

Christchurch and Canterbury

- Visitor profile -

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Christchurch and Canterbury: Visitor Profile

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1. Key Findings

1.1 Market Research Sources

- ❑ ***The Commercial Accommodation Monitor*** (Statistics New Zealand) is the most reliable source of visitor information. However, the information excludes many small accommodation establishments and visitors staying with friends and relations who make up 27% of international visitor nights in Canterbury and approximately 52% of domestic visitor nights. Christchurch & Canterbury Marketing should subscribe to the information identifying key domestic markets for Canterbury available on a monthly basis. Currently it only receives this information on a quarterly basis.
- ❑ ***The International Visitor Survey*** (Tourism New Zealand) provides ongoing monitoring of international visitors to New Zealand. However, the small survey sample (5,000) appears to create a significant unreliability factor especially when data are disaggregated for regional analysis. Using the data to determine performance indicators such as for visitor expenditure is not considered appropriate as the input data is not regionally based
- ❑ ***The Domestic Tourism Monitor*** (Forsyte Research) will publish its results on the domestic tourism sector for 1999 in July 2000. The survey involves 17,000 domestic visitors (1500 per month approximately). It will provide the most comprehensive data on domestic tourism since 1989.
- ❑ ***International Visitor Arrivals*** (Statistics New Zealand) details on a monthly basis all international arrivals to New Zealand by country of origin. It has no regional information except for port of entry data.
- ❑ ***Christchurch International Airport*** provides information on flight arrivals and passengers at the airport. It is a very poor indicator of visitors (international and domestic) to Christchurch and Canterbury.
- ❑ ***The Visitor Information Centre*** provides comprehensive information on the performance of the Visitor Centre. It is however, a very poor indicator of overall visitors to Christchurch and Canterbury
- ❑ ***Conventions New Zealand*** undertakes a national survey of convention venues. It was last completed in 1997/98. It provides excellent regional comparisons.
- ❑ ***CCM's Convention Survey*** has been operating for a year, but results are yet to be produced. A simpler format for convention operators to complete is essential, as is provision of regular analysis and reporting

- *Events information* at both a regional and national basis is very limited. At the local level a monthly survey similar to the convention survey needs to be in place.

1.2 Christchurch & Canterbury Performance

International

- Visitor numbers to Canterbury increased by 12% to 659,051 for the year ending December 1999
- Visitor nights to Canterbury increased by 14% to 3.5million for the year ending December 1999
- International visitors are estimated to have spent \$611 million in Canterbury in 1999. This figure is an estimate based on average daily national data (not regional data) and should be considered with extreme caution

Domestic

- Results available in July 2000
- Guest nights for the commercial accommodation sector declined during 1999, although by how much it is not possible to determine

Conventions

- Christchurch hosted conventions in 1999 which incorporated convention days, international delegates and domestic delegates

Comparison with Major Destinations

- Christchurch in comparison with Auckland, Wellington and Queenstown performed poorly in respect of market share in the Commercial Accommodation Sector. Our market share of international and domestic visitors staying in commercial accommodation in 1999 remained stable at 13%. The key reasons for this was a decline in domestic guest nights to Canterbury and an increase in guest nights for domestic and international visitors to Auckland and Wellington. The length of stay for visitors (domestic and international) staying in commercial accommodation in Christchurch decreased from 1.93 nights to 1.87 nights. This trend has been evident over the past three years as Auckland and Wellington exerted greater 'pulling power'

Business Partner Consultation

- There was demand for basic, reliable timely information that focused on trends and enhanced projections of future demand

2. Introduction

2.1 Background to Study

The purpose of this report is to provide an up to date assessment of the visitor industry profile (international and domestic) for the Christchurch & Canterbury Marketing region.

The report specifically covers:

- ❑ Visitor arrivals
- ❑ Accommodation statistics (guest nights)
- ❑ Visitor spending
- ❑ Regional comparisons of performance

Information has been obtained from a range of sources including:

- ❑ International Visitor Survey (IVS)
Only surveys international visitors.
Because the information in the IVS is obtained from a small sample of international visitors (5,000 - approximately 0.3% of total arrivals) there is a need for caution when analysing markets where the weighted up total numbers are less than 6,000. The sample profile is detailed in Appendix 2
The IVS excludes visitors under 15 years which is approximately 8% of the international market
- ❑ Commercial Accommodation Monitor (CAM)
CAM includes both domestic and international visitors, but only to the extent where they are staying in commercial accommodation (GST registered with revenue over \$30,000). This excludes 27% of international visitor nights to Canterbury and approximately 52% of domestic visitor nights, as well as many small commercial operators which do not meet Statistics New Zealand criteria for commercial accommodation
Response rate from accommodation providers is approximately 73%. The information regarding non respondents is assessed using similar facilities in similar geographical areas
- ❑ Statistics New Zealand Monthly Visitor Arrivals
This is an analysis of all immigration cards completed by international visitors to New Zealand and collected by the New Zealand Immigration Service. It provides a comprehensive database of international visitors at the national level, but provides no regional information except for port of entry statistics
- ❑ Conventions New Zealand
An annual national survey of convention venues.
However, the last survey was undertaken in 1998. Information tends to be very general, but does provide regional comparisons

- ❑ Christchurch International Airport
International and domestic arrival data at Christchurch International Airport
Provides information on arrivals at the airport, but not visitors to Christchurch
- ❑ Domestic Tourism Monitor
Information available in July 2000

Where the information is available it is reported in three formats:

- ❑ Canterbury region covered by Christchurch & Canterbury Marketing
- ❑ Christchurch City
- ❑ Districts included in the Christchurch & Canterbury Marketing region

2.2 Terms and Definitions

There are numerous terms used in the tourism industry to describe behaviour and statistical data. Detailed below is a list of the key terms and their primary source.

- ❑ Visitor Numbers (IVS)
The number of people entering New Zealand and staying overnight in a particular region or on a daytrip and/or en route to another destination (excludes visitors under 15 years).
- ❑ Visitor Nights (IVS)
The number of nights spent in a region or accommodation type (eg one person spending two nights in an hotel = two visitor nights).
- ❑ Guest Nights (Commercial Accommodation Monitor)
Same as Visitor Nights, but excludes visitors staying with friends and relations and small accommodation establishments that are not GST registered and have revenues of less than \$30,000.
- ❑ Purpose of Visit (IVS)
Describes the reason the person is visiting the country or region. The IVS has four sectors - Business, Holiday, Visiting Friends and Relations (VFR) and Other (conventions, events, leisure).
- ❑ Length of Stay (IVS and Commercial Accommodation Monitor)
Identifies how long the visitor stays in the country or region by the number of days or nights.
- ❑ Visitor Expenditure (IVS)
Determines how much each visitor spends in New Zealand individually (average of all visitors), by Purpose of Visit or Per Visit. Only average daily data are reported and data are not collected for regions or individuals.

