

Keep up with trends, Hickton advises

TAUPO needs to keep up with worldwide trends if it is to continue to attract international visitors, TNZ CEO George Hickton said yesterday (Thursday). Speaking at an industry forum Mr Hickton said that with international travel predicted to increase, it is vital that regions create a point-of-difference.

“With the world economy predicted to grow four percent in 2005, the WTO is predicting a flow-on of five to eight percent for tourism worldwide. If recent years are anything to go by, we may well expect to attract higher percentage growth than this.”

He added: “We need to work harder and smarter. The challenges that affect New Zealand as a whole are also relevant for the regions. We need to be distinctive, just as the regions need to have their point-of-difference. We need to continue to improve on the quality of product that we offer. We need to be aware of and utilise the new and upcoming trends in technology. And it is important to invest in marketing. No one will know you are there, if you don’t tell them.”

(Also see pg 5)

Respond quickly to changes, operators told

THE industry can’t just rely on growth of value and volume any more. The market dynamics are changing and operators need to respond quickly and effectively to understand the impact on their plans, says TIANZ chairman Geoff Burns.

He emphasises that the industry in general is in good heart.

“There’s some reality in the marketplace now with significant changes in the performance of markets over last six to nine months.”

He adds: “In the Australian market numbers and overall value have grown well but at a lower average spend. The Japan market is soft despite still having a good average spend and some of the Asian markets are not providing any real value that stays in New Zealand. So overall, there’s been a plateauing in the value left here by international visitors.”

There is no sign the New Zealand dollar will decrease in value against other currencies and stimulate the

visitor spend to start to increase again.

Mr Burns says the country must continue to develop strong quality iconic product. “Those who have not analysed their businesses and reinvested in their product, and have not been able to preserve their uniqueness or differentiation, are probably going to struggle because visitors have a better choice than they did five years ago.”

He believes the strength in South Island tourism is sustainable and as visitors continue to seek more of our culture so they will move further into the regions.

Mr Burns says the TIANZ and TNZ boards recently had a constructive meeting, which was a sign that they too are maturing performance-wise. “We spent a lot of time talking about our engagement with DoC as well as the shortfall in industry wide research discussing why and how we can understand our customers more in particular.

“There was a lot of consensus that we need to be proactive in managing the China market. But we have to be careful how we manage it in a political sense,” he adds. “From the industry perspective there was a lot of concern that we don’t have the control and influence on where the value sits but we definitely need to be in the market in the longer term...”

Mr Burns says all those (Over)

Pages Past

TEN years ago in IT...

THE rate of increase in Asian arrivals appears to be slowing, perhaps confirming ITOC president Greig Ritchie's fears of a downturn. German arrivals are also down on the year.

NZTB (now TNZ) expects increased competition from a range of markets, including Asian destinations Tourism Minister John Banks tells *IT*.

He says the board's strategy is designed to market New Zealand as a unique and attractive destination which presents an outstanding range of activities and quality of product.

MOTELIERS need a "kick-start" when it comes to paying commissions to TAANZ agents, says Travel Management and Education International associate consultant Bernard Mead. TMEI agency clients say they do not automatically receive commission from moteliere. So the company surveyed 100 agents and found that 80 percent had to invoice moteliere for settlement while 25 percent had to send reminders.

TO have a true partnership with Asia New Zealand must understand the culture, value and lifestyle of the region's people, says Prof Mataka Kamiya who's been at the Centre for Strategic Studies, Wellington.

NZTB moved to new offices at 89 The Terrace, Wellington, at the weekend.

THERE are jobs and opportunities in tourism. But you can't just jump into the industry and expect to do well immediately, says NZTB PR manager Chris Ryan.

THE first residential hospitality school in the country has opened in New Plymouth. It's the Pacific International Hotel Management School.

UP to a million people a year will take lifts to the summit of Harrah's SkyCity, Auckland, once it's finished in 1997.

THE collapse of Southern Pacific Vacations has prompted ITOC to consider a fidelity fund to protect members.

Respond to changes, operators told

(from pg1) present at the joint meeting the directors felt that the time is right to revalidate the 2010 New Zealand Tourism Strategy.

There is strong bipartisan support for the strategy by all main political parties and Mr Burns says it's unlikely, if there is a change of government later this year, that its direction and validity will be affected.

Wait and see approach to Lions tour...

WAIT and see. That seems to be the attitude towards the Lions tour and whether we really will attract the 15,000 British fans as initially proclaimed.

Itineraries that have focused predominantly on the three tests have sold reasonably well, according to Southern World MD **Martin Horgan**. "...certainly not to capacity but not a disappointing result." He adds: "Interestingly enough we also had a heap of demand for short stay, one test only supporters. Longer itineraries that featured more regional games haven't been as popular as the industry had predicted. This is obvious by a significant increase in hotel rooms coming back on-line over the last month or two (excluding test venues)."

Mr Horgan says it appears that many New Zealand hoteliers took the Australian approach to event accommodation and imposed difficult booking conditions and hiked rates to levels that they'd only dream about normally. *"We know the Poms will pay anything for game tickets. But the lesson here maybe they aren't so fussy about where they sleep and that they're not willing to pay the world for a comfortable hotel bed."*

Pan Pacific Travel MD **Matt Brady** says: "We've not seen the numbers come through that we initially anticipated - especially for the regional non-test games. All the itinerary planning and protection of regional centre accommodation was a bit of a waste of resources."

He adds: "The unknown factor is the Barmy Army, who by all accounts will come but not necessarily purchase tickets. From my perspective, it may be a little premature to suggest a major variance between initial and current expectations."

ITOC president **Stuart Neels** of ATS Pacific says: "We haven't seen the uptake anticipated for prebooked itineraries but have known about that for a while. Touring seems to be mainly from the Christchurch test onwards."

Anne Bastiaans, of the Te Anau Hotel and Villas, says he is expecting a similar situation to that being experienced by Dunedin (*IT545*)

He says it seems that all Milford and Doubtful Sound trips are optional on organised tours and these will likely be operated from Queenstown.

