

IN ASSOCIATION WITH THE TOURISM INDUSTRY ASSOCIATION NEW ZEALAND Aug-Sept 2012

# TOURISM BUSINESS

SMART THINKING AND  
INDUSTRY INNOVATION  
FOR BUSINESSES



- ☞ **Standing on the shoulders of giants:**  
How we can take confidence from past success
- ☞ **Christchurch:**  
Reviving a business, a sector and an economy
- ☞ **A different world:** Lessons from Spain
- ☞ **Visitor safety:** Are you doing enough?

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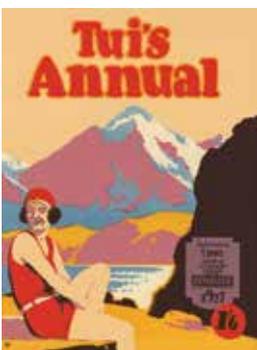
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Our cover image is based on the inaugural 1927 *Tui's Annual* cover designed by Gilbert Meadows and published by the Wellington Publishing Company. Magazines like the *Journal of Agriculture and Dairy Exporter* (including its *Tui's Annual*) often ran romanticised scenic covers, many of rural scenes, that reinforced an idyllic notion of New Zealand's landscape in lounges around the land. The fact that Meadows

was commissioned by a rival ad agency (Charles Haines) to design the cover for the first *Tui's Annual*, while Meadows worked at Clark & Matheson Ltd, is testament to the high regard in which he was held. It is also no coincidence that Meadows was a member of the Quoin Club, a group of Auckland commercial artists who, since 1916, led the way in development of New Zealand commercial art, including the art of early tourism. We are grateful to Ron Meadows for his permission to amend the cover image for our purposes.

# Inside

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Tourism support is at risk under the local government bill. There is a big tick for new tourism data. TIA's Geoff Ensor is honoured by the Holiday Parks Association. Golf tourism is high value but are we under valuing it? Real success for TRENZ 2012. Meet Rachael Shadbolt, TIA's sector manager –hotels.

## 18 Christchurch: Reviving a business. And a sector. And an economy

Just as the blueprint plan for Christchurch was due to be unveiled, Amanda Cropp spoke to Canterbury tourism operators who have had to tighten their belts, become innovative and woo the domestic market. And there is plenty other businesses could learn.

## 22 Visitor safety: Are we doing enough?

New Zealand has a reputation as a safe travel destination and, compared with many countries, we are. But is there more that tourism operators and the wider industry could be doing to protect our visitors from crime? And what about their safety in the great outdoors? By Kathy Ombler.

## 26 Be inspired: Standing on the shoulders of giants

Long-time industry consultant Dave Bamford explains why his upcoming book – *Selling the Dream: The Art of Early New Zealand Tourism* – is of such importance to the tourism industry and a likely source of huge confidence and inspiration.

## 29 Embracing best practice

Holiday park owners from around New Zealand met in Queenstown recently to be inspired, to network and to learn at the annual Holiday Accommodation Parks Association Conference. By Annie Gray.

## 31 Absolutely positively motels

Wellington played host to members of the Motel Association of New Zealand, who gathered in late July for their annual conference - four days of business development, motivation and networking.

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### Inside Back Cover:

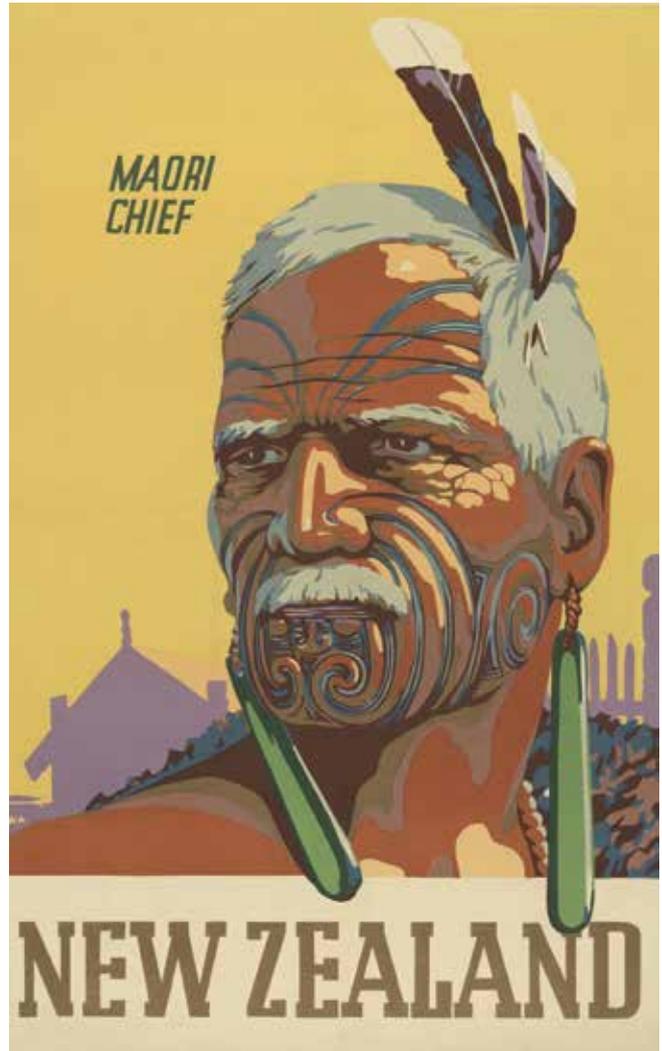
Something to ponder

# BE INSPIRED: STANDING ON

Long-time industry consultant Dave Bamford explains why an upcoming book – *Selling the Dream*: source of huge confidence and inspiration.



*Wild Flowers of New Zealand*. Artist, E. (Eugene) Collett, 1966. Publisher: Tourist Department.



*Maori Chief*. Artist, Unknown, c.1950. Publisher: Tourist Department.

You've probably seen an old travel poster or two that made your heart flutter, both from memories of a family road-trip and feelings of a deep sense of belonging to our wonderful industry and country.

If you've enjoyed such moments, prepare to be enchanted by close to 1000 great images in *Selling the Dream*, a lavish 408 page production by Peter Alsop, Gary Stewart and Dave Bamford, published by Craig Potton Publishing.

"Study the past if you would divine the future," according to Confucius. Well, we all know how hard that is to do in today's frenetic and complex world.

And is looking back really that conducive to accelerating ahead? That's a good question to contemplate, particularly in a magazine focused on 'smart thinking and industry innovation'.

Graham Henry will tell you about the high value and motivating influence of a long-running legacy. So too will Maori through the significance of whakapapa: the deep layering of relationships and knowledge through time.

But what of the tourism industry? Do we know our roots and do we leverage them to full effect? If I am the benchmark, with more than 30 years in the industry, I humbly say "no", while also importantly recognising some great tourism products with history at their heart.

You've probably just thought 'so what?' But

I've kept you this far, even quoting Confucius, so hang in there.

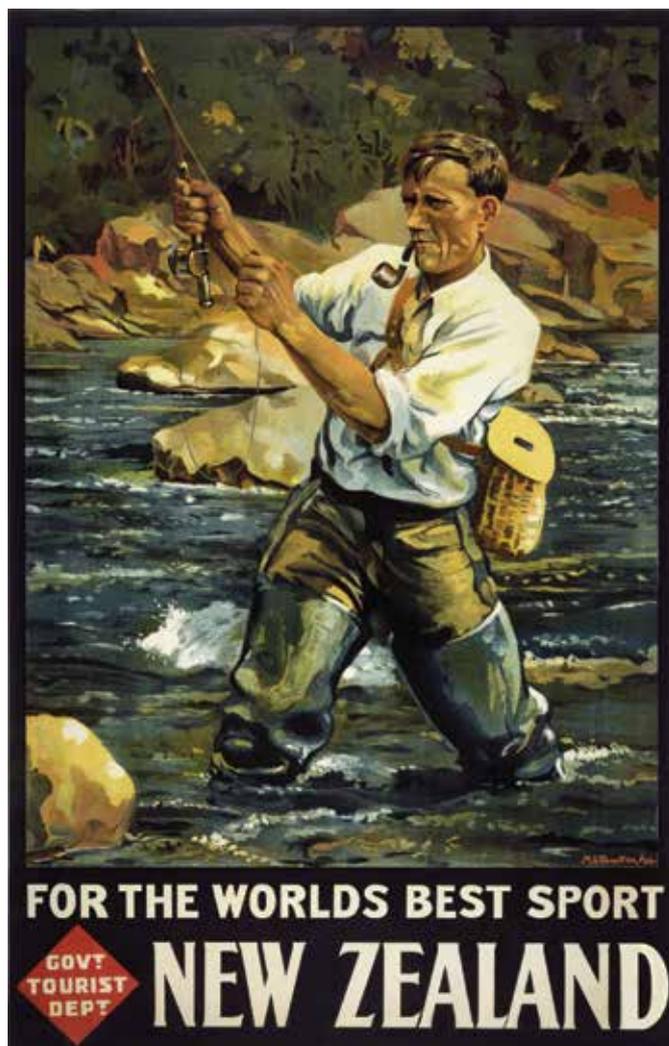
This is because our industry history matters a great deal, and matters in many ways. At its broadest, it reassures us that we can, again and again, be world-beaters in an intensely competitive global market and – as a tight-knit resilient industry – repeatedly overcome challenges to sell the New Zealand dream in better and better ways.

