

Airlines to lose US\$5.5B in 2005!

THE world's airlines will lose US\$5,500 million this year, according to IATA. Director general Giovanni Bisignani says high oil costs are crippling carriers. But he also blames government regulation of airlines and airport charges.

"Governments continue to milk the industry for taxes and charges that are at levels of alcohol and tobacco. In the US the average tax charged on a \$200 ticket has increased from seven percent in 1972 to 26 percent in 2004 - or \$40,000 million a year."

Airports and air navigation providers add another US\$40,000 million to global airline costs.

Labour costs are proving "stubbornly difficult to reduce."

Oil costs remain the predominant concern for airlines. "The fuel bill has risen from \$44,000 million in 2003 to \$63,000 million last year. If oil averages \$43 per barrel for 2005, the bill will be \$76,000 million. And that would leave us with an industry loss of \$5,500 million for 2005. The high price of fuel is robbing our profitability," he says.

"Sexy" regions seem to be leading growth

PROVINCIAL New Zealand is socking it to the traditional economically-dominant big cities. That's the view of Venture Taranaki economic development leader Campbell Woskett.

He says in almost every regard, regions are beating main cities hands down in growth, business confidence, real estate buoyancy, situations vacant - and tourism percentage increases.

Aside from GDP rises, business growth and retail trade increases in the region, a recent Ministry of Economic Development conference in the Hawke's Bay has been told that regions outside the main centres

are enjoying 23 positive consecutive quarters - with areas like Taranaki leading the way in economic trends. "Something is definitely going on within the regions of this country," Mr Woskett says. "You only have to look at the indicators coming out of provincial New Zealand to realise that there's something very 'sexy' about the regions and how they are appealing to a larger slice of the population keen to move away from city problems."

The launch of Taranaki Trends, a twice-yearly economic report, says business confidence in Taranaki is the strongest in the country. Venture Taranaki research (Over)

Mainland may be first zero waste island

THE South Island should be declared the world's first zero waste island, Zero Waste Trust New Zealand chairman Ron Riesterer said on Tuesday. He made the call before opening the international zero waste conference in Kaikoura. More than 130 delegates from around the world are attending the gathering, which ends today (Friday).

Mr Riesterer said: "Zero waste for all the South Island would be a great boost and a fantastic marketing tool for tourism. Only one SI council has not signed up to a zero waste strategy. How effective some of these will prove

to be will become apparent in the next year or two.

"An accord will be a significant way of holding hands and signalling a collective determination to succeed and reach each predetermined goal."

Zero Waste Australia president Gerry Gillespie said it is a "bloody brilliant idea."

TEN years ago in IT...

MOTELIER and Minister of Defence Warren Cooper is looking forward to the "big guns" tourism meeting in Queenstown today. He wants "healthy dialogue" between the local council, government and NZTB (now TNZ). Queenstown Lakes District Council has spoken out against mass tourism. This has resulted in a last minute postponement of an NZTB/NZTIA (now TIANZ) regional seminar. Council's strategic plan shows the result is expected to have a population of 24,600 in 2016 and 1.5 million annual visitors. Mr Cooper says council is "Janus faced" because it's just applied to the Lottery Board for a \$1 million donation for a proposed events centre!

AN underwater spectacle is to be opened at Milford Sound on November 1. The Milford Sound Underwater Observatory is at Harrison Cove. It will have an observation chamber on the seabed where visitors can look at rare black coral.

TOURISM Wellington says operators should: actively encourage complaints. Why? Because it provides the opportunity to learn. The RTO says operators should: conduct customer surveys regularly; not take complaints personally but take each criticism as an opportunity to do better; acknowledge the complaint and take notes to differentiate detail from emotion; summarise the problem; stay flexible; follow up with customers.

SHOTOVER Jet has an impeccable safety record which stretched back 25 years, points out its MD Jim Boulton. Mr Boulton is concerned that recent non-jetboat accidents on the river and another involving a second company on the Kawarau, has led to doubts over the safety of adventure tourism activities in Queenstown.

"GROWING lettuce, cabbage, corn or peas? Why not add some poos and wees?" - suggested slogan for Rotorua's new \$30 million sewerage scheme.

"Sexy" regions leading growth?

(from pg1) analyst Belinda Salmon describes 2004 as "one for Taranaki to remember - whatever your passion, positive news abounds."

In tourism, Taranaki hosted 130,212 guest nights in short-term commercial accommodation in the run-up to Christmas, an increase of 12.8 percent, and the eight percent increase in business numbers now sees more than 8,100 business units in the region.

These enjoyed a near 13 percent increase in retail sales in the run-up to Christmas, totalling \$386.7 million and accounting for 2.5 percent of national retail expenditure. Taranaki Trends says 2005 is set to be a cracker as the region continues to secure an increasing number of international events to the region.

"We may have just finished 'Mad March' with its trio of international music events and other activities, but there's plenty more to come," Mr Woskett says. "The Lions' rugby tour in June and the ITU World Cup Triathlon in November are just some of these events set to significantly benefit the Taranaki economy during 2005."

But visitor days have levelled, says TRC

WHILE the aviation sector benefits from the inbound and outbound travel - for operators in our regions the substitution effect may be being felt as New Zealanders choose to travel off-shore rather within this country. The latest Tourism Research Council (TRC) leading indicators' monitor says this premise is supported by the commercial accommodation data for the year to January that shows a 4.5 percent growth in guest nights. In the peak January month, guest nights grew 4.4 percent to a record for any month ever 4,338,000. This is due to a 10 percent growth for international guests and one percent growth for domestic travellers.

"Clearly, tourism within New Zealand is growing and that the international component is driving this growth to the extent that now the international/domestic split is 42/58 compared to 33/67 in 1996. In terms of spend, the split is 45/55..."

