

Record arrivals - *but spending down!*

TOTAL spend by overseas visitors slipped 1.3 percent, to \$6,300 million, last year - despite a 10.4 percent increase in total arrivals, according to the latest International Visitor Survey (IVS).

Reasons for the decline may be due to: the high value of the NZD, which has affected markets such as the UK and US; a 16 percent decline in expenditure by travellers coming here for education - with the Korean and China markets particularly hit; significant shifts in market mix with greatest growth in Australian arrivals, but who spend less than other visitors. And the length-of-stay is now down from an average of 22 to 20 days.

Impetus

Tourism Research Council chairman **Lex Henry** wonders if we are experiencing the loss of impetus from a range of positive circumstances that we have benefited from over recent years - the America's Cup, *Lord of the Rings* and the safe destination status we accrued following 9/11 and the

Iraq war. "Is it simply that the tides of tourism fashion have flowed towards new places around the world?"

He adds: "While only time will provide the answers to these questions, it is essential that the tourism industry actively works to ensure our future success.

Risk

"I would suggest that the greatest risk we face at this stage is to blindly assume that the current situation is a temporary inconvenience that will come right on its own accord."

Instead, he says, we must look to the core of the industry and the actions needed to effectively manage our activities.

"We must focus on high yield tourism with the attendant quality requirements and actions which align us to our areas of competitive advantage. We must put in place and advance the measures needed to achieve this objective."

A number of initiatives are underway including the three-year project Enhancing Economic and Financial Yield in Tourism being

conducted by Lincoln University with support from the Ministry of Tourism and TIANZ. "This project will clarify a number of perceptions, and harden these into solid knowledge from which we can drive smart commercial and policy decisions."

Mr Henry says that, in many respects, the initial requirement of the council's research programme is to put in place further solid, non-refutable information from which we can build strategies. "From the recent survey on research priorities, the council has determined that the 'customer' and 'economic' are areas where key knowledge gaps exist - hence our focus on these areas over the shorter term."

Analysis

He adds: "I would hope that the business analysis by operators within the industry will be complementary to the initiatives undertaken by the TRCNZ. We know that the expenditure data will not surprise many in the industry and we know that we cannot jump start this expenditure unless we work smarter and in a cohesive manner.

"To support high yield tourism, we need the right investments, the right commitment to our human resources and leading practices to ensure sustainability - we need to be a 'world best.'

"We cannot afford for tourism to be a boom-bust industry - it needs to be mature steady-state **(Over)**

Record arrivals - but spending down!

(from pg1) industry albeit with a strong underlying growth pattern.”

Mr Henry says the industry needs to take sound and considered action to address sector issues. “Moving to a high yield environment is not a marketing exercise. It has to be supported in every way by the industry with its practices and investments.”

Consolidation

Ministry of Tourism research manager **Bruce Bassett** says: “New Zealand has benefited from significant growth in recent years, and now we are experiencing a period of consolidation of tourism sector expenditure.” Our top 10 markets accounted for 76 percent of total visitor spend. Visitor spend for 2004 was generated from Australia (\$1,4000 million), the UK (\$887 million), Japan (\$649 million), the US (\$611 million), China (\$409 million) and Korea (\$325 million). Australia increased by 22 percent, the UK fell by four percent, and the US by three percent while Japan increased by five percent. Korea fell - 48 percent - as did China by four percent.

Adds Mr Bassett: “The Australian performance is particularly noteworthy because of both the rate of increase and the magnitude of the spend - an additional \$262 million compared to the previous year. In assessing these results, it is useful to consider them in the light of the 11.2 percent increase in international visitor arrivals over 2004. There is no doubt that visitor expenditure has lagged behind the growth in arrivals over the past year.”

Education downturn

Commenting on the IVS, TNZ CEO **George Hickton**, says: “The downturn in the education market - down 16 percent in 2004 - has had an enormous influence on the total length of stay and spend figures, as has the movement in the Korean market.”

He adds: “We were surprised by the enormous increase in expenditure out of Korea shown in last year’s figures. This year length-of-stay and expenditure out of this market has now halved, bringing it down to more usual levels. This may reflect the decrease in the number of students that were in New Zealand last year, but in any case, it has trickled down to have a major impact on the total spend of visitors in New Zealand in 2004.”

Dollar

The New Zealand dollar is also at its highest level in some time and Mr Hickton says in some markets this may have an impact. “Feedback from travel companies overseas provides differing opinions. Our sources in the UK say that the exchange rate is not talked about when potential visitors consider coming here. In other markets, for instance in Asia, the exchange rate has been cited as a reason for spending less, or staying for a shorter period of time. However, in many markets this translates as a case of the visitor spending the same in their own currency, as opposed to a conscious decision not to spend as much.”

* The next IVS will be out in June covering the year ended March 2005.

Are we losing our rural heritage?

NEW Zealand seems to be at a cusp, teetering perhaps, with the amount of rapid landscape change affecting rural and city areas up and down the country, New Zealand Institute of Landscape Architects (NZILA) president Di Lucas told a heritage conference in Dunedin. She says that the heritage fabric of towns and countryside is being stretched, worn threadbare - and holes cut in it.

“In some towns, streets that were rich in heritage are bulldozed or displaced piece by piece.”

The healthy economy and spotlight on New Zealand means there is a lot of money being hurled at land use change - for dairying, viticulture, second homes, and lifestyle mansions in the countryside, plus in or around towns malls, apartments, infill housing and suburban sprawl were sprouting seemingly overnight.

Added Ms Lucas: “I am amazed when I visit Tauranga, Auckland, Wanaka, Kaiapoi or Christchurch and other places where huge swathes of rural land are being stripped, concreted and larger versions of rather traditional house styles erupt and each is quickly secluded behind a tall fence.

“Some towns have tried to manage their past as an asset for the future - like Arrowtown, Akaroa or Russell, for example.”

Lack of recognition and management of heritage landscapes was an issue for both urban and rural.

“We don’t want to end up with just a few historic streets, cottages and stone walls. The cues to our past needs to be legible imprinted through our landscapes, not merely as heritage novelty.”

And the naturalness of major national assets like the Mackenzie Basin and mountain passes are increasingly threatened, she warned.

China expert holding seminars

CHINA expert Jean-Christophe Iseux is holding business seminars on the PRC at the Ellerslie Convention Centre, Auckland, next Wednesday and the following Friday at the Duxton Hotel, Wellington. Mr Iseux is director of business studies at Oxford University and business consultant to 12 of the Fortune 500 multinational corporations. Details: www.chinatoday.co.nz.

Keep balance on work permits - MP

GOVERNMENT agencies in Queenstown have to be careful the number of foreigners on work permits do not erode conditions for resident workers in the town, according to Otago MP David Parker.

Work permits for 456 foreigners had been issued between mid-December and mid-April under a new fast-track system to help ease worker shortages in the resort. The scheme is working well. But care has to be taken to ensure it does not eliminate competition for staff. Market forces should be allowed to work in the resort to ensure workers are compensated well enough to work in what is an expensive town.

