handbook* by Chris Cooper and C. Michael Hall, in its compendium of sources! The book has 74 pages devoted to New Zealand. It is an easy-to-read publication

\* Among many facts in the book is a list of airports in this country: 75! Runways vary from 11,900ft at Auckland to 2,000ft at Coromandel.

## Furieux Lodge sold

**FURNEAUX Lodge, Marlborough Sounds, has been sold to Geoffrey and Ralph Faulkner, for \$3.5 million. The Faulkners already own Punga Cove Resort, across Endeavour Inlet from Furneaux.**

## Tops with Trailfinders

WE were voted number one ‘Destination you would most like to visit’ in a *Trailfinders* magazine survey. New Zealand beat Australia, Peru and the Maldives. “The great thing about this award is that it is a future-looking award,” says TNZ CEO George Hickton. “Rather than an award for a place people have been, travellers are saying ‘this is a destination of the future - we want to visit it.’ This bodes well for future growth out of the UK.”

## Line-up of speakers

**SPEAKERS expected at Victoria University’s public lectures on tourism may soon include National Tourism Spokesman Lockwood Smith, Otago University senior lecturer David Duval on “aero-politics in New Zealand” and Lincoln University professor David Simmons.**

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**

## Outgoing aviation chief pleads for reduction in Co<sub>2</sub> emissions

IS the aviation industry becoming more environmentally conscious? British Airways outgoing CEO Rod Eddington, has made a plea for the industry to collaborate on reducing carbon dioxide emissions and cut the impact that aircraft have on climate change.

Mr Eddington says it is in the industry's best interests to unite to develop an effective strategy to reduce greenhouse gas emissions as well as promote its past environmental achievements.

If it does not, he warns, governments will view the industry as an easy target for taxes to fund environment projects.

"The recent suggestion by French President Jacques Chirac that our industry can be used as a cash cow to solve the problems of Africa is just the latest in a long series of proposals to tax or charge aviation with environmental levies in some way. If we are to resist damaging and punitive proposals of this sort, we need to define and promote our industry response more clearly."

BA has published details of its own environmental performance since 1992. During the last five years, the airline's global carbon dioxide emissions are down by 15 percent while nitrogen dioxide emissions at Heathrow are down by 16 percent. And fuel efficiency has improved 25 percent.

The carrier argues that emission trading is a more economical and environmentally effective way to reduce carbon dioxide emissions levels.

The airline is trading emissions in a voluntary British government scheme and supports the inclusion of aviation into the EU's emissions trading scheme from 2008.

Mr Eddington adds: "Our experience is that trading is a workable approach and need not be excessively costly. A tax would not only be bad for the economics of our industry, it would also be bad environmental policy. Taxes which doubled the cost of aviation fuel and cost airlines and their passengers £50 billion each year would cut less than 0.5 percent off the growth of air traffic over a 30 year period."

Improvements in air traffic management systems - such as shorter flight path routes, less stacking and the use of continuous descent landings - can also cut emissions by up to 12 percent, he reckons.

## China wants South Pacific airline

**THE People's Republic of China has offered to set up a \$100 million airline for the South Pacific. But Fiji and other states are being cautious.**

## PM shoots down plans for Whenuapai

PM Helen Clark is pouring cold water on moves to reignite government interest in turning Whenuapai airbase into a commercial airport. The issue is just "not on our agenda."

Ms Clark says it's not an option for the base to share its facilities with a commercial airport.

The airforce is not leaving the Whenuapai airbase in the near future and the government does not want to get involved in promoting a second airport.

## River pollution danger in Wairarapa

**MASTERTON District Council and Choice Health are advising "people and animals" to avoid all recreational contact with water from the Ruamahanga River and not to eat any food taken from it over the reach from the Homebush wastewater treatment plant downstream to at least The Cliffs.**

**The water has blue-green algae (cyanobacterium) and algal toxin at higher levels than is acceptable for contact recreation.**

## Chch filling fast

**SPACE is at a premium during the April-November conference season at Christchurch Convention Centre. Sales and marketing director Cathy Hemsworth is advising organisers of events to get in early with their bookings - and plan well ahead for future years. Christchurch is already missing out on some short lead time events because they cannot be accommodated.**

**"That's disappointing for the organisers, us, and the city. I absolutely hate to turn business away..." she says.**

## Now Aussies are onto growing trees to "pay" for travel

AN Australian company has developed a programme that allows "carbon-neutral" travelling.