But while arrivals have increased, the total number of visitor days has been level over the past two years. The monitor says this is the result of weakness of the "other" category - which is made up of largely short-term visitors for the purpose of education. "The education/other visitor days have fallen markedly since 2003, whereas the 'holiday, visiting friends/relatives and business' inbound visitor days have increased steadily by 10.5 percent in the year to February 2003, 4.1 percent in 2004 and 2.3 percent in 2005."

Booze ban for winter festival

THE Queenstown Lakes District Council plans to impose a booze ban - on the town's Lindauer Winter Festival! The council has imposed the ban in the central area because it's too easy for underage drinkers to get alcohol during the event. Festival organisers say the only people affected will be those who choose to leave the party areas.

The first-timers' file...



TIANZ points out that there are always changes to the exhibitors' list for TRENZ, especially among first-timers. For example, CreativeNZ, who we mentioned last week, will not now be attending.

At this point, however, the remainder of the 18 are:

Hassle-free Holidays, which is a Christchurch-based company specialising in *Lord Of The Rings* tours, 4WD scenic tours and personalised exclusive tours. The *LOTR* one day tour takes clients to Mount Sunday, which was used for the location of Edoras. A two day option includes more sites.

Individual trips can be arranged to Akaroa, Hanmer Springs and Kaikoura. The company can handle up to 45 people a day. Contact: Mark Gilbert 03-3546050, fax 3545460, 027-5400135 or mark@hasslefree.co.nz.

Hiwinui Country Estate is a Qualmark five star luxury lodge on 450 hectares on the northern outskirts of Palmerston North. Three bedrooms can accommodate five guests. There's a private garden with outside spa and an underground wine cellar, plus in-house beauty therapist. Jetboat trips through the Manawatu Gorge, plus farm tours and helicopter rides to what is said to be the largest wind farm in the southern hemisphere. Contact: Jan and Dave Stewart 06-3292838, fax 3292828, 025-2680173 or jan@hiwinui.co.nz.

Info and Track Ltd of Queenstown offers half day *Lord Of The Rings* tours, called Paradise Found, as well as transport to the Routeburn Track between October and April and to Cardrona ski area in season. There are up to seven staff, plus two 11-seat vans, and 19-seat and 28-seat coaches. The company has concessions for many of the walking tracks in Queenstown and Mount Aspiring areas. Plans are to develop guided walks of their own. Contact:

Rebecca Taylor or Chris Smith 03-4418170, fax 4427038, 021-2560725 or marketing@infotrack.co.nz.

Locals and Landscapes is Whitianga-based and offers two to five day modules allowing clients to go cruising, fishing or walking the beaches and bush. The company says: "Eight special people have been chosen for their contagious personalities and willingness to share their region, passion, stories and lives. Our product is our people. Because of that no product is the same. No product can be replicated." Contact: 07-8662250, fax 8662650, 027-4532821 or gina@nzencounters.co.nz.

Nomad Quad Safaris of Queenstown says its product is for those in search of fun, a little adventure - and splendid views. Clients gently ride around exclusive off-road terrain on state-of-the-art automatic ATV quad bikes. All safety clothing is provided, too.

There are trips at 8.30am and 1pm, the first lasting 3.5 hours and the latter 4.5 hours. Contact: Amanda Gatwick-Ferguson or Gordon Tucker 03-4426699, 027-4432629, fax 4427346 or quad@nomadsafaris.co.nz.

Okareka Lake House, Rotorua, offers luxurious five suite accommodation for the discerning client. The property is described as casually elegant. All rooms have views of lake and countryside. Contact: Erin Mapperson or Barbara Cook on 07-3498123, 027-4700022, fax 3471888 or nz@boutiquehotels.co.nz.

Rotorua Duck Tours operate amphibious tours of the region's lakes. The duck is a WWII landing vehicle which travels on land and water. The idea was conceived at a family Christmas occasion two years ago, after the craft had been seen in the US. The standard 90-minute scenic lakes tour is held up

to four times a day while a 3.5 hour twilight barbecue tour with live entertainment is held from 5.30 nightly. Contact: Anna Weir 07-3456522, 027-4423126, fax 3456572 or anna@ducktours.co.nz.

Shotover Canyon Swing is said to be the world's highest at 109m above Queenstown's famous river. Clients may jump or be released from a purpose-built cliff mounted platform for a freefall 60m into the canyon, before ropes smoothly pendulum them into a 200m arc at 150 km/h!

The swing has been operating two years and in that time 26,000 jumps have been made. Some 10 staff are capable of swinging 15 people an hour. Contact: Greg Marett or Marie Hendren 03-44252769, 027-2930045, fax 4425966 or greg@canyonswing.co.nz.

Southern Wings of Invercargill offers a range of "discovery" flights to the Catlins, Stewart Island and Southern Fiordland. Lunch stops may be made at Oban or Te Anau while always popular are beach landings on the island. The company has a long history of catering to the adventurous. Contact: Viv Grindlay or Bryan Jones 03-2186171, 027-2510037, fax 2186136 or viv.grindlay@southernwings.co.nz.

The Industry Showcase is on the Monday, June 13 and not June 15 as we stated last week. Frontliners passionate about tourism are invited to attend TRENZ that day - for two hours. This is for the likes of inbound operators, operations managers, information centre staff and visitor guides. To apply for a free ticket visit: www.trenz.co.nz.



Legally speaking - with Brookfields Lawyers

TOURISM industry operators need to be aware that the Health in Safety and Employment Act 1992 (the HSE) will affect them in less obvious ways than they may be aware of. For example, many will have leased premises for their businesses and may be under the impression that in the event of a hazard occurring on those premises, it is up to the landlord to deal with it. This is not the case if the tenant operator is in control of a workplace.