- Origin (IVS and Commercial Accommodation Monitor)
Identifies the country (internationally) or region (New Zealand) in which a visitor normally resides.

3. Visitor Numbers

International Visitor Survey

Only surveys international visitors. Because the information in the IVS is obtained from a small sample of international visitors (5,000 - approximately 0.3% of total arrivals) there is a need for caution when analysing markets where the weighted up total numbers are less than 6,000. The sample profile is detailed in Appendix 2

The IVS excludes visitors under 15 years which is approximately 8% of the international market

3.1 International Visitor Arrivals

Visitor Arrivals (Numbers)				
Country	Canterbury		Christchurch	
	Year Ending Dec '99	Year Ending Dec '98	Year Ending Dec '99	Year Ending Dec '98
Australia	149,512	134,029	142,347	127,531
Canada	15,566	11,968	15,114	11,968
Germany	27,624	27,137	26,966	25,149
Hong Kong	15,463	15,775	15,306	15,775
Japan	98,704	97,870	96,877	95,639
Malaysia	9,626	4,725	9,282	4,725
Netherlands	16,416	13,694	15,476	13,032
Nordic	15,095	15,727	14,019	15,241
Other Cent Eur	14,007	11,600	13,385	10,655
Other Countries	48,791	38,904	47,182	36,678
Other Nth Asia	4,072	2,518	4,072	2,518
Other S E Asia	4,674	2,111	4,674	1,880
Singapore	21,592	13,928	21,592	13,928
South Korea	6,884	628	6,884	628
Switzerland	7,818	6,562	7,605	6,562
Taiwan	20,960	21,007	20,960	20,791
Thailand	9,061	7,278	9,061	7,278
UK	81,265	80,051	77,356	75,642
USA	91,920	82,585	90,432	80,508
Total	(1) 659,051	588,096	638,592	566,130

Source: IVS

(1) Includes Christchurch figures

- Approximately 44% of international tourists to New Zealand visit Canterbury and approximately 43% visit Christchurch

- Visitors to Canterbury and Christchurch increased by 12% and 13 % respectively over the period. This is over 4 points higher than the national average of 9%
- All the major markets showed growth including Japan, which nationally had declined by 3.7% over the same period.

3.2 International Arrivals - Purpose of Visit

Purpose of Visit				
Purpose	Canterbury		Christchurch	
	Year Ending Dec '99	Year Ending Dec '98	Year Ending Dec '99	Year Ending Dec '98
Business	42,854	49,609	42,095	48,765
Holiday	522,374	460,598	506,198	444,527
VFR	59,639	50,931	56,979	48,438
Other	34,183	30,074	33,320	24,401
Total	659,051	588,096	638,592	566,130

Source: IVS

- Holiday visitors make up almost 80% of all visitors to Canterbury and Christchurch

4. Accommodation

4.1 International Accommodation Total Nights

Visitor Nights				
Accommodation Type	Canterbury		Christchurch	
	Year Ending Dec '99	Year Ending Dec '98	Year Ending Dec '99	Year Ending Dec '98
Backpacker/hostel	444,262	443,446	330,882	283,563
Campervan/camping	172,777	126,905	94,125	104,848
Farm/home stay	136,672	126,905	77,383	58,505
Hotel	744,686	623,410	721,295	590,096
In transit	1,130	1,603	599	1,417
Luxury lodge	18,978	8,934	8,395	1,532
Motel	351,639	380,538	283,432	306,302
Nat Park/DOC hut	3,157	1,090	0	0
Private home/friends	946,081	934,133	828,474	847,435
Rented home/time sh	273,245	106,428	206,648	101,524
Student accomm	448,845	344,616	430,219	277,625
Other	29,915	12,019	21,581	8,468
Don't know	0	338	0	0
Total	(1) 3,522,623	3,079,959	2,955,869	2,543,239

Source: IVS

(1) Includes Christchurch figures

There were a number of significant changes during the year ended December 1999 including:

- ❑ Hotel visitor nights increased by 22% in Christchurch and 19% in Canterbury
- ❑ Motel visitor nights declined
- ❑ Student accommodation visitor nights increased by 65% in Christchurch (figures need to be treated with caution because of small sample size)
- ❑ Luxury lodge visitor nights increased by 112% in Canterbury and by almost 450% in Christchurch indicating the increase in 'high value' visitors to the region (figures need to be treated with caution because of small sample size).
- ❑ Campervan/camping also increased significantly in Canterbury indicating a growth in the FIT market
- ❑ Private home/friends remains the most popular accommodation type with 27% of the visitor nights market

4.2 Country of Origin (International - Visitor Nights)

Visitor Nights				
Country	Canterbury		Christchurch	
	Year Ending Dec '99	Year Ending Dec '98	Year Ending Dec '99	Year Ending Dec '98
Australia	713,319	625,682	635,571	454,638
Canada	129,588	59,352	55,927	52,717
Germany	120,155	142,143	98,775	108,539
Hong Kong	34,415	37,375	29,743	33,738
Japan	697,052	549,974	650,763	470,807
Malaysia	45,346	137,512	41,122	136,560
Netherlands	80,528	61,762	42,137	48,338
Nordic	106,231	63,364	89,062	43,923
Other Cent Eur	174,452	35,295	162,077	26,528
Other Countries	328,763	304,870	288,136	277,556
Other Nth Asia	15,101	4,934	14,629	9,644
Other S E Asia	15,590	4,934	14,277	4,460
Singapore	69,093	117,483	63,370	114,871
South Korea	13,608	35,583	13,608	35,245
Switzerland	73,270	27,997	63,551	21,654
Taiwan	53,290	99,114	53,290	98,274
Thailand	22,593	18,981	20,232	18,280
UK	527,703	445,177	362,892	325,124
USA	290,313	303,277	243,764	261,103
Total	(1) 3,510,180	3,079,519	2,942,927	2,541,998

Source: IVS

(1) Includes Christchurch figures

In general the increase in visitor nights (14% for Canterbury and 15% for Christchurch) are a reflection of the increased visitor numbers to the region. There is a concern, however, that the data provided by the IVS is not a true reflection of what is happening in the market place. There appears to be some discrepancies in the data for individual countries

- ❑ Japanese visitor nights grew by 26% and 28% for Canterbury and Christchurch respectively
- ❑ USA visitor nights declined slightly

4.3 Length of Stay (International)

Average Number of Nights				
Accommodation Type	Canterbury		Christchurch	
	Year Ending Dec '99	Year Ending Dec '98	Year Ending Dec '99	Year Ending Dec '98
Backpacker/hostel	5	5	4	4
Cabin/tourist flat	3	2	2	2
Campervan/camping	3	3	2	2
Cruise ship	2	1	2	1
Farm/home stay	5	6	4	4
Free camping	3	3	3	2
Hotel	2	2	2	2
In transit	1	2	1	2
Luxury lodge	4	3	4	2
Motel	3	3	3	3
Nat Park/DOC hut	2	2	0	0
Private home/friends	16	16	15	16
Rented home/time sh	99	44	127	79
Student accomm	38	59	40	55
Tent site	3	3	3	3
Time share	8	2	7	3
Yacht/boat	2	0	0	0
Other	36	4	30	3
Don't know	0	1	0	2

Source: IVS

With little change between the main categories, the key issue is the potential influence of the longer term stays on the overall average. 'Rentedhome/timeshare' and 'Student Accommodation' have the potential to increase the overall average significantly. It is essential therefore to evaluate the changes in the individual categories when assessing business performance.