"Instead of upselling and ensuring the visitors will see the icons of New Zealand many will not see them. It's sad but true. To travel this far and only see the rugby stadiums and the nightspots is sad."

RTONZ may become a charitable trust

THE 28-member body known as RTONZ (Regional Tourism Organisations of New Zealand) is working towards becoming a charitable trust. Chairman Paul Yeo says it's not to form yet another industry bureaucracy. "We just need a legal standing as we have been engaged in joint ventures including some with the Ministry of Tourism and the Minister's NZ Tourism Strategy Implementation Fund. As we don't actually have a physical entity, the financial onus or burden has fallen on the RTONZ chairperson and their organisation to handle things legally and financially. A group that starts working together and being proactive needs a legal standing." RTOs pay \$1,500 a year to RTONZ, which does things as a collective for the benefit of all. Mr Yeo says one of the major issues for RTOs is to push for more research, which can be used at a regional and local level. "It means more effort, more work - and more money for research from all levels of industry. It's sometimes seen as unsexy but very important for the industry. RTONZ is part of the machinery to push for this."

Airport to keep \$5 security fee

AUCKLAND International Airport is to keep the \$5 charge it has been including in its \$25 international passenger departure tax, although from October 1 costs associated with aviation security services will become a charge on airlines.

Currently, the major New Zealand international airports collect the security fee as part of an airport development charge (ADC) of \$25.

This is levied on departing international passengers. The airport says its ADC will remain at \$25.

"The retention of the charge at this level is necessary to assist in meeting the costs associated with major terminal development projects being undertaken at the airport," says CEO Don Huse.

He adds that the Board of Airline Representatives of New Zealand (BARNZ) has acknowledged that the retention of the ADC at \$25 is justified given the extensive international terminal expansion programme.

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UAE sees NZ's "great" potential

NEW Zealand is seen as a new destination with great growth potential now Emirates is flying into Christchurch, according to Market Vision MD Sen Gupta, speaking at the Arabian Travel Mart. He is predicting growth of 12 to 50 percent in India, Australia, New Zealand, Sri Lanka and Malaysia. Mr Gupta - whose company is a UAE-based market research company - reported that discrimination and fear of harassment is continuing to influence which countries outbound travellers from the Gulf countries visit. But growth in the region's expatriate population to 100,000 "would have a positive impact on outbound trends."

"The Americans continue to lose on a daily basis," he added. "It is losing leisure, education and medical tourism."

While destinations like the UK and Australia have tried to overcome the problem the US continues to make it hard to obtain a visa because it wants to continue to make it difficult.

Mr Gupta added that the UAE has a population of about five million, or 12 percent of the Gulf States. It generates 18 percent of all outbound from that region. In 2004, UAE outbound reached 2.86 million trips of

which holiday and VFR represented 69 percent - and business 26 percent.

Mr Gupta said outbound travellers spent 51.1 million nights overseas last year, spending US\$4,900 million based on an average spend of US\$ 1,718 per trip. Sixty percent of all outbound travellers are male, with an average age of 35. They tend to travel in groups of five. And about 70 percent of leisure/VFR travellers go abroad at once a year, spending an average of 24 nights per trip. Families represent 68 percent of total.

Serving a higher purpose...

ONE Earth, One Family: Travel and Tourism - Serving a Higher Purpose is the theme of the 3rd Global Summit on Peace through Tourism being held at the Royal Cliff Beach Resort, Pattaya, Thailand, from October 2-5.

The aim is to develop a 21st Century Agenda for Peace through Tourism that addresses key global issues of our time.

Topics on which consensus will be sought include: promoting cultural and international understanding, tolerance and cooperation; and ecological enhancement and preservation of biodiversity.

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Latitude Nelson is the regional tourism and destination marketing organisation for the Nelson Tasman region. Operating out of new purpose built premises in the heart of Nelson, the company's role is to deliver an economic, social and environmental return for Nelson Tasman through sustainable tourism activity.

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Whilst a detailed knowledge of or experience in the tourism industry is an advantage applications from outside the industry are encouraged.

For a position description or to apply, please contact
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TRUSTS are now forming an important part of our business and personal lives with the forming of a trust being for a number of relevant commercial reasons including estate planning and creditor protection.

A number of business people are using trusts to protect their personal assets (e.g. houses, investments, etc.) from business creditors or to hold their capital appreciating assets for the benefit of their children. The need for this estate planning or creditor protection applies very much to the tourism industry.

Most of the trusts that we encounter are set up with a husband and a wife as trustees and with a separate third independent trustee being an accountant or a lawyer. The independent trustee adds credibility to the existence of the trust, so it is less likely to be challenged as a sham.

Trusts and trustees - duties and obligations

Some of you may already be trustees in your own trust or be considering setting one up. The reasons for setting up a trust are always there but as a trustee you should also be aware of your duties and obligations. Breaching these duties and obligations could give rise to personal liability.

The main duties and obligations of a trustee are:

to be familiar with the terms of the trust deed and with the trust assets and to identify the beneficiaries, their circumstances, abilities and needs;

to check the propriety of the acts of any outgoing trustees; to comply with the terms of the deed;

to act impartially between beneficiaries and groups of beneficiaries - (but remember that trustees may still have discretions under the deed);

to keep proper accounts and to give full information to beneficiaries when required, including particulars of trust property and investments.

This must be furnished even if the beneficiaries' interests are only contingent. You must also have proper systems in place for the secure storage of trust documents, and ensure that you keep all trust

records for as long as the term of the trust, or for a reasonable time after the trust has been terminated. Also, trustees must not profit out of the trust estate unless remuneration is permitted under the deed.

They must act in the best interests of the beneficiaries. They must avoid conflicts of interest with the trustee's fiduciary duties and responsibilities. They must invest prudently.

They must act personally and be involved in the decision-making process, only delegating where it is legally permitted. It is also prudent to keep abreast of current trust issues so that you can make well informed and thought-out decisions.

These duties and obligations provide a framework of good governance and administration for trustees.

The problem with not attending to these is that it opens the potential to an argument that a trust is a sham, which could have serious implications for trustees and/or it could give rise to potential personal liability.

Trusts have their place in today's world - but trustees need to be aware of their obligations.