**By Tourism Research
Council chairman
Lex Henry**

FOR a small country which is off the beaten track, New Zealand has been punching above its weight for a number of years.

New Zealand frequently wins the accolades of travel communities and travel writers.

Whether it's *Lonely Planet*, *Wanderlust* or even the Irish travel trade industry, there is no denying that well-travelled experts love coming here and recommend others do so as well.

Questions

Is the world responding positively to our media programmes and advertisements or are there some other factors responsible? Is the tourism industry simply part of the "fashion" industry where Destination New Zealand is currently "in"?

If so, how can we ensure we don't slip out of fashion?

For people who work hard to get

Some hard questions...

the right sorts of travellers here, these questions might be hard to hear. This is always distressing when someone suspects our success is linked to external factors. But I believe that as New Zealand matures as a destination, we must be willing to ask ourselves these hard questions.

Horizon

While investing time and effort to understand the desires of the travel markets coming to New Zealand is vital, we must complement this inward focus by scanning the horizon to see what is happening in other destinations.

As chair of the Tourism Research Council New Zealand, I would like to argue for more critical scrutiny of our position vis-à-vis other destinations especially those which are assuming more fashionable status - who will feature on the front cover of *Lonely Planet* in the future?

Our size and location have recently become an asset but are also points of vulnerability. Whether working co-operatively with other countries or simply being aware of other destinations and their changing appeal to travellers, New Zealand

must be very well linked into the rest of the world.

Competition for travellers might lead to little collaborative work being undertaken between national marketing agencies. But monitoring the work of those agencies and most importantly evaluating and responding to the effect of campaigns/product developments in competing regions will help us understand how we can continue our own growth, not just tourist numbers but the all important increase in yield.

Effort

Work is being done by some New Zealand tourism businesses. But are we making a sufficient effort? Because co-operation is most successful when goals are aligned, we should seek out public and private partnerships where parties have a mutual interest in the sustainable development of our tourism industry, with domestic and international visitors being equally important.

With strong partnerships and in operating with a sense of connectedness, we will be better placed to ensure that New Zealand remains fashionably "in".

THL's profits up - so far so good

TOURISM Holdings Limited (THL) has reported an unaudited net profit after tax (NPAT) of \$4.9 million for the six months ended December 31. This is a 17 percent increase on the same period last year. But after adjusting for the losses for Oz Experience, which is subject to a conditional sale due to settle in April, the NPAT for continuing businesses was \$5.9 million, an increase of 18 percent.

The profit was achieved on a turnover of \$85.2 million, up five percent. New Zealand revenue was up 12 percent and Australia was down seven percent, mainly due to the company entering a third party arrangement for car rentals, and the lower volumes of Oz Experience. Major cost efficiencies were achieved in the rentals division where EBITA increased 37 percent to \$15.1 million on a revenue increase of six percent.

THL's New Zealand operations were adversely affected by unusually bad weather in December and early January, which has detrimentally impacted traditionally high earnings months. Lower trans Tasman airfares have helped New Zealand continue to enjoy strong

international visitor arrivals, with an increasing influence from Australia, which now represents 37 percent of all international arrivals, increasing at 23 percent a year.

THL's six monthly report adds that there are signs of slower growth trends in the company's traditional northern hemisphere and Japanese markets - and a decline in some countries.

Aussies spending 68% more in China

TOURISM Australia is stepping up its campaign to woo China's mature travellers. The NTO has alloted A\$5.7 million to promotions in China this year, up 68 percent from the previous year. Its tourism brand campaign, *Australia, A Different Light*, will be aired via TV commercials in Beijing and Shanghai, outdoor advertising and a new Australia.com China website.

China is Australia's largest Asian tourist market after New Zealand and holds large growth potential, with forecasts suggesting the arrival of one million Chinese annually by 2013.

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IATA chief slams governments' tax take - and greedy airports

GOVERNMENTS must re-think the way that they tax the travel and tourism industry and give it the freedom to run its businesses as businesses.

IATA director-general and CEO Giovanni Bisignani also told the 1,176 delegates from 44 countries at the PATA annual conference in Macau last week that the industry must learn to cooperate and communicate better. IATA's greatest challenge is to simplify the airline business. "We are at the heart of many of the complex industry systems that make global networks possible. Airline customers value the network, but will not pay for the complexity," he added. The target is: 100 percent e-ticketing by the end of 2007; bar-coded boarding passes; radio frequency identification for baggage management; common use of self-service kiosks for check-in; paperless cargo.

Technology

Mr Bisignani said IATA also wants to use existing technology, make travel more efficient for passengers - and reduce costs for airlines. "Turning achievements by individual airlines into industry-wide solutions is an enormous task."

He said that e-ticketing is the top priority because it saves US\$9 a ticket - giving a US\$3,000 million saving each year.

"It also means more convenience for our customers. And opportunities for travel agents to operate more flexibly."

By the end of 2004 about 19 percent of tickets processed through IATA were e-tickets. By the end of 2005 it will be 40 percent. So IATA will stop printing paper tickets by the end of 2007.

Airports

IATA's other major concern involves airports. They must be dedicated to cost efficiency and fair treatment of customers. "Cost efficiency is the industry's mantra...airlines have reduced their non-fuel unit costs by two to three percent each year. Airport charges are about five percent of our operating costs.

"Combined with air navigation charges, this becomes 10 percent of operating costs-and a US\$ 40,000 million annual bill. We pay when we fly, when we land and when we park. And we are at the mercy of monopoly suppliers."

Mr Bisignani added that many governments understand the need for effective infrastructure capacity. What is less understood is the need for cost efficiency.

IATA is unconcerned who owns airports so long as it is cost efficient with effective services.

He said Tokyo's Narita Airport has been privatised a year. Yet its charges remain the highest in the world-and its profits have gone up.

"At the end of the day, we need to recoup our costs from cost-sensitive customers. We can't support a part of the value chain that has a license to print money.

"We should all be concerned that airports understand the need to be a responsible cost-efficient partner in the travel and tourism value chain," he added. "And where this does not happen, we all need to send a strong message to governments: install an independent regulator as a proxy for competition...Airports must also preserve fair competition among their customers."

Sins

Mr Bisignani said: "Too often air travel is taxed at levels similar to the 'sins' of alcohol and tobacco. In the US, the tax on a US\$200 ticket rose from seven percent in 1972 to 26 percent in 2004." He added: "Recently we even heard European proposals to add a tax to air travel to pay for developing nation debt. This is a serious problem. But the solution is not to tax the industry that is the backbone of global tourism. Making travel more expensive will do more harm than good in the developing world."

United

The industry needs to be united in focusing the attention of governments on its importance. And it must oppose extra taxes that will penalise travellers. The industry must move forward with progressive liberalisation. Markets and demand should define the future of air transport, he pointed out.