4.4 Commercial Accommodation Monitor for Canterbury

The Commercial Accommodation Monitor (Statistics New Zealand)
 This is the most reliable source of visitor information. The summary includes domestic and international visitors to Canterbury staying in commercial accommodation (revenue of \$30,000 plus and GST registered). However, the information excludes many small accommodation establishments and visitors staying with friends and relations who make up 27% of international visitor nights in Canterbury and approximately 52% of domestic visitor nights.

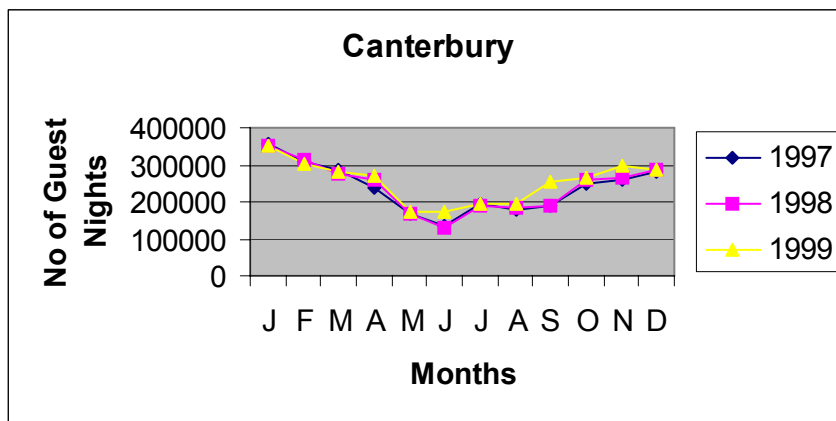
Information from the Commercial Accommodation Monitor should not be compared with the IVS as the methods of obtaining the data and the target markets are different.

Categories	Month of Feb 1999	Month of Feb 2000	% Change
Establishments (number)	343	372	8.5
Guest nights (000)	303.9	324.7	6.9
Guest arrivals (000)	164.4	178.5	8.6
Avg length of stay- nights	1.8	1.8	0.0
Occupancy rate (%)			
- hotels	73.9	76.1	2.2
- motels	66.1	67.5	1.4
- hosted	51.9	48.8	-3.1
- hostels	68.3	70.7	2.4
- caravan parks	17.5	15.4	-2.1
- TOTAL	49.8	50.0	0.1

Source: Commercial Accommodation Monitor (Statistics New Zealand)

The key feature of the results is that despite an increase of 29 establishments (8.5%) in the year, occupancy had increased for three of the five categories.

The chart below indicates the key monthly changes over a three year period.



Source: Commercial Accommodation Monitor (Statistics NZ)

- ❑ Canterbury has seen minimal growth in the Commercial Accommodation sector for the period January to May during the three year period
- ❑ September and November 1999 are the only months to show significant growth.
- ❑ While international guest nights have been increasing, a decline in the domestic market has reduced the total guest nights

4.4.1 District Accommodation Information

The following table identifies the key performance indicators for the districts that comprise the Christchurch & Canterbury Marketing area as it currently

stands in respect of Statistics New Zealand data. With the Christchurch & Canterbury Marketing area extending to include Mackenzie, Timaru and Waitaki, Statistics New Zealand will need to be approached to change reporting to accommodate the extended data locations and incorporate the new areas in the Christchurch & Canterbury region for the future.

Key Data (Month of February 2000)	Kaikoura	Hurunui	Waimak/ Selwyn	Chch City	Banks Peninsula	Ashburton	Canterbury
Establishments (No)	39	42	45	181	30	35	372
Capacity (Stay Unit Nights) (000)	38.7	30.3	50.3	209.5	24.4	30.6	383.8
Guest Nights (000)	23.2	20.3	12.2	248.7	12.6	7.7	324.7
Guest Arrivals (000)	15.4	13.4	7.0	131.0	7.1	4.4	178.5
Occupancy Rate (%)	36.6	30.9	12.5	72.4	24.6	14.6	50.0
Avg Length of Stay (Nights)	1.5	1.5	1.7	1.9	1.8	1.7	1.8

Source: Commercial Accommodation Monitor (Statistics New Zealand)

Key factors include:

- In February 2000 Christchurch City accounted for almost 50% of the commercial establishments in the region, more than 54% of the commercial unit nights available, 77% of the commercial guest nights and over 70% of the commercial guest arrivals in the region
- Occupancy and length of stay is lower in the rural areas than Christchurch City

The table on the following page provides information on the growth and/or decline of domestic and international visitor nights to the key areas in the Christchurch & Canterbury Marketing area for the month of January during the last four years. It covers the commercial accommodation sector only.

RTO	Month of Jan 1997	Month of Jan 1998	Month of Jan 1999	Month of Jan 2000
Chch & Cant Marketing				
- domestic guest nights	212,960	212,630	206,000	190,620
- international guest nights	142,610	140,750	146,680	155,950
- total guest nights	355,570	353,380	352,680	346,570
- international as % of total	40%	40%	42%	45%
Ashburton District				
- domestic guest nights	7,160	7,810	7,810	5,080
- international guest nights	4,250	3,280	2,973	2,375
- total guest nights	11,410	11,090	10,783	7,455
- international as % of total	37%	30%	28%	32%
Mackenzie Tourism				
- domestic guest nights	25,920	21,450	21,790	24,730
- international guest nights	15,940	17,505	17,480	17,960
- total guest nights	41,860	38,955	39,270	42,690
- international as % of total	38%	45%	45%	42%
Timaru District Promotions				
- domestic guest nights	17,900	29,730	22,420	23,280
- international guest nights	3,285	4,200	3,905	6,120
- total guest nights	21,185	33,930	26,325	29,400
- international as % of total	16%	12%	15%	21%
Tourism Waitaki				
- domestic guest nights	30,520	33,960	38,390	30,020
- international guest nights	12,150	9,175	9,230	8,760
- total guest nights	42,670	43,135	47,620	38,780
- international as % of total	28%	21%	19%	23%

Source: Commercial Accommodation Monitor (Statistics New Zealand)

Note: This information is only available quarterly, which is why January statistics rather than February have been used

- Most areas have seen a decline in domestic visitors during January (especially motels - from discussions) and an increase in international visitors. The exceptions are Ashburton and Tourism Waitaki which have experienced a decline in the number of international visitor nights for January over the four years.