Obligation

The HSE imposes an obligation on those who control work places to take all reasonable steps to prevent hazards which may harm employees or other people who are there with the consent of the person who controls the workplace, or who have paid to be there. A District Court judgment has held that this includes those who have not yet paid but are under an obligation to pay (such as, for example, restaurant patrons or hotel guests).

In 2003 a 14-year-old boy fell 5.5 metres down an exposed lift shaft, suffering serious injuries as a result. The shaft was in an area

- it was part of a stage two development - that was connected to a car park building leased by Secure Parking NZ Ltd ("the defendant"), but did not form part of the area leased to the defendant or part of the common area that the defendant was entitled to use.

Shaft

The open shaft was physically separated from the completed car park building by a lobby and a temporary isolation wall beside the stair exit doors. The purpose of the temporary wall was to prevent access by car park users to the unfinished lobby areas and lift shaft entrances.

At some stage a small hole had appeared in the isolation wall which grew until it appeared to be about six feet tall. There were no signs preventing entry or indicating danger, and the darkness behind the isolation wall made it difficult to see the lift shaft. One of the defendant's employees was made aware of the hole on several occasions but failed to adequately repair it.

Charge

The defendant was charged under sections 16(2) and 50(1)(d) of the HSE as a person who controlled a place of work and failed to take all practicable steps to ensure that the victim was not exposed to the hazard. The defendant argued that the shaft was not in a place

of work which it controlled and that even if it was, the victim had not paid the defendant to be in that place of work.

The court found that it was a workplace hazard as the isolation wall, which formed part of the hazard, was in an area the defendant controlled. The judge did not accept the defendant's claim of lack of knowledge of the hazard as the lease documentation referred to two lift shaft wells.

Inform

He said that under the HSE it was incumbent on the defendant as an employer in control of a place of work to inform itself fully as to the nature of the leased premises and to identify hazards, both actual and potential.

The court considered that the defendant had not taken all practicable steps to ensure that no hazard arose in the place of work. The following steps could easily have been taken: putting up a hazard warning sign; properly repairing the hole to prevent access; notifying the landlord of the need for repairs.

Operators need to be aware that their lease is no protection against overriding statutory obligations such as the HSE, and should act promptly to deal with any issues.

Details: David Neutze - neutze@brookfields.co.nz or Benn Andrews - andrewsb@brookfields.co.nz

Farm and Garden Restaurant for sale

ROSELANDS Farm and Garden Restaurant on 6.3 hectares of land just three kilometres from Waitomo Caves is for sale.

The 580 square metre restaurant with 137 sq m of covered decks seats up to 270 people and comes with a tourist gift shop.

There is also an executive style three-bedroom home complete with a swimming pool.

The property and business are being offered for sale as a freehold going concern through tourism specialists Tom andCarolynn Crawford of Bayleys Auckland and Theo de Leeuw of Bayleys Hamilton.

The business caters for the group tour market, particularly

Japanese, and has developed an international reputation for its service and quality.

"The secret of Roselands' success is partly due to its remoteness and the tranquillity of the rural environment it overlooks and its setting in landscaped grounds. As well as developing the corporate and private function market alongside the tour coach trade, a new owner could add some chalet style accommodation to the property," Mr Crawford adds.

Waitomo Caves attracts almost 500,000 visitors a year. Roselands was originally developed in 1982 - then catering for only 25 customers a time! As tourism has grown, so has the business. The property and business has an asking price of \$1.5 million. Contact: 09-3096020.

On the move...

FORMER GM Abel Tasman Adventures Shelley Skinner is continuing her travels around Australia.

Ms Skinner has been on contract with TNZ Sydney helping co-ordinate projects such as TRENZ Australian buyers.

She's moving on and will be in Perth from May.

Her background includes working as PA for then Tourist and Publicity Department GM Neil Plimmer from 1885-1990 and RLO Queenstown from 1990 to 1992. She also spent 10 years as marketing manager for Kiwi Discovery/Queenstown Rafting/Kawarau Rafts. Contact: shell_skinner@yahoo.co.nz or on her Australian mobile 0404-795833.

AFTER six years as TIANZ's manager finance and administration Chris Gray leaves today (Friday) to become finance manager for Greater Wellington Regional Council.

KLAUS Gottchalk is new GM at the Royal Lakeside Novotel Hotel, Rotorua. Former GM Rod Munro is now in a similar role at the Headland Hotel, an Accor managed property at Hong Kong International Airport.

Justin Boydell, former GM at Rydges Hotel, Rotorua, has moved to Rydges Queenstown. His successor is Scott Lynch from Australia.

Stewart Brown is the new GM at Rainbow Springs, where sales and marketing manager, Gillian McDonald has left to run the Tuscany Gardens Motel, Nelson. Her replacement is Auckland-based Rob Finlayson, sales manager for Rotorua's Lake Plaza Hotel.

DANIEL Rode has been appointed to the new position of sales and marketing manager for the InterCity Group (NZ).

Russell warns of trans Tasman fares rise

CONSUMERS Institute CEO David Russell warns that airfares will rise if AirNZ and Qantas are allowed to carry each other's passengers trans Tasman.

AirNZ agrees it can take advantage of the Civil Aviation Act, which allows the Transport Minister to grant an air share agreement with Qantas, sidelining the Commerce Commission decision in 2003 to reject a broader anti-competitive alliance between the airlines.

Says Mr Russell: "Any backdoor collusion or joining together of Qantas and Air New Zealand inevitably has to be a bad thing for consumers in terms of the price they are going to have to pay.

"So we would urge the Minister to think very carefully before he gave any permission for arrangements to be reached between the two companies."

Mr Russell says any decision should be left to the Commerce Commission.