Mr Bisignani called on IATA and PATA to unite in bringing industry stakeholders together to better prepare for crises. "The crises of the last years have taught us many lessons. Information is immediately as global as our businesses or customers. There is no such thing as a local story.

Politics

"From SARS, to terrorism to tsunamis, when crisis strikes there is a global audience that needs accurate and effective information. The current system of government warnings is a piece of the puzzle, but not the full picture. Politics play too great a role in too many cases."

He noted that what seem to be the most imminent threats do not always appear. Fears of global pandemics should be a wake-up call to start planning for the worst. "Nothing is lost if all is OK. But the consequences of not planning could be disastrous..."

* Airline representative Patee Sarasin said in another session that to succeed, we must focus and listen to what customers want - and not just tell the customers what they can have. "(Being) high-tech and (having) bar codes as suggested by Giovanni may be well and good elsewhere but most Thai people still buy their airline tickets in 7-Eleven. Only around 30 percent of the Thai people use the web to book. So, although there is a shift to be more hi-tech and ticketless, it may not be viable as the local market cannot support (it) since their buying pattern and behaviour is different."

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China may become our greatest source of visitors...

CHINA is the biggest emerging market for outbound tourism - and is now the largest tourist generating country in Asia. But by 2020 the PRC will be the number one tourism-generating country.

One session heard that China is experiencing double digit growth annually - averaging at 15 percent.

Domestic travel was 840 million in 2004. "There are enormous opportunities for both inbound and outbound tourism," agreed MK Corporation chairman Peter Wong.

China International Travel Service executive VP Yao Yeucan said that in 2003 China had more than 5,000 hotels and 266 airline routes.

The average spend for outbound Chinese travellers in Europe is US\$175 per person per day. And in Australia they are already spending three times as much as the Japanese.

But while Chinese are now sending their children overseas for education, visas continues to be a barrier to travel.

Accor's Brian Deeson said there's plenty of opportunity in the China market for inbound, outbound and domestic visitors. Big growth in outbound marketing means more destinations must cater to Chinese tastes when it comes to such things as breakfasts.

Five years ago hoteliers concentrated on the Japanese market - now this is eclipsed by the Chinese market.

Come on in, says Everitt

MANY New Zealand companies are considering entering the China market. And TNZ Asia director Tony Everitt's advice is: come on in!

"It's an important market, growing at 25 percent over the last 12 months. There is a challenge in terms of trying to persuade Chinese visitors to stay longer and perhaps experience more product so we can get greater financial contribution from that market," he told *IT* at the conference.

"A number of businesses may be watching China and unsure whether to become involved or not.

"We would love to see more New Zealand tourism businesses marketing there.

"But there seems to be a stand off situation where some businesses may be frustrated they are not seeing their product appearing in Chinese itineraries.

"Likewise, Chinese travel agents are saying 'We don't see a lot of NZ tourism businesses up in the market so we don't know what is on offer.'

"So, from a TNZ position we are keen to broker opportunities for New Zealand businesses to meet with Chinese agents and try and get more product included."

Mr Everitt said a strong delegation of 40 Chinese agents will be attending TRENZ

"(Approved Destination Status) ADS is expanding and

we have concluded negotiations with the Chinese government which basically enables us to expand this on an ongoing basis. ADS has expanded to nine regions in China but there is an opportunity to gradually grow as agents complete our training and immigration service programmes. Whereas there were only 22 agents now there are 39 and possibly there will eventually be about 50 accredited - and numbers will grow. So, more buyers are looking for product..."

Mr Everitt said TNZ is working with the ITOC China portfolio group so that when the Chinese agents arrive at TRENZ "they hit the deck running. They will have ideas in their minds as to what they will be looking for." There are opportunities for New Zealand businesses to visit the market.

"Like the 100%Enterprise mission we have run in other markets we will be taking small groups of NZ businesses to the market. KiwiLink Asia, which is a popular event, may be held in China in 2006."

Mr Everitt said the market isn't all roses. "When dealing with China please - become more interested in marketing discussions with agents. "But, remember, that doesn't mean New Zealand businesses have to trade under any terms and from TNZ's point of view, we encourage businesses to think about yield and pricing - that's so important."

There may soon be 100 with ADS!

BY the end of this month, 66 countries will have approved destination status (ADS), compared with only four in 1996. By the end of this year, 100 countries are expected to have ADS, delegates heard.

Survey reflects industry issues

BIRD flu, terrorism, environmental degradation and the ability of infrastructure to handle one of the world's fastest growing industries are only some of the issues identified in PATA's Total Tourism Survey. More than 250 respondents to the ongoing survey identified bird flu as a greater potential threat than SARS. Respondents were worried about future terrorist activity, with the majority saying that governments should pay for security.

The survey investigates all the modern issues directly or indirectly facing the travel industry.

Among them: peace negotiations, terrorism, European Union 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).

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New Zealand makes films that move us, Sandford tells delegates

TWO New Zealand-made films were among 25 movies which literally moved us, according to a leading US magazine.

The 25 Films that Moved Us in Newsweek's *Budget Travel* magazine, is a review of films that had the biggest impact on spurring people to travel. The article said two of the movies were *Lord Of The Rings (LOTR)* and *Whale Rider*. And Jasons Travel Media CEO John Sandford told a PATA workshop that the reason why New Zealand gained a high profile through the films was because TNZ worked with owners New Line Cinemas to maximise the potential.

"It was a deliberate strategy and was one that has worked very effectively."

Other movies that spurred people to travel include *The Beach*, *Istanbul*, *Rainmaker* and *Under The Tuscan Sun*.

TNZ worked intensely and closely with the films' owners to leverage location relationships "and utterly respect their intellectual property rights." He added: "We have seen examples elsewhere where people have decided to ride on the coat-tails of a film and they have infringed the copyright and got themselves into all sorts of trouble."

Mr Sandford told delegates that *The Lion*, *The Witch And The Wardrobe* is being made here now. But there's been no significant publicity to date as TNZ is in negotiation with the makers regarding ways that they can best work together.

"So there are clear ways you can grow your way with appropriate films. You can create a great deal of awareness and make a lot of money for tourism in your country if you respect the rights of the film makers and work closely with them for mutually acceptable outcomes," he added.

Dot travel to target SMEs

NEW York based Tralliance Corporation is drumming up publicity and support for .travel (or dot travel), an exclusive online register, touted as the Google equivalent for top level domain searches on the industry.

And at the PATA conference president and CEO Ron Andruff said the goal is to target small and medium enterprises.

"By listing at dot travel we hope to get them out of the dot com anonymity," he added.

Dot travel will begin systems testing in May/June and pre-authentication in July/August. There will be a limited launch in September/November and a worldwide launch in the following January.

Mr Andruff told delegates that he expects 50,000 listings in the register. The fee for authentication will be US\$100.

People are easier to reach - but harder to influence!

