

# Inside Nigel Coventry Tourism

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## Northland - next "new" destination

NORTHLAND is the region to watch from now on, believes Destination Northland manager Robyn Bolton. "It's one place that has been overlooked for a very long time. Now development is coming thick and fast... Money is just flowing in - and that brings other investors once people see the changes."

She adds: "But it does need to be controlled as we do not want to kill the goose with the golden egg... One thing Northland does not want is to become a Gold Coast."

Ms Bolton says the industry is keen to get a better regional spread with more products in areas other than the Bay of Islands.

*Cultural tourism is important to the region and should be encouraged. "Not just overt cultural products, either. I think the integration of Maori culture into all tourism products is a very important aspect for the region."*

## Show is key to understanding NZ's story

CULTURE North Director Kena Rameka Alexander believes visitors would gain a better understanding of New Zealand's "story" if the industry encouraged visitors to see the group's dramatic night show production at Waitangi, which opened four years ago.

Mr Alexander adds: "I wanted to tell the story in a dignified way. Waitangi is a special place - the birthplace of our nation and a place I have many personal links to."

*"People, through this production, can quickly understand what's unique about NZ, its people and why we are the way we are."*

## We need to make more of our culture

THE industry's next big challenge is to move from a sector almost solely dependent on landscape to one that makes the most of promoting our culture, believes Maori Tourism Council CEO Johnny Edmonds.

"Landscape has served us well but people can find fiords and rainforests elsewhere."

Mr Edmonds believes there are about 600 Maori tourism businesses in the making, most of which have

been created in the last 15 years. There has been a 72 percent increase in Maori working in the industry since 1991, with 18,000 now employed.

The council wants to work with TNZ and AirNZ and others to reinforce this point of uniqueness.

## Te Puia in \$20M expansion

ROTORUA'S Te Puia - formerly the NZ Maori Arts and Crafts Institute - is spending \$20 million on a new venture.

## More of the same in '06 - Bagrie

THE turning point for the industry has yet to be reached with softness seen over 2005 expected to extend into 2006, says National Bank's Cameron Bagrie.

## Shotover Jets due back

SHOTOVER Jet Queenstown is hoping to be back in action about now (Friday) after the company's iconic red boats were taken out of service last week.

## Assault "tarnished our reputation"

AN assault on a Dutch tourist during a Maori welcome at Tamaki Tours Village, Rotorua, has tarnished the reputation of both New Zealand and Maori, says Associate Tourism Minister Dover Samuels.

## Making history takes time

TAMAKI'S heritage village at Ferrymead, Christchurch, is behind schedule - but director Mike Tamaki is hoping for a soft opening by December.

## We can't reply on luck, says Salter

TOURISM is increasingly confronted by strong external competitive forces. So we can't just rely on a repetition of the fortuitous events which have partly helped us achieve a favourable position in recent times, points out Tourism Ministry GM Ray Salter.

"Now, we need to think about the strategy process for the longer time frame. 2010 is getting closer, the world environment has changed considerably since 2001 and many of the recommendations have been actioned or need to be reset."

## **Carbon tax idea goes up in smoke**

THE industry is delighted that government has listened to business sector concerns about carbon taxes and decided not to impose them, says TIA spokeswoman Fiona Morris. Carbon taxes had the potential to seriously harm tourism.

## **\$2,000M satellite centre for Queenstown WORK is to start in March on the \$2,000 million Five Mile township near Queenstown - with tourism accommodation being one of the first projects.**

## **Arrivals down - but visitors here longer**

INTERNATIONAL arrivals were down in four out of the five months to November - but visitors actually stayed longer each time!

Over the five months the average stay increased by about one day (or four percent) while total visitor days increased 2.8 percent in spite of a 1.7 percent drop in visitors from the same period last year.

“Visitor days rather than visitor counts provide a more effective indication of the level of tourism activities on the ground,” says the latest *Tourism Leading Indicators Monitor*.

## **Free maps for SMEs**

MULTIMAP, a leading online mapping provider, has announced the launch of free maps and reciprocal links for small businesses across Australasia.

## **DoC to investigate demise of camping**

DOC is to review the availability of family-friendly camping opportunities for New Zealanders, particularly in coastal areas, says Conservation Minister Chris Carter. The review will consider making more public land available for camping if necessary.

## **Queenstown businesses hit**

A below average snow season, the high Kiwi dollar and an ailing US economy combined to hit many Queenstown businesses over the latest Spring quarter (September - November).

## **Three councils get infrastructure \$\$**

FAR North District Council is to receive \$872,224 from government for a wastewater project in Paihia, Ruapehu District Council will get \$516,915 for Ohakune wastewater, and Westland District Council \$771,013 for Franz Josef water and wastewater projects.

## **Record season for some regions**

SOME regions have been enjoying their best start to summer ever, according to a TIA survey.

## **DoC still working on Milford plan**

DOC is working through its Fiordland National Park draft management plan to decide whether solutions suggested at a heated meeting with 35 flight operators in December can be adopted.

## **Seven receive grants to study industry**

SEVEN masters students are recipients of Tourism Research Scholarships worth a total of \$105,000. Some of the research will help fill gaps in understanding while others could lead to new thinking.

## **Luxury Travel Show going ahead**

THE controversial Luxury Travel Show is to be held a second year - in Christchurch from June 10 to 11.

## **Many members of “Mile High Club”!**

NINE percent of 600 respondents to a US poll claim to be members of the so called Mile High Club. This refers to people who have had sex while flying at over 5,200 ft - a mile up. Polling results showed little difference in response from men and women.

## **Call for restrictions on foreign drivers**

THE family of a man who died in a fatal car accident involving an American tourist near Nelson is calling for greater restrictions on foreign drivers.

## **Govt gives \$180,000 to improve facilities**

FOUR nationally significant visitor attractions are to receive grants totalling more than \$180,000, Tourism Minister Damien O’Connor has announced. better understanding of New Zealand’s natural history.

## **DoC blitz discovers more illegal guides**

ILLEGAL guiding operations have been discovered by DoC in all Canterbury and Otago areas it has monitored in recent weeks.

The worst affected appears to be the Aoraki-Mount Cook National Park where in six weeks, 16 guides were found without the necessary concessions.

## **Hotel Council expands into regions**

THE New Zealand Hotel Council is now open to properties outside the main cities.

## **Tunnel for Queenstown - Milford?**

A \$150 million tunnel could be built from Glenorchy to Milford in four years and cut the travel time from Queenstown to just two hours.

## **Terrorism may yet deter Poms**

FEARS of terrorism and an unwillingness to travel long distances mean that Britons are planning to stay closer to home in 2006, according to a new survey.

## **Awards for Green, Norman and Norris**

TONGARIRO Taupo conservator Paul Green, Nelson City Council events co-ordinator Annabel Claire Norman and former AirNZ MD Ralph Norris were given awards in this year’s New Year’s Honours.