"The dictatorial decree of a Minister is not a very healthy state of affairs. We are not at war."

DIY holiday bookings with AirNZ

AIRNZ this week launched the next step in online travel booking providing the opportunity for customers to create their own holiday packages. The introduction of dynamic booking technology into the New Zealand market for the first time enables flights, accommodation, transfers, rental cars and sightseeing attractions to be arranged into an integrated holiday package at www.airnewzealand.co.nz.

\$\$ help Wanaka's sustainability efforts

FOLLOWING Lake Wanaka Tourism's (LWT) successful application for the government's Environmentally Sustainable Tourism Project, the board has announced Sustainable Wanaka Charitable Trust will partner LWT for the three-year project.

LWT initiated the formation of Sustainable Wanaka several years ago in recognition of the importance of sustainability to the future of Wanaka. The new funding will now allow the trust, in conjunction with LWT, to instigate the measures required to ensure Wanaka's sustainable tourism development.

The partnership eventually hopes to use its knowledge to broaden its activities and assist other regions in attaining effective sustainability.

LWT CEO John Alldred says: "Sustainable Wanaka's expertise was instrumental in preparing the very well received submission to the Ministry for the Environment and the fact Wanaka already had a sustainable organisation in place was a significant advantage in the funding process...we can now work closely together towards making Wanaka one of New Zealand's most successful sustainable tourism destinations."

The George goes wireless

CHRISTCHURCH luxury boutique hotel The George is now wireless after installation of latest high-speed broadband internet technology. It is said to be a first for any property in the city.

The George sales and marketing director Heather Gordon says guests can now access the internet from anywhere in the hotel simply by using their laptop and the new personal wireless connection.

Costly departure

IT may soon cost passengers leaving Palmerston North Airport on international flights an extra \$16, taking the tax to \$41 each to pay for new security. Government is considering levying passengers using regional airports \$19.80 per ticket to help pay for the new measures, while passengers flying from Auckland, Wellington and Christchurch could pay only \$8.15. Passengers pay \$4 per departure for security at international airports.

WTTC to launch system for forecasting effects of industry crises

A new economic model that will be able to forecast the effects of crisis events on the industry is to be unveiled by the World Travel and Tourism Council (WTTC) tomorrow (Saturday).

WTTC says the model uses information from eight previous crises (including 9/11, SARS, and the Gulf War) to forecast the impact of a new event on any of 174 countries.

The model will be shown at the fifth Global Travel and Tourism Summit in New Delhi when the council will also announce new economic forecasts and initiatives.

WTTC president Jean-Claude Baumgarten says: "As one of the largest industries in the world today, responsible for employing more than 200 million people and generating over 10 percent of global GDP, travel and tourism is of great strategic importance. It is essential that government and industry leaders have authoritative data on which to base their decisions and to plan for the future. At WTTC, we are determined to produce authoritative information and to assist others to use it in a way that will benefit all interested parties alike, from private enterprise to national economies and local communities."

Second most popular museum extensions

WORK started this week on an extension to the Wellington Cable Car Museum, at the upper entrance to the Botanic Garden.

It will significantly improve visitor access to what is Wellington's busiest museum after Te Papa, with more than 200,000 visitors annually.

Wellington Museums Trust CEO John Gilberthorpe says it will allow the display of another historic grip cable car (1904), now being conserved and restored at The Wheelwright Shop in Gladstone, and will also house improved audiovisual facilities and displays providing information on the Botanic Garden and adjacent precinct visitor attractions.

Construction will take about six months, with the museum expected to remain open for all but a few weeks of that period. Details: 04-4710919, JohnG@wmt.org.nz or www.cablecarmuseum.co.nz.

Runway work may cause delays

THERE may be slight delays at Auckland International Airport as a mid-section of the main runway is replaced and the runway widened.

Has Benson-Pope seen the light?

ASSOCIATE Environment Minister David Benson-Pope is being urged to withdraw his proposed amendments to the Resource Management Act after delivering a spirited defence of the Act and public participation while criticising National's proposals to fast track infrastructure and undermine public participation.

"The Minister's criticism of National's proposals is deeply ironic given the government's efforts to do exactly the same thing," says Forest and Bird conservation manager Kevin Hackwell.

"We are pleased David Benson-Pope has now seen the light and we hope he will withdraw his proposals that will give the government the ability to fast track its favoured infrastructure projects and to restrict public participation and appeal rights."

Mr Hackwell says there is little distinguishing National from Labour when it comes to changing the Act. "David Benson-Pope's unworkable amendments are as insidious as those being suggested by National - just ask the people who live in the path of the proposed Waikato transmission lines. Forest and Bird is analysing all the submissions on the Resource Management and Electricity Amendment Bill and it is becoming increasingly clear that hardly anyone thinks they will work."

Eagle may return to Taupo

EAGLE Air says that the conclusion of aeronautical studies at Taupo airport could see the company increasing its daily services there. GM Doug Roberts says now that uncertainty has been removed about operational issues - especially the threatened introduction of a new flight information service - the company will consider boosting its services to Taupo to cater for increased demand. At present there are 24 return flights to Wellington and 14 to Auckland.

Mr Roberts says there has been three years of uncertainty and he is pleased to see the issues have been resolved.

Skifields' opening dates

TUROA ski area will open on June 17 and Whakapapa on June 24. Passes are from \$189 early purchase for youths to \$649 standard purchase for adult. Details: www.MtRuapehu.com.

Free tool from Cornell

A new free management tool now available from The Centre for Hospitality Research at Cornell is the only non-proprietary computer software designed specifically to help hospitality real estate professionals and hoteliers in the preparation of market studies, forecasts of income and expense, and valuations for lodging properties.