IT has become easier for the industry to reach people through different forms of media - but more difficult to influence them, according to panellists at a session entitled *Tourism and the Media: Growing the Necessary Relationship*.

Media fragmentation, the rising influence of online blogs and tabloid-style reporting mean industry stakeholders must develop targeted communications to reach the people they most want to influence.

YPB and R chairman and CEO Peter Yesawich said online databases are a vital tool in creating a dedicated medium for direct communications. "If you create these lists you can create an ongoing dialogue with people and you can speak directly to those people," he said.

While acknowledging the influence of the Internet and blogs, panellists said there is still a credibility gap with online information.

BBC World presenter Keshini Navaratnam said the issue of credibility is dependent on journalists asking searching questions and critically filtering information. "Generally the consumer is being bombarded with information from 360 degrees, which makes it difficult to distinguish that information."

Panellists advised that communications in times of crisis should present the known facts, rather than attempting to "spin" news.

Moderator Mr Peter Greenberg of Travel Channel said the news media is more likely to take notice if information is accurate. "When you don't know, say 'I don't know'," he said.

He also warned against the overuse of "PR speak" in releasing information to news outlets. "The words 'luxury hotel' are like a red flag," he said. "You have to be careful about media releases and the language used. Get your terminology right and it becomes a story."

Future not guaranteed!

IATA DG and CEO Giovanni Bisignani says that threats such as bird flu should be a wakeup call for the industry to plan co-ordinated action. But the future is not guaranteed and credibility is fragile. "It is no secret that the air transport industry is going through its most difficult period. The value proposition is changing. People expect to fly cheaply and globally, airlines' yield has dropped 10 percent in the last five years," he added. "More people than ever are flying - 1,800 million last year - but we have never lost as much money."

Mr Bisignani said that if oil costs US\$43 a barrel this year fuel will cost airlines US\$76,000 million "and 2005 will be another year of losses."

He added: "We need now to quickly become a low-cost industry and we must change fast."

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Investors look at more than viability

INVESTORS in tourism projects are more likely to open their wallets if governments supply assurances along with electricity, water and telecom facilities. Speakers said that financiers not only analyse the economical viability of business plans, but also political stability, the economic growth rate, the enforcement of contracts and the protection of property rights.

World Travel and Tourism Council president Jean-Claude Baumgarten told delegates that a lack of project financing for entrepreneurs has become a serious bottleneck in the industry's development.

"The key component to financing tourism projects is the public-private partnership. Although tourism is largely a private-sector driven business, the government's role is indispensable. It is crucial to create a favourable environment to attract private investment in tourism projects, by putting in basic infrastructure - electricity, water and telecom facilities."

Incentives

He said it was imperative for government to give incentives and high visibility to the investment as part of a strong policy commitment to tourism development. Hong Kong Research CLSA MD Amar Gill said that tourism supplies cash flow, growth and high-return. "If the environment is right, the capital will flow. However, it is important to have a sexy theme for a tourism project, as well as making it commercially viable."

Richard Price, MD Leisure Industry, The Royal Bank of Scotland, said that financiers realise the importance of sound environmental practice. Financiers also consider issues such as the ability and willingness of the project managers to maintain the attractiveness of the facility. And DB Real Estate Asia, Deutsche asset management director Robert Byrne said that to make a decision on project finance, financiers look not only at the economic viability of a business plan, but also the political stability, economic growth rate, enforcement of contract and protection of property right issues.

Widespread buy-in is secret to campaign success

AWARD-winning marketing experts from the tourism sector told delegates that successful marketing campaigns need widespread buy-in from stakeholders outside the industry, otherwise the campaign will fail. Tourism Australia international marketing director Richard Beere said stakeholders meant local communities, media, government officials, the business community, travel trade and staff of the tourism body carrying out the campaign who "have to believe it too." "A campaign must be built on certain truths about the country that everyone agrees upon. All stakeholders

must be included," he said. "The final ad is only one outcome in a long process."

Rob Giason, CEO of Tourism Tasmania, which won a 2005 PATA Gold Award for its *Short Breaks* marketing campaign, said that states within a country sometimes have to compromise to fit in with national branding. The Short Breaks campaign, which Mr Giason described as "small and cheeky", invited Melbourne residents to "get lost" in Tasmania and to leave the state of Victoria and "come back in a better one". The provocative adverts caused a lot of public debate, much of it on talk-back radio, which added to public awareness. The US\$185,000 campaign increased interstate arrivals from Victoria by 64 percent.

No single fit

The Korea National Tourism Organisation (KNTO) decided one message did not fit all and created different campaigns such as *Dramatic Encounter* and *Friendly Neighbour* to increase international visitor arrivals from China, Japan and Southeast Asia by more than 30 percent in 2004.

Korea targeted younger travellers, especially females, by using celebrities and locations from Korean soap operas famous across East Asia.

Delegates also heard that Indian tourism authorities spent US\$25 million from the Japan Bank of International Construction to upgrade the Ajanta Ellora Buddhist cave complex. The project is now being used as a prototype in other heritage areas in India. Mr Amitabh Kant, Joint Secretary in the Ministry of Tourism, said it took one year and "45 visits" to the site to get local shop owners, villagers, taxi drivers and guides to agree to the initiative.

All panellists in the session said the campaigns would not have worked if stakeholders had not been included from the start.

Industry needs to get alongside health sector

TOURISM leaders need to "pro-actively engage" the health sector to help combat future threats, such as avian flu, delegates were told.

Director and Professor of the University of Queensland Centre for Tourism and Risk Management Jeff Wilks urged the industry to prepare for future health crises. "It's a matter of when, not if, the next health threat strikes our region.

"We can't sit on our hands and hope that someone else protects tourism," he said.

Prof Wilks said inaction would lead to poor destination image, economic loss, potential law suits and business failures. "We need to build a genuine partnership with health ministries and agencies, which includes information sharing and crisis management procedures." Prof Wilks commended PATA on its crisis management programmes and suggested it could work with other agencies, such as the World Tourism

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Organisation, to build networks with the health community.

Prof Brian Kay, of the Queensland Institute of Medical Research, had earlier warned delegates there was a very real chance that avian flu could mutate into a strain that was easily transmitted between humans.

Forecasts point to continuing growth...

EVERY destination covered in the PATA region is predicted to post positive annual growth to 2007, ranging from four percent (Pakistan) to 20.9 percent (Malaysia), according to the just released *Asia Pacific Tourism Forecasts 2005-2007*.

Factors influencing the forecasts include the Indian Ocean tsunami, the emergence of low-cost airlines, the rapidly rising middle-classes across Asia, and significant advances in avionics leading to new generation aircraft "that will change how we move around the world."

"Combined, these factors look set to dramatically increase intra-regional travel flows," said PATA Director-SIC Mr John Koldowski. "Whatever the changes we expect - and those we don't - the travel industry needs an anchor, a meticulously researched set of predictions on which to plan future strategies."

