

# OUT AND ABOUT


## Strategies for a slowdown

By  
Craig Wilson



AFTER nearly a month on the road around New Zealand I've noticed there are a lot of businesses still scratching their heads about exactly what to do in a recession. Some larger businesses have been employing reasonably successful strategies to attract business via affordable direct marketing campaigns (e.g. emailing their own databases) and most businesses are being responsible when it comes to managing their costs. But there is still a long way to go for many businesses in adapting their strategies to survive and even thrive through a downturn.

Here are some alternative strategies to consider:



### Passionate about Ruapehu Tourism?

**Register your interest to manage and develop the Visit Ruapehu brand**

The Ruapehu District Council (RDC) has formed a new Regional Tourism Organisation (RTO) trust to manage and develop the "Visit Ruapehu" brand and provide specialist support to the local tourism sector

The aim of the trust is to have the "Visit Ruapehu" brand recognised as the primary marketing vehicle for Ruapehu tourism operators.

The trust is made up of six industry representatives and an elected RDC councillor and is developing a new "Visit Ruapehu" program that focuses on domestic tourism and building local confidence in the Visit Ruapehu brand.

The RTO trust would like to hear from suitably qualified people or organisations who can either contract or employ, to manage and develop the "Visit Ruapehu" brand and deliver program objectives to the local tourism operators.

If you have tourism industry experience and feel that you (or your organisation) has the relevant skills, ability and experience to successfully engage with the local tourism operators and manage and deliver the RTO trust "Visit Ruapehu" brand to the tourism market we would like to hear from you.


**To submit your Registration of Interest send:**

A short (2 page) CV including a summary on why you (or your organisation) is the correct choice to manage the delivery of the "Visit Ruapehu" work program objectives to:

Visit Ruapehu Trust Work Program  
c/- David Hammond, Chief Executive  
Ruapehu District Council  
59-61 Huia St, Private Bag 1001, TAUMARUNUI 3946  
Ph: 07 895 8188 Fax: 07 895 3256  
Email: davidh@ruapehudc.govt.nz

**Registrations of Interest close Friday 22 May 2009**

If you have any questions on the Registration of Interest or the Visit Ruapehu Charitable Trust please call David Hammond on 07 895 8188



### Where adventure begins!

### The inspiration industry

I'm amazed at how well the tourism sector overall is doing compared to say the new car industry i.e. tourism is down less than 10 percent and new car sales for April were down 40 percent versus last year. Tourism is holding up well by comparison and with good reason. People need to take a break from their work (and even their careers) to rethink how to act in the new world economy.

Our sector inspires more than any other. People could turn to reading, studying at a university, training on the job or even meditating more often. But getting people out of their day to day lives and into an inspiring place can make more of a difference than any of these things. We all know someone who has returned from a holiday having made an important decision about their lives and even mapped out how they'll do it. So let's rename the tourism industry the "inspiration industry" and start to think more appropriately about the increasingly important role we play in growing our economy ..... and how we can attract many more domestic visitors over the next two years in a way that will inspire.

### Let's all be tourists

We've all heard statistics like "tourism employs nearly 10 percent of the workforce" i.e. there are tens of thousands of us committed to the sector. Imagine the impact we could make if we all committed to one long weekend somewhere in New Zealand - even better we take a group of friends with us. Let's go one step further and set up a campaign, something like the "industry advocate programme" and then enable all those people who take one extra long weekend or short break to register online to go into the draw for something big. Maybe Lotto could contribute an extra Big Wednesday prize for us to recognise one lucky advocate between now and the end of November.

### New help blog

Websites like [www.tripadvisor.com](http://www.tripadvisor.com) and [www.rankers.co.nz](http://www.rankers.co.nz) provide a great platform for visitors to provide other visitors with some useful information. Perhaps it's time for tourism operators to set up our own nationwide blog site allowing us to post questions and provide answers. Imagine how much time we could save and how many new revenue opportunities we could pursue by sharing good ideas. Instead of struggling in silence we could help each other find great staff, suggest a new website to promote special offers on or even look for a new business partner.

\* Mr Wilson is MD of consulting, training and mentoring company Quality Tourism Development Ltd. [www.qualitytourism.co.nz](http://www.qualitytourism.co.nz)