The software provides an accurate, consistent, and cost-effective way for hospitality professionals to forecast occupancy, revenues and expenses and to produce estimates of hotel value.

The tool consists of software programmes written as Excel files along with an operating and use guide. Contact: www.hotelschool.cornell.edu/chr/research/tools.html.

**Bougen arts chairman
CHRISTCHURCH and
Canterbury Marketing GM Ian
Bougen has been elected
chairman of The Arts Centre of
Christchurch Trust Board.**

Get your signs up, advises battling Turner

AFTER winning a 30 years battle against roading authorities Cassimer Lodge manager Reg Turner doesn't want his efforts wasted. He is urging all accommodation operators to get their name on signs.

"I drive past signs which just say 'b and b' or 'backpackers' all the time. These people need to fill out forms applying for sign changing straight away. Don't let all my hard work be for nothing," he pleads.

The original law said no signs could be placed on main roads pointing to private accommodation providers. But, after numerous court appearances and a \$10,000 breach of law fine, Mr Turner won the day. Now he wants his efforts to be put to good use.

CCM all out to boost North Island business

WITH excellent feedback from the first eight weeks of a crusade to establish Christchurch "top of mind" for North Island holidaymakers, Christchurch and Canterbury Marketing (CCM) launched a TV advertising campaign on Sunday.

CCM is commencing a run of commercials in prime-time across three TV channels in Auckland and Wellington, to entice North Islanders to the city for a weekend break or short holiday.

Featuring Andrew Mehrtens, the 30 second TVCs are supported by a dedicated website (www.visitchristchurchnow.co.nz), major newspaper, internet, bus shelter and bus-back advertising, as well as radio and newspaper prize promotions.

These advertisements follow a successful campaign started in February in national magazines, major newspapers and outdoor media.

Says GM marketing Jason Hill: "The Garden City has come a long way in the last 10 years and we aim to show North Islanders there is much more to see and do here than they may realise. Christchurch people are depicted as friendly, fun, and able to enjoy a laugh, even at themselves."

Irish TV crew filming "exciting destination" - Taranaki

TARANAKI is the only region to be visited by an Irish film crew aiming to capture "exciting holiday destinations" for a high-rating travel show watched by at least half a million viewers every week.

No Frontiers, broadcast over 26 weeks during the European winter, will film extensively in Taranaki next week.

Activities the presenter and crew hope to enjoy in the region include dam-dropping, tandem surfing and walking on Mount Taranaki.

The crew also wants to meet Taranaki residents with Irish backgrounds to add colour to the show, which is pitched at the 25 to-34-year-old independent traveller market keen for adventure mixed with ecological appreciation and adrenalin-rush activities.

Venture Taranaki tourism leader Dominic Moran says the fact that Taranaki is the only region chosen by the show is an exciting indication that it is fast becoming regarded as a 'undiscovered gem'.

Previous series have included pieces on Auckland, Rotorua, Queenstown and Wellington.

AIAL traffic update now monthly

AUCKLAND International Airport Limited on Friday introduced the first Monthly Traffic Update for media and industry analysts. These will be issued as data becomes available each month.

They are an indicative tool on trends in passenger and aircraft movements and select demographic figures.

They should be seen as part of seasonal and annual trends, rather than as stand-alone indicators.

The data is gathered by AIAL, Statistics New Zealand and the New Zealand Customs Service.

Show business...

BEST of Show is conducting a seminar "Successfully Exhibiting at Trade and Consumer Shows - Everywhere" in Auckland on May 10 and Christchurch on May 11.

MD is Kiwi-born Colin Green who will cover: objective setting and target market identification; cost effective pre-show marketing; at show promotion; effective stand creation; staffing; lead gathering and follow-up. Cost is \$379

including a manual, and meals.

Details: www.bestofshow.co.nz, 04-5702000 or

seminars@bestofshow.co.nz.

Surcharge to increase

AIRNZ says it will increase the fuel surcharge on airfares sold from Tuesday due to the continuing rise in the cost of aviation fuel. It has yet to say by how much.

Aoraki guide a record

The 2005 Aoraki Mount Cook Mackenzie Visitor Guide is now being distributed. It's a record 34 pages, due in part to record numbers of operators wanting to advertise in it after the success of previous editions. Some 50,000 have been printed. Contact: 03-3531173 or marketing@mtcook.org.nz.

Whoopsie

STEWART Island didn't host 475,000 visitors last year (IT540). It was more like 40,000-75,000, points out Venture Southland Tourism and Events manager Kate Watkinson. For once the fault wasn't ours!

"I notice that I put the incorrect percentage in the email to you so it is my error." Phew...

Plans for confab

THE Sustainable Business Company of Papamoa tell IT it is considering hosting a large "Sustainable Tourism" Conference in Tauranga next August.

Representative Mereana Mills asks if any similar conferences are planned for 2006. Contact: 027-2574432 or mereanamills@xtra.co.nz.

RECENT TRENDS IN TOURISM ACCOMMODATION

THERE has been significant growth in certain sectors of the tourism accommodation market on the back of continuing increases in overseas visitor arrivals and spending.

In 2004 the number of tourism establishments grew six percent, or 210 new businesses, according to Statistics New Zealand. The total number of establishment increased to 3,641.

Backpacker and hostel type accommodation has experienced the biggest jump, 19 percent and 15 percent respectively. These forms of accommodation are popular as they offer travellers a cost effective alternative to more traditional types of tourist accommodation and enable them to socialise with other backpackers.

Backpacker

Tourism specialist Tom Crawford, of Bayleys Auckland office, says overseas owned hotel operators are largely responsible for the substantial growth in backpacker accommodation.

Accor, the world's largest hotel group, which owns such well-known brands as Novotel and Ibis, has recently expanded its New Zealand operations to include backpacker accommodation, launching its own five-star Base Backpackers.