Times are a bit tough now, right? But let's keep them in perspective by considering this scenario. There is no "New Zealand" brand and no clear national identity of New Zealanders. The word 'web' is nothing more than a spider's home. There are plenty of tweets, but only in

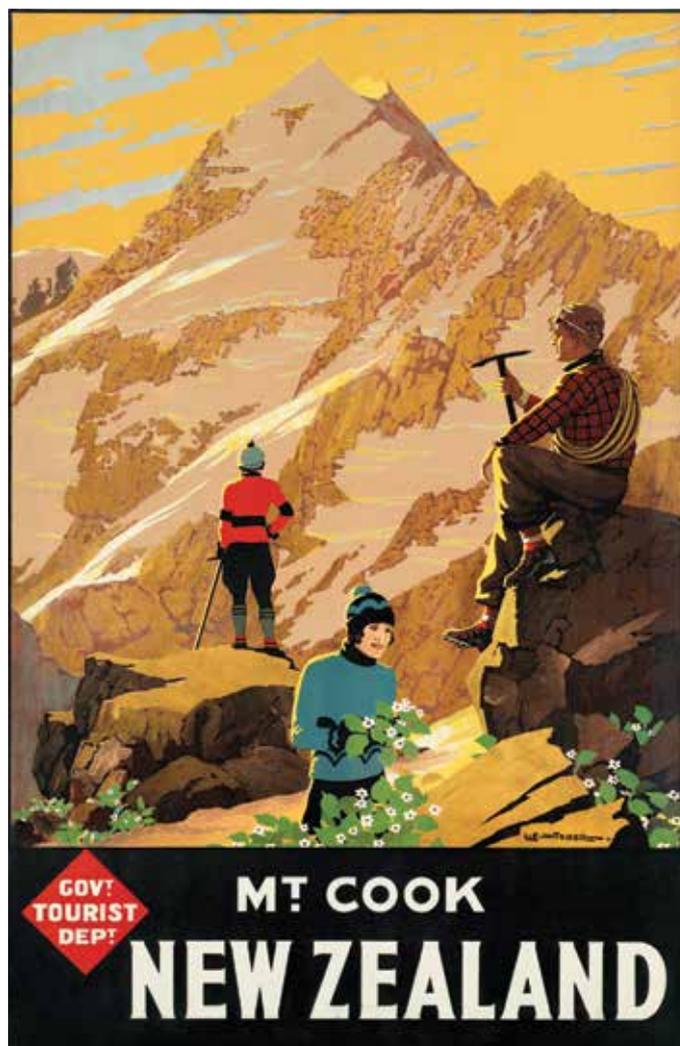
# THE SHOULDERS OF GIANTS

*The Art of Early New Zealand Tourism* – is of such importance to the tourism industry and a likely

Images used in association with publication of *Selling the Dream*.



*For the World's Best Sport* Artist, M. A. (Maurice) Poulton, 1936. Publisher: Tourist Department.



