

**Christchurch**  
*& Canterbury Tourism*

# CCT Industry Update

14 July 2011

# AGENDA

- Welcome & Introduction – Tim Hunter
- Future of Christchurch – Sean Murray
- Post Earthquake Communication Challenges – Anabel Darby
- Consumer & Trade Marketing – Tania Evamy
- Convention Bureau Update – Leonie Ashford
- i-SITE Operations Update – Sandra Caldwell
- Business Recovery & Business Partner Programme – Caroline Blanchfield

*Followed by Networking Time*



## Tourism Changes in Christchurch

# The Communication Function has been a Top Priority for CCT

## 4 Major issues to address:

- Perception that Christchurch City is totally devastated
- Perception that the rest of Canterbury & SI is damaged
- Fear of being caught up in further earthquakes
- That Christchurch has minimal accommodation and should be bypassed

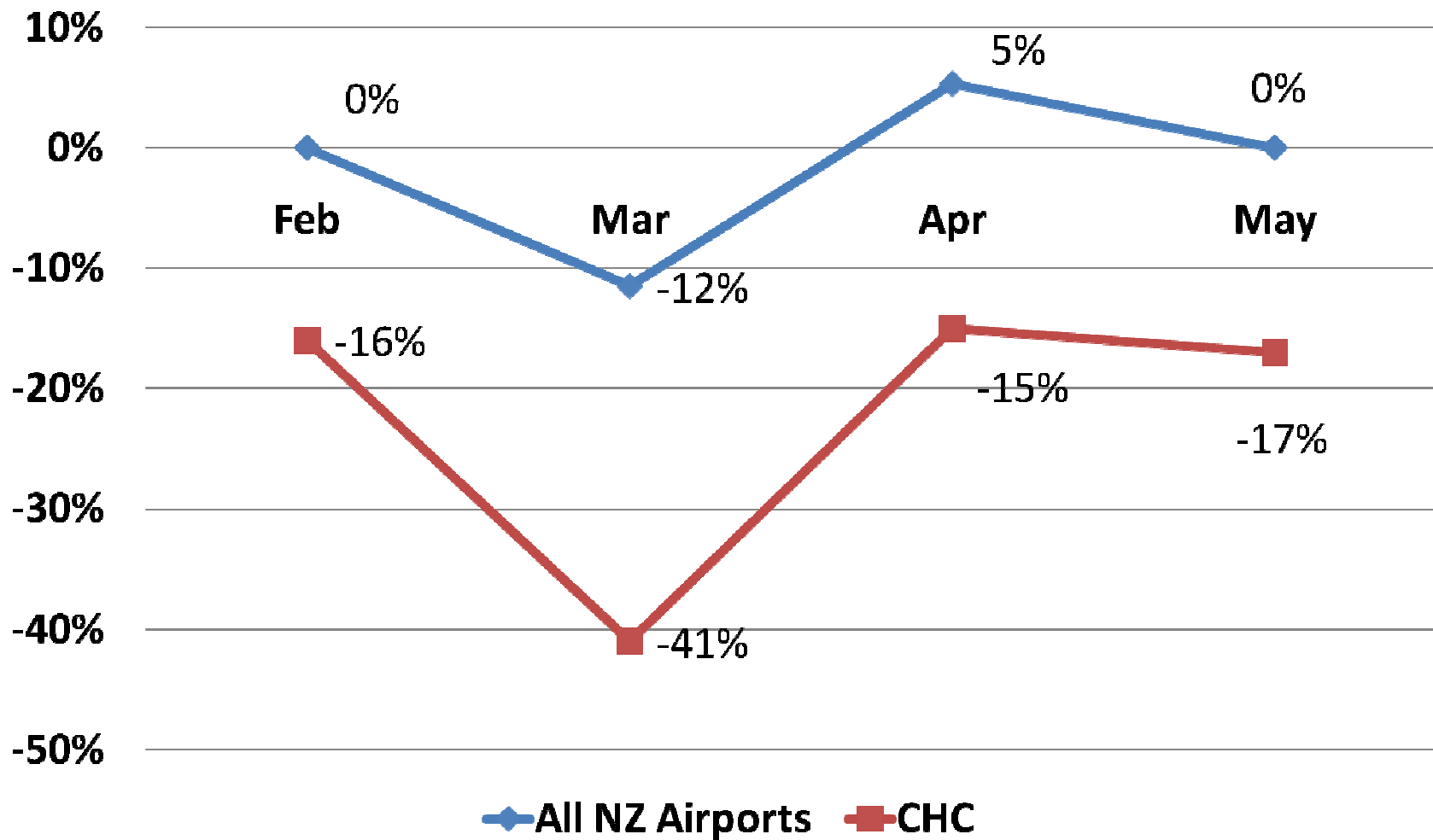
# Other Challenges for our Tourism Sector