Taupo underperforming, says Kirkland

LAKE Taupo Tourism has an identity crisis aided by an advisory board which has been out of touch for years, says Taupo Hot Springs owner Barry Kirkland.

Mr Kirkland says there's a slump in arrivals, which is more than a hiccup. "Lake Taupo has been underperforming as a region in a number of key markets for the last five years."

Results from the Australian market have been "abysmal" - yet for the rest of the country it is the fastest growing. "After all, Australia is a semi-domestic market. Cheap airfares mean that our traditional domestic visitors are being lured away to other destinations and not being replaced by Australians, who are seeing the rest of the country instead. They are choosing the South Island in droves."

Mr Kirkland, who was speaking prior to the tourism forum in Taupo yesterday (Thursday), adds that Destination Lake Taupo has to become more innovative and more appealing to international and domestic visitors.

"Taupo is not marketing its unique point-of-difference. Kaikoura is whales. Queenstown has high adrenaline adventure. Hawke's Bay has wine and art deco and Rotorua thermal activity and Maori culture. We only market our lake sometimes..."

He blames Lake Taupo Tourism Advisory Board members, few of whom are frontline operators.

"Many operators do not subscribe to the notion that everything in the garden is rosy, as promoted, yet are reluctant to be seen rocking the boat."

Mr Kirkland adds: We need current board members to put personal interests aside and totally revamp Lake Taupo tourism promotion.

16 complain against Hotels-Holidays

THE Commerce Commission has received 16 complaints this year about an Auckland-based company, Hotels-Holidays, which has been asking people to pay about \$1,000 to list their properties - but the promised guests never turn up.

Aussie wonders about some of the finer points of our motels...

FOUR star motels in New Zealand are “wonderful” with most deserving their assessment, says Sydney-based Jim White of Motel Design Consultants.

But...

“I found it difficult to order coffee - you are supposed to make it yourself from the ingredients in your kitchen. Most do not have toasters in the room as they might set off the smoke alarm.

“Some state if the fire brigade turns up as a result of toasting, you pay the bill. But you can often find a hotplate to use!”

Mr White, who was commenting after a recent visit here, adds:

“Moteliers do not like colouring the toast more than passing a flame over it. When I asked if I could have ‘sugar free’ juice or canned fruit the answer was they all came with sugar.

“I was told it cost more to buy than ‘with sugar’. But on buying from the local supermarket I found both were available and at the same price.”

Restaurants

He notes that few motels have restaurants. “It must improve profitability but guests are forced to go out to find one or order room service from a nearby restaurant.

“You would think in a country where sheep outnumber humans by about 10 to one it would be an easy matter to find a roast lamb. No way! You can order rack of lamb but I couldn’t find a roast.”

All motels he stayed in had good kitchens. “There seems to be a tendency for many guests to provide their own breakfast and other meals due to the availability of in-room kitchens.”

Spas

He adds: “I have never seen so many motels advertising spas. Some motels state every one of their rooms has one. Interestingly spas are now the rage in Europe and America, so spa wise New Zealand appears to be ahead of Australia.”

When visitors want to find out more details on the Qualmark website he wonders why they are transferred to the AA Travel site.

And many motels fail to give detailed access information or a map or direction from a post office in the directories.

Mr White says the only place where TVs should be near the ceiling is in hospitals. As for trends, he notes that in-room entertainment has improved from mantle radios to flat screen TVs. “Where does it end? It doesn’t!”

Mr White says it is a never-ending task to keep up with the opposition.

“But that is the very nature of life in the fast lane and if you, the motelier, are not prepared to participate you may very well find your occupancy and your rating dropping in an ever-increasing spiral down.

“You may consider this race does not apply to your property but it applies to all properties at all levels and star ratings, as what happens in the upper level eventually drifts down to the lower levels.”

Contact: hospitality@moteldesign.com.au.

11 hours by air across the Tasman!

MEMORIES came flooding back for consultant Dain Simpson of The Portage Resort, Marlborough, when he read our story on AirNZ’s 65th anniversary for flying the Tasman. (IT544)

“I flew Auckland-Sydney on the Aotearoa’s sister aircraft, the Awarua, in June 1946. It was a flight that took 11 hours thanks to head winds and carried only eight passengers, four of whom were Russian diplomats. “I can attest to the effects of low level flying, too - violently.”

Great Walk upgrade

DOC has just completed an upgrade to a popular section of the Rakiura Great Walk between Lee Bay and Port William on Stewart Island. The Rakiura Great Walk track provides a three-day tramping opportunity for people wanting to enter New Zealand backcountry and have a relatively comfortable experience. It provides a very different opportunity from the challenging 10-day North West circuit.

Jokes away

FOR those who enjoy language (or distortions thereof): Dijon vu - the same mustard as before; shotgun wedding - a case of wife or death; a hangover - the wrath of grapes; time flies like an arrow - fruit flies like a banana; in democracy your vote counts - in feudalism your count votes; A chicken crossing a road is poultry in motion.

i-visas for Malaysia

THE Malaysian High Commission in India has introduced an internet visa (i-visa) scheme for travel agents who register for it. The scheme comes into effect on June 1, and once registered agents can apply for visas online.

Fuel at Milford in doubt

MOBIL is to remove its fuel tanks from Milford Sound. But local company Allied Petroleum is said to be interested in supplying visitors at the iconic site. It is not known when new bowsers will be operating. Meanwhile, a sign has gone up at Te Anau warning motorists that petrol can’t be bought at Milford.

Back from backpackers

MORE than \$250,000 is being spent updating Blenheim’s Marlborough Hotel - only a year after it became an upmarket backpacker outlet. The Marlborough Hotel and Backpackers was touted as a solution to help solve the region’s seasonal accommodation woes. Now it is back as a hotel aimed at corporate travellers and tourists.

PATA annual conference report

Bellamy cites NZ in heated argument over global warming

NEW Zealand is making great efforts to be carbon neutral. But most visitors are from longhaul markets. So shouldn't the industry be planning ways of overcoming damage caused by jet travel too?