* The report shows that New Zealand can expect an average annual growth rate (AAGR) of 11.19 percent between 2003-2005, compared to the average of all destinations in Asia Pacific of 14.03 percent. Between 2005-2006 it is expected to be 6.77 percent and between 2003 and 2007 8.85 percent, compared to regional averages of 7.83 percent and 10.55 percent. Some 2,957,275 arrivals can be expected in 2007.

Our receipts are expected to increase from US\$4,798 million in 2005 to US\$5,449 million in 2007 with an 8.85 percent increase between 2003 and 2007.

Contact:publications@PATA.org.

Property development, tourism together

PROPERTY developer Vincent Lo said that tourism and property development are parallel industries. "Tourism and property development can go hand-in-hand. Success in both is based on some common fundamentals: people, environment, culture, architecture, facilities and supporting services."

Qantas to be congratulated

IT flew to the conference in Macau with Qantas - on a paid ticket - and was thrilled with the service throughout.

We left and arrived on time, inflight services was exceptional and the food was great.

So, hearty congratulations to QF for making us feel so welcome!

Aucklanders told to look to Taranaki for inspiration!

GOOD things are happening to Auckland. But the regional strategy is a shambles and the only solution is to start again, a Tourism Auckland forum has been told. Financial journalist **Rod Oram** told members that Aucklanders need to be driven by an understanding of the city's threats and opportunities, ambition for Auckland to be world class and for leadership to be locked on to these issues.

The city has the capability to deliver these outcomes through a strategy that is practical. If it doesn't? "We are stuffed!"

He showed that when it comes to GDP per hour worked New Zealand is below countries such as Iceland and Spain and is 60 percent of the US equivalent.

"It's not what you make but how you make it and sell it," he pointed out. "We can't double export volume - we have to double export value."

Inept

But attempts at a long-term, strategic approach are dogged by short-term attitudes and ineptitude.

Opportunities are exceptional. The challenges are tough but 'doable' and Aucklanders have to work at world speed, world scale and to be world class. Build value. Don't cut costs, was his advice.

World class cities are the key to successful nations.

While Auckland has a brilliant physical location but Aucklanders have skimmed on investment over the last 50 years. So, today, its citizens struggle with traffic, urban sprawl and a degraded environment. Corporate and community leadership is needed. And he cited Taranaki as a region which knows where it is going and how to get there.

Before, there was conflict between three councils. Since Venture Taranaki was sent up in 2001 councils have been kept at arms' length, things are united and businesses are more involved. There is no longer a victim mentality, with regional growth last year of 6.2 percent. Christchurch has had a hands-on approach for a long time and has been thinking laterally for years.

The New Zealand Herald's **Fran O'Sullivan** told members that Auckland has too many warring mayors, too many cities and too many authorities. There's too much focus on committee work and political egos at the expense of progress. This breeds mediocrity not dynamism.

SkyCity Grand full already

ONLY a week after opening, SkyCity's new five star Grand Hotel has exceeded booking expectations. Last weekend the new \$85 million 660-room property was fully booked, as was the four star plus SkyCity Hotel.

GM marketing Jill Birch, says the interest and confirmed bookings received from the local leisure, conference and incentive market and international and corporate markets demonstrate the real need that existed for an extra five star facility in Auckland.

Govt to educate all on new Fiordland Act

A new law establishing unique local management of the special environment of the South Island fiords has passed through Parliament. The Fiordland (Te Moana o Atawhenua) Marine Management Bill 2004 had its third reading, giving effect to management measures proposed by the Guardians of Fiordland for Fiordland's marine environment. The measures will enhance the sustainable management and protection of the area. "I am thrilled to see the Fiordland community's dream becoming a reality," Environment Minister Marian

Hobbs says. "It is a tribute to the hard work and dedication of the Guardians of Fiordland, who spent more than seven years devising the strategy to which this new law gives effect."

Over the next few months, government will produce information to let users, tourists and the community know what has changed.

Passport life halves

NEW Zealand passports obtained from now on will have a lifespan of five and not 10 years.

ADVERT



MANAGER

Skyline Gondola Restaurant and Luge is one of New Zealand's premier tourist attractions. Situated high above beautiful Lake Wakatipu and the international resort of Queenstown, this award winning complex hosts over 540,000 visitors per year and employs 120 staff.

We are seeking to appoint an experienced and capable individual to the position of Manager of this prestigious complex.

Reporting to the Managing Director of Skyline Enterprises Ltd the Manager will be responsible for the effective and profitable operation, management and promotion of Skyline Gondola Restaurant and Luge and will lead a capable management team and staff.

The successful applicant will be able to demonstrate previous experience in a management role over a significant period. Essential elements of management experience must include service delivery and continuous improvement, demonstration of a strong commercial acumen and a consultative and motivating staff leadership style.

An understanding of the major influences in the tourism industry is essential along with a superior ability to develop business relationships with key industry decision makers, client groups and prospective client organisations.

This is an excellent opportunity for an experienced and energetic manager to join a highly successful tourism company. A remuneration package commensurate with the seniority of the role will be negotiated. A job description is available upon request.

Applications will be treated in the strictest confidence.

Please forward your application, with a current Curriculum Vitae to:

Maryann Geddes
Operations Manager
Skyline Enterprises Ltd
Po Box 17
Queenstown
Ph: 03 441 0377
Fax: 03 441 0394
Email: maryann@skyline.co.nz

Most are pleased with 50:50 split in passenger service fees

PASSENGER clearance service costs at New Zealand's seven international airports will be split around 50:50 between government and industry, and equally among passengers, according to a funding formula agreed by Cabinet.

A cost allocation review, begun in May, was prompted by a big increase in security costs - estimated now to reach \$105 million a year.

Finance Minister Michael Cullen says: "On current costs, that translates into \$8.31 per outward bound international passenger: \$9.31 when the \$1 Civil Aviation Authority levy is added in. This money will be collected by the airlines and is likely to be recouped through ticket prices. The \$9.31 represents a small increase on the \$5 passengers pay now through their \$25 airport departure fee, the balance of which goes to the airports."

The flat rate implies a 44c per passenger subsidy from Auckland, Wellington and Christchurch airports to Hamilton, Palmerston North, Dunedin and Queenstown. Adds Mr Cullen: "Initially we proposed that any new international airport must meet the full costs of all government services. We did this to avoid any further unnecessary and expensive proliferation of resources given that New Zealand already has a high ratio of international airports to population and given that a large slice of the costs of servicing them is borne by the taxpayer."

"But we have listened to the arguments raised by Rotorua, Invercargill and Napier airports, and by the local Labour MPs on their behalf, and recognise that it would be hard to justify separate treatment should they develop successful international services.

"Accordingly, new entrants will now have to carry their full passenger clearance costs for a probationary period of one year only. At the end of that time, they will be brought into the funding regime provided they can meet the threshold of 9,000 departing international passengers a year."