- Some Inbound Operators and wholesalers have issued instructions to keep Christchurch out of future itineraries
- Conference planners are avoiding Christchurch for long term bookings due to the unknown future of our major conference facilities and hotels
- Airlines are actively reducing schedules to Christchurch
- Timelines for hotel re-instatement keep getting pushed back

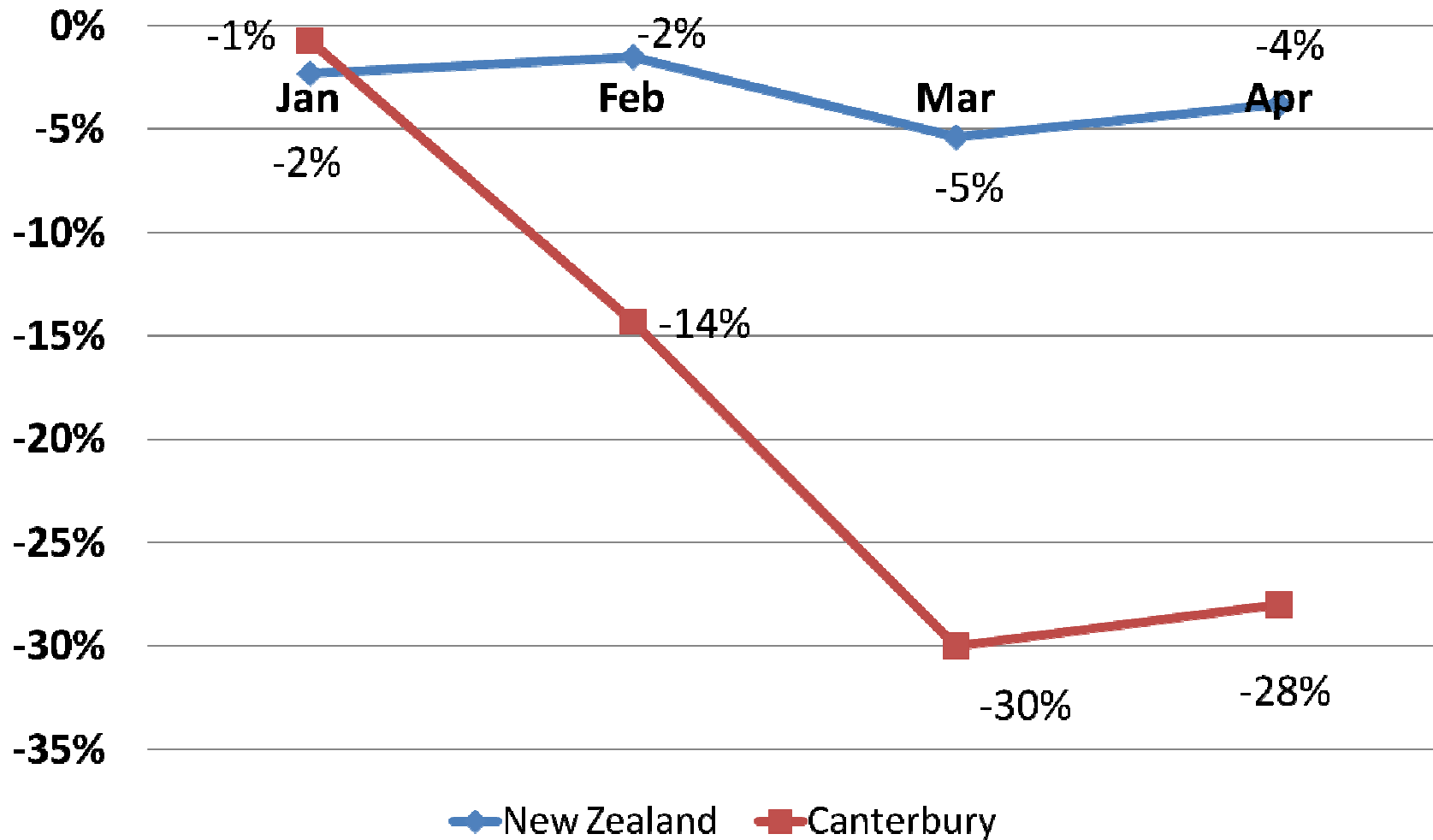
# Domestic Tourism into Christchurch Hit Hard

