

Our Community Plan Christchurch O-Tautahi 2004/14 SUBMISSION

Submissions close on 6 May 2004

I wish to talk to the main points in my written submission at the hearings.

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Your Submission:

1.0 Issue For Council To Consider

1.1 Christchurch & Canterbury Marketing (CCM) wishes the Christchurch City Council to reconsider allocating funding in the F2004 budget to the promotion of the City throughout New Zealand. This will specifically target "shoulder and off-peak" promotion to the North Island population base.

1.2 Clearly the tourism sector plays an increasingly important role in achieving both Economic and Social benefits for our Community and these we believe are widely accepted by Council. (Reference: Volume 1 - Pgs 21, 22, 47 and Volume 2 - Pg 9, 66-68, 70).

1.3 CCM has been well supported by the Council however we are acutely aware of the need to address "domestic marketing". The Community Plan clearly identifies "attracting tourism investment and tourists by building on and promoting the City" as an outcome of A Prosperous City. (Reference: Volume 2 - Pg 9).

1.4 As tourism is one of the key drivers for Economic Development, CCM exists to promote inbound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch. Reference: Volume 2 - Pgs 66-68, 70).

1.5 As outlined in our annual report to Council we deliver well on our contractual / service agreements with the Council however require increased funding for specific domestic campaigns if we are to achieve the desired outcomes for the City on "domestic" visitation.

2.0 Specific Action Council Should Take

2.1 CCM considers the promotion of the City to the domestic market as a priority in line with our key objectives and the City's expected outcomes. We have therefore allocated \$200,000 (50% funded by non-Council sources) to address this priority in this coming year.

2.2 We are now asking Council for an additional \$200,000 to enable us to embark on a tactical campaign for the following 12 months. This \$400,000 stake will be further leveraged by the private sector to roll out a tactical campaign aimed at increasing domestic visitors into the City during the "shoulder" and "off-peak" periods.

**Your Submission
(Cont'd):**

3.0 Why Should That Be Done?

3.1. We need to fill the troughs in demand at certain times of the year. The domestic market is a major prime market that has the ability to achieve this.

Additional support material will be available when presenting the submission in person. This will be referred to as Appendix 1, 2 & 3.

3.2 We need to increase our market share of Domestic Visitation. We are not keeping pace with the growth of our other major cities or national figures in general.

Additional support material will be available when presenting the submission in person. This will be referred to as Appendix 4 & 4A.

3.3 There has been considerable confusion regarding Christchurch International Airport Limited's (CIAL) statistics on "Domestic Passenger" growth. Airport terminology is different to ours. When CIAL refer to "Domestic Passengers" they are actually referring to "Passengers on Domestic Flights". In reality only a small percentage (18%) of these passengers are actually "Domestic Visitors" to our City.

Additional support material will be available when presenting the submission in person. This will be referred to as Appendix 5 & 6.

3.4 The above key points, if addressed will:

- * Add economic value to the City
- * Maximise the usage of the City's infrastructure - both public & private sectors (e.g. Accommodation, Transport, Attractions, Museums & Galleries, Restaurants, Retail etc.)
- * Encourage investment by the industry into required infrastructure making it economically viable)
- * Assist in continuing to "position" Christchurch Airport as the main gateway to the "best of New Zealand"
- * Position Christchurch City and the Canterbury Region as a desirable and sought after destination in its own right to "live, work and play"

4.0 Where Does This Lead Us?

4.1 This will give CCM the time to facilitate a unified "positioning" for the City and allow us to gain momentum for a more substantial campaign once that "positioning" is agreed.

4.2 Our goals in this regard are as follows:

- * As already mandated CCM will continue to develop Christchurch's "positioning" with key stakeholders (using current resources)
- * CCM will develop the "positioning" into a strategic campaign ready for implementation (using current resources)
- * Significant Council funding will be required to implement that strategic campaign in the future (with additional funding leveraged from the private sector)

Ian Bougen, Chief Executive of Christchurch & Canterbury Marketing, wishes to present the submission in person. He will be accompanied by Vic Allen, Manager Market Development, Christchurch International Airport Ltd. We understand this will occur sometime between Tuesday 1st and Friday 11th June.

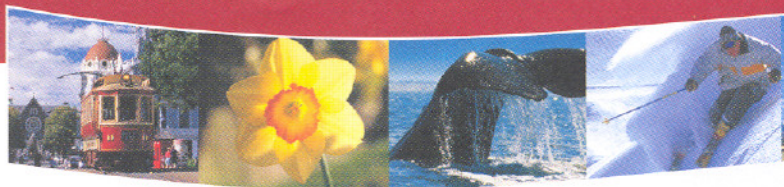
**Your Submission
(Cont'd):**

Ian's contact details to arrange a suitable time are:

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We look forward to hearing from you.

Ian Bougen Graham Heenan
CHIEF EXECUTIVE CHAIR



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04 May 2004

Our Community Plan, Christchurch O-Tautahi
Christchurch City Council
PO Box 237
CHRISTCHURCH

LETTER OF SUPPORT

Christchurch Cathedral

Christchurch & Canterbury Marketing lends its full support for the proposed annual grant by the Christchurch City Council in supporting the role and function of the Christchurch Cathedral.

The Cathedral is the centre, the heart, and the symbolic icon of our city. With a reported 700,000 visitors annually passing through its doors, it is certainly one of the most visited and photographed attractions in Canterbury.

In a recent Colmar Brunton domestic survey (perception survey of people living outside the Canterbury region, July-August 2003) commissioned by Christchurch and Canterbury Marketing, the Cathedral ranked as one of the most important “strengths” of Christchurch City. It also ranked highly amongst attractions people intended to visit whilst in Christchurch, and was repeatedly referred to when asked of their “perceptions” of Christchurch.

Imagery of the Cathedral features in all of our marketing collateral, and plays an important role in building the “brand” / image of Christchurch.

We believe the Cathedral has huge potential to become an even greater player in the visitor sector, and an even more important and influential promotional tool for the City.

As the company responsible for marketing Christchurch and Canterbury worldwide, we again reiterate our total support.

Yours faithfully

Ian Bougen
CHIEF EXECUTIVE