

NEW ZEALAND
HOTEL COUNCIL

NEW ZEALAND HOTEL COUNCIL
T/F +64 472 4660 M 021 730 387
P.O. BOX 12432 THORNDON WELLINGTON
EXEC@NZHC.ORG.NZ WWW.NZHC.ORG.NZ

*We wish to talk to the main points in our written submission at the hearings to be held
between Thursday 25 May and Wednesday 7 June 2006.*

Our Community Plan 2006 Submission

New Zealand Hotel Council Christchurch Region

This submission is in relation to the Greater Christchurch and Banks Peninsula Visitor Strategy.

Key issues concerning the New Zealand Hotel Council are:

- A. *A desire to ensure that the Visitor Strategy is appropriately governed with sound implementation and measurement practices for the effective management of recommended outputs*
- B. *Ensure the Christchurch City Council allocates sufficient and on-going resources and finance for the successful implementation of the Visitor Strategy.*

The New Zealand Hotel Council (NZHC) would welcome the opportunity to support this submission with a presentation to the Christchurch City Council (CCC).

The New Zealand Hotel Council applauds the Christchurch City Council for its approach and vision in sanctioning the Greater Christchurch and Banks Peninsula Visitor Strategy.

The NZHC feels that with such foresight CCC are planning for a prosperous and sustainable future which the Visitor Strategy will enhance directly through its interface with visitors and local tourism industry partners and indirectly through positioning the region as a 'multi-interest, must-experience visit'.

The NZHC remains an active and organized member of the local business community. Key statistics generated by its combined members are;

- 19 members / all major hotels in the Christchurch region.
- Managing an inventory of 2,414 guest rooms, suites and apartments.
- Employs 1,741 full time and/or casual staff.
- Has had a payroll of \$40.3 million in 2005.
- Generates \$131 million in revenue per annum
- Has a combined capital value of 343 million.

NEW ZEALAND
HOTEL COUNCIL

NEW ZEALAND HOTEL COUNCIL
T/F +64 472 4660 M 021 730 387
P.O. BOX 12432 THORNDON WELLINGTON
EXEC@NZHC.ORG.NZ WWW.NZHC.ORG.NZ

The Case study completed by the Lincoln University – Tourism in Christchurch and Akaroa – Challenges for Planning and Recommendations for Management refer page 22 highlights that:

“Every job in tourism leads, on average, to a further 0.46 jobs elsewhere in Christchurch economy”.

The NZHC is proud of what it achieves not only for its owners and staff but the pervasive effect it has throughout the region. The NZHC understands its responsibility in the local community and will look to maintain its links with the CCC and other industry partners to prudently grow visitation.

CCC Vision as stated in Our Community Plan, refer page nine,

A vision for our future Christchurch;

“Our future Christchurch is a world-class boutique city, with a first-world lifestyle, first-class environment, diversity of landscape and unique economic base Christchurch will be

- *a place where people enjoy living*
- *a place with great work opportunities*
- *the most attractive city in New Zealand*
- *a must see for visitors*
- *a global investment destination*

The NZHC feels that the Visitor Strategy, although in its infancy, is developing key and targeted strategies to attain the CCC Vision objectives.

An additional and important key recommendation made by the Lincoln University - Christchurch Case Study - Tourism in Christchurch and Akaroa – Challenges for Planning and Recommendations for Management page 37 is:

“there is a need for an enhanced tourism planning process to bridge the apparent divide between enabling tourism and managing tourism (and tourist impacts) at the institutional level.

The NZHC feels strongly that the key to the ongoing effectiveness of the Visitor Strategy is CCC’s absolute commitment to adequate and sustainable funding (for example over a three-year cycle) and clear, transparent lines of authority for the person/s who have the overall responsibility to implement Visitor Strategy outputs within CCC.

NEW ZEALAND
HOTEL COUNCIL

NEW ZEALAND HOTEL COUNCIL
T/F +64 472 4660 M 021 730 387
P.O. BOX 12432 THORNDON WELLINGTON
EXEC@NZHC.ORG.NZ WWW.NZHC.ORG.NZ

It is stated in The Community Plan refer page 40 "Our economy today".

Tourism continues to be a significant component of the city economy. The number of nights spent in the city's accommodation in March 2005 was almost 1.2 million, 60% higher than March 1997. Christchurch's position as the "Gateway to the Antarctic" has contributed significantly to the city's reputation and tourism earnings.

It is fair to say tourism, that is sustainable tourism, will remain a key driver of the city's economy.

Key tourism statistics

- Tourism activities in Christchurch account for 12% of employment for the region.
- Tourism activities in Akaroa account for 50% of employment for the region.
- Visitor expenditure in 2004 generated \$1.62 billion
- Visitor expenditure is estimated to grow to \$2.32 billion by 2011.