- Lack of major sporting events being held in the city
- Aftershock fears are now keeping domestic conferences and training courses away
- Intra region travel into Christchurch has been impacted by the restricted retail shopping experience in the City
- But ... Mackenzie and Hurunui Districts are picking up a lot of “respite travellers” from Christchurch

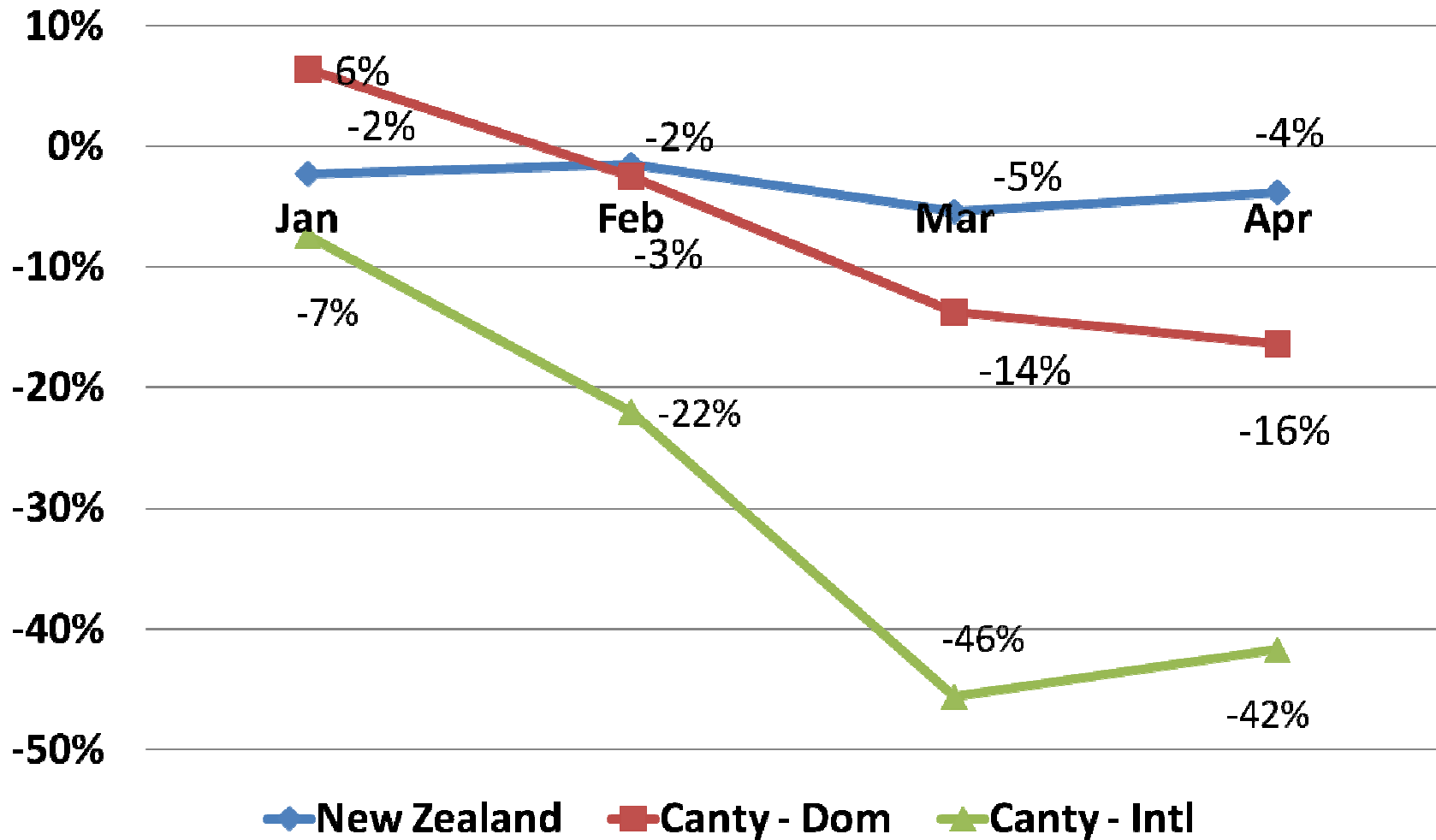
# International Arrivals by Air – Variance vs 2010