That was one theme to come from a sometimes heated seminar involving longtime New Zealand admirer botanist and broadcaster Prof David Bellamy and Canadian-Japanese environmentalist Dr David Suzuki at the PATA annual conference.

Prof Bellamy agreed that transport is the burning issue when it comes to "global warming" - although he believes it is cyclical climate change.

"With a potential 300 million longhaul travellers from China alone coming onto the market, what fuel are these mega jumbo jets going to burn? And when they reach their destination how do you get them out of the gridlock? London is working at 9kmh. And when tourists come it slows down even more."

Prof Suzuki added: "We are on a catastrophic collision course with the natural world and tourism is one area where implications are enormous."

In 1992 1,500 of the world's top scientists warned that even then irreversible damage was being done to the environment and our critical resources.

Serious

If it was not checked many of our current practices would be put at serious risk...and we would be unable to sustain life in the manner that we know it.

Prof Suzuki said that the scientists warned that no more than a few decades remained before the chance to reverse the threat would be lost "and prospects for humanity immeasurably diminished."

He added: "That was a great cry to give around the world. The tragedy was that it was totally ignored by media."

Ecosystems

Ecosystems are more than pretty birds to watch and fish to catch. "Ecosystems perform all kinds of services that we take for granted. They clean the atmosphere. They filter the water, they provide food and create soil in which things can grow. What the scientists pointed out is that we are in crisis mode."

Prof Suzuki said that unlike animals humans have the ability to choose which course they like to take.

"And yet now with all the amplified brainpower that scientists and computer and telecom and engineers have been telling us for decades that we are on a catastrophic course - we are no longer able to pay attention. I appeal to you to focus on the implications of this which will have a massive change on the future of your activity," he told delegates.

Lonely Planet founder Tony Wheeler added that tourism has a huge impact on the world. "It has a large and often

very ugly footprint, but it can also be a very good thing...It is enormously important to the world economy. It can bring huge improvements to a country and can be a great force for the economies of developing countries." He added: "We should maximise the good things from it and minimise the damage it can also do..."

Mr Wheeler cited his hotel where he always removed the room card so he could save power. But whenever he returned he found the card had been replaced and the air-conditioning and lighting had been left on.

Waste

Prof Suzuki pointed out it was a waste of resources for tour coaches to leave their engines running so the air-conditioning could be left on - only for the driver to leave the door open!

Prof Bellamy said the industry also had no idea about how to handle the millions of outbound tourists from China.

"There is no discussion at all on air travel...yet if you don't get it right, tourism stops!"

Life is so short we sometimes believe things are not as bad as we are, Prof Suzuki added.

"Can tourism be sustainable? I don't know. We have the illusion that in some areas we can protect things. But our lives are so short things seem ok when they are not, although ecotourism should help."

He said countries often couldn't afford to protect their environment unless they have a strong economy.

"My belief is that if we don't get back to basics...if we don't have clean air we are toast...if we don't have clean water, we don't have food..."

Questions

Whenever there is tourism development people should be asking what pollution will be caused and what will be done to alleviate it.

"It has to start at grass roots. Politicians are not going to do anything until it becomes part of culture.

"You have to get your act together," he told delegates, "and ask what is this organisation (PATA) going to be? Will it be what its values are? Right now its values are pretty crummy...this is a hyper consumptive organisation."

Mr Wheeler said that everyone complains about the price of fuel. But on international flights airlines don't pay tax on their fuel. Airlines are getting a free ride. "We all like to travel but there has to be a reality which has to be paid for and I don't think we are..."

Prof Bellamy said you can now fly London to Pisa, Italy, for about \$6 return. Britons fly to South Africa for a long weekend as the cost is down to 300 pounds. "So, it's an extremely brave government that would do it (tax aviation fuel)."

If people were allowed to use only what energy they contribute they would be allowed only one longhaul

PATA annual conference report

flight in a lifetime. “When you fly you produce a huge amount of carbon dioxide...”

Interestingly, 70 percent of business travellers using Vancouver airport agreed they’d be prepared to pay a tax to make that airport carbon neutral.

“So taxes? You have to put the money in and use it for alternatives.”

Privilege

Asked if the danger is that travelling could turn into a privilege, Prof Suzuki added: “Absolutely. That’s one of the realities you will have to face. Maybe travel is something that should be so privileged that most people won’t travel that way (by air). We are at maximum oil production. From now on it’s all downhill. If you are seriously looking at long-term sustainability then ‘peak oil’ should be at the top of your agenda.”

Prof Bellamy said good things are happening. In New Zealand the QEII Trust has for years been encouraging farmers to fence off areas of native forest. “But these things just don’t get talked about. Every government that has good news should be getting that good news out!”

People worry about McDonald’s and KFC taking over the world. Mr Wheeler said that 20 years ago you could not find Thai food outside Thailand. “But culture travels two ways and there is no need to worry about one culture imposing itself on another. Cultures are stronger than we give them credit for.”

Corporations were accused of only doing things for the environment if it benefited them financially. But Prof Suzuki said that if something is taken out the ground and used whoever did it should have to pay for it. “We should start to have full cost accounting.”

Ice ages

The discussion became heated after Prof Bellamy said climate change has been happening for a long time.

There have been six ice ages in the last 1,000 years. At present 99 percent of the world’s glaciers are growing. Possibly the fastest is Franz Josef Glacier.

But he didn’t know what is causing the climate change. It could be sunspots.

Added Prof Suzuki: “Global warming is happening. It is not natural...human input is a fact of death. I don’t know what David’s source of inside information is but I do believe that scientists, given their amount of effort, are to be believed - and that there is some other explanation.”

Retorted Prof Bellamy: “Because I am a scientist and I have taught planet change in university.”

Prof Suzuki: “The Antarctic ice sheet has records like rings of trees. The terrifying thing is that in the last 10-15 years carbon dioxide levels are now above anything in the last 400,000 years.”

He said the industrialised world is now realising the limits.

“This is not an infinite planet. We can’t act as if air goes

up to the stars..We are pumping that stuff up six to eight kilometres and filling it up more than nature can handle. Kyoto says there are limits, we have to change our industrial levels...if we don’t do it why should the Chinese or Indians?”