Mr Cullen accused Invercargill Airport CEO Barry Bouton of "playing politics" with the potentially crippling charges faced by Invercargill Airport. Invercargill is part-way through a \$4 million runway extension that will see its status upgraded to international.

Mr Bouton warned the charges could see Invercargill's future as an international destination placed in jeopardy. The fees could climb as high as \$1 million for the first 12 months, he said.

Clutha-Southland MP Bill English says he is seeking an assurance from his caucus that Invercargill will not be subject to the fees regime if it comes to power after this year's election. It was unfair to impose the fees on Invercargill he said.

The announcement is largely good news for Rotorua and means the city can proceed with its plans to develop a trans-Tasman capable airport says Rotorua Mayor Kevin Winters.

ADVERT

LARNACH CASTLE

General Manager Larnach Castle, Dunedin

Larnach Castle is Dunedin's icon attraction. Since 1967 the Barker family have created a diversified business saving a major part of Dunedin's heritage and contributed greatly to the local tourism industry.

Due to one of our key staff retiring, we have an outstanding opportunity for an experienced, motivated person to join the team in a senior role.

Responsibilities will include:

- * Establishing effective human resource procedures to manage performance and ensure the continued performance excellence and high motivation from the staff.
- * Building the team and developing a "customer focused" culture within the organisation.
- * Providing strategic and operational input to ensure the organisation is clearly focused on elevating company performance and achieving continued success.
- * Manage financial performance of the organisation at an operational level.

In the first instance, send your CV and covering letter to Alison Isherwood, BLUESKIES GROUP LIMITED, PO Box 830 Christchurch. alison@blueskiesgroup.net, 03 377 6767. Applications close 5.00pm 5th May.

He had previously been critical of the government's position that would have seen existing New Zealand international airports having border control costs subsidised by the government, while airports such as Rotorua would have had to recover these costs themselves when they commenced direct offshore flights.

"As this could have added more than \$100 per passenger it would simply not have been viable and would have seen the end of Rotorua's aspirations to tap directly into the important and lucrative Australian visitor market."

Mr Winters expressed his appreciation that the government had listened to the submissions from him and other supportive mayors around the country, and that it was prepared to change its mind.

"In Rotorua's case, the government's earlier proposal would have been a serious blow to our future economic growth opportunities.

"All we really sought was a level playing field so that our city could compete fairly, and continue with the important job of aggressively growing our local economy," he adds.

Hot stuff on Taupo's Hotbus

IN what is understood to be a New Zealand first, Taupo company WebControl has installed an innovative mobile advertising system on the Hotbus shuttle.

MD Nik Eliadis says the software has been in development for about 18 months. "The cool thing is we can communicate with these screens over the Internet. That's our point-of-difference."

Maori product on show in Dubai

INDIGENOUS New Zealand, a marketing arm of Poutama Maori Business Trust, is exhibiting Maori tourism products at the Arabian Travel Market in Dubai from May 3-6. Contact: www.indigenousnewzealand.com.

Petitioners want VIC back where it was

A petition has been presented to Masterton District Council calling for the town's VIC to be returned to a site near Queen Elizabeth Park. It has been signed by 3,000 who say the present site at GO Wairarapa's office on Queen Street is too far away.

Arahura returns after breakdown

SAILINGS of Interislander ferry Arahura are back to normal after it lost power on Sunday near the narrow entrance to Tory Channel. Emergency services were put on full alert when the vessel, which was carrying 676 people, broke down about midday.

Awards for all!

WHAREKAUHAU Country Estate, Wairarapa, has been voted New Zealand Regional Property of the Year in the HM Awards for Hotel and Accommodation Excellence. Hilton Auckland took the honours for best CBD hotel. Named New Zealand hotel manager of the year was Peter Gee of The Stamford Plaza Auckland.

* Aachen House, Auckland, and Mountvista, Queenstown, are finalists in the World Travel Awards, which are internet based, attracting several hundred thousand voters. Also in the running for the title of Australasia's Leading Boutique Hotel are four Australian properties. Winners will be announced at a gala dinner at the Royal Opera House, London, on November 13.

* Conventions and Incentives New Zealand CEO Alan Trotter has been given an IMEX Academy Award for making a major contribution to the industry.

Two students win ATTTO scholarship

INTERNATIONAL Travel College (ITC) students Rebecca Gover and Natalia Titartchouk have each been awarded a \$3,000 scholarship from the Aviation, Travel and Tourism Training Organisation.

ADVERT

Marketing Manager – Hotel and Spa du Vin

Hotel Du Vin is entering into an exciting growth period with the recently launched Spa du Vin, new accommodation expansion and restaurant refurbishment planned over the next 18 months. This dynamic role encompasses the full spectrum of marketing functions from setting the strategic direction to implementing the tactical executions for Hotel du Vin, our Vineyard Restaurant and Spa du Vin. Working closely with the Director of Sales and reporting to the General Manager the key areas of responsibility include: public relations, advertising, database and email marketing, website management, brand development and joint promotions. Applicants need to possess impeccable verbal and written communication skills, be able to develop relationships with the media, internal teams and associated companies to leverage joint promotion exposure. A tertiary qualification, minimum of six years marketing &/or PR experience in premium brands or hospitality/tourism industry is also a must. If you possess the experience and are ready for the challenge please send your CV to:

Edward Aster,
CEO Hotel Du Vin
Lyons Road, RD1, Pokeno, Auckland
Email: edaster@duvin.co.nz

Tamaki, now 15, announces new vision - a bolstered team...

TAMAKI Maori Village, Rotorua, turns 15 this year. And while the milestone is a celebration, far from resting on its laurels, Tamaki has instead announced a new vision and a bolstered team to help achieve new ambitions.

The original experience hold its place as New Zealand's most awarded. The village remains the heart of this family-owned company - hosting more than 120,000 guests each year.

But the past two years have seen the business grow significantly, spreading its wings to other locations. Not just for expansion's sake alone though - the addition of new heritage experiences is part of a bigger plan to strengthen storytelling, heritage and cultural encounters by visitors. Hooking them into a powerful and personal New Zealand heritage stories is the Tamaki Heritage Experience's goal.

...modernised meeting house and guidebook

THE meeting house at Tamaki Maori Village has been redesigned. New seating layout gives guests a more up-close-and-personal encounter within the cultural performance. This new space sets a revised limit of 185 visitors per event and will better cater for disabled guests.

The back wall of the new stage will be opened during performances - resulting in an outlook back into the forest through which guests have just walked.

CEO Oscar Nathan says: "While that's the physical side of the significant product development, we have also honed much of the interaction between manuhiri (visitor) and tangata whenua (hosts) and the flow of the experience itself. Best way to find out how we've gone about that? Let us know when you're in town next and we'll arrange things so you can see for yourself!"

* Visitors may now obtain Nga Mahara, a 16 page story/book album tracing the different chapters, rituals, protocols over the night and the visitors' role within these.