4.5 Domestic Tourism Monitor

A DTM has been funded by Vote Tourism for 1999 and extended one year by FoRST funding for 2000. Data are collected by telephone interview on an ongoing monthly basis.

For the 1999 calendar year some 17,000 New Zealanders were interviewed. Approximately one half of those had undertaken an overnight trip in the previous four weeks.

Topline data have been analysed and are currently with Statistics New Zealand for verification prior to release. The anticipated earliest release date is end June/early July 2000.

Below is a summary of a pilot study undertaken by Lincoln University. This was on the basis of 2,200 New Zealanders only. We recommend awaiting the outcome of the major study and making a detailed analysis from Canterbury's perspective. It is planned that the data will be connected to the Lincoln University data mapping and analysis model.

Canterbury Domestic Arrival Data	
Source of Overnight Arrivals (RTO Area)	%
Dunedin	20.9
South Canterbury	10.3
West Coast	8.1
Marlborough	6.8
Nelson	6.6
Southland	5.4
Auckland	9.8
Wellington	8.1
Other	24.0
Total	100.0

Source: Lincoln University - Domestic Tourism Pilot Study

- The majority of visitors are from the South Island (58.1%).
- Visits from Wellington and Auckland are more confined to business travellers.

5. Visitor Attractions and Activities

5.1 Introduction

Visitor attractions and activities are the key reasons why people visit New Zealand and its regions. The table below lists the most popular types of attractions and activities for international visitors to New Zealand over the last five quarters.

	Dec 99	Sep 99	Jun 99	Mar 99	Dec 98
Activities	Visitor Numbers	Visitor Numbers	Visitor Numbers	Visitor Numbers	Visitor Numbers
Beaches	276,205	280,711	276,036	279,904	302,433
Botanical/Gardens	225,446	229,750	224,846	229,943	233,416
Business/conference	186,069	201,588	205,514	204,639	219,981
Eating out/Restaurants	775,749	755,064	740,354	739,371	719,219
Friends/family/people	408,824	428,188	408,647	399,119	432,019
General sightseeing	714,228	694,336	641,696	605,229	576,781
Geothermal	324,896	343,005	328,529	325,560	322,088
Maori Performance	220,791	211,771	207,571	202,862	214,382
Museum/gallery	322,570	326,520	326,489	325,932	330,261
Scenic cruise	187,639	185,710	179,146	184,517	201,808
Shopping	696,523	654,628	638,251	640,001	615,064
Sightseeing Tour	322,037	324,361	332,903	340,506	328,588
Sky Tower	195,483	178,918	159,835	127,319	92,647
Walk in city	441,266	453,835	449,878	466,921	494,210
Other	209,704	86,402	78,078	64,188	23,900

Source:IVS

While Christchurch and Canterbury, with the exception of a few specialist attractions, is able to provide the activities and attractions listed, there is no guarantee that these are undertaken in the region.

6. Visitor Expenditure

6.1 Introduction

Currently the only source of information regarding visitor expenditure is derived from the International Visitor Survey undertaken by Tourism New Zealand. There are however significant limitations to the information provided, especially in terms of RTOs.

These include:

- Information only available on international visitors
- The sample of visitors is very small at 5,000 per annum (0.3% of all international visitors)
- Visitor expenditure is calculated as a mean on a daily basis for their time in New Zealand. As expenditure will vary from one location to another, the mean daily expenditure is likely to vary widely (eg Queenstown and Invercargill). Therefore, for RTOs to take the mean expenditure for say the Australian market in New Zealand as indicative of expenditure in their region for that market, is very likely to either provide an over or under estimate of actual visitor expenditure
- The position is complicated by the fact that the reason for the visit will influence significantly the mean daily expenditure by visitors. For instance the mean daily expenditure for Australian business visitors was \$259 in for the year ending December 1999. For other Australian visitors the mean daily expenditure was \$168 (holiday), \$73 (VFR) and \$80 (others). For Canterbury to accurately assess the international visitor expenditure in its region, it must know the number of visitors from each market, the purpose of visit, the length of stay and the actual expenditure on goods and services in their region. While the number of visitors and the length of stay are known the other two variables are not. On this basis any assessment of visitor expenditure for Canterbury using national expenditure is inaccurate and its potential to be used as a 'benchmark' performance measure is in doubt.
- A further issue is that expenditure is estimated on a per 'day' basis whereas length of stay is determined on a per 'night' basis. There is the potential by using the per night basis to over or underestimate the total expenditure by visitors in Canterbury.

Taking into account the above, the table below provides an assessment of visitor expenditure in Canterbury for each market.

International Visitor Expenditure - Canterbury (Year Ending December 1999)					
Country	Visitor Numbers	Visitor Nights	Average Length of Stay (Nights)	Mean Expenditure Per person Per Day (\$)	Total \$ millions
Australia	149,512	713,319	4.8	142	101,291,298
Canada	15,566	129,588	8.3	144	18,660,672
Germany	27,624	120,155	4.3	126	15,139,530
Hong Kong	15,463	34,415	2.2	148	5,093,420
Japan	98,704	697,052	7.1	275	191,689,300
Netherlands	16,416	80,528	4.9	106	8,535,968
Other	113,094	740,346	6.5	145	107,350,170
Singapore	21,592	69,093	3.2	197	13,611,321
South Korea	6,884	13,608	2.0	192	2,612,736
Taiwan	20,960	53,290	2.5	207	11,031,030
UK	81,265	527,703	6.5	119	62,796,657
USA	91,920	290,313	3.2	254	73,739,502
Total	659,051	3,510,180	5.3		611,551,604

Source: IVS

Note: South Africa has been omitted from the results because the number of visitor nights has not been separately identified and therefore it is not possible to determine the total visitor expenditure.

These figures should be treated with extreme caution as they are unlikely to reflect the true position in Canterbury for international visitor expenditure.

7. Conventions and Events

7.1 Introduction

Conventions, which in reality are a subset of events, and events themselves are a major part of the visitor mix to Canterbury. Generally, it is much easier to evaluate the benefits for a region from marketing to the events sector because the results (number of events etc) are more obvious. However, to monitor the marketing performance it is essential to collect the essential data.