Prof Bellamy said businesses can’t pay money to continue polluting.

Added Prof Suzuki “That’s what corporations want - to be able to buy themselves out of the problem.”

Prof Bellamy said water vapour is the largest gas in the atmosphere. If it went the earth’s temperature would drop 33 degrees.

If all the carbon dioxide were removed the difference would be less than 0.06 degrees.

Asked to summarise their messages Prof Bellamy said we should plant mangroves and build hotels away from coastlines. Prof Suzuki: “We live in a single system called a biosphere and everything we do has repercussions...We have to think much more ...”

Mr Wheeler: “Educate people on what their impact is and how to mitigate it..”

Questions without answers?

CAN New Zealand tourism be truly sustainable?

Botanist and broadcaster Prof David Bellamy said he doesn’t know. Should we limit the number of arrivals? He doesn’t know.

Prof Bellamy said during an exclusive interview that tourism could only be sustainable if half the world went on holiday at the same time - by ship.

“Yet tourism is the only thing that can put the world back together. One thing about the tsunami: it showed we are a global village. Once people travel and read about their heritage they start to care a lot more.

Chance

“So we have the best chance of being sustainable, but...if you ask anyone where they mainly want to go it’s Disneyland. We can recreate Disneyland...They also all want to see Rotorua. But you can’t recreate Rotorua. So will you have skyrails over there...The Galapagos - how do you not love it to death? The whole industry has to sit down and think about it.” Who can pull together? “I don’t know...I don’t think anyone has the answer...” He said Kaikoura had to “pull back” when increasing numbers of visitors started to frighten the whales offshore.

He cited the Lake District, which is a small area of England, which can handle 18 million overnight and 23 million day visitors a year. “But they pay a tax which puts it back together again...So, who pays for maintenance of your landscape, who pays for the maintenance of Rotorua? You ask questions I can’t answer...”

PATA annual conference report

He said that maybe people should be limited to one visit per attraction per lifetime!

New Zealand is ideal for many Asian visitors who can discover it in "bite sizes" - so we will always have tourists, according to Prof Bellamy.

"Will you say one day 'we've had enough tourists'. What will happen? Will you turn into a Lake District in the summer ..Maybe one day they will say 'you can go once to Rotorua and you can go once to the Taj Mahal' - and you may be able to sell or swap your turn.

Backpackers

"But the problem then is that only the rich people will be able to visit. What about backpackers?

Backpackers also put money into the economy but you can't have too many allowed into the Taj Mahal because of the effect of all that aftershave and perfume...With Waitomo will the lights go out?"

Prof Bellamy said the Heaphy Track is his favourite but is too muddy from over use already.

"If you put a limit on numbers, how do you legislate to keep them out? It would be a trade barrier. It would be a sanction on people!"

New Zealand has all manner of topography and things to do. "How do you get the people through without spoiling the place? I did the (Speights) Coast to Coast (endurance race) and running over the tops were all these people who were not looking where they were putting their feet. All my plants were getting squashed..."

He doesn't believe in carbon induced global warming. "It's a load of cobblers". He said it's purely a cyclical phenomenon - and added that all 29 glaciers in the Southern Alps are expanding, as are 99 percent of the world's icefields.

"NASA says the temperature has gone down for the last two years...studies by some of the best divers show that sea level has actually been going down for 14 years.

"Climate change is something we should all be prepared for, but not by doing away with a whole lot of industry. It's more likely tied up with sunspots. And when you think that all that carbon dioxide comes from volcanoes..."

Prof Bellamy is either president, VP or patron of 42 non-government organisations yet has been banned from appearing on British TV for the last 15 years because he successfully protested against wind farming. He is an enthusiast for New Zealand and once almost bought a Nelson vineyard.

He is a fan of Tolkien but says Peter Jackson's *Lord Of The Rings* trilogy was too "black" and only the first part truly reflected New Zealand. "Hobbitland - that was New Zealand, where everyone was happy...you should push it as a happy, wonderful place." Unless we become overcrowded, presumably!

Unholy row over coaches at Church of the Good Shepherd

UP to 80 tour coaches a day cram around Tekapo's Church of the Good Shepherd disturbing services and weddings.

Church committee chairman Graeme Murray says that at the last large, local wedding three coaches managed to isolate the arriving bride.

"She and her bridesmaids were formally walking to the church as part of their arrival ceremony and were suddenly cut off.

"The bride could not see the church. The guests could not see the bridal party for the formidable solid line of coaches bumper to bumper in amongst the wedding guests."

Mr Murray says drivers were reluctant to turn their motors off - although one was parked within seven metres of guests trying to hear the service.

"After being also requested not to use their horns one large camping tour coach gave three loud blasts as he was collecting his passengers.

"Noise - particularly roaring diesel motors and loud horns are among the problems that cause most consternation during services - quite apart from the unfortunate visual impact on a very special scene."

Mr Murray counted 11 coaches parked outside the small church at the same time last week.

"Some locals are not at all happy about having lost their peaceful place of worship to the ever increasing tourist pressures."

More than three services are held at the interdenominational church each month and at least 110 weddings are celebrated there each year.

"That's over two a week with most being held in the summer months," Mr Murray tells *IT*. "Then, of course, there are funerals and other occasions. The church is still fully functioning...but needs to survive and fulfil its roll in a busy and noisy tourism world."

Mr Murray believes the answer is for a footbridge to be built across the lake outlet and for coaches to park on the far side of the bridge. Meanwhile, he hopes coaches will park there now and encourage their passengers to walk to the church along the road.

Aussies have Korea's best NTO

TOURISM Australia is the best NTO in South Korea, according to its MD Scott Morrison.

"Tourism Australia is proud to have received the 2005 Global Top Management Award for The Best NTO from one of Korea's most prestigious media groups, beating key competitors such as Singapore and Hong Kong."

New French style b and b

CENTREWOOD Estate, Waimate, is a 110-year-old French style homestead now taking visitors for b and b. Hosts are Johnny and Jo Sutherland. Details: 03-6896035, 0231-399180, fax 6897464 or jo@eventful.co.nz.

On the move...