Greenfleet's programme allows people to pay for trees to be planted to compensate for the carbon emissions that result from their travel.

For \$40, Greenfleet, a non-profit environmental organisation, plants 17 native trees on the motorist's behalf as, when they grow, they will absorb the greenhouse gases that the average car produces in one year.

The company's website has an online greenhouse calculator so that air travellers can work out the amount of carbon dioxide produced from their one seat on a flight and the number of trees that need to be planted to absorb those greenhouse emissions can then be calculated.

"People are going to fly or drive - of course we can't stop this. Until technology can come up with more energy efficient modes of transport, one thing we can do is to compensate for the emissions that we do make," says Greenfleet CEO Henry O'Clery.

Greenfleet has already planted 1.7 million trees across five Australian states. "Our policy is to plant the trees in areas where they're needed most, from local seed, putting back into the Australian bush what was there originally," Mr O'Clery adds.

## Four RTOs to take part in environmentally sustainable tourism project

RTOs from Bay of Plenty, Nelson, Wanaka and Southland/Fiordland have been selected to take part in the government's \$1.2 million Environmentally Sustainable Tourism project. Tourism Minister Mark Burton and Environment Minister Marian Hobbs announced this on Wednesday.

The three-year project is a joint initiative of the Ministry of Tourism and Ministry for the Environment.

Enterprise Northland and Destination Rotorua are already involved, making their local tourism sectors more sustainable.

Mr Burton says the project will help tourism operators tap into the rewards of smart environmental businesses practice.

"Looking after the environment while boosting marketing opportunities and brand integrity is good for business..."

Ms Hobbs says she's encouraged to see RTOs actively linking smart environmental practice with future business success. "The project provides resources, knowledge and practical tips for tourism operators to incorporate environmental improvements into their business."

It encourages regions to develop a sustainable tourism charter for local businesses and provide experts for practical improvements, which could include energy efficiency, waste reduction, recycling, water quality and conservation.

## Stewart Island has great potential

ABOUT 475,000 people are thought to have visited Stewart Island last year, according to Venture Southland. Tourism and events manager Kate Watkinson says research indicates that 25 percent of the 1.9 million visitors to Southland went to Stewart Island.

She says there's potential for the group market as well as extending the FIT market with inclusive packages that feature transport, lunch, and activities.

In the past two years, various boutique accommodation and a motel have been built and Real Journeys/Stewart Island Experience have launched various options.

"Stewart Island offers an authentic and quality visitor experience," she adds. "There has and will continue to be considerable investment in the island with new accommodation and activity developments - the partnership between Stewart Island Experience and Real Journeys is a key example of this."

She adds: "This has contributed to making Stewart Island an attractive proposition to visitors. While recent media coverage would suggest otherwise there are some really exciting developments occurring that offer a strong future for islanders."

## Fishing ballot a mockery?

**SHREWD anglers have turned Fish and Game's controversial ballot system into a lucrative black market that only rich visitors can afford. So writes the *Sunday Star-Times*.**

**Fish and Game has imposed a limit on the number of anglers allowed to fish the Greenstone and Caples rivers, Queenstown. Only 51 anglers and a "buddy" and guide, have been allowed to fish the rivers. But ballot holders have been trading the free companion place to commercial fishing guides in return for free helicopter rides worth up to \$2,500. Queenstown guides say Conservation Minister Chris Carter has been sold a "pup" as the ballot system is a mockery.**

## *From our readers...*

### Bungy death

RAINBOW'S End Theme Park GM Evan Wheeler says it is not true that no one has died bungy jumping in New Zealand, as quoted in our article on AJ Hackett Bungy (IT539). "There has been a fatality. This occurred mid 80s on a piece of land leased to a bungy operator in Manukau City. It resulted in a court case which I believe resulted in a term of imprisonment for the operator," Mr Wheeler reminds us.