It includes imagery of the multi award winning experience as well as a personal picture of the guest within their ope (group) and their guide. A CD Rom of Maori culture stories, concepts and images of importance has been developed to partner the album. GM sales and marketing Kiri Atkinson-Crean tells *IT*: "Manuhiri (visitors) want to capture that feeling, that magic that is our experience - sum it up, translate it and share it with their friends when they get home. Frankly - we want them too. "But, it is important we don't compromise the significance of our protocols and stories - they're too precious!"

* Former Hells Gate and Waiora Spa marketing manager Nadine Rippey has joined Tamaki as national sales manager. She was previously marketing co-ordinator at Destination Rotorua Marketing. New driver/guide manager is Tui Harvey, formerly tour director with AAT Kings.

* Replacing Ms Ripper at Hell's Gate and Wai Ora Spa is colleague Patrick Tamaki. His present job is being taken over by Adam Hughes.

DoC's locks stopped emergency services

DOC'S policy of locking up the South Island high country for public access is stopping emergency services doing their job effectively, says National's Conservation spokesman, Simon Power.

He was commenting after a search and rescue team had to use bolt cutters on Sunday night to get through a padlocked gate in the Ahuriri Conservation Park after a climber was seriously injured.

A question never asked...

ROTORUA officials need to re-think plans for an international airport in light of spiralling oil prices, says Green Party co-leader Jeanette Fitzsimons. Ms Fitzsimons was speaking after she met mayor Kevin Winters over plans to lengthen the airport runway. She is quoted as saying that the question not yet raised in the airport debate was what was the outlook for air travel and whether expanding the airport was a wise investment for Rotorua ratepayers, given that international air travel is likely to be decreasing as oil prices rise.

Pahl joins Sofitel

MANDY Pahl is named director of sales and marketing for the Sofitel Queenstown, which is scheduled to open mid year. She starts on Monday.

Hurunui plans \$20M attraction

PLANS for a \$20 million tourism attraction including a 64- room international class hotel with 30 villas, a restaurant and wine bar, boutique ale house, food and wine school, function centre and conference facility, have been announced for The Hurunui. Waipara Wine Village will be about 30 minutes' drive north of Christchurch. Construction will start next month and the complex will open in October 2006. Contact: Richard Hunter 021-398633.

Station to join park?

LANDSBOROUGH Station in South Westland has been sold for \$3.2 million to the Nature Heritage Fund and will eventually be added to Mount Aspiring National Park.

Motels on the market

TWO Far North motels are being offered for sale as part of Bayleys latest Tourism portfolio. They are: the Mangonui Motel, which has panoramic views over Doubtless Bay and Mangonui Harbour - and the Norfolk Motel, Awanui .

Tourism flows to be monitored

A project to provide better information on tourist movements within New Zealand is under way, says Tourism Minister Mark Burton. The Ministry of Tourism's New Zealand Tourism Flows Model, will map where and how international and domestic tourists move throughout the country.

"This is critical information for the tourism sector as it will provide detailed understanding of the current characteristics of tourism in New Zealand's regions and, importantly, it will link this analysis with tourism visitor forecasts to provide insights into how tourism will develop on the ground." The project is innovative on a number of fronts, including using all of the key tourism sector data and presenting it visually through maps on a Geographic Information System (GIS) platform.

It draws on a range of information that includes DoC visitor data and TransitNZ road counts.

Initially, the model will be used by local and central government planners when considering sector infrastructure investments. There will be a wide range of uses for the model including by private sector businesses to assess their investment decisions in the tourism industry.

It will illustrate tourism trends and allow agencies to identify capacity constraints before they occur, to enable proactive action.

Adds Mr Burton: "An understanding of tourism pressure points is crucial to sustainable tourism development. The New Zealand Tourism Flows Model will enable us to identify infrastructure requirements around the whole country and will provide valuable insight into the dynamics of tourism in New Zealand, now and in the future."

Travel advisories "not reliable"

GOVERNMENT-issued travel advisories aren't reliable, according to travel editor, NBC Today Show and chief correspondent, Discovery Network's Travel Channel, Peter Greenberg. Mr Greenberg was taking part in a debate at the WTTC Summit in New Delhi, discussing the issue of getting information to the public in the wake of crises such as plane crashes, acts of terrorism and natural disasters.

* Travel advisories issued by Australia have frequently been a source of frustration to destinations in Asia. Now the boot is on the other foot, as Queensland's Gold Coast has become the focus of a warning from Japan's Foreign Ministry. It has listed a series of recent assaults and robberies on Japanese tourists in Surfers Paradise. The warning advises tourists not to leave valuables in locked rooms, or open a wallet in front of people and to keep a tight grip on hand and shoulder bags.

Opening of Novotel marks a coming of age

ACCOR'S newest New Zealand hotel, Novotel Palmerston North, has officially opened as the city and surrounding Manawatu region comes of age to welcome what is its first four-star international hotel.

The hotel has re-opened following an extensive construction and refurbishment project at the historic site, creating an all-new 65-room building to complement the existing 20-room historic hotel and function-centre.

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 fully incorporate and launch Novotel's new room signatures.

Garrett replaced by Treetops couple

AFTER five years as GM Wharekauhau Lodge Bruce Garrett has moved to Christchurch to manage The George. He's being replaced by Nico and Kristy De Lange, who have extensive international experience and come to Wharekauhau from Treetops Lodge, Rotorua.

Moore goes

FLIGHT Centre, hit by poor profits from its New Zealand operations, has launched a restructuring drive that has seen New Zealand MD Graeme Moore get the axe.

A profit fall across the Australian-based firm's international operations has prompted the move, which could see the merging of Australasian back-office work.

Air traffic controllers in short supply

FOUR international flights to Wellington had to be diverted after a shortage of air traffic controllers closed the airport on Sunday.

LCAs offer inflight movies

FREEDOM Air and Pacific Blue are introducing in-flight movies on portable screens.

Recently Pacific Blue said it would offer personal entertainment movie players to its guests. Till now passengers have been offered six audio channels to keep them amused.

Not to be outdone, Freedom Air has introduced DVD players on Auckland-to-Queensland flights. They will be available on other routes in the next few months.

Business down

ALTHOUGH international tourist numbers were up two percent over the summer quarter the visitor spend in Queenstown hit a 20-year low.

\$2M facelift

A \$2 million facelift for Napier's central business district is among new projects in the city council's draft annual plan.

Online directory now available

THE World Tourism Directory is now available online at WorldTourismDirectory.com. With 110,000 entries from 330 countries, states, and territories, it is the most comprehensive of its kind.

DoC, developer attacked over treetops walkway proposal

OPPONENTS of a steel walkway through the treetops in the Hokitika Gorge Scenic Reserve verbally attacked the developer and DoC for what they believe is the despoliation of one of the world's beauty spots.

A DoC report has recommended granting a concession for Christchurch-based Air Walks NZ Ltd to operate commercially within the scenic reserve, subject to the outcome of public submissions.