TRACEY Court has joined Red Marketing. Sunlover Holidays formerly employed Ms Court in national sales and marketing roles, as well as The Mount Cook Group, Bahamas Tourist Office England and British Airways. Ms Court will provide a sales service to a select number of hospitality venues in Auckland.

A world leader in tourism forecasting joins the Department of Tourism and Hospitality Management, University of Waikato Management School, next month. Prof Christine Lim specialises in using econometric techniques. Says tourism professor Chris Ryan: "Indeed, in coming to the university Christine has to forgo a grant from the Australian Research Council of AUS\$100,000 to complete work on modelling international arrivals to Australia."

She gained a Ph.D with distinction from the University of Western Australia and in 2001 was nominated for an Award for Excellence in Scholarship for the Academy of Social Sciences in Australia.

Her work has been published in journals such as *Environmental Modelling and Software*, *Applied Economics*, *Annals of Tourism Research* and *Tourism Management*. She wants to make contact with

New Zealand-based researchers working in economic modelling with reference to tourism and can be contacted at: clim@mngt.waikato.ac.nz. Prof Riccardo Scarpa, whose speciality is environmental economics, has already started in the school.

Mr Scarpa's past consultancy work includes clients such as the FAO and the European Commission, and he too has published widely.

Smoking out the profits at SkyCity

BASED on trading performance since its half-year result announcement in February, SkyCity Entertainment Group has reduced its expectation for net surplus for the 2005 financial year to \$100 million-\$103 million.

MD Evan Davies blames: the effect of non-smoking legislation in New Zealand; delays in completing the first part of the company's redevelopment of SkyCity Adelaide; the introduction of ticket technology at SkyCity Auckland.

"These three factors are temporary in nature and will have their most significant impact in the second half of the current financial year and the first half of the next." Mr Davies adds: "The impact of the smoking bans on SkyCity's New Zealand revenue streams can be expected to continue into the 2006 financial year, but a steady revenue recovery is anticipated with little, if any, residual impact carrying through into FY07."

Gaming revenue down

While SkyCity's New Zealand gaming revenues are below the corresponding period last year, due to the smoking bans, week-on-week revenue growth is starting to be sustained, suggesting that the earnings recovery period has begun.

Mr Davies says the Australian experience of smoking bans had been "reasonably consistent" in indicating an 18-21 month abatement period.

"We remain of the view that the impact period should be of a shorter duration in New Zealand than in Australia, given that the 12 months advance notice of the smoking bans provided sufficient lead time for hospitality venues to have facilities in place for the convenience of customers prior to implementation in December last year.

"Five months after the introduction of the bans, it now seems apparent that the abatement period will be somewhat more extended than our original expectations. However, we remain confident that the recovery will occur - as has been shown to be the case in Australia - albeit, as now seems likely, over a longer period than 12 months from implementation."

F and B accuses National of major shift on DoC

THE National Party once created national parks and marine reserves and was prepared to stand up for nature. That's the message Forest and Bird is giving the party. It says DoC's future is firmly on the election agenda as national leader Don Brash and United Future leader Peter Dunne threaten to work together to "rein in" the department after the election.

F and B say this is a major shift from National's approach when Jim Bolger was PM. The then Conservation Minister Nick Smith argued that conservation policy debates had to "go way beyond the bounds of just the traditional realm of protecting trees and birds."

Parliament is divided into opposing camps over DoC's future.

Real Journeys buys rest of Stewart Island Experience

REAL Journeys has bought the remaining 50 percent ownership of Stewart Island Experience from Phil and Sharon Caskey, effective May 31.

Real Journeys CEO Dave Hawkey says the investment shows the company's confidence in the future of Stewart Island tourism.

"We are demonstrating further commitment to the island and to enhancing a range of excursions that meet visitor expectations in a manner sensitive to the community and environment."

Earlier, a local operator expressed concern about the rumoured sale "because this huge control of ferry and travel route from Te Anau/Manapouri/Bluff/Stewart Island has a direct impact on small businesses and the community."

* The Caskeys will run their own business at The Red Shed, including Rakiura Gallery and Island Outdoors. They will also focus on "some exciting new adventure tourism, dining and vessel charter activities."

Hotels complain of high occupancies - but low room rates

LARGE hotels are reporting their highest occupancy rates since 1997 - but the lowest average room rates for eight years.

New Zealand Hotel Council (NZHC) CEO Jennie Langley says the organisation's latest annual survey shows that room rates have not kept up with inflation and are low by international standards.

The statistics show that average occupancy last year for NZHC members in Auckland, Rotorua, Wellington, Christchurch and Queenstown was 75.55 percent. That's 3.71 percent up on 2003 and compares well with 69.13 percent in 2001 when the survey was started.

The average room rate for the same period across the regions increased by just \$0.22 (22 cents) to \$124.80, largely due to a drop in rates achieved in Auckland.

Benchmark

Ms Langley says that as 70 percent of all international visitors arrive in Auckland room rates there tend to be the benchmark for prices charged in other regions.

"Visitors often remark on how low they find hotel room rates in Auckland compared to other cities around the world they've stayed in.

"It is reinforced by the 2003 international hotel benchmark survey by Deloitte that showed Auckland 17th out of 23 cities with an average room rate of US\$81. Our nearest neighbour, Sydney, was at that time on US\$112 and even cities such as Santiago and Jerusalem were ahead of us.

Reality

"The reality is that real (inflation adjusted) room rates for all regions are lower than they were eight years ago." She adds: "The tourism industry is seen as a star performer and although we are certainly not complaining, the return on investment in the hotel sector is still very low."

The challenge is to gradually lift room rates to a level that will allow owners and investors to upgrade current stock and either expand or build hotels to meet the increasing numbers of visitors forecast to come.

"This is starting to happen and the next two to three years should see a substantial increase in accommodation at all levels which is why it is important that we work together and share information wherever possible."

Other trends highlighted in NZHC's 2004 Annual Hotel

Survey are the dominance of the FIT and leisure market now accounting for 33 percent of all rooms sold and the increase in Australian visitors.