*Mt Cook New Zealand*. Artist, L.C. (Leonard) Mitchell, c.1935. Publisher: Tourist Department.

the bush and with very few followers. There are accentuated long-running calamities called World Wars and the Depression. It takes six weeks to get here by boat. As a no-name new entrant offering a risky proposition, you need to compete with the world's top attractions that are tried-and-true. There is no industry history to draw on or fall back on. What do you do?

*Selling the Dream* is the story of how our tourism pioneers overcame these challenges as they set about defining a value proposition for New Zealand tourism and showcasing it to the world.

At the heart of their response was a body of alluring and evocative publicity material, the focus of the book.

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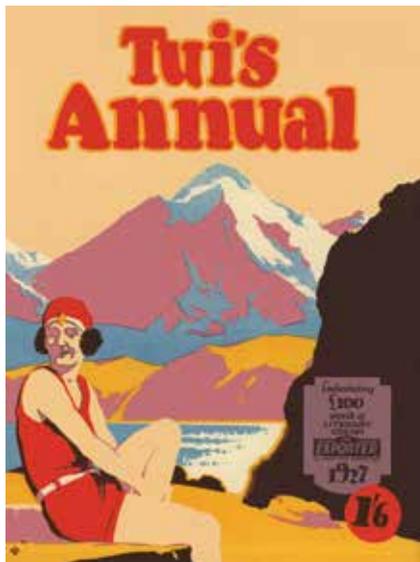
It is some of the finest graphic art ever produced in New Zealand, and as arresting and impressive today as when it was first created.

Alongside close to 1000 images, the book includes 11 specially commissioned essays to deepen knowledge of our tourism publicity history.

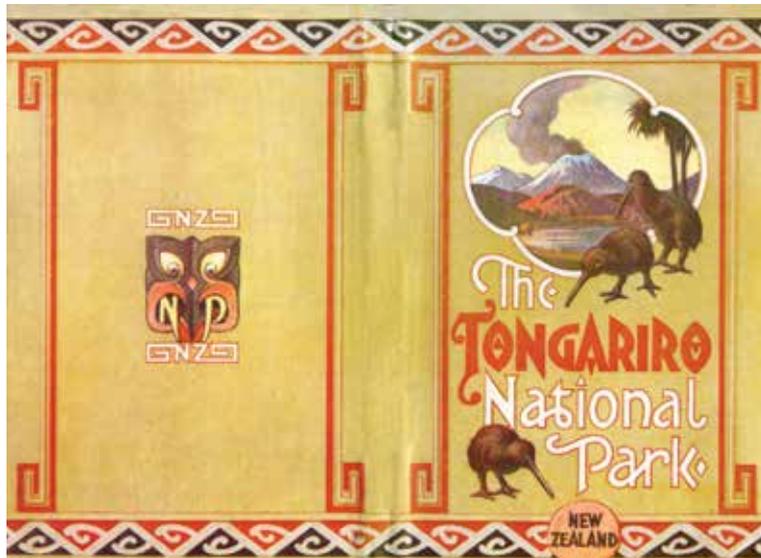
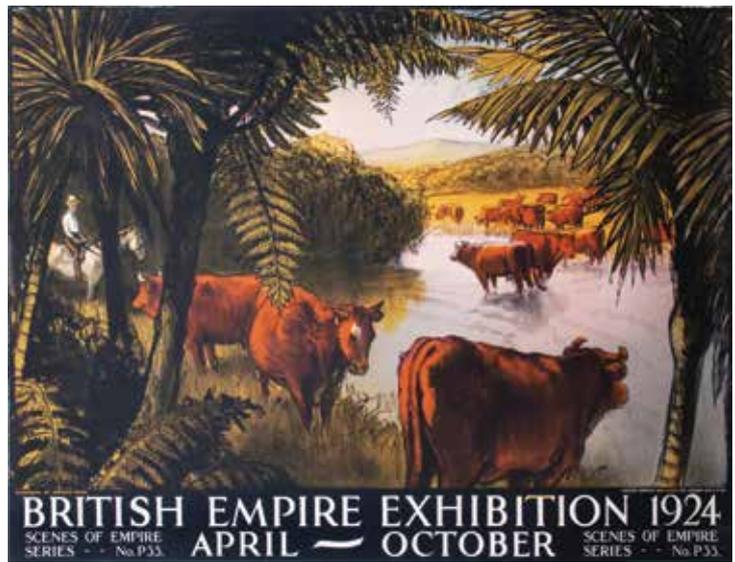
The suite includes essays on the industry's development; the significance of tourism publicity to New Zealand's identity; 'Maoriland'; the pivotal early role of mountain tourism; and two international commentaries on the quality of New Zealand's travel posters globally.