Accor began with a 100-bed hostel in Rotorua, followed by a Christchurch hostel in Cathedral Square. Recent additions include a 325-bed hostel in Wellington and Base Auckland, a 425-bed, purpose-built hostel with options ranging from multi-share rooms to doubles and twins with ensuite facilities.

Accor

"The arrival of Accor, which caters to both "OE" and "gold card" backpackers will lead to increased competition and we are likely to see independently owned businesses upgrading their facilities in order to keep up," says Mr Crawford.

The rise in the number of businesses has not been matched by a corresponding increase in property on the market as most hostels and backpackers are being purpose built or refurbished for use by owner occupiers. Bayleys Bay Of Plenty's Sharene Temple, who sold the Spa Lodge backpackers complex in Rotorua late last year, says the buoyant market means owners are less likely to want to sell their property.

In its latest overview of the tourism industry, Bayleys Research has identified the growth of health spas as another significant trend in the tourism accommodation

market. New Zealand spas largely service domestic clients who lead busy lives or are health conscious, though demand is increasingly being fuelled by affluent overseas visitors who are accustomed to having spas in their own country.

Ms Temple says spa facilities are being introduced to hotels, resorts and lodges around the country. "The demand is being met by five-star properties looking for value-added activities."

Spa

The Hotel du Vin near Auckland recently converted an old winery into a spa facility. Other examples include the recently upgraded Polynesian Spa in Rotorua, which was voted one of the top 10 health spas in the world. Resorts offering spa facilities and treatments include the Ora Ora Resort in Northland and Nugget Point in Queenstown.

Peter Harris, a tourism accommodation specialist in Bayleys Christchurch office, notes a strong demand for top end hotel properties in the South Island.

"Investors are showing keen interest in hotels, choosing to pick them up freehold as long term investments," he says.

Hotel

Mr Harris recently sold the Southland Hotel in Hokitika, a 23-room establishment with development potential, built in 1865, for \$2,850,000.

He says suburban bars and taverns also continue to be eagerly sought after.

As is the case in other property sectors, the key requirement is that these establishments are well located and well presented.

Mr Harris says holiday parks, particularly freehold properties, are also proving popular with offshore and domestic buyers.

The current strength of the tourism market is reflected in the shortage of quality property available. Existing businesses are expanding their operations in order to meet demands for new services.

Bayleys says it is likely that more property will become available after the end of the financial year.

Tourist charged after crash

POLICE say a male Japanese tourist is to face charges after his car crossed the centre line and collided head on with a bus carrying schoolchildren on the Te Anau-Milford road this week. His Japanese woman passenger had moderate chest injuries.

ADVERT

Visiting Stewart Island?

There's plenty of accommodation at Beach House and Kereru House. Bookings: Brenda and Roger Hicks on phone/fax 03-2191348

AirNZ reduces commission - blames trans Tasman fight

FIERCE trans-Tasman competition has forced AirNZ to reduce travel agent base commission on all its tickets sold in Australia for travel within and to New Zealand.

The carrier will from July 1 reduce base commission levels from five to one percent.

Air NZ GM Australia Michael Reed says low fares can not be achieved without cost savings to the airline - "including the way our product is sold." He adds: "Many major airlines have moved towards reducing base commission, and simply put, Air New Zealand cannot afford to lose ground with our competitors in reducing costs from our business."

Mr Reed says the implementation of service-fees is a global trend "and that since the airline progressively implemented a zero-base commission structure on trans-Tasman and domestic ticket sales in New Zealand from 2002 many agencies have since reported an improvement in yields through charging service fees."

TranzAlpine doing roaring trade!

THE TranzAlpine has carried a record 200,000 passengers in the last 12 months. Owners TranzScenic say there has been a steady increase over the last four years.

Recent services have carried more than 600 passengers a day, with a record 698 passengers carried on February 15, breaking the previous record of 615 passengers on an individual train.

The company says that public demand for such a world class experience is high and Tranz Scenic will continue to focus on improving the service, which is currently having carriage interiors refurbished to give them a fresh new look.

"Tranz Scenic's online booking function is credited with increasing sales both nationally and internationally, as it provides customers with the convenience and ease of being able to book all services online, anytime," says a spokesman. "The long term future of Tranz Scenic is seen very much as lying in high value tourist operations such as The TranzAlpine."

Queenstown Parkroyal to become Crowne Plaza

PARKROYAL Queenstown is to be launched as the Crowne Plaza Queenstown in September, following completion of the first stage of a multi-million dollar refurbishment. The 139-room hotel joins Crowne Plaza Christchurch and Crowne Plaza Auckland. It is the 36th Crowne Plaza in the Asia Pacific region.

InterContinental Hotels Group and The Carter Group established a joint venture in June last year to buy what was the Parkroyal Queenstown for \$20 million.

Popular West Coast cafe on market

A popular licensed stopover opposite Pancake Rocks, Punakaiki, is for sale. Wild Coast Café can seat more than 60 diners and includes a two-bedroom residential unit which could be used as owner's accommodation or rented out.

A 10 year business leasee began in May 2001 is being offered for sale through Bayleys Canterbury.

Marketing agent Peter Harris says Punakaiki is the most popular tourist destination on the West Coast, with visitor numbers growing faster than most other destinations. It attracts more than 500,000 visitors a year.

"A large number of tour coaches choose Wild Coast Café as a stopover for refreshments and this trade continues to grow," says Mr Harris. Contact: 03-3772215 or 027-2276009.

Compulsive read!

IT continues to grow as a compulsive read with a comprehensive selection of very useful material. - **David Wilson, Heritage Futures International.**

DoC not brave enough?

DOC should have been braver and proposed a bigger marine reserve at the Nuggets, according to the Forest and Bird.