"FIT is a group that TNZ has targeted as being particularly suited to what this country offers. Increasingly they book directly, travel outside the main centres, stay longer and spend more. Most of these people stay in a hotel at some stage of their trip but they are looking for a variety of experiences, which is reflected in the growth of other types of accommodation.

"The rise in visitors from Australia can be almost entirely linked to the introduction of cheaper and more frequent trans Tasman air fares.

"Although many of these visitors stay with friends and family, last year they were second (21.4 percent) to New Zealanders (38.4 percent) as the largest consumers of hotel accommodation."

Ms Langley says that every sector faces significant challenges, particularly the critical shortage of skilled people and escalating costs.

Investment

"Hotels are significant businesses and key long term players in the tourism industry. Their level of investment, employment and contribution to regional development will continue to grow. But with soaring energy prices, major costs associated with the recent changes to employment legislation and seriously understaffed hotels, sustaining profitability is a never-ending battle."

Survey results show that salaries and wages, 70.5 percent of total operating costs for 2004 (up from 67.8 percent in 2003), reflect the labour-intensive nature of the hotel sector.

The next largest expense is sales and marketing (8.6 percent) followed by utilities (7.8 percent up from seven percent) and rates (5.1 percent up from 4.9 percent).

"Everyone knows that to ensure growth and deliver New Zealand's tourism promise, they must continue to build quality - at every level of service, product and experience. But the fundamental challenge for the major hotels is to increase their room rates to a level that will ensure sustainable profitability and ongoing investment," Ms Langley adds.

* See also pg13

PM announces \$3.6M for cultural presence on internet

PM and Minister for Arts, Culture and Heritage Helen Clark has welcomed the announcement of \$3.6 million to develop an internet portal for New Zealand's cultural sector.

Ms Clark says it will offer a co-ordinated web presence for government cultural agencies, government-funded cultural organisations, and other cultural entities.

"The portal will promote New Zealand's cultural goods, services, events, and activities to a wider, more diverse audience both nationally and internationally."

She adds: "The portal will help to meet the demand for web-based information to assist in planning, pre-booking, and paying for cultural tourism-related activities."

High spending international visitors attracted north

NORTHLAND is attracting more and more higher-spending international visitors. New analysis shows that as a proportion of the region's total visitor numbers they increased from 33 percent in 2000 to 42 percent in 2004.

"That increase is worth an additional \$55 million in direct income to the Northland economy," says Destination Northland CEO Brian Roberts. "For the first time, Northland's proportion of international visitors is the same as the national figure."

The total number of visitors to Northland grew 32 percent over the five years, to 1.75 million in 2004.

Mr Roberts says that winning a larger share of international visitors is an objective of the Northland Tourism Strategy and of Destination Northland.

"International visitors spend more than twice as much as domestic travellers, at \$170 per person per day compared with \$65 to \$70 for domestic."

Caution

The best growth has come from the Australia, UK and Europe markets, which have a strong affinity with what Northland has to offer.

"If this trend continues, it opens up new investment opportunities for the Northland tourism industry," Mr Roberts adds. But he cautions that the higher spend from international visitors is accompanied by higher expectations.

"Our tourism operators need to be mindful of the way they are delivering their products and services to international visitors - aspects like overall quality, presentation, and quality assurance systems such as Qualmark."

Mr Roberts says there are currently challenges for the industry as a whole.

"Firstly, the high value of the New Zealand dollar means that international visitors are staying in the country for a shorter time.

"Secondly, there has been tremendous growth in outbound travel by New Zealanders who are choosing to take advantage of the cheap airfares to have an overseas holiday in Australia or the Pacific Islands. Outbound departures to those destinations were up 25 percent last year."

He adds: "All regions will be feeling this effect for as long as those airfares remain at such low levels. With Aucklanders as Northland's biggest market by sheer numbers, our growth rate may drop off for a while."

The Northland industry is already tackling seasonality - ensuring businesses have income throughout the year - and has launched its first conference and meetings planner. The RTO has also commissioned research into the factors that will encourage domestic visitors to Northland during the shoulder and

low seasons.

Benefits of airline alliance "now outweigh costs"

COMPETITION on the Tasman had changed so much in the past two years that benefits of an alliance between AirNZ and Qantas now outweighed the costs, the Australian Competition Tribunal says in details of its decision to approve a previously rejected alliance attempt. The decision was made in October but details only released this week. The alliance was also rejected by the New Zealand Commerce Commission in 2003 because the airlines would have combined flights and colluded on price. This was upheld by the High Court.

The tribunal said: "We were considering a quite different market from that analysed by the commission."

The carriers have an 80 percent share of the market. But the entry of Emirates and Pacific Blue will keep anti competitive behaviour in check.

AirNZ is said to be reading the 217-page document before commenting.

The outcome could see AirNZ and Qantas code sharing. Reportedly likely to launch trans Tasman services next year is Qantas subsidiary Jetstar, which is a similar service to AirNZ's Freedom Air

It pays to price above competitors

HOTELS that price above their competitors are better revenue managers than those that offer rates below the competition, according to a report by The Centre for Hospitality Research at Cornell University, US.

An Examination of Revenue Management in Relation to Hotels' Pricing Strategies analyses data from more than 6,000 hotels in all market segments.

Although revenue management was nearly universal, hotels in certain segments were less likely to adjust rates with occupancy and some simply did not do so.

When the sample was divided according to competitive pricing strategy, revenue management was a central strategy, but more aggressively used by some hotels.

Findings

Key findings: Most hotels use revenue management, regardless of their pricing strategy relative to their competitive set; adjusting rate to fluctuations in demand is more likely to occur in hotels that price above their competitors; mid-market hotels are effective revenue managers, while many economy-segment properties maintain price stability regardless of demand.

"The report illustrates that maximising revenue through the strategic use of pricing is a challenge for all hotel managers," says the centre's executive director Gary Thompson. Details: www.hotelschool.cornell.edu/chr/research/centerreports.html.

50 inaugurals expected

WHILE the Queenstown Resort College will have a capacity for 180 students CEO Jan Fitzgerald says it is expected only 50 will be signed-up by the time the college opens.

