



tourism
INDUSTRY
ASSOCIATION NEW ZEALAND

**Submission to the
Selwyn District Council
on the
Porters Proposed Expansion (publicly notified plan change
25)
24 September 2010**

Comment

1. This submission from the Tourism Industry Association New Zealand (TIA) comments on the proposed expansion and development being undertaken by the Porters Ski Area, a member of the Association. TIA is happy for its written submission to be acknowledged by the Selwyn District Council and it will not need to appear in person to present its submission.
2. TIA supports the expansion plans of the Porters Ski Area. If the development gains the consents it needs to proceed, it will be a huge boost for the visitor industry, not just in Canterbury, but also nationally and internationally. A ski resort of this size and quality would be likely to rival most overseas facilities and enhance New Zealand's ability to attract overseas ski visitors, as well as offering better services to local skiers.
3. International Visitor Survey data produced by the Tourism Strategy Group to June 2010 confirms the high value that international skiers bring to the country. Some key statistics are:
 - Average total spend per visitor to New Zealand who undertook the activity of skiing was \$3,820.49. This compares to the average total spend by all international visitors of \$2,609.75. Based on this segment of international visitors, the collective overseas revenue contribution is approximately \$300 million to the country's economy. .
 - Average total spend per visitor to New Zealand who undertook the activity of snowboarding was \$3,067.62 compared to the average total spend by all international visitors of \$2,609.75. Based on this segment of international visitors, the collective revenue contribution is approximately \$150 million to the country's economy.
 - The number of international visitors who undertook the activity of skiing was 77,886.
 - The number of international visitors who undertook the activity of snowboarding was 50,200.
4. The proposed expansion at Porters also meets a number of the tourism industry's key objectives that include:
 - Delivering a world class visitor experience
 - Growing a prosperous sector and attracting ongoing investment
 - Protecting and enhancing the environment; and
 - Working better with communities.
5. The delivery of a world class visitor experience is at the heart of the New Zealand tourism offering. The facilities being offered by the expansion at Porters, such as high speed gondolas and chairlifts, advance snowmaking technology, as well as restaurants, cafes, shops and cinemas will enhance visitor services. The concept of a year round village with

activities other than skiing also demonstrates the innovation that is planned to be delivered at Porters.

6. The Porters expansion also supports the tourism industry's objective to be more prosperous and attract investment. Porters has reportedly already attracted more than \$7 million in overseas investment to expand the current ski field with further investment earmarked to advance the project. Financial sustainability of the Porters expansion is to be offset by property sales in the village. With this investment comes the potential that nearly 1000 full time jobs will be created in the Canterbury region and 500 winter season jobs on the ski field alone.
7. TIA's support for this project is strengthened by the commitment Porters is demonstrating in protecting and enhancing the environment. If these commitments are met, such as the promise to construct buildings to a five star green standard, restore and regenerate beech forest and construct its own alpine treatment system, then the environmental sustainability of the site will be better than it is currently.
8. In terms of the need to work better with communities, the Porters expansion appears to meet this need. Provided the developers work closely with, and listen to the views of those in the community then there is no reason why community outcomes can be met. The job creation itself should certainly deliver social and economic benefits for the region.
9. Finally, it will be important to ensure that the development (and pricing of product) at Porters does not preclude local Cantabrians and other New Zealanders from accessing and having benefit from the facilities.

Conclusion

10. To recap, TIA supports the Porters expansion as it believes it will not only attract increased visitation from overseas skiers, but it will also lift the standard and quality of facilities for local New Zealand skiers. TIA's support is made on the basis that Porters meets all the conditions of the Resource Management Act and development is both sustainable and meets the long term interests of the community.

Simon Wallace
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Tourism Industry Association New Zealand
24 September 2010