### Two Te Puia

ROTORUA isn't the only place in New Zealand to have a Te Puia! That's the new name given to the Maori Arts and Crafts Institute (IT539).

Tourism Eastland GM Graham Breckell tells us: "No doubt you are aware that one hour's drive north of Gisborne on SH35 there already exists a place called Te Puia Springs. It has Te Puia Springs Hotel with thermal activity and there is also a golf course with beautiful coastal views. Te Puia Springs hospital is the main hospital for the East Coast. It is a delightful place only six kilometres from the famous Waipiro Bay from where Robert Kerridge began his cinema chain."

Adds Mr Breckell: "I believe this area will one day be developed as a thermal spa resort and holiday destination of significance for the East Coast."

### Reporting comments

IT'S easy to print sensational titbits to make a good story, according to Karen Simpson of Balmoral Station, Canterbury. She was commenting on our page one story last week (IT539) where National Party leader Don Brash was lambasted by Forest and Bird for accusing government of a land grab. "I invite you to visit, to develop a clearer understanding of what is truly going on here, before believing the judgements of others in this high country debate." She says that quoting Forest and Bird and Dr Brash "is misleading, simplified and only part of a very complex story..."

\* As Ms Simpson says we were merely quoting the two parties. Our views are irrelevant.

## Trendwest opens Auckland office

TRENDWEST South Pacific, one of the region's leading timeshare developers, is celebrating its first five years in business by officially opening its first sales office in New Zealand.

It follows the recent launch of the company's first timeshare resort location in New Zealand, WorldMark Rotorua, and being awarded the management rights for The Residence development of luxury condominiums at Lake Tekapo.

Trendwest South Pacific was the first timeshare company in Australia to be regulated as a managed investment by the Australian Securities Investment Commission in May 2000. Since then, Trendwest and its timeshare product, WorldMark South Pacific Club, have

been setting the trend in the Asia Pacific's timeshare renaissance, and currently manage 11 WorldMark resort locations across Australia, Fiji and New Zealand for 24,000 owner families.

TrendWest president and CEO Barry Robinson is a New Zealander who began his hospitality career in his parents' motel in Northland.

Trendwest is a subsidiary of Cendant Corporation, reportedly the world leader in travel and real estate services. The Cendant family of brands includes over 30 major travel, hospitality, and real estate brands such as Avis, Budget, Century 21, Ramada, and Days Inn.

Cendant was ranked second in the 2004 *Business Week* 50 and 106th in the 2004 Fortune Magazine's listing of the top 500 largest US corporations.

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### GENERAL MANAGER – TOURISM BAY OF PLENTY

- Top Leisure Destination
- Significant Tourism Growth Potential

Tourism Bay of Plenty is seeking an energetic and innovative professional for the role of General Manager based in Tauranga.

The Coastal Bay of Plenty is renowned for its sparkling clean ocean, sandy beaches, blue sky's, and warm climate. We need someone who can blend vision and flair with sound practical management skills to undertake the role and to continue to build the Western Bay of Plenty's position as a major visitor destination. The Bay already has a high recognition factor – your role will be to convert that into increased measureable economic outcomes.

Challenging? Certainly. Rewarding? Absolutely!

It is an opportunity to:

- Be responsible for the development, promotion, and marketing of the Western Bay of Plenty as a tourism destination
- Contribute to and implement a new Tourism and Events Strategy (currently under development)
- Liaise with other national and regional stakeholders and partners
- Develop and manage excellent communications mechanisms with the visitor industry.

The skills/experience we are looking for in this critical role are:

- Demonstrated leaderships qualities and the ability to think strategically
- Business acumen, project, staff and financial management skills
- Great relationship management and communication skills
- Ability to be innovative, question the status quo, and move things to the next level
- Knowledge of and a proven track record in the New Zealand Visitor and Tourism industry and of regional, national and international tourism marketing.