On Track out

THE Ministry of Tourism's latest *On Track* newsletter outlines the latest on the New Zealand Tourism Strategy 2010. Contact: www.tourism.govt.nz/strategy/ontrack.html.

Auckland tops occupancy list, according to new e-newsletter

AUCKLAND hotels led all major tourism regions in New Zealand in occupancy for the year ending March 31, achieving 69.3 percent according to Horwath Asia Pacific Ltd's inaugural *Hotel E-Newsletter* launched yesterday (Thursday).

The publication is in response to demand from hotel investors, operators, developers and bankers wanting up-to-date and specific information and data on trends in the hotel and serviced apartment market.

Directors Stephen Hamilton and Terry Ngan highlight a potential worrying sign in the drop in occupancy in all regions - except Taupo - for March 2005 compared to 2004, despite a 10.6 percent rise in total international visitors for the same month.

A range of factors are likely to have contributed to this including: shorter length-of-stay of overseas visitors; a change in source country visitor mix; a decline in domestic visitors; and new hotel supply in some regions.

Christchurch achieved the highest occupancy growth for the year of 3.4 occupancy points, followed by Auckland and Queenstown tied with a 2.8 point rise.

Wellington achieved the highest occupancy for motels and self-catering for 2005 with 69 percent, closely followed by Dunedin. This category includes serviced apartments, which has been the most common funding source of new commercial accommodation in New Zealand in recent years.

Queenstown achieved the highest motel/self catering occupancy growth of all regions for the year with 4.1 occupancy points.

The recent entry of Outrigger, Peppers and Trendwest will likely be joined by other operators specialising in hotels, serviced apartments, management rights, timeshare and franchising. Details:

www.hap.horwath.co.nz.

New terminal, hotel for airport?

A multi million-dollar international terminal and 150-room three start hotel are proposed for Wellington airport.

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Visiting Stewart Island?

There's plenty of room at Beach House and Kereru House.

**Bookings: Brenda and Roger Hicks on phone/fax
03-2191348**

NZ visitors told to take precautions

THE April issue of *National Geographic Traveler*, in an article on crimes on tourists, lists New Zealand with Bhutan and Hong Kong as places where visitors should take "normal precautions."

Australia, Japan, Canada, the US and Iceland are "keep an eye out" territories while the UK and other destinations are "watch your wallet" countries.

Pollution worse than thought

SMOG last winter exceeded health guidelines in Christchurch 33 days not 19 as first measured. Air pollution in Canterbury is worse than the public has been led to believe. The method used to measure smog has been under-measuring wood smoke - the cause of most of the region's smog problems, says Environment Canterbury.

Heritage introduces broadband

HERITAGE Hotels has introduced an easy-to-use guest broadband service in its hotels.

Senior GM group development Jeff Shearer says: "Broadband internet was introduced early in our city hotels as an additional service to our busy corporate guests. We are delighted to now have it available throughout the chain."

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It also has the most comprehensive listing of international associations, organisations and services in travel and tourism.

We are in contact with the publisher. Readers of *Inside Tourism* are requested to check their entry or to add their contact details - IF there is a related category with the directory, (so, for example, hotels, lodges, rent-a-car or ticket/retail agencies are not requested, but of course incoming tour operators etc.).

Please contact the editor Burkhard Herbote in Germany directly by herbote@aol.com or editor@worldtourismdirectory.com

Personal service gives SMEs an advantage, proves Ahmad

SMALL businesses have an important part to play in the industry - and personal service offered by them is something big corporates cannot compete with.

“For small operators trying to make a name for themselves against competition from big operators, there is light at the end of the tunnel through hard work, perseverance and a good product,” says Ruggedy Range Wilderness Experience (RRWE) owner operator Furhana Ahmad.

Her Stewart Island company was launched five years ago knowing that it would need to offer something different from other operators and that it would have to be flexible to adapt and change to the different needs of its market. It has prided itself on its professionalism and in supplying a quality product.

“During the last TRENZ it sought out like-minded buyers who would be interested in working together in selling its Stewart Island products,” she tells us. “We met with The Turquoise Holiday Company from the UK at TRENZ, who as a result featured me as one of the guides in its ‘NZ People and Places’ section.

“Within a few weeks of release RRWE received its first booking.”

As a result of this brochure she was asked to guide UK TV personality Judith Chalmers and her partner Neil Durden-Smith on a 1.5 day tour on Stewart Island. Ms Chalmers hosted one of the most popular travel programmes in the UK. *Wish You Were Here* is seen by 13 million people.

It was her first visit to Stewart Island and this well travelled woman was impressed with what RRWE had to offer. Her comments were “...your knowledge was so immense and you have imparted it to us so interestingly and entertainingly - it has been such fun...” Adds Ms Ahmad: “It makes you a bit nervous guiding

people who have travelled so extensively around the world and visited New Zealand several times, but Judith and Neil’s genuine interest in what I had to offer soon put me at ease..”

When Ugly Americans go on holiday...

THEY throw their towels on the floor. They eat in bed and they leave the TV blaring when they’re not in the room. They sneak things into - and out of - their rooms, and they don’t always tip. No, they’re not rude houseguests. They’re Americans on vacation, as revealed in a survey by travel website Orbitz.

“People vacationing in a hotel want to escape from every-day responsibilities whether they’re staying in a five star hotel or a motor inn,” says Orbitz Executive VP John Samuel.

As for sneaking things out of hotel rooms, it’s no surprise that 61 percent of people nab the toiletries, but almost 20 percent of respondents have or have considered taking the toiletries off the housekeeping cart when the housekeeper isn’t looking.

It seems as though males ages 18 - 35 confuse the housekeeping cart with the shopping cart, as 32 percent of them admit taking or consider taking toiletries off it. Other “souvenirs” include towels (18 percent), ashtrays (14 percent), bathrobes (two percent) and bathmats (two percent).

The survey also reveals what Americans have snuck into hotel rooms, including extra people (29 percent), cigarettes in a non-smoking room (12 percent) and pets (11 percent).

Other findings: 68 percent of respondents never touch the minibar; a third take their own alarm clocks because they don’t trust the wake; a third lock themselves out of their room. None, it seems, use pot plants to pee in.



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