

2. VISITOR STRATEGY

Presenters: Ian Hay, Ian Bougen (Christchurch & Canterbury Marketing) and Prof David Simmons (Lincoln University).

The seminar will introduce the background to the development of a Visitor Strategy for Christchurch and Banks Peninsula, and the process and timeframe for its development. It will also present the results of a series of focus groups run in February, and seek Councillors' feedback on these results, before finishing by outlining the next steps. A paper is attached.

Agenda

1. Introduction
 - purpose of seminar
 - the role of Local Government in Tourism
 - how we are developing the Strategy
2. Why we need a Strategy for Gt Christchurch & Banks Peninsula
 - the forecasts
 - the economic contribution of tourism
 - results of the Destination Benchmarking Survey
3. Results of the Focus Groups
 - focus group representation and methodology
 - results
4. The Next Steps