

Geography Achievement Standard Number 90702

Analyse a Cultural Process – Yr 13 Geography

Agroventures Staff & Teachers Resource

Note: no worksheet has been provided for this topic due to students being at a level where they are encouraged to write their own notes and comments.

What does the attraction provide visitors?

On site we offer 5 unique New Zealand adventure activities in one centrally located hub. We have the Agrojet, Freefall Xtreme body flying, Shweeb, Swoop and Bungy.

Also offer a range of merchandise, food, beverages, and photography. Visitors come to Agroventures to challenge themselves, escape their every day life and most of all to have fun!

Up to Date Information about Agroventures

- ❑ Year to date as of the 30th November 2009, we have completed 60,000 rides.
- ❑ On average every visitor arrival purchases 1.5 rides.
- ❑ Our main visitor markets are 40% domestic mainly self-drive coming from Auckland and within a 3-hour drive of Rotorua
- ❑ The remainder of our visitors are internationals coming from (YTD Nov 09)
 - 37% from Australia, 16% from UK, 11% USA, 6% Europe & 5% from India

Of the international markets international student groups come from Australia and USA. The rest of the travelers from our international markets are mainly free independent travelers. Indian visitors travel here either on honeymoon or with their family group.

Development of the Attraction

Establishment – it needs to be noted that the five activities on site at Agroventures are individually owned and operated, and do share common resources such as ticket office

staff, sales, marketing and finance operations. It is a unique business environment and one of the only ones operating in this manner within New Zealand.

- ❑ 1970 – Agrodome opened post the success of the World Expo in Japan.
- ❑ 1980’s – In New Zealand saw the emergence of adventure based tourism with start businesses like AJ Hackett Bungy, Rotorua had a growing demand for more active style attractions with the emergence of the Free Independent Traveler and Rotorua’s Skyline Skyrides was built and rafting on the Kaituna started.
- ❑ 1998 – Agrojet & Rotorua bungy opened at the Agrodome site, adopting the brand name, Agrodome Adventure Park. Started out with a small reception area, toilet block & three staff members. Only access to the site was via a link from the Agrodome, under State Highway 5. Access was an inhibitor to growth as coaches and campervans had to park on the other side.
- ❑ 1998 – 2003 other various operations came and went e.g Dirt Thingz, Zorb was originally located here, but moved due to prevailing wind conditions. There was a café onsite too – not sustainable in the earlier years of our business development
- ❑ 2003- Freefall Xtreme joined the family; initially there were problems around noise control, which did impede on their success in the first few years. Featured on the first ever Vodafone advert, which did give it a boost in popularity.
- ❑ 2006 - 2009 – Shweeb was on the drawing board and was under negotiation with the landowners, which promoted the four owners to streamline their individual companies processes and costs. Made commercial sense to employ a Marketing Manager for the park, to promote as an adventure destination. This period of time saw the park undergo a major redevelopment gaining direct road access from Paradise Valley Road, a new ticket and reception area and the opening of Shweeb on the 1st of November 2007.

Role of the Attraction in relation to Rotorua and New Zealand as a Destination

- ❑ Agroventures adds a new element to Rotorua City, offering activities that can’t be found anywhere else in NZ and in some cases the world. E.g Shweeb. The beauty of what is on offer is that it is all located in one hub and you don’t need to travel to multiple locations to do a number of activities.

- Agroventures is widely recognized in the NZ and Australian consumer spaces, assisting with Rotorua’s appeal as a visitor destination. Traditionally Rotorua has been well known for Maori culture and geothermal activity, however the adventure activities that we offer have widened the range of activities to select from, which in turn gives visitors a reason to stay longer in our city.

Current Situation and the Future

- 2009 – Agroventures is a founding member of the Adventure Tourism Group of New Zealand in a joint venture with New Zealand Trade and Enterprise, Zorb and Skyline Skyrides. Taking New Zealand Adventure Tourism to the world, which may mean that one day there will be another Agroventures off shore.
- Due to the international markets that we work in we have been relatively unscathed by Swine Flu, which has impacted on businesses reliant on Asian markets. However the Global economic crises has seen a reduced number of UK and USA travelers coming to Agroventures. Throughout both of this global impacts the ‘youth’ traveler has remained resilient to world conditions and visitor arrivals in the 18-35 year segment continue to grow. Tourism New Zealand now working on a youth marketing campaign, which will have a good on flow effect for Agroventures.
- September 2009 – John Key the Prime minister of New Zealand has commissioned an investigation into adventure tourism’s health and safety practices following a number of accidents involving international visitors. Depending on the findings this could mean that there is greater compliance costs. E.g increase in ACC levies