Within these essays you will discover fascinating stories, such as President Roosevelt gifting 10 elk to enhance 'The

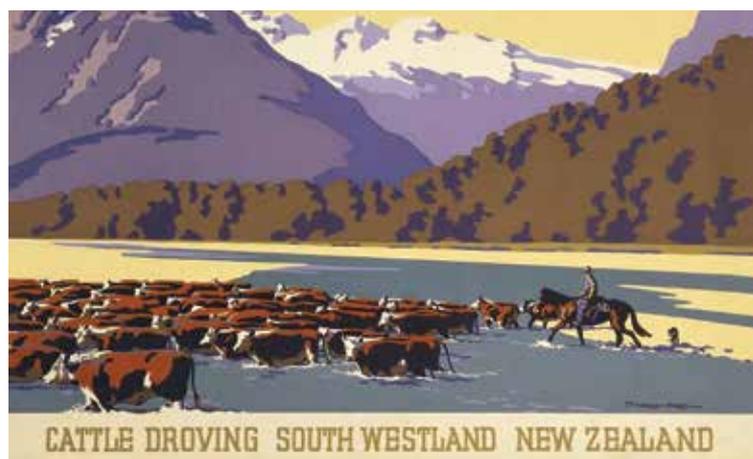
*Tui's Annual*, G. (Gilbert) Meadows, 1927, Publisher: Wellington Publishing Company.



*British Empire Exhibition* Artist, G.S. (Gerald) Pryce, 1924 Publisher: The Empire Marketing Board.



*The Tongariro National Park*. Artist, Unknown, 1927. Author James Cowan. Publisher: Tongariro National Park Board.



*Cattle Droving*. Artist, M. (Marcus) King, c.1950. Publisher: Tourist Department.

## Some of the finest graphic art ever produced in NZ



*Selling the Dream* celebrates the remarkable range of tourism posters and other publicity that helped promote New Zealand – both locally and to the world – until the 1960s, before television and colour photography changed the publicity landscape forever. With close to 1000 images and a range of important essays, *Selling the Dream* is the first dedicated and extensive celebration of this valuable material.

The authors say it will leave you in no doubt that the art of early tourism was highly significant in the development of New Zealand's tourism industry and sense of national identity.

"This inspiring book underscores the fantastic product that New Zealand's tourism industry has offered from the outset, as well as the creativity and passion of the people in the industry. The images speak as loudly and positively about New Zealand today as when they were first made. This book fills me with pride as a New Zealander and with huge energy to further lift our tourism potential and success." – Martin Snedden, chief executive, Tourism Industry Association New Zealand.

"For over a century now, New Zealand has pioneered many advances in tourism marketing, with the hope and enthusiasm of the world's youngest country on show. This is a fantastic pictorial record of how New Zealand developed the essential foundations of the tourism industry we enjoy today." – George Hickton, chief executive, Tourism New Zealand 1999–2009. ■

Sportsman's Paradise' in 1905, alongside the Tourist Department's own possum importation. Ironically, by 1953 the Tourist Department's Publicity Division, then providing services across government, was designing posters encouraging the possum's destruction.

You will also read of a savvy tourism

publicity workforce impressively focused on value-for-money and innovative ways to sell the dream. Amongst such stories are landmark events in the history of our industry. ■

Dave Bamford is a tourism consultant; director of TRC Tourism; avid lover of the outdoors;

and keen collector of books and ephemera focused on mountain sports, National Parks and tourism. **The book is available from [www.sellingthedream.co.nz](http://www.sellingthedream.co.nz) (delivered to you in mid-late September). The authors have kindly offered a 10 percent discount for members of the tourism industry (through the website).**