
REPORT 4
(1215/52/IM)

TOURISM INDUSTRY CONFERENCE, AUCKLAND, TUESDAY 28 – THURSDAY 30 AUGUST 2007

1. Purpose of Report

To provide information on and to seek approval for one elected member to attend the 'Tourism Industry Conference' to be held in Auckland, Tuesday 28 – Thursday 30 August 2007.

2. Recommendations

It is recommended that the Committee:

1. *Receive the information.*
2. *Approve the attendance of one elected member at the 'Tourism Industry Conference' to be held in Auckland, Tuesday 28 – Thursday 30 August 2007 and agree that the costs associated with attending the conference are met from the Elected Members Budget (GVEM01).*
3. *Note that there is a Development Contributions Subcommittee meeting, District Plan Change 45, 46 and Variation 2 hearing, St James Theatre Charitable Trust Board meeting and Wellington Regional Stadium Trust meeting scheduled for Tuesday 28 August 2007, a Strategy and Policy Committee meeting, a Strategy and Policy Committee Agenda meeting and a Council meeting scheduled for Wednesday 29 August 2007 and a Resource Consent Hearing and Regional Land Transport Committee meeting scheduled for Thursday 30 August 2007.*
4. *Note that a report back on the meeting will be presented to the Strategy and Policy Committee meeting in accordance with Council policy.*

3. Discussion

The 2007 Tourism Industry Conference will focus on the launch of the updated New Zealand Tourism Strategy (NZTS) which will set the direction of the industry until 2010. The NZTS sets a vision for the tourism industry in New Zealand and has been updated to allow for new challenges such as increasing fuel costs, greater use of technology, increasing expectations of visitors and environmental sustainability.

Tourism in New Zealand represents nine percent of gross domestic product and generates \$9.4 billion to the economy yearly. Tourism is the world's fastest growing industry, and employs either directly or indirectly, 10 percent of the work force in New Zealand.

The Tourism Industry Conference programme will focus on four major topics: environmental sustainability, domestic travel and tourism, seasonality and local communities and tourism.

Environmental Sustainability

With the worldwide focus on environmental sustainability, and New Zealand's environment a major tourist draw card, the Tourism Industry Conference will look at ways to protect and enhance New Zealand's environment. There will be breakout discussions and keynote speakers on the following topics:

- Air miles – what's the fuss about and how serious is it?
- Carbon neutral holidays – are they achievable given our remoteness?
- How can energy efficiency be improved?
- How can waste be minimized in a practical way?

Domestic Travel and Tourism

During winter, domestic travel and tourism is important to cash flow. However, due to changes in global travel, including low cost package holidays to Australia and the Pacific Islands, there has been a decline in domestic tourism in recent years. Sessions will consider:

- What would a concerted effort to increase domestic travel involve?
- Is domestic travel affordable?
- How can advantage be taken of four weeks annual holidays and extended daylight savings?
- What should be the role of Tourism New Zealand and Regional Tourism Organisations?

Seasonality

Most international visitors to New Zealand are concentrated into a six month period which causes cash flow problems and lower profits. These sessions will look at marketing and product ideas, including:

- How can we broaden shoulder seasons?
- How can we keep the prices affordable for Kiwis but not use price to grow volume?
- Are there any relevant new markets or market segments to consider?
- What is the role of cruises, conferences and incentives?

Local Communities and Tourism

Local communities play a key role in tourism by welcoming visitors, investment in core infrastructure and the management of local natural resources. This makes local communities a large investor in tourism. Tourists can put a strain on a local area and can challenge and stretch facilities. Sessions will consider how the tourism industry can:

- Get alongside local communities and councils to really understand their needs, concerns and priorities.
- Develop mutually beneficial relationships

During the conference black tie gala dinner, the winners of the prestigious Tourism Industry Awards 2007 will be announced.

It is the intention of management to have officer representation at this conference.

3.1 Considerations

When deciding whether one elected member should attend this conference, consideration should be given to:

- the cost; and
- the impact of attendance on the budget; and
- the other conferences elected members may wish to attend later in the financial year.

The total cost for one elected member to attend this Conference is expected to be \$2115.50 and will be met from the conference budget.

Item	Cost per person
Registration	\$1,007.50
Gala Dinner	\$199.00
Return Flights	\$444.00
Accommodation	\$465.00
Total	\$2,115.50

The impact on the budget of one elected member attending this Conference is outlined below:

	2007/2008 Budget	Year to Date Expenditure	Unexpended Funds
Total budget for conference fees	\$34,000.00	\$6,504.91 ¹	\$27,495.09
Impact of sending up to one elected member to the conference	\$2115.50	\$8,620.41	\$25,379.59

4. Conclusion

A decision is required as to whether the Committee should approve the attendance of one elected member at the 'Tourism Industry Conference' to be held in Auckland, Tuesday 28 – Thursday 30 August 2007.

Contact Officer: *Nicola Hay, Committee Advisor*

¹ The attendance of 2 Elected Members at the LGNZ Conference at a cost of \$3,926.00.
The attendance of 1 Elected Member at the Transport – the Next 50 Years Conference at a cost of \$732.16
The attendance of 1 Elected Member at the Trafanz Conference at a cost of \$1,846.75

Supporting Information

1) Strategic Fit / Strategic Outcome

This project supports Outcome 7.2.B – More actively engaged: Wellington will operate an open and honest decision making process that generates confidence and trust in the Democratic system

2) LTCCP/Annual Plan reference and long term financial impact

Relates to C534: Elections, Governance and Democratic Process

3) Treaty of Waitangi considerations

There are no Treaty of Waitangi implications

4) Decision-Making

This is not a significant decision

5) Consultation

a) General Consultation

Not required

b) Consultation with Maori

Not required

6) Legal Implications

Nil

7) Consistency with existing policy

This report is consistent with existing Wellington City Council policy