Currently, there are a number of issues indicating that the essential information is not available and these include:

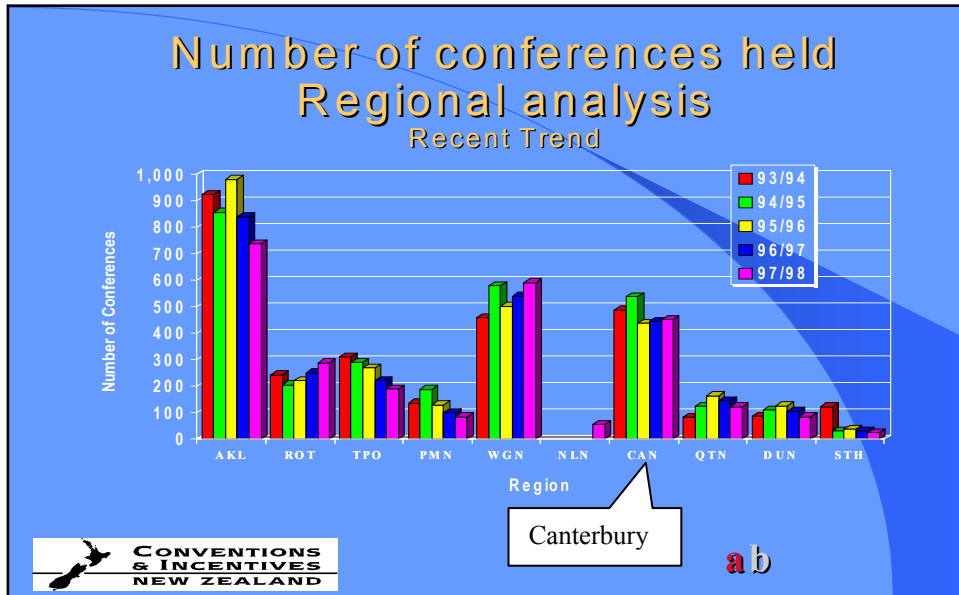
- ❑ The NZCA annual national survey of convention venues in New Zealand undertaken by Ernst & Young on the Association's behalf was last completed in 1998
- ❑ At the Canterbury regional level there is a lack of research and therefore reliable information on the economic benefits provided by conventions
- ❑ Data collected by the Christchurch and Canterbury Convention Bureau from 14 Christchurch convention venues on a monthly basis for the last year has yet to be analysed due to a shortage of resources
- ❑ There is no comprehensive database of major new Zealand events that includes:
 - Name
 - Dates
 - Economic, social and environmental impacts
 - Event type
 - Numbers attending
 - Location
 - Organisers
- ❑ At the Canterbury regional level the same situation exists as nationally with no one organisation having the responsibility and the resources to collect, analyse and disseminate the results on an ongoing basis

7.2 Canterbury Convention Data

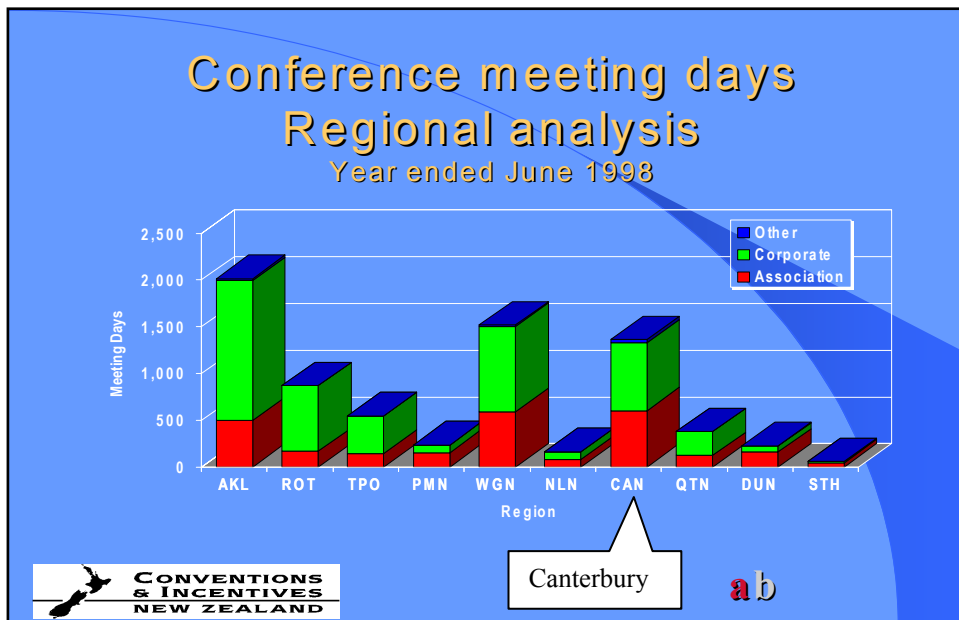
During the last year CCM has been collecting data from major convention venues regarding the number of conventions and associated information that have taken place in the City. A summary of this information is detailed below

7.3 Conventions

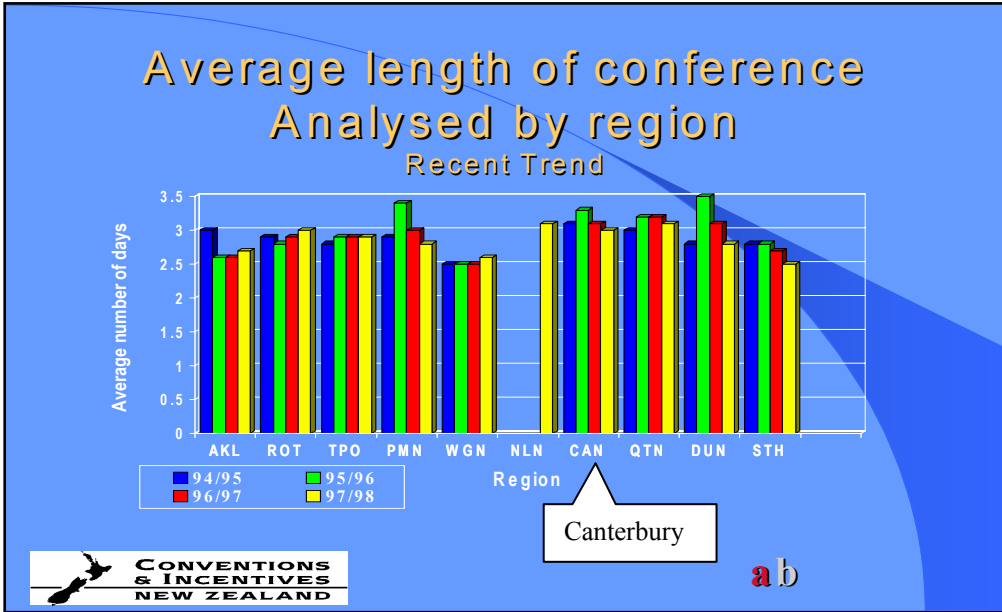
The following graphs report the latest results (1997/98) from the Conventions New Zealand Study.