F and B's southern conservation officer Sue Maturin says DoC had plenty of public support for a meaningful reserve. "More than 500 people sent DoC's conservator, Jeff Connell, postcards calling for the reserve to include Campbell Reef to Cannibal Bay and to go further offshore."

But the new proposal is much smaller than the original 1992 proposal.

"DoC knows it's proposal will not protect the full range of biodiversity at the Nuggets. They also know that they've left out the best areas for the non-fishing public and families to enjoy live fish and experience the benefits of the marine reserve."

She says the latest proposal will contribute little towards the government's goal of protecting 10 percent of New Zealand's EEZ.

China's Golden Week will stay - for now

CHINA National Tourism Administration (CNTA) has announced that China will continue embracing the "golden-week" long holiday system - for now.

"Under the current circumstances we decided that keeping the 'golden-week' holidays has more advantages than disadvantages," says a spokesman.

The week-long holidays during the Chinese New Year, Labour Day and the National Day allow people the right to relax and fulfil their consuming needs.

According to a survey released by Beijing-based Zero Survey Net.com last year, 44 percent of Chinese residents prefer "free and flexible holidays with payments maintained."



Product Development Manager

Are you a tourism professional who loves Wellington?

Positively Wellington Tourism is one of New Zealand's top performing tourism marketing agencies. It takes a lead role in positioning Wellington as the most exciting urban destination in New Zealand. We are looking for a vibrant person to join our dynamic team.

The Product Development Manager will work closely with the Chief Executive to develop strategies to build Wellington's tourism sector and product base. The role is divided into two core competencies: Product Development and Research.

The successful applicant will manage Positively Wellington Tourism's product development strategy and activity. They will identify and work with organisations and on projects that will add to Wellington's appeal as a visitor destination.

The Product Development Manager will also be responsible for the research needs of Positively Wellington Tourism, analysing the industry on both a local and a national level. They will use this research to assist Positively Wellington Tourism in developing its marketing and product development strategies.

Other key attributes sought are:

- * Product development and/or research experience, preferably within the tourism industry
- * Strong analytical skills
- * Superior interpersonal and communication skills
- * Ability to manage multiple projects efficiently and with humour
- * Experience operating in a political context
- * Project management and business planning skills
- * Advanced computer skills, including Microsoft Access and Excel
- * The ability to work within a small, focused team
- * A passion for developing Wellington as a visitor destination

Applications are due in writing or email by 5.00pm April 18, 2005.

Please address all applications to:

Carol Assendelft, General Manager Commercial

P O Box 10 017

Wellington

Visit Wellington's official tourism website, WellingtonNZ.com, to view the job description or contact Carol.Assendelft@WellingtonNZ.com for more information.

Hopes for final sealing of road

SEALING of the last 35 kilometres of the Taihape-Napier road which is still gravel is being considered by Hastings District Council, Transit and Rangitikei District Council. The project, if approved, will cost about \$10 million.

Hearing into death is next month

A date for a defended hearing relating to Polynesian Spa, Rotorua, will be set next month, according to media reports. The hot pool complex is pleading not

guilty to a charge under the Health and Safety in Employment Act after Wanganui artist Joanna Paul was found dead there on May 27, 2003.

Evergreen Lodge sold again

EVERGREEN Lodge, Queenstown, Supreme Tourism Award winner in 2002, has been sold by Wellingtonian Lavinia Calvert to local couple Murray and Letitia Acklin. Ms Calvert paid \$2 million for the property in 2002 when she bought it from Gary Withers and Jon Borwick. It is not known how much the Acklins paid.

ADVERT



Marketing Manager

Polynesian Spa is one of Rotorua's leading tourism attractions and is internationally recognised as one of the top 10 mineral spa's in the world.

A new role of Marketing Manager has been created to assist with the current and planned growth in business. The person we desire to fill this exciting role will be a dynamic individual who can market this iconic New Zealand product to both national and international clients. They will possess exceptional drive and relationship management abilities accompanied by the desire to develop quality marketing initiatives and strategies.

The ideal appointee will be able to demonstrate:

- * Exceptional leadership abilities
- * A professional communication style
- * Sound negotiation skills
- * An eye for detail, creative finesse and a passion and enthusiasm for the Polynesian Spa product

If you have a proven track record in marketing accompanied by sales experience, enjoy a dynamic environment where energy and charisma help promote the company's brand and product within the both the domestic and international markets, then this role will be the career highlight you desire.

If you believe you have the skills to deliver in the competitive tourism market, not only will you enjoy the challenges and experience associated with this position, but also the competitive remuneration package offered.

To take advantage of this exciting opportunity, please send a comprehensive CV and covering letter detailing relevant experience and qualifications to: Stacey McLocklan, Staples Rodway, PO Box 9159 Hamilton, recruitment@staplesham.co.nz
Fax 07 838 3191.

Applications close Friday 15 April 2005



Airport arrivals...

OF the 265,041 international passengers who landed at Auckland International Airport in February guess where the largest group came from? New Zealand!

Some 86,542 of us returned home that month according to AIAL's first monthly traffic update.

Second largest group were Australians (41,217), followed by Brits (33,691), Americans (11,611), visitors from China (10,124), Japanese (9,199), Koreans (7,434), Germans (5,983), Canadians (4,881) and Hong Kong residents (4,096). Of the total, 92,070 were on holiday, 44,946 were VFR and 19,404 were here on business or to attend a conference.

Spitting kids bare bottoms to visitors

VISITORS to Whangarei Falls have been met by bottom baring youths who spit and swear at them, according to police. TNZ says the waterfall is often called "the most photogenic in New Zealand." Police told Whangarei District Council this week that the youths, aged eight to 14, have spat on tourists and performed the haka in a bid to scare them away.

