

# Bowler, Kevin

TOURISM NEW ZEALAND

## 6 Other Comments

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Would you like to comment on any other aspect of this draft 10 Year Plan?

Submission on the Proposed Convention Centre: Key project in the Long Term Plan (please see full submission)

## Submission

<b>To:</b>	Queenstown Lakes District Council
<b>Date:</b>	15 April 2015
<b>From:</b>	Kevin Bowler, Chief Executive, Tourism New Zealand 147 Victoria Street West, Auckland <a href="mailto:kevin.bowler@tnz.govt.nz">kevin.bowler@tnz.govt.nz</a> Ph: 09 915 4330
<b>Regarding:</b>	Proposed Convention Centre: Key project in the Long Term Plan
<b>Title:</b>	Tourism New Zealand in favour of proposed Convention Centre
<b>Action:</b>	For consideration

### BACKGROUND

1. The Council is proposing the development of an international standard convention centre with 750 person (seated) capacity at Lakeview. The centre will be part of a mixed used development with non-rate funded commercial and hotel operations and a privately developed hot pool facility alongside.
2. The Council has previously consulted on the development of the Lakeview site and a proposed convention centre, including a projected rating impact in the 2014/15 Annual Plan.
3. In August 2013 the Council consulted on whether it should lead the development of a Convention Centre and if the Lakeview site was the best site. Through the 2014 Annual Plan the Council then consulted on whether or not it should proceed.
4. The decision was taken to do so subject to:
  - External funding;
  - Approving a final rating model;
  - Approving a preferred operating models
5. Subject to funding and satisfying regulatory requirements, construction of the convention centre could start in the 2015/16 financial year and be completed in 2017/18, opening in 2018-19.

### TOURISM NEW ZEALAND RESPONDS

6. Tourism New Zealand supports the proposal for the Queenstown Convention Centre.



7. Tourism New Zealand is charged by the Government with growing the value of the international visitor market - our largest services export. We do this by promoting New Zealand, its regions, and its leading experiences in selected international markets.
8. We have a strong focus on travel for international business events as these visitors tend to be higher value to the economy and incremental to general visitors. Higher value can be by way of expenditure, seasonality and/or disbursement.
9. The proposed Queenstown Convention Centre fits coherently with our priorities and strategies to grow the value of international visitors.
10. Convention Centres anchor growth strategies for towns and cities by catering for and attracting international and domestic business tourism. An appropriately sized convention centre in Queenstown will underpin the city's growth aspirations and be an additional draw-card for New Zealand.
11. Should the Queenstown Convention Centre proceed, Tourism New Zealand would invest alongside the owners of the asset and other stakeholders to market Queenstown to decision makers in the international business events industry.

## **ABOUT TOURISM NEW ZEALAND**

12. Tourism New Zealand is a Crown Agent governed by the Crown Entities Act CEA 2004. We were established by the New Zealand Tourism Board Act 1991, to market our country as an international visitor destination for the long-term benefit of New Zealand.
13. We aim to improve tourism's contribution to economic growth by growing the value of international visitors to New Zealand.
14. Our statutory functions under the CEA Act include to:
  - Develop, implement and promote strategies for tourism.
  - Advise the Government and the New Zealand tourism industry on matters relating to the development, implementation and promotion of those strategies.
15. As New Zealand's National Tourism Organisation, we are New Zealand's only publicly funded entity with the mandate and resources to promote 'destination New Zealand' to potential visitors.
16. While advertising and promotion activity is where we focus many of our resources, our marketing also extends to co-operative marketing with international travel sellers and airlines, engaging with New Zealand tourism operators, providing information for visitors, and providing assurance of the quality of New Zealand's tourism product and experiences.
17. Tourism New Zealand is governed by a Board of Directors, appointed by the Minister of Tourism, which delegates day-to-day management of the organisation to the Chief Executive.



18. Tourism New Zealand has 13 off-shore offices, two in New Zealand, and around 160 staff.