

Inside Nigel Coventry Tourism

PO Box 100, Taumarunui, New Zealand.

Tel/Fax 64-7-8957-737.

nigel@insidetourism.com

www.insidetourism.com

Member: PATA, TIANZ, SKAL.

Subscription rates on application.

ISSN 1176-3574

ISSUE 538/Executive Summary

March 18th, 2005

Bulk or boutique, the choice is ours in China market

NEW Zealand tourism has only scratched the surface in China - future opportunities are expected to be bigger than any other market.

But, Tourism Minister Mark Burton has told the International Business and Trade Summit, to make the opportunity worthwhile, there is an immediate need for public and private sectors to jointly address commercial practices and quality delivery issues affecting our performance there.

“As with all our key markets, quality ahead of volume must be the approach we take in developing tourism from China. We should be consistently marketing ourselves as a high quality destination, priced at a level that sustains the quality of the fine products and services that make up our tourism industry.”

He adds: “The fact is - Chinese visitors will come to New Zealand at growth rates well ahead of most other markets. What we must do is ensure that the visitors we encourage and attract are those who best match the high quality, superb New Zealand experience we can deliver.” The alternatives are that we become a low cost, short stay, “bulk” destination - or a quality, high yield, “boutique” destination.

We are now experiencing what every other China destination market is going through - the decrease of the quality and price of group tours, in a competitive, new and rapidly expanding market. The ADS system has often been bypassed by groups travelling on non ADS visas using all manner of low grade and fly-by-night inbound operators, “of which we estimate there are quite a number operating in the Auckland area alone.” And he notes that because of similar problems servicing Asian markets in Australia, Queensland has introduced an inbound operator licensing system.

Aviation must become low cost

AIRLINES have been told by IATA that they must meet customer expectations for cheaper travel while retaining the value of service quality and the network system. At the same time they must return value to shareholders.

BCA members help WKT clients

WHEN Feilding coach operator Wonderful Kiwi Tours (WKT) collapsed last month at least 50 potential customers were left being owed more than \$100,000 - and without the holidays they had paid for. But as this would damage New Zealand’s reputation as a holiday destination 12 Bus and Coach Association (BCA) members quickly offered alternative trips. BCA executive director John Collyns says the clients were mostly older people - many from overseas - who had each paid WKT between \$2,500 and \$5,000. He adds: “The association was appalled at the collapse and the negative impact on the tourism industry. “Several overseas visitors, who arrived in New Zealand only to find their tour cancelled, threatened long, descriptive articles on the shortcomings of New Zealand tour operators in their home papers.”

Rotorua has its ups and downs...

LATEST accommodation statistics show a mixed bag of results for tourism in Rotorua. While visitor nights for January were up 11.6 percent, this was made up of an 8.6 percent decrease in commercial accommodation nights and a 40.2 percent increase in visitor nights spent in private homes.

Commonwealth conference for Auckland

NEW Zealand has won the right to host the Commonwealth Local Government Forum’s Biennial Conference in Auckland in 2007, Local Government Minister Chris Carter has announced from Scotland.

Bureaucrats debate tourism effects

TOURISM growth and its effect on our economy, security and environment is the subject of a workshop run by the Institute of Public Administration at Te Papa, Wellington, on March 30.

WoW in great demand

UNPRECEDENTED demand for tickets to this year’s Montana World of WearableArt Awards in Wellington has led to an extra performance - before tickets are on sale!

InterCity covers 600 towns and cities

BUDGET airlines will continue to bring groups to New Zealand and move them between main centres. But InterCity Group can get them to 600 towns and cities every day, and delivering them to the doorstep of major tourist attractions.

Strong growth predicted

SOLID growth in outbound traffic across Asia Pacific is predicted by the latest MasterIndex of Travel report.

Operators join forces

HAMILL Adventures, Kawarau Jet Rotorua, Mac's Steakhouse Restaurant and Jonz Corporation have formed the Mokoia Group, which will offer a new experience for visitors to Rotorua. Group spokesman John Marsh says combining resources means visitors will be able to enjoy four-in-one experiences for one price.

Central to the business is Mokoia Island, a private, tribally owned island, an icon, selected by TNZ as a 100%Pure international marketing destination.

Operators admit Abel Tas downturn

THERE has been a summer downturn in visitors using Abel Tasman National Park, confirms Abel Tasman Wilson's Experiences GM Darryl Wilson. But the picture is confusing!

"If you read the national tourism arrival and other statistics there's been growth nationally every year. But there are pockets of the country and within sectors in the industry where there are broad variations."

Mr Wilson says that while the park's unjustified reputation for being under pressure over summer is disturbing to operators, they are equally concerned that DoC manages the park properly.

Southland's draft strategy released

OUTSTANDING natural scenery and wildlife, Southern hospitality, wilderness on a huge scale, pioneering heritage and unhurried, non-crowded, timeless experiences. These are Southland's unique selling points according to the first draft tourism strategy for the region.

"As a region, Southland is well suited for New Zealand's 'ideal traveller' having world class natural attractions (Fiordland) and emerging destinations offering a chance to explore at a more relaxed pace (the Catlins, Stewart Island, Western Southland).

VisitorPoint is new Jasons branding

JASONS Travel Media Ltd has rebranded its brochure distribution service as *VisitorPoint*.

Beachcomber becomes Kingsgate

WHEN Nelson's Beachcomber Motor Inn is re-branded as the Kingsgate Hotel Beachcomber on April 1 it will be the 15th Kingsgate hotel in 14 regions.

Businesses may close over Easter

BUSINESSES in Queenstown are reportedly closing at Easter as they cannot afford the new government imposed pay regime for staff working on public holidays.

But Queenstown Chamber of Commerce CEO Nick Lambert says no business is being forced to do anything.

Canterbury flush with success!

IT'S been a bumper start to the year for Canterbury tourism. Latest CAM figures show there were 4.89 million guest nights in the region for the 12 months to January.

Palmy comes of age

APRIL 1 will be a milestone day for Palmerston North as city and region comes of age to welcome the first four-star international hotel - the Novotel Palmerston North.

Hawke's Bay to benefit from cruising

HAWKE'S Bay will see a steady stream of liners, bringing thousands of passengers, into the Port of Napier next summer.

The cruise industry is rebounding after suffering a major setback following the 9/11 terrorist attacks.

THE Cruise Lines International Association (CLIA) predicts that a record 30 million people will sail on its member-line ships in the next three years.

Collyns accuses protesters

LOCALS who want coaches banned from the summit of Mount Eden/Maungawhau, Auckland, are unwittingly discriminating against their passengers, most of whom are elderly or infirm, Bus and Coach Association executive director John Collyns has said.

He told Auckland City Council's environment, heritage and urban form committee that it would be more sensible to ban cars and provide shuttle access for their passengers instead.

"A wide variety of people take coach tours for an equally wide variety of reasons. While the majority of coach tours are made up of overseas visitors, school parties, Probus clubs, domestic tour groups among others travel to the summit by coach. By allowing private cars but banning coaches discriminates against these people who, for whatever reason, do not have access to a private car."

3,000 Lions fans may hit Invercargill

MORE than 3,000 Lions rugby supporters are expected to converge on Invercargill in June.

Tourism Demand Subsidy Scheme

TOURISM Minister Mark Burton has announced details of the \$11 million Tourism Demand Subsidy Scheme (TDSS) - and invited applications.