The successful applicant should want to make a significant impact on Tourism's contribution to the economic development of the region. You will need to demonstrate a willingness to operate with a high degree of autonomy and ownership of responsibilities.

The remuneration package, including a performance bonus and motor vehicle, reflects the importance of the position.

Applications, which will be treated in confidence, should include a comprehensive CV. A copy of the job description is available on [www.bayofplentynz.com](http://www.bayofplentynz.com) and enquiries to 07 5745519 or 0274526716. Applications close on Friday April 22 and should be sent to Chairman, Tourism Bay of Plenty, PO Box 13325, Tauranga, marked "GM Position".

## **Brash promises to build 25 campgrounds on DoC land...**

NATIONAL Party leader Don Brash says the next National government will establish 25 new camping grounds on DoC land “to ensure future generations of New Zealanders continue to enjoy the classic Kiwi camping holiday.”

Dr Brash made the announcement at Tropicana campground at Whangarei Heads. Tropicana is to close on April 15, after 33 years. Another 19 campgrounds have been closed in the past three years - as coastal and scenic properties are developed into apartment accommodation and holiday homes.

Ngunguru campground, 20 km north of Tropicana, is to close on May 18 after welcoming families and friends for 40 years.

Dr Brash says such closures are inevitable as private property owners cash-in on soaring property prices.

“We have no issue with campground owners legitimately exercising their property rights to sell or change the use of their land. But National is determined to protect this iconic part of Kiwi culture and lifestyle by ensuring the provision of camping grounds that will not be sold.”

DoC controls more than eight million hectares of land - 300,000 of which has been obtained since Labour came into office - and 6,000 kilometres of coast. But Labour has closed four DoC campgrounds and established none.

“National will require DoC to identify 25 sites for viable new campgrounds which can be opened in the next three years.

“It is not necessary for these campgrounds to be managed by DoC - which has enough on its plate. Our intention is to lease the sites to private operators, as currently occurs with 13 DoC campgrounds.

“We will also be reviewing the regulatory requirements on privately owned campgrounds. We do not want camping regulated out of existence, as has occurred with the Kiwi bach or crib.

“New Zealand has magnificent rivers, lakes, foreshore and scenery. National will ensure all New Zealanders continue to have free and easy access to it all,” he adds.

### ***...But Greens say Nats should oppose land sales***

IF National is serious about ensuring New Zealand families have somewhere to pitch a tent on holiday, it should support efforts to oppose the foreign buy-up of New Zealand’s great outdoors, the Green Party says.

Green co-leader and regional development spokesman Rod Donald says: “It is richly ironic that National’s now calling on DoC to be made responsible for replacing the loss of camping grounds, when it was National’s free-for-all foreign investment policies that caused so many private camping sites to be shut down in the first place.”

Government should be stepping in to stop land sales to foreign investors, which will reduce pressure on coastal and river camping sites. “Now that National claims to want to help Kiwis have somewhere to go camping, we should expect it to join the Greens in urging the government to tighten foreign ownership laws of our great outdoors.”

The Greens are also calling on local councils to protect existing private camping sites and help to create new ones. “The best solution to stop the demise of the Kiwi camping site is for local authorities to use the Resource Management Act to zone existing camping grounds for public recreation camping, thus prohibiting their subdivision and keeping them safe. Councils that don’t already own camping grounds could take a lead from Nelson City and Tasman District Councils by directly owning camping grounds as part of their economic development strategies,” Mr Donald adds.

## **75% of businesses say Holidays Act has increased costs**

ALMOST three quarters of 1,500 businesses contacted by Business NZ Survey say the Holidays Act has increased their costs.

Some 38 percent say the Act has added up to two percent to payroll costs, 22 percent say it has added three to five percent to payroll and 12 percent reckon the new law has added more than five percent.