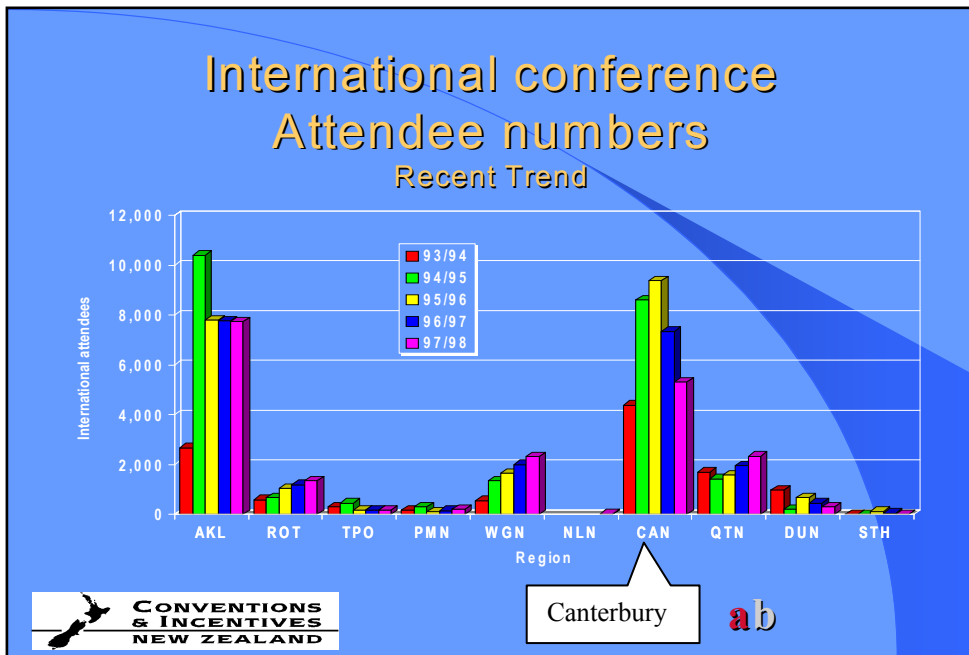
- Canterbury increased the number of conferences held in 1997/98, but the total was below 1994/95



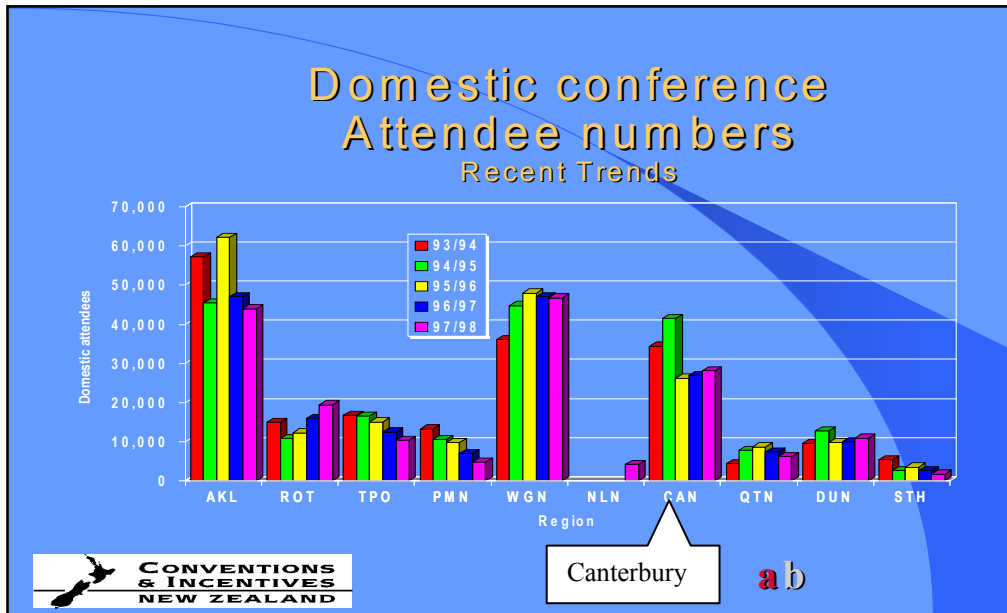
- Auckland dominated the scene, particularly in terms of corporate conference days. Wellington was a clear second with Canterbury third.



- The graph highlights that **Nelson** and **Queenstown** had the **longest** conferences on average in the last year for which data are reported. They were followed closely by **Canterbury** and **Rotorua**.



- The number of international conference attendees in Canterbury has declined since 1994/95



- **Christchurch** experienced a slight increase in domestic attendees in 1997/98

7.4 Events

As indicated in the introduction to this section there is no detailed national or regional information on regular and one-off events that can be used to report on the performance of Christchurch & Canterbury Marketing in the events sector.

There is a need to instigate a survey of event organisers to collect and analyse event information for the Canterbury region

8. Comparative Analysis

8.1 Introduction

The following information provides a comparison between Christchurch/Canterbury and the other major New Zealand tourism destinations (Auckland, Rotorua, Wellington and Queenstown). The comparison covers international visitors to the area, visitor nights and length of stay. Information sources used were the IVS (Year Ending December 1999) and the Commercial Accommodation Monitor (CAM) for the period 1997 to 2000 (Year Ending February).

8.2 Visitor Numbers - International

The information is derived from the International Visitor Survey (IVS) and includes all visitors (except under 15 years) for the year ending December 1999

Region	Visitor Numbers	% of Total (NZ)	Visitor Nights (NZ)	% of Total	Conversion Rate of Visitors to Visitor Nights
Auckland	1,038,380	65	7,484,849	31	7.2
Rotorua	483,314	30	1,051,670	4	2.2
Wellingt'n	371,293	23	1,692,716	7	4.6
Chch	638,592	40	2,942,927	12	4.6
Queenst'n	472,927	30	1,578,327	6	3.3
Total (New Zealand)	1,600,000		24,314,048		

Source: IVS

- ❑ Auckland achieves a higher length of stay for the international market than the other destinations with 31% of all international visitor nights
- ❑ Auckland followed by Wellington and Christchurch achieves the highest conversion rate from visitor arrivals to visitor nights.

8.3 Commercial Accommodation Monitor

The information is derived from the Commercial Accommodation Monitor undertaken by Statistics New Zealand. The information excludes people staying with friends and relations and commercial accommodation establishments that are not registered for GST or with income below \$30,000 per annum.