A concession would give the company exclusive occupation of a lease area covering the proposed information centre and souvenir shop at the foot of the gorge, and the footprint of the 600m-long walkway, which is to be elevated by 14 steel towers.

Because the application drew a record 347 submissions - 325 of them against - the department took the unusual step of opening the concession hearing to the public. But that did not stop opponents from expressing their suspicion and mistrust of the department.

Warning

Buller Conservation Group spokesman Peter Lusk told the public to be wary of any promises made by the developer or DoC, citing the example of the Nile Valley, near Charleston, where he said the department had helped a tourist operator to privatise an area of public estate. His group had protested against the use of locked gates and keep-out signs, and now the only public access to the Metro Cave was by paying \$80 to the concessionaire.

"If this (Hokitika Gorge) development is allowed by DoC, the reserve will be effectively privatised," Mr Lusk said.

"Our submission is that DoC can't be trusted to protect under the Conservation Act, Reserves Act or any other act that is supposed to bind it."

* The Tokirima community, near Taumarunui, is shocked to discover the department plans to remove the Maraekowhai Reserve walkway, that has a view of the Ohura Falls and the historic rongo niu war pole. Tokirima resident Lyn Neeson, who neighbours the reserve, said she first learnt of the department's plans less than a fortnight ago after a DoC worker mentioned the issue in passing. Her neighbour Gail Gower has since started a petition against the track removal.

Brash concerns over Maori coast plans

NATIONAL Party Leader Don Brash is expecting more Maori to follow Ngati Porou's lead and start direct negotiations with Labour over the ownership of our coast.

Carlton Expo to be annual event

MORE than 200 Auckland PAs, event organisers and PCOs attended the launch of Carlton Hotel's Conference, Meetings and Events Expo last week.

Sales and marketing director Brendon Bainbridge says: "We are delighted with how the event went...and we have already had interest from exhibitors keen to have a presence again next year. We will definitely make it an annual event."

Erin Lowson, PA to the Dick Smith Electronics GM, added: "Every year Dick Smith Electronics holds a Conference and Product Exhibition so we are constantly looking for fresh and exciting ideas and venues to suit our requirements. I thoroughly enjoyed the evening and found lots of inspiration which will come in handy for future planning."

Exhibitors included Tourism Auckland, Event Makers, Peek Display, SailNZ and Themes By Design.

Upgrade for Blenheim airport?

MARLBOROUGH Airport Ltd is in the early stages of planning a \$2 million revamp to its Blenheim terminal. The company is also considering expanding the runway, although if or when that might be necessary is still up in the air.

Police warn on credit card cloning

POLICE are warning everyone to be extra vigilant to combat what has been described as the world's fastest-growing credit card fraud - card cloning. The call comes after a Wainuiomata man admitted in Lower Hutt District Court that he secretly copied customers' credit card details while working as a forecourt attendant in a service station.

Taieri railway makes \$2.7M - from 5% growth

TAIERI Gorge Railway has announced annual growth of up to 25 percent. Its net income last financial year was \$2.7 million, up from \$1.8 million in 2000. Total assets grew to almost \$2 million.

The Otago Excursion Train Trust began operating trips in April 1978. Now, during winter, they make seven a week. But over summer they are running at least 14 a week.

Averaged out over the year and including charters there are an average of 11 trips a week. That is 513 daily train trips and 60 charters a year, covering 451,264km a year.

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

Rotorua MoU will strengthen city's cultural position

A formal agreement has been reached between Destination Rotorua Tourism Marketing and the Maori in Tourism Association to strengthen Rotorua's cultural position.

The MoU formalises the working relationship the two parties have had for many years and creates an official platform to capitalise on opportunities in the future. Destination Rotorua Tourism Marketing GM Don Gunn says it is a significant step in assuring Rotorua's long term position as an iconic New Zealand cultural identity. Maori in Tourism Rotorua Association chairwoman Renee Nathan says the main challenge under the new agreement is for the two organisations to work together to promote the diversity and depth of the cultural experience that Rotorua offers.

"We need to continue to promote our iconic Maori cultural attractions like Te Puia and Tamaki, but also need to bring forward all tourism-based businesses owned or run by Maori and/or showcasing the cultural heritage of the region," she adds.

This will include contemporary Maori art and craft, cuisine, indigenous food trails, tours, adventure businesses, activities and attractions, with an emphasis placed on helping young businesses build sustainable operations along with excellent reputations throughout New Zealand and the world.

"Our role is quite specific. We promote the destination first and foremost, and capitalise on whatever opportunities present themselves," Mrs Nathan says. "We want to ensure Rotorua is always at the top, is a leading example for other regions and what we offer is quality assured."

The agreement comes about following a research

project by the Ministry of Tourism last year on the relationships between RTOs and Maori tourism organisations. RTOs in Taupo and Northland have already signed similar agreements.

TNZ website ever popular

TNZ re-launched its industry website - www.tourismnewzealand.com - at the start of 2005.

Since then usage has grown by a third.

The site was redeveloped following user feedback, and now has a new navigation and search system to make it easier to access information, along with a glossary to help new entrants to the industry. Other new features include an extended market guide section, media resources and updated research on the Interactive Traveller.

Another major change is an online application facility for trade events. Online applications are now required for all offshore events - a feature that has been well-received by the industry.

World alliance welcomed

ITOC and TAANZ CEO Peter Lowry says everyone is delighted a new World Alliance of Travel Agents has been set up. "The President James Langton, representing TAANZ, attended the inaugural meeting in Washington DC last month and following discussion at our recent board meeting in Wellington we are fully supportive of this new international organisation," Mr Lowry tells *IT*.

Oamaru airport reopens

OAMARU airport has reopened after a one month closure so \$400,000 could be spent upgrading the runway and putting in new toilets.

ADVERT

Tourism & Lifestyle Opportunities

LODGE - Private and peaceful, 50 acres and only 15 mins from CBD. A magnificent fantasy castle like lodge with expansive views. incl native bush and farmland on this private famous estate. Sharéne Temple 027 2246 045.

PAIHIA SEA SPRAY APARTMENTS - investment opportunity. Call in and view - agents on site Anzac weekend. Construction will commence June 2005. Great beachfront location and a great investment, call in and find out more. Carolynn Crawford 0272478716 Richard Murphy 021487562

FREEHOLD - land buildings and business, Icon with a theme, central city, Rotorua, 76 beds, land area 1012m², thermal heating, good turnover. Cash in on the upcoming Lions Tour www.bayleys.co.nz ref. 283487. Mark Slade 0274 988 911 or 07 349 5360.

COROMANDEL PENINSULA - Nine well presented motel units, comfortable owner's accommodation with great water views. Sloping landscaped site. Attractive seaside town offering white sandy beaches, boutique cafes and of course great fishing and diving. FHGC. Garry Paterson 021 341 447.

0800 BAYLEYS

www.bayleys.co.nz/tourism