Some 45 percent also had difficulty explaining the holiday changes to employees.

CEO Phil O’Reilly says the questionnaire attracted the largest response of recent surveys. This shows the depth of concern in the business community about the new law.

### **Wages up**

**THE minimum wage has increased from \$9 to \$9.50 an hour. For workers aged 16-17 it has increased from \$7.20 to \$7.60.**

### **Ski - 20 mins from CBD**

SNOWPLANET - New Zealand’s first indoor snow resort - is only 20 minutes north of downtown Auckland.

It features a sprawling 800 square metre sloping snowdome covered with real powder snow.

Other facilities include three lifts, a terrain park for snowboarders, a learner’s area, restaurant and bar.

Details: [www.snowplanet.co.nz](http://www.snowplanet.co.nz).

### **Summerfields opens**

SUMMERFIELDS Farm, Karaka, Auckland, is a new venture which features wool craft, spinning and weaving, animals, pony and tractor rides, and golf. It is home to Oranganui Olive Oil. Sampling is available. Booking essential. Details: [www.summerfieldskaraka.co.nz](http://www.summerfieldskaraka.co.nz).

### **Good i-SITE**

**TOURISM Auckland has moved its i-SITE from Viaduct basin to Quay Street, at the entrance to Princes Wharf, where it’s more visible.**

## Zero waste experts to hear - we have failed to hit our target

MORE than 130 experts from Australia, South Africa, Botswana, Canada, the US and the UK, plus New Zealand, will converge on Kaikoura next week for the international zero waste conference - to discuss how to rid the planet of growing waste mountains.

They will be seeking solutions to ending the days of garbage. Every New Zealander dumps a tonne of rubbish every year!

They will hear the latest developments in zero waste and progress being made across New Zealand and overseas.

A growing number of towns and cities around the world are adopting zero waste as an official strategy.

Opotiki District Council was the first New Zealand council to take up the zero waste challenge and, in September 1998, it set a target of zero waste by 2010. A problem of escalating waste on Aoraki/Mount Cook National Park will also be a hot topic.

Waste on the mountains has become a major issue as more climbers take to the sport.

But Zero Waste New Zealand CEO Jo Knight says New Zealand has failed to deliver on reducing waste goals.

“Our aim at the Kaikoura conference is to encourage a declaration encouraging the South Island to band together to be the first zero waste island in the world.”

One speaker, Rex Verity, will talk about Christchurch Polytechnic’s own road to zero waste.

## Code won’t save dolphins, says Fitzsimons

CLAIMS by Conservation Minister Chris Carter that DoC is setting up a code of conduct is cold comfort for Maui’s dolphins, says Green co-leader Jeanette Fitzsimons. “It is absurd to suggest that large-scale dredging of the seafloor - with associated disruption of

its food sources and pollution of its habitat and breeding grounds - could ever proceed, without sending Maui’s dolphin on its way to extinction.”

She was referring to an application before the Energy Ministry for Black Sands Exploration, an Australian subsidiary of the Chinese company Best Quality of Life Group, to mine 3,617 square kilometres of seabed from Taranaki to Kaipara Harbour.

Ms Fitzsimons says Mr Carter’s statement is tantamount to allowing the extinction of the world’s most endangered dolphin.

“Maui’s dolphin is the most critically endangered dolphin worldwide. Government needs to make it clear that it will not tolerate its extinction.”

“The proposal by Black Sands to mine iron sand encompasses the entire habitat of Maui’s dolphin,” Ms Fitzsimons adds. “It is likely that fewer than 100 individuals of this beautiful, friendly mammal still exist.”

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## Tourism & Lifestyle Opportunities

LATEST STATEMENT IN MOTELS – Opening Feb 05, stunning design, spas in units and conference facilities. Brand new 30 year lease for sale. Sharene Temple 027 224 6045.

TOP CAFÉ – Popular licensed café at the lake end of Tutanekai Street, Rotorua. Great returns from the business. Both business and freehold are for sale. Mark Slade 027 598 8911.

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

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

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