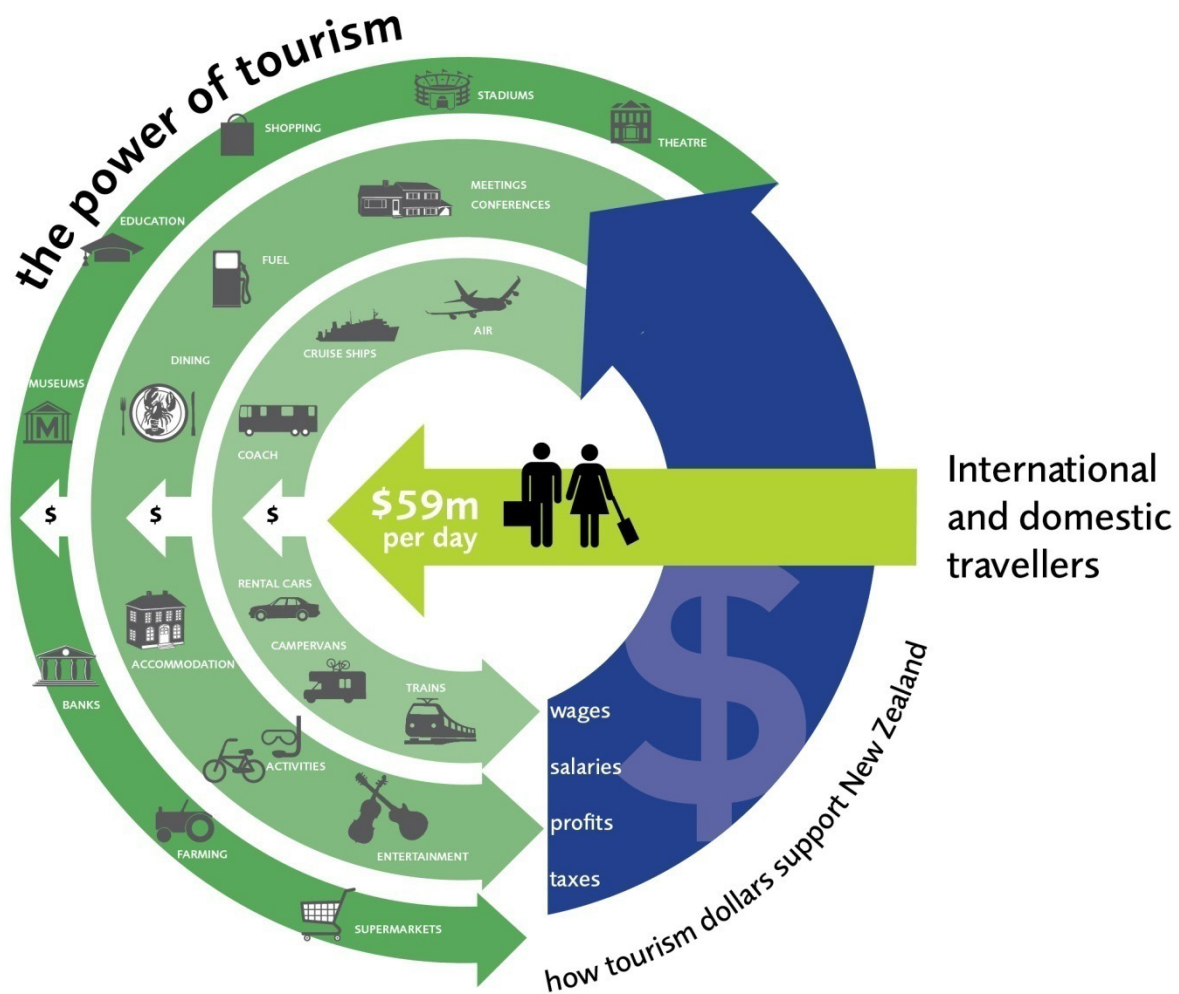
Background

A bed-rock of New Zealand's economy

11. Tourism is a major contributor to the New Zealand economy that will always be here – and won't easily go offshore. Tourism takes the lead in promoting New Zealand to the world. Thanks to our 100% pure positioning, New Zealand is recognised as one of the most beautiful, unspoiled and scenic places on earth. 100% Pure signifies pride in our country, pride in our people and culture, and pride in the unique environment and experiences that New Zealand offers.
12. The brand positioning built by a vibrant tourism industry has become an important source of national confidence and identity and a front window for "Brand New Zealand". Indeed, the clean, green, pure offer that is synonymous with New Zealand tourism has been widely adopted and used to promote New Zealand exports in a range of other industries as well.
13. If New Zealand Inc. is to continue to prosper, to attract investment and to raise its position in OECD rankings, then it is vital the tourism industry, and the positive image it projects, remain strong.

Delivering Value

14. Below is a snapshot of the economic value provided by tourism to the New Zealand economy.
 - Tourism contributes more than 9.1% of gross domestic product (GDP) for New Zealand as well as directly and indirectly employing one in ten New Zealanders.
 - Tourism in New Zealand is a \$59 million per day industry. The New Zealand tourism industry delivers \$25 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$34 million in economic activity every day.
 - Tourism expenditure reached \$21.7 billion for the year ended March 2009. International visitor expenditure accounted for \$9.3 billion or 16.4% of New Zealand's foreign exchange earnings, with tourism second only to agriculture as the country's largest export industry.
 - Importantly, and despite more challenging times in the past two years, tourism remains one of New Zealand's largest foreign exchange earners and its contribution is felt at national, regional and local levels.



About TIA

15. TIA has been the lead association that represents the interests of about 1,700 tourism businesses in New Zealand. The Association was first established in 1955 and the businesses TIA represent cover a range of tourism-related activities – hospitality, transport, accommodation, adventure and activities, attractions and retail as well as related tourism services.
16. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events and membership and business services. The TIA team is based in Wellington and led by Chief Executive, Tim Cossar.

Main Industry Associations in the Tourism Sector