# Commercial Accommodation – Canterbury Variance vs 2010



# Commercial Accommodation – Canterbury Variance vs 2010



# Medium Term Strategic Plan

## *Strategic Themes*

“Maintain Christchurch as the preferred primary entry point to the South Island”

### Rationale

1. Queenstown Airport is actively seeking more Trans Tasman services
2. Further decay of flights schedules into CHC will reduce our competitiveness
3. We need to retain Air Asia X, Singapore and Emirates long haul connections to the South Island

# Three Year Plan

## *Strategic Themes*

“Ensure that all travellers and travel sellers in key markets are kept well informed of the tourism status of Christchurch and recovery progress”

### Rationale

1. Misinformation about the state of Christchurch will suppress demand or delay travel plans
2. The whole of the South Island tourism sector is currently being impacted

# Three Year Plan

## *Strategic Themes*

“Support local tourism operators as they adapt to reduced demand conditions”

“Ensure that the tourism sector is well linked to “Recovery Canterbury” and other Government assistance programmes”

### Rationale

1. Local tourism experiences define the “Christchurch experience” and enhance visitor satisfaction
2. Christchurch needs to retain a diverse collection on visitor experiences and day excursions to maintain its visitor destination status

# Three Year Plan

## *Strategic Themes*

“Ensure that CCT’s marketing in the medium term is focused on those visitor segments and markets that demonstrate a higher propensity to visit”

### Rationale

1. We need to get the best return on investment for the limited marketing funds we have
2. Our tourism operators need demand improvement quickly to prevent business failure

# Three Year Plan

## *Strategic Themes*

“Acknowledge that the Christchurch accommodation supply situation will be compromised for some years ...  
And adopt visitor growth strategies that make optimal use of the total region’s under-used accommodation stock”

### Rationale

1. The CAM indicates that Canterbury Region average occupancy level was only 39% in 2010
2. Spreading the visitor load across the region will assist in improving arrival growth into Christchurch

# Three Year Plan

## *Strategic Themes*

“Influence the Christchurch City re-build and economic recovery process so that the City creates an outstanding environment for future visitors”

### Rationale

1. Visitors make up a significant proportion of the inner city population especially in the summer months
2. Certain parts of the central city have a significant influence on visitor satisfaction and the way these areas are re-built is of profound importance to visitors
3. The return of visitor volumes will be a key driver of the City's economic recovery



## CCT Post-Earthquake Three Year Plan

### **This plan focuses on :**

- The re-instatement of essential visitor information services
- Maintaining clear messaging about the status of Christchurch and its recovery
- A new C & I strategy with more medium term focus on growing incentive travel business whilst protecting major Conference and Convention business for 2015 & beyond
- Increased marketing focus on the FIT traveller sectors - particularly from Australia and SE Asia
- More marketing initiatives that keep SI tourism strong using the CHC gateway

# Canterbury Tourism Partnership

## Partners

Ministry of  
Economic  
Development

Christchurch  
International  
Airport

Christchurch City  
Council

Funding contribution  
of \$500,000 pa each

## How it works

### Canterbury Tourism Partnership Marketing Fund

- Strategy is governed by the CTP Partners
- Project activities are planned and administered by CCT

## Partnership Focus

Help CCT to  
stabilise its  
operation

Rebuild tourism  
demand to our  
region

Maximise the tourism  
sector contribution to  
Canterbury's economic  
recovery

# Order of Service

Topics	Presenter
Future of Christchurch Issues	Sean Murray
Post Earthquake Communication Challenges	Anabel Darby
Consumer & Trade Marketing	Tania Evamy
Convention Bureau	Leonie Ashford
i-SITE Operations	Sandra Caldwell
Business Recovery and Business Partner Programme	Caroline Blanchfield