



[Adrian Chisholm](#)
Principal Officer
M: 021 727 888
O: 09 523 3536



[Chrissy Chisholm](#)
Broker/Owner
M: 021 447 447
O: 09 523 3536

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Dear Irene

Your May 2012 Tourism & Hospitality Newsflash!

Visitors to New Zealand increased 11 percent in March 2012, compared with March 2011. Earlier Easter and Australian school holidays were a key reason for the rise. The increase was also partly a recovery after visitor numbers dropped following the Christchurch earthquake - **of the 24,400 extra visitors in March 2012, 18,100 more came in the last 10 days of the month.**

In the March 2012 year, 2.618 million visitors arrived in New Zealand, up 4 percent from 2011. The largest increases were in visitors from Australia, China, and Malaysia. The largest decrease was in visitors from Japan.

New Zealand residents took 153,000 overseas

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CARDRONA TERRACE LUXURY LODGE AND

trips in March 2012, up 7 percent from March 2011 – showing 2.127 million overseas trips, up 4 percent from 2011.

New Zealand had a net loss of 3,400 migrants in the March 2012 year.

Annual net migration has been negative since the October 2011 year, and peaked at 4,100 in the February 2012 year. **In the March 2012 year, there was a net loss of 39,500 people to Australia, the highest ever recorded.**

There were 53,200 departures to Australia (also a record), offset by 13,800 arrivals from Australia. In both directions, most migrants were New Zealand citizens. In the March 2012 year, there were net gains of migrants from most other countries, led by the United Kingdom (5,500), India (5,200), and China (5,000).

Source: Cathryn Ashley-Jones, Acting Government Statistician.

International guest nights down in February - Guest nights fell 2% to 3.2 million in February 2012 compared with the same month in 2011.

International guest nights decreased by 11%, while domestic guest nights increased in both the North and South Islands by an overall 7%. Hotels (-7.9%), backpackers (-3.5%)

declined in February 2012

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compared with 2011.
Motel guest nights were
relatively stable (-0.1%)
and holiday parks
increased by 5.3%
Source: TIA

**International Visitor
Arrivals to 1st April
2012 - Total visitor
arrivals are up by 14.1%
compared to the same
four week period last
year.** Ups: Malaysia 49%,
China 72%, Korea 12%,
Singapore 5%, Canada
19%, Australia 11%, Japan
21%, USA 4%, Germany
21%, UK 8%

**Why Hotel Rates Spiked
in February** - All of a
sudden, hotel rates aren't
as cheap as they used to
be. **Last month, rates
increased 7% in the
largest year-on-year
jump ever recorded.**

During the recession, we
were hesitant to leave the
comfort of our own cities
and homes to go on a true
vacation. Remember the
rise of the staycation? So
hotels tried to lure both
corporate and leisure
travellers by dropping
rates dramatically. But
over the last couple years,
they've gradually started
rising – and now, they're
finally near pre-recessions
levels. **Corporate hotel
rates are the closest to
pre-recession levels and
are currently about 1%
to 2% lower than 2007
and 2008 rates.** But
leisure travel is still
struggling a bit and is

more than 10% lower than the 2007-08 levels, suggesting that companies are feeling better than families are about the economy.

Source: Josh Sanburn

Six Ways to Handle Negative Online

Reviews:

1. Contact the review site
2. Join the conversation
3. Highlight the positive
4. Encourage positive reviews
5. Develop a strategy for responding to threats
6. Familiarize yourself with the culture of online review sites.

Source: Marcia Turner

Hitler's Holiday Resort To Become Luxury Hotel

- The largest holiday resort ever built by the Nazis is set to be converted into a luxury hotel. Block one of the camp, which spans nearly five kilometres along the coast of the Baltic Island of Ruegen, will be transformed into a 400-bed luxury hotel and 400 apartments. It was constructed over a period of six years by the stormtroopers of the Nazi "Strength Through Joy" leisure organisation. However no Nazis ever stayed there. It was occupied after 1945 by the Red Army and was going to be blown up after the war but was saved by a lack of dynamite.

Source: Herald Sun

Brits penalised for long-haul travel - TIANZ and Tourism & Transport Forum Australia fear the latest rise in the UK Air Passenger Duty (APD) will further accelerate already declining British visitor arrivals. The two organisations are reiterating their concern about the arbitrary and discriminatory nature of the APD. The UK already has the highest departure tax in the world and this latest rise means a British family of four will pay more than NZ\$736 in taxes just to leave the country. This is the fourth APD rise since 2007.
Source: Simon Wallace

Hotel Guests would rather have wi-fi over an iPod dock, high-end coffee maker, video game system or workout DVDs/equipment. Wi-fi was a big factor in their decision of hotel while on holiday or business, with more than 38% saying internet access is a must at a hotel. Additionally, 35% said wi-fi is the single amenity they want to have available at more hotels, while 31% say they want wi-fi to become a standard hotel amenity this year. 25% of hotel guests say breakfast is essential to their stay, while 23% said their favourite in-room amenity nowadays is using their iPad. **45% said happy hour at the hotel's bar, any activities**

involving free food and drinks, and wine tastings are favourite new amenities. One thing they don't want to use is the loo phone, with 37% saying they have never touched one.

Source: Taylor L. Cole

Hotel guests are creating trips on-the-go with “Tonight's Local Deals” and mobile apps that feature exclusive deals. -

Hotelscom has also recently announced the launch of its Windows Phone 7 app. The Hotelscom mobile app - which has been available for iPhone, iPad and Android devices - has been downloaded several million times. It allows users to look for and book at nearly 149,000 hotels across the globe.

Source: Christelle Chan

World's Most Outrageous Hotel Amenities - Now that ultra-plush bathrobes, high-thread-count linens and designer toiletries are de rigueur at upscale hotels, top properties are offering innovative and extravagant perks to ensure a distinctive experience. Some, like the Ritz Carlton South Beach's **tanning butler** and Hotel Monaco's **pet psychic**, trend toward the whimsical. Others are designed to enrich guests' connection to the locale, like the **in-house art**

concierge at Le Royal Monceau, who will design a trip through the best Parisian museums and galleries, or the **genealogists** on hand at Ireland's Lodge at Doonbeg to track visitors' family ancestry. While some hotels charge a fee for these over-the-top services, many do not, adding it to the lavish perks and anticipated benefit of any stay at an extraordinary hotel.

Source: Amanda Pressner

Pop-Up Hotels Have Moveable Edge - These pop-up hotel rooms can be built or taken away in as little as three days and can be stacked one on top of the other when space proves tight.

“The Snooze Box” is a container unit comprising four rooms and is fitted with a standard double bed, a separate single bed, air-conditioning, flat-screen tv, wifi, and ensuite wet room, with a power shower, toilet and wash basin. Snooze Box supplies power, water and hot and cold water and waste extraction so that "you'd hardly know we'd been there”.

Source: Robert Breare

One Million Reasons to Join Online Reservations –Australians are fast joining the online restaurants reservations race. Booking online has become second nature to

people around the globe, how has that affected the way Australians book and dine? Since its launch in September 2009 Dimmi, **Australia's first online reservations system for restaurants, has helped one million Australians to enjoy their easy dining experience in restaurants throughout the country.**

With so many people now taking to booking online rather than phoning for a booking Dimmi has been able to secure some early statistics that indicate Australians dining preferences. "The Australian online reservations market is still incredibly young and it is growing rapidly. **In the US, 10 years in online restaurant reservations account for about 9% of all reservations and in the UK the figure sits at 7%.** In just under two years, Australians are now making over 1% of all reservations via Dimmi,"

Source: founder Stevan Premutico.