



Business Recovery & Business Partner Programme
– Caroline Blanchfield

Business Development – Current Challenges

- The Earthquake event has changed the Business Partner environment which now splits our Business Partner community into three categories :
 - Those who have stopped operating and may not return to operation
 - Those that are operating with strong levels of demand
 - Those that are operating with very weak levels of demand

Business Development – Current Challenges

- Reduced capacity for delivery of visitor information
 - Temporary i-SITE at Chateau on the Park Hotel
 - Reduced brochure display space
- The majority of tourism activity businesses are working in a significantly diminished demand environment.
- www.christchurchnz.com does not yet adequately reflect the full tourism offering of our region.

Business Development – The past four months

- Investigated and briefed the agencies that are set-up and funded to assist business recovery on the tourism industry recovery needs
- Communicated with tourism operators about how to access information and assistance through the “Recover Canterbury” Trust
- Seek opportunities & partners to supply tourism businesses recovery workshops

Business Development – The past four months

- Communicate with the industry on a regular basis with relevant information and marketing opportunities
- Revamp the Business Partnership Programme for CCT and CCCB to bring it in line with current membership needs

Cruise Market

- Due to damage to Lyttelton wharf and Christchurch infrastructure we have worked closely with the CCC, LPC, cruise companies, inbound operators and Cruise New Zealand on finding acceptable operating solutions
- As the cruise sector does not require accommodation in the region this is a very important sector to retain
- 92 port visits to Lyttelton and Akaroa at stake
- We expect approx 50,000-60,000 pax will come into the city and province over the 2011/12 summer.

New Business Partnership Structure Cnt'd

- CHCH **i-SITE Brochure display** reduced from \$420 to \$250 plus GST per annum
- **Web listing** on Christchurchnz.com reduced from \$420 to \$160 plus GST per annum
- An **additional product web listing** charged at 50% of the standard web listing fee - to encourage listings in different user sections
- **Restaurants & Retail** – retail & restaurants will be charged a web listing fee of \$100 plus GST

New Business Partnership Structure

- Replace 'Marketing Level' with a provision of service 'Combo Level' - Combination membership \$360.00 which includes a DLE Brochure display at either Akaroa or Christchurch i-SITE
+ Website listing on christchurchnz.com
- Suspend the Premier membership segment in favour of inviting major operators to participate in key marketing projects. Cost of campaign involvement will be based on forecast business benefits.

New Business Partnership Structure Cnt'd

- **CCCB Membership** – rebate of 50% of 2010 prices to reflect the change in the business tourism environment

CCCB Level	2010 – 2011	July 2011
Gold	\$7000 +GST	\$3500 +GST
Silver	\$3000 +GST	\$1500 + GST
Bronze	\$1500 + GST	\$750 +GST

What Does this Mean for You?

- Implementation of the revised membership rates will apply from July but CCT will delay invoicing until 01 October 2011.
- The timing allows us to keep our membership in line with the membership rollover date (year commencing 01 July) but provide temporary cash flow relief to operators.

What Does this Mean for You?

- CCT will continue to look for ways to provide assistance and information on business recovery packages available to business
- The new business partner structure will lower the cost of brochure display and website presence
- www.christchurchnz.com will provide the potential visitor to the region with a 'full supermarket' of tourism offerings

How Can we Move Forward Together?

- Update your images and websites so they are relevant to the post EQ situation
- Take advantage of the free business recovery workshops
- Respond to opportunities in the CCT email newsletters (where appropriate)
- Look at alternative markets and revenue streams
- Continue to provide outstanding customer service to every visitor to build legacy