It would be unwise for Industry and CCC to say that because we are doing well now, there is little need to commit additional resources i.e. financial and planning (potentially resulting in little or no planning) for the future. Airlines have already anticipated these trends and are changing their routes accordingly.

The Visitor Strategy is developing structured and manageable outputs. These outputs will require measurable Key Performance Indicators (KPI) to ensure their effectiveness against delivery. It is important that the KPI's are realistic but stretching and developed in close consultation with key tourism industry partners. It is felt managed KPI's will steer the Visitor Strategy into prosperous waters going forward.

Key Issue A made at the commencement of this submission states:

A desire to ensure the Visitor Strategy is appropriately governed with sound implementation and measurement practices for the effective management of recommended Outputs

The NZHC implores the CCC to ensure sound implementation and measurement practices are debated, planned and implemented. And secondly, that a particular person is charged with the responsibility to manage the Visitor Strategy ensuring co-ordination between the regional councils, territorial local authorities, regional tourism organizations and relevant government agencies etc is achieved.

The Focus Group Report has defined the following projects and key issues surrounding these projects, that will form the basis of the Visitor Strategy, these are;

- **Vision** - strategy, leadership, implementation
- **Infrastructure** - hard infrastructure transport, Soft workforce
- **Experiences** - attraction, events, environment (natural built, including heritage), city
- **Marketing** - marketing and branding

NEW ZEALAND
HOTEL COUNCIL

NEW ZEALAND HOTEL COUNCIL
T/F +64 472 4660 M 021 730 387
P.O. BOX 12432 THORNDON WELLINGTON
EXEC@NZHC.ORG.NZ WWW.NZHC.ORG.NZ

In reviewing the Canterbury Regional Economic Development Strategy (CREDS 2005 – 2015) one of the stated 10 major regional issues and opportunities is Tourism & Visitor Attraction. Under Key Action Points refer page seven are the following:

Develop a regional tourism strategy that addresses:

- *Issues of sustainability management of the industry including provision of infrastructure and superstructure.*
- *Development of new attractions.*
- *Workforce needs and capability*
- *Local citizen expectation.*
- *Visitor satisfaction.*
- *Strategic marketing.*
- *Increased yields and capability.*
- *Improved quality experience and services.*
- *Leverage on the region's natural, built, Maori and wider cultural heritage.*

It is felt the ideas attitudes, experiences and opinions obtained from the Focus Group are a fair representation of the issues confronting the industry. They also represent a fair proportion of the Canterbury Regional Economic Development Strategy action points.

The NZHC feels that the work completed to date on the Visitors Strategy not only covers the range of commitments and obligations stated in the LTCCP but adds considerable value; consider Focus Group projects as shown above.

Collectively we have an extraordinary opportunity to position our city and region in ways that are distinctive and rewarding for both visitors and residents. But failing to deliver now will mean that we inevitably fall behind other regions in terms of lifestyle and economic prosperity.

There remains a key issue that the NZHC feels the CCC needs to commit to:

“Ensure the Christchurch City Council allocates sufficient and on-going financial resources to the successful implementation of the Visitor Strategy”.

When reviewing the Economic Development Cost of Proposed Services, refer page 119, there are no shown cost lines indicating funds allocated to a Visitor Strategy.

There are two cost lines shown, they are:

- *Visitor Promotions CCC 2006/07 \$1,823,000*
- *Visitors Promotions CCC 2006/07 \$36,000*

NEW ZEALAND
HOTEL COUNCIL

NEW ZEALAND HOTEL COUNCIL
T/F +64 472 4660 M 021 730 387
P.O. BOX 12432 THORNDON WELLINGTON
EXEC@NZHC.ORG.NZ WWW.NZHC.ORG.NZ

The NZHC wishes to highlight this point and re-iterate that to effectively manage the Visitor Strategy there must be:

- Upfront commitment from CCC that the ongoing development of tourism and the Visitor Strategy as an integral part of that, is a key priority going forward
- Sufficient, sustained financial and management resources are allocated to this project to ensure future success
- Clear, realistic but stretching KPI's developed in consultation with the main industry partners
- Transparent lines of authority and responsibility for the person/s responsible for engaging stakeholders and implementing the Strategy

In closing, the New Zealand Hotel Council is encouraged by the rationale and professional approach undertaken to date with the Visitor Strategy. We implore Councillors to remain dedicated and committed to ensuring a far reaching Visitor Strategy is implemented to support not only the CCC goals and objectives but the community as well.



Penny Clark
CHAIRPERSON
NEW ZEALAND HOTEL COUNCIL – CHRISTCHURCH