Oyez, oyez - new crier for city

WANGANUI has a new town crier: third year fashion student Shayne Barron.

ADVERT

GENERAL MANAGER – TOURISM BAY OF PLENTY

- Top Leisure Destination
- Significant Tourism Growth Potential

Tourism Bay of Plenty is seeking an energetic and innovative professional for the role of General Manager based in Tauranga.

The Coastal Bay of Plenty is renowned for its sparkling clean ocean, sandy beaches, blue sky's, and warm climate. We need someone who can blend vision and flair with sound practical management skills to undertake the role and to continue to build the Western Bay of Plenty's position as a major visitor destination. The Bay already has a high recognition factor – your role will be to convert that into increased measureable economic outcomes.

Challenging? Certainly. Rewarding? Absolutely!

It is an opportunity to:

- Be responsible for the development, promotion, and marketing of the Western Bay of Plenty as a tourism destination
- Contribute to and implement a new Tourism and Events Strategy (currently under development)
- Liaise with other national and regional stakeholders and partners
- Develop and manage excellent communications mechanisms with the visitor industry.

The skills/experience we are looking for in this critical role are:

- Demonstrated leaderships qualities and the ability to think strategically
- Business acumen, project, staff and financial management skills
- Great relationship management and communication skills
- Ability to be innovative, question the status quo, and move things to the next level
- Knowledge of and a proven track record in the New Zealand Visitor and Tourism industry and of regional, national and international tourism marketing.

The successful applicant should want to make a significant impact on Tourism's contribution to the economic development of the region. You will need to demonstrate a willingness to operate with a high degree of autonomy and ownership of responsibilities.

The remuneration package, including a performance bonus and motor vehicle, reflects the importance of the position.

Applications, which will be treated in confidence, should include a comprehensive CV. A copy of the job description is available on www.bayofplentynz.com . and enquiries to 07 5745519 or 0274526716. Applications close on Friday April 22 and should be sent to Chairman, Tourism Bay of Plenty, PO Box 13325, Tauranga, marked "GM Position".

Accolade for act of kindness

AN act of kindness from a member of the New Zealand public has given an American journalist a 100% Pure New Zealand welcome.

John Blanchette who writes for an American news wire service was in New Zealand on a TNZ IMP famil. And he had an experience that has endeared New Zealanders to him forever.

He writes: "The other day I was running to catch a train in Wellington and unknown to me, I dropped my silver business card case. This case has great sentimental value for me. I was Bob Hope's publicist for seven years and this was the last gift he gave me before he died. Natalie Deans of Lower Hutt emailed me and said she and her friend had found the case and did I want her to mail it to my home in Santa Monica. I was so overcome by her email that I invited them to visit me when they come to Santa Monica and I would wine, dine, entertain and do some celebrity introductions."

He adds: "This simple act of kindness by a stranger has endeared New Zealanders to me for the rest of my life."

Road and parking problems

QUEENSTOWN will become a gridlocked and dysfunctional community if nothing is done to fix the growing traffic and parking problems, according to a new transportation and parking report.

Future Link by consultant Edward Guy shows \$124 million will need to be spent on the problems by 2021. Queenstown Lakes District Council CEO Duncan Field says the money will come from subsidies from government, Otago Regional Council, his council, developers - and future ratepayers.

MCA buys motor camp for members

THE New Zealand Motor Caravan Association has bought the lease for the Onaero Bay Motor Camp,

Taranaki, and is expecting to attract thousands of visitors to the region each year. The organisation has 26,000 family members.

High tech solution to pollution

ENVIRONMENT Bay of Plenty and Rotorua District Council are investigating latest technology in a bid to clean up lakes in the region.

Project co-ordinator Paul Dell says: "We have a huge challenge facing us and we need to think outside the square."

Rann says V8s are worth it

NEW Zealand born South Australian Premier Mike Rann reckons Wellington could do just as well as Adelaide if it hosts a round of the V8 Supercars. Last weekend 256,000 watched the supercars in that city an last year the event was worth \$23 million.

Auction to help the blind

A Taste Of Wine Festival and charity auction will be staged by Bayleys' Kerikeri and Paihia offices at the Copthorne Hotel and resort, Waitangi, tomorrow (Saturday) to raise money to train guidedogs for Northlanders.

Weight restriction on Crown Range Road

VEHICLES weighing more than 14,200kg or which are more than 12.6m in length may be banned from the Crown Range Road. Queenstown Lakes District Council is proposing the ban.

Cruise line cometh

HOLLAND America Line has announced 10 cruises featuring New Zealand and Australia this season using the Statendam. Eight New Zealand ports of call are scheduled, after first arriving in the Bay of Islands on December 22.

ADVERT

Tourism & Lifestyle Opportunities

COROMANDEL PENINSULA - Nine well presented motel units, comfortable owner's accommodation with great water views. Sloping landscaped site. Attractive seaside town offering white sandy beaches, boutique cafes and of course great fishing and diving. FHGC. Garry Paterson 021 341 447.

ROTORUA – Souvenir, restaurant, tourist centre in Rotorua. Business and/or freehold on State Highway 5. Land of 3948m and building of 1288m. John Perrett 027 656 5464.

ENJOY THE HONEYMOON - Stunning design, spas in units and conference facilities. Brand new 30 year lease for sale. Sharéne Temple 027 224 6045.

GREAT BARRIER ISLAND – Great Barrier Lodge. Auckland's best kept secret, splendid waterfront setting - studio units, cottages, lounge, garden bar and licensed restaurant. Gateway to Great Barrier tramping tracks and bush walks. Tom Crawford 0272789199 Pat Regan 0274483348.

0800 BAYLEYS

www.bayleys.co.nz/tourism