Region	Guest Nights	% of Total	Average Length of Stay (nights)
Tourism Auckland			
- Feb 98 (yr ending)	3,581,631	16	2.03
- Feb 99	3,661,579	16	2.06
- Feb 00	4,213,232	17	2.09
Tourism Rotorua			
- Feb 98	1,487,147	7	1.80
- Feb 99	1,502,066	7	1.80
- Feb 00	1,572,848	6	1.80
Wellington Region			
- Feb 98	1,431,624	6	1.94
- Feb 99	1,630,563	7	1.93
- Feb 00	1,733,384	7	1.87
Chch & Cant Mark			
- Feb 98	2,842,456	13	1.96
- Feb 99	2,860,535	13	1.93
- Feb 00	3,064,683	13	1.87
Queenstown			
- Feb 98	1,885,495	9	2.24
- Feb 99	2,034,356	9	2.26
- Feb 00	2,217,253	9	2.32
Total (New Zealand)			
- Feb 98	22,143,882	100%	
- Feb 99	22,538,912	100%	
- Feb 00	24,225,958	100%	

Source: Commercial Accommodation Monitor (Statistics New Zealand)

- Wellington showed the largest increase in visitor nights with 21% increase over the period followed by Auckland and Queenstown with 18%, Christchurch with 8% and Rotorua with 6%. Overall visitor nights (commercial) increased by 9% for the period February 1998 to February 2000.
- Auckland and Wellington have increased their market share of visitor nights while Christchurch and Queenstown have remained stable and Rotorua declined
- Auckland and Queenstown have increased their length of stay while Wellington and Christchurch have declined and Rotorua has remained stable
- Using the Commercial Accommodation Monitor to compare the performance of major destinations it is clear that Christchurch is performing at a similar level to Queenstown but worse than Auckland, and Wellington
- With international visitor numbers and nights increasing for Canterbury (IVS and Commercial Accommodation Monitor indicate this), it is apparent that there has been a significant drop off in domestic visitors to Canterbury. Auckland through the America's Cup has no doubt taken market share away from Canterbury as has Wellington.

9. Key Issues for Christchurch & Canterbury Marketing

9.1 Introduction

While the focus of this report is on providing a visitor profile for Christchurch & Canterbury Marketing, the consultation process with key operators has identified a number of issues regarding the organisational structure and focus of CCM. This section brings together the key issues that CCM needs to be aware of and address both in regards to market research and the broader issues mentioned below.

9.2 Market Research

Focus

- Currently CCM receives research information from numerous sources (IVS, IVA, CAM, Christchurch International Airport etc). However, CCM is unclear what information it needs to support ***business planning, performance monitoring (staff and board) and Business Partner requirements***.
- Currently information disseminated to internal and external clients is not necessarily what is required or appropriate to CCM's role as the RTO
- CCM should focus on:
 - Keep It Simple: CCM's objective should be to provide relevant, reliable and timely information that accurately represents the historical position and enables robust projections of future performance.
 - analysing existing research results in order to provide CCM and its Business Partners with the information required. Merely 'on sending' existing information that is probably not in the appropriate format and does not 'add value' will not be appreciated by the recipients
 - initiating and undertaking primary market research that has been identified as critical to both CCM and Business Partners
 - providing the information to meet its internal and external stakeholder requirements (timeframe and presentation format)

Organisational

- There are concerns from some Business Partners that the relationship between CCM and its partners is not complementary. Consultation is limited and the 'partnership' aspect is ineffective.
- Within the Conventions sector there is a lack of credibility of CCM because convention data collected for over a year has not been analysed and the results disseminated

Marketing

- Approximately 58% of all commercial accommodation guest nights for Canterbury are generated by New Zealanders. Some Business Partners consider that there should be increased emphasis on marketing to the domestic market and Australia rather than trying to cover all international markets. Also there was a view that increased resources should be targeted to the convention and events market

Market Research

Key information required by Business Partners includes:

- Generally most businesses require relatively basic information on visitor trends so that they can use these in their own business
- Comparison with other major destinations
- Monthly monitoring of visitor attraction performance
- Qualitative research on business performance
- Satisfaction surveys for Christchurch as a visitor destination
- The impact of the Cruise market
- Additional recent offshore initiatives in destination product mix and service quality (destination benchmarking) could usefully be applied in Canterbury to enhance marketing performance

In addition business Partners indicated that data obtained from them should be through an independent agent, not CCM.

Surveys undertaken by CCM (eg conventions, attractions and events) should require minimum input by Business Partners. Current information requirements (eg convention sector) are too detailed and request information that is not essential for CCM.

10 Appendices

10.1 Market Research Sources Evaluation

Detailed on the following pages is an evaluation of the major market research information available to Christchurch & Canterbury Marketing.

MARKET RESEARCH SOURCES - COMMERCIAL ACCOMMODATION MONITOR (CAM)		
No	Criteria	Description
1.	Description of information	<ul style="list-style-type: none"> • A monthly survey run by Statistics New Zealand and sponsored by Regional Tourism Organisations (RTOs) • The objective of the monitor is to provide key information about the accommodation industry that is comprehensive and impartial
2.	Data collection methods	<ul style="list-style-type: none"> • The target population is sourced from class 5710 (accommodation) and that part of class 5720 (pubs, taverns and bars) that also provide accommodation • The survey frame is all accommodation providing geographic units belonging to an economically significant enterprise (GST registered and turnover of at least \$30,000 per annum) • Accommodation providers complete the survey forms monthly
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> • Statistics New Zealand
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> • Provides information on international and domestic visitors using commercial accommodation • Provides trend analysis for all accommodation types • Useful for comparison between RTOs
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> • CAM provides occupancy levels of accommodation providers that is currently not available elsewhere • IVS provides high level of information regarding international market, therefore some duplication • CAM provides useful District Tourism information currently not available elsewhere • Provides data on growth in capacity • Provides comparison by RTO • '2' - average importance
6.	Frequency of information availability	<ul style="list-style-type: none"> • Monthly with annual trends • Available online and publication sent to RTO
7.	Cost of obtaining information	<ul style="list-style-type: none"> • \$30,000 per annum (CCM is subsidised by The Office of Tourism & Sport and pays \$12,000 per annum)
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> • Response rate of 73% the remaining 27% of units were given imputed values based on the characteristics of similar establishments in the same or similar regions • Validity relies on accuracy and honesty of facility operators • '2' - high
9.	Limitation of information	<ul style="list-style-type: none"> • Does not include information on people staying with friends and relations which is a major part of both domestic and international markets • Validity and reliability cannot be confirmed where response rates are low (eg sub regions)

