



Community Services Manager's Report – June 2005

Information Centre

Special Packs

Two potential residents' and three new residents' packs were given out in April.

Business Changes

- The Hills are no longer promoting their property as a farmstay.
- Inglewood are opening their property as a farmstay. The Irelands have two properties, a new home with a magnificent rural vista, and the family homestead offering a comfortable stay.

Waimate Strip Map

We are working on a reprint of Waimate strip maps, currently selling advertising space.

Imagery

Our image library has increased considerably due to a photo shoot by Brian High. A brief was given to Brian as to the type of images we required, these varied and included Knottingley & Victoria Parks, lakes region, lifestyle blocks, autumn and farming. The images will be useful for the production of the Waimate calendar, Waimate brochure, website and general Waimate publicity.

Information Centre Visitor Survey

An annual visitor survey at the information centre is conducted during the summer period. Detailed results of the survey attached. (52 surveys received)

What is your mode of transport?		Are you travelling as a ..	
Campervan	09	Family	08
Rental Car	13	Couple	21
Private Car	27	Group	11
Bus	01	Single	12
Limo	01		
Truck	01		

What country do you live in?		What is your main reason for visiting this area?	
NZ South	11	Passing through	08
NZ North	09	Visit friends	20
England	09	Business	02
USA	06	Events	04
Asia	01	Holiday	17

Europe	05	Sport/hobby	02
Australia	11	Other	04

Is this your first visit?

Yes	26
No	26

How many days/nights are you spending in Waimate?

1 - 2	21
2 - 5	04
5 - 0	09
10 - 20	03
20 - 40	01
90 days	01

How did you come to hear about the Waimate area?

Already knew	29
Found by accident	06
Article	03
Someone told me	07
Advertisement	02
Brochure	04
Travel book	01

What activities have you taken part in?

Walks	9
sightseeing	7
wallabies	5
events	4
parks	3
museum	3
food	3
farm park	2
knitwear	2

Others mentioned were garden centre, forests, buildings, berries, hunting, photos, housing, camping, swim and fishing

Satisfaction – Rate the Waimate district

Excellent	29
Good	20

What reason did you come to the Visitor Centre?

Info on activities	18
Info on facilities	08
Info on accommodation	05
Info on other regions	03
Curiosity	18
Other	08

How did you rate the Info Centre and the service?

Excellent	45
Good	08

Guide Books found helpful...

Lonely Planet	06
Maps	03
AA guides	02
Rough guide	02

Variety of others mention including CSI Map, Camping Ground guides, Waimate Brochure, newspaper, budget travel book, footprint, NZ B&B guide.

Research on Domestic Visitor Market

The Ministry of Tourism has been working to update and upgrade the Domestic Travel Survey as the key source of data on domestic travel activity. As part of this process, data from 2002 and 2003 was released this week, with results for 2004 to follow within a couple of months. From then on DTS statistics will be released quarterly around four months after the survey period providing equivalent information to that of the International Visitor Survey.

There are questions over the stability of the data, particularly when finely analysed. As such, the Ministry is advising users to exercise caution in using this data.

Highlights:

- Total expenditure by domestic travellers is very substantial at \$7.96 billion in 2003 which compares to international visitor expenditure of \$6.4 billion.
- In terms of make-up, overnight travel contributed \$4.9 billion and domestic day travel a further \$3.0 billion (refer graph below). The growth pattern of overnight travel has been consistent over the period since 1999 whereas day travel has been more volatile. The Ministry suspects the application of a tighter definition of what a day trip is (travel of at least 40 km away from home) that was applied in 2003 is a key reason for the fall in expenditure in this year.
- The main drivers of expenditure, that is trips taken and spend per trip, have changed over the period from 1999. The trips taken, particularly for day trips, have declined while the spending per day has increased over the period. In 2003, domestic travellers spent on average \$313 per overnight trip and \$93 per day trip. Overnight travellers had on average 3.1 stay nights away from home and spent \$99 per night. New Zealand travellers spend around 50 million nights away from home each year and this level of activity has been stable over the period since 1999.

For the full report visit:

<http://www.trcnz.govt.nz/Topics/Forecasts+and+Trends/Tourism+Leading+Indicators+Monitor/>

Recycling Campaign

Donette is working with Brian Purcell and members of the Whitehorse Recycling Trust to produce a recycling campaign which will be launched prior to the commencement of kerbside recycling. The campaign includes media releases, advertising, and an information leaflet.

Meetings

- 1) Donette Fargher attended Visitor Information Network (VIN) meeting followed by an i site regional meeting in Christchurch
- 2) Central South Island Tourism – TRENZ and Product Directory
- 3) Tourism Waitaki – ideas for working together
- 4) Social Services Committee Meeting – local social issues

Ministry of Economic Development

Economic Development agencies from the Canterbury region recently met with Jim Anderton to discuss MRI's (Major Regional Initiatives).

A presentation was given by Aoraki Development Trust and Canterbury Development Corporation on the merits of dividing Canterbury into two regions and allowing two MRI's for Canterbury.

During the minister's visit to Timaru he also called into a number of businesses.

Focus Groups

The first of our four focus groups, the social group met at the Council chambers on Wednesday 11 May, 6.00pm. Approximately 40 representatives from clubs and organizations attended and a number of agenda items and issues were discussed including Sport and Recreation plan, library expansion, community grants, spiritual and social needs, lack of volunteers.

Minutes can be viewed in the consultation section of the council website www.waimatedc.govt.nz

The cultural focus group meeting is scheduled for 29 June 2005.

Carolyn Johns
Community Services Manager – 30 May 2005