MARKET RESEARCH SOURCES - INTERNATIONAL VISITOR SURVEY (IVS)		
No	Criteria	Description
1.	Description of information	<p>Two key objectives</p> <ul style="list-style-type: none"> To measure the expenditure of international visitors in New Zealand To provide a description of international visitor's behaviour while in New Zealand including: <ul style="list-style-type: none"> - where they go - how did they get there - what types of accommodation they stay in - which activities and attractions they participate in
2.	Data collection methods	<ul style="list-style-type: none"> Face to face survey of international visitors aged 15 and older (March 1999 92% were 15+) Sample selected from departing visitors at Auckland, Wellington and Christchurch International Airports Interviews carried out on selected days per month throughout the year Every 18th person selected
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> Data collection and processing undertaken by CM Research Ltd with assistance of Tourism New Zealand and Statistics New Zealand
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> Provides the most comprehensive analysis of visitor behaviour in NZ Provides ChCh & CM with key market information at the regional, district and city level
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> The only comprehensive information available on international arrivals '1' - very important
6.	Frequency of information availability	<ul style="list-style-type: none"> Available quarterly with comparisons for the previous quarters over the last year plus a comparison with the same quarter a year ago. There is a considerable lag time before results are published (2 months)
7.	Cost of obtaining information	<ul style="list-style-type: none"> Subscriber to Tourism New Zealand - \$450 per annum Requires time for information to be accessed and analysed
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> 5000 interviews conducted annually. These are then weighted up to reflect the actual number of visitors departing over the same period Data collection procedures, data processing specifications and data analysis is independently audited in Australia The interviews are equivalent to approximately 0.3% of all visitors to NZ For total estimates under 6000 for any market Tourism NZ suggests care should be undertaken when interpreting the data '3' - average

9.	Limitation of information	<ul style="list-style-type: none"> • Spend for each market is averaged for the visit to NZ, does not indicate level of spending in a particular region. Regional spending is determined from length of stay in the region and the national average expenditure for that market. This is unsatisfactory and provides inaccurate information • Currently has major problem with data reliability for Christchurch & Canterbury • For smaller districts and markets the data is less reliable • Very small sample size
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MARKET RESEARCH SOURCES - MONTHLY INTERNATIONAL VISITOR ARRIVALS (STATISTICS NEW ZEALAND)		
No	Criteria	Description
1.	Description of information	<ul style="list-style-type: none"> • International visitor arrivals to New Zealand by country of origin • Comparison of data with previous two years for same month and year ending
2.	Data collection methods	<ul style="list-style-type: none"> • Immigration cards from visitors entering New Zealand
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> • Statistics New Zealand
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> • Provides high level comparative information, useful as a broad guideline for NZ international visitor arrival trends
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> • '3' - average importance • Indicates national trends that can be compared to some degree with regional trends, although information sources are different
6.	Frequency of information availability	<ul style="list-style-type: none"> • Monthly
7.	Cost of obtaining information	<ul style="list-style-type: none"> • Annual subscription of \$100
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> • '1' -very high
9.	Limitation of information	<ul style="list-style-type: none"> • No regional data, could provide misleading information for RTOs • Can't be compared with IVS because includes all visitors including under 15 years • International visitor information only

MARKET RESEARCH SOURCES - CHRISTCHURCH & CANTERBURY MARKETING (VISITOR INFORMATION CENTRE)		
No	Criteria	Description
1.	Description of information	<ul style="list-style-type: none"> Detailed information on numbers to centre, products sold, revenue by product, operator and country of origin
2.	Data collection methods	<ul style="list-style-type: none"> Computer records Visitor numbers sampled and then weighted up to reflect the actual numbers
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> Christchurch & Canterbury Marketing
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> Evaluate Visitor Centre business performance Assessment of commissions payable by operators
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> '1' - very important for Visitor Centre Limited importance to other sections of ChCh & CM Can provide a reasonable assessment of FIT activities in the region
6.	Frequency of information availability	<ul style="list-style-type: none"> Daily, weekly and monthly
7.	Cost of obtaining information	<ul style="list-style-type: none"> Part of Visitor Centre overhead
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> As a reflection of visitor numbers to Christchurch '5' - very low
9.	Limitation of information	<ul style="list-style-type: none"> Reflects use of Visitor Centre only, not a good indicator of visitor performance in the Canterbury region

MARKET RESEARCH SOURCES - CHRISTCHURCH INTERNATIONAL AIRPORT (VISITOR ARRIVAL STATISTICS)		
No	Criteria	Description
1.	Description of information	<ul style="list-style-type: none"> • Flight arrival and passenger number data
2.	Data collection methods	<ul style="list-style-type: none"> • Airline and Airport statistics
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> • Christchurch International Airport
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> • Monitor business performance and trends
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> • '1' for Christchurch International Airport • '4' for Chch & CM
6.	Frequency of information availability	<ul style="list-style-type: none"> • Daily through to annually
7.	Cost of obtaining information	<ul style="list-style-type: none"> • Overhead cost for Christchurch International Airport • Information provided publicly by Airport company is free
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> • '1'
9.	Limitation of information	<ul style="list-style-type: none"> • For Chch & CM the information is of very limited value • It provides an accurate reflection of Airport business, but this information cannot be used to indicate visitor numbers to Canterbury, trends or overall business performance of the tourism industry in the region.

**MARKET RESEARCH SOURCES - DOMESTIC TOURISM MONITOR
(DTM)**

No	Criteria	Description
1.	Description of information	<ul style="list-style-type: none"> • Domestic travellers in New Zealand • Regional break-outs • Data for 1999 and 2000 calendar years • No further work planned
2.	Data collection methods	<ul style="list-style-type: none"> • Computer aided telephone interviewing • Approximately 1,500 per month
3.	Organisation responsible for data analysis	<ul style="list-style-type: none"> • Forsyte Research - Auckland (FoRST funded)
4.	Reason information required (how it is used)	<ul style="list-style-type: none"> • Lack of any reliable domestic regional data since 1989 • Major sector for all regions
5.	Importance of information (1=very important, 5=very unimportant) to ChCh & Canterbury Marketing	<ul style="list-style-type: none"> • Long term basis would allow both national and regional trend analysis • '1' - Very Important
6.	Frequency of information availability	<ul style="list-style-type: none"> • Annually for 1999 and 2000 only • Earliest anticipated release July 2000
7.	Cost of obtaining information	<ul style="list-style-type: none"> • Freely available • Additional information may be available on request
8.	Assessment of validity and reliability of data and data analysis (1=very high, 5=very low)	<ul style="list-style-type: none"> • '1' - high • As a sample there must be some concerns that it is representative of the domestic tourism sector
9.	Limitation of information	<ul style="list-style-type: none"> • Will be limited at sub regional level • No further research planned beyond 2000

10.2 IVS Unweighted Sample Size

Country (Year Ended March 1999)	Number
Australia	1403
USA	713
Canada	174
UK	790
Nordic	111
Germany	189
Switzerland	50
Netherlands	97
Other Central Europe	112
Japan	672
South Korea	66
Taiwan	228
Hong Kong	187
Other North Asia	76
Singapore	112
Malaysia	44
Thailand	52
Other South East Asia	56
Other Countries	3 71
Total	5503