

Campbell



Gordon Campbell Credentials

Gordon Campbell is a Hospitality & Tourism Strategist and Specialist with Hotel and Tourism market credentials throughout New Zealand and internationally.

Gordon Campbell operated in Sydney and Hong Kong through the early 2000's as a CEO of a major tourism marketing firm. This involved strategy, hotel advisory, and research for the opening of over 30 four and five star hotels in Asia, Japan, Australia and the Pacific Islands, plus some major Function Centres in Asia and Australia. Gordon Campbell was also involved in Hotel developments in New Zealand including the Intercontinental Group, and Southern Pacific hotels, other developments in New Zealand included hospitality and tourism attractions.

On return to Auckland, New Zealand, Gordon Campbell became the director of Tourism & Hospitality for KPMG New Zealand for five years. Campbell has led major projects such as the Manukau, Auckland Vodafone Pacific Indoor Events Centre, Grand Hotel Auckland and the existing Sky City Convention Centre and Grand Hotel Auckland Feasibility Study.

Gordon Campbell created Auckland City's brand 'Auckland City of Sails', and has won various tourism and marketing awards in Asia, Australia and the USA.

In 2008, Campbell Consulting was formed. Over the past 11 years Gordon and his team of consultants have completed high-level tourism, entrepreneurial and infrastructure projects all around New Zealand. Gordon was also been contracted as a Hotel and Tourism Consultant at Opus.

Gordon is recognised as a leading tourism strategist in his field by his peers and is excellent at creating and driving new business and seizing new market opportunities. He is a good conceptual thinker and knows how to enter new markets through research and product development. Gordon enjoys working with a team and is an astute judge of character, and admired for his independent view point. He is well respected for his vision.

Gordon Campbell and Campbell Consulting Personnel are recognised as a leading specialists for Hotels, Tourism, Feasibility, Research, and Unique Concepts.

Gordon Campbell

▪ **PROFILE AND STATEMENT**

There are very few professional strategic tourism and marketing people within consulting companies in New Zealand. Those that do so, have a point of difference.

Gordon Campbell is an experienced, successful and high respected tourism & hospitality marketing professional, who has worked on major projects in New Zealand and overseas. In New Zealand major successful ventures which Gordon Campbell has worked with include; Waitomo Caves, Milford Sound Visitor Attractions, Wai o Tapu Geothermal Hot Pools and Cultural Attraction in Rotorua, Kelly Tarltons, options for the Americas Cup Village Wynyard Quarter Concept, and the Sky Tower.

Gordon Campbell’s advice on aspects such as tourism infrastructure, plus advice on tourism concepts such as conference facilities, cultural centre, attractions, accommodation, tourism road flows, and food and beverage will be invaluable.

▪ **Gordon Campbell’s experience includes:**

- Hong Kong (5 years) Strategic business advisor to major international tourism companies
- Sydney, Brisbane & Perth Australia (6 years) Marketing advisor and feasibility expert in Australia
- New Zealand (12 years) Strategic team and feasibility expert for major New Zealand companies and tourism
- KPMG New Zealand Director and strategic marketing and tourism advisor
- Opus New Zealand Hotel and Tourism Specialist (Contractor)
- Campbell Consulting Chief Executive and Strategic Marketing and Feasibility Consultant



▪ **OVERSEAS EXPERIENCE**

Hong Kong

China

Japan

South East Asia

Australia

England

▪ **REFEREES**

DR ANDREW WEST	Professional Director	Director of numerous companies	029 444 5487
GRAEME OSBORNE	Chief Executive	The New Zealand Company	021 337 377
TANIA STEVENSON	Research Director		021 614 933

▪ **CONTACT DETAILS**

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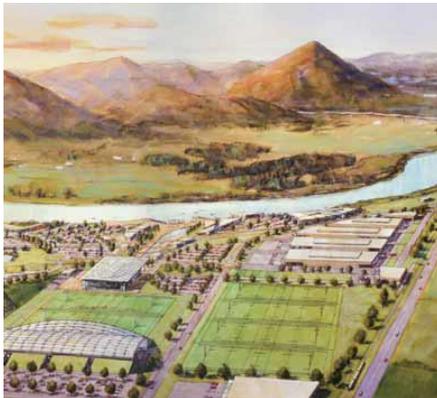
Recent Project Examples



VODAFONE PACIFIC EVENTS CENTRE - Preliminary Feasibility Study & Financial Feasibility Study

Campbell Consulting was commissioned by Manukau City Council and the Manukau Stadium Trust to develop the concept for the most appropriate facility on the Council land alongside the Southern Motorway and the Manukau shopping centre. This involved significant research with the major ethnic communities which reside in Manukau and South Auckland. From this research, Campbell Consulting developed a unique concept for a multi-purpose indoor centre which had a Pacifica theme. Following the acceptance of the concept, Campbell Consulting undertook a market and financial feasibility study.

Since Vodafone Pacific Events Centre's first year of operation, it has returned a financial profit to the stakeholders and significant social profit to South Auckland residents and visitors – both local and international.



HOPUHOPU RIVERSIDE DEVELOPMENT - Concept development and preliminary feasibility for the Waikato Tainui tribal parliament and riverside development at Hopuhopu

Campbell Consulting was commissioned by Waikato Tainui to review the overall concept for their proposed riverside development at Hopuhopu and assess the feasibility of the individual infrastructure components. The proposed facilities included a tribal parliament, an indoor event centre, commercial accommodation, a waka marina and river events centre, and a Kaumatua retirement village.

Campbell Consulting's work identified the need to modify some of the building specifications presented in the initial architectural designs in order to meet the needs of Waikato Tainui and ensure the development was not over capitalised. Our recommendations were well received by Waikato Tainui and have since been implemented in the architect's designs.

Recent Project Examples



SKYCITY AUCKLAND CONVENTION CENTRE & GRAND HOTEL - Market & Financial Feasibility Study

This was a \$100million development in CBD Auckland. The Sky City Auckland Convention Centre and Grand Hotel. Campbell Consulting was contracted as a high-level strategic advisor by Sky City's Board to undertake:

Stage 1: Convention Industry and Major Events study.

Market Analysis & Market Study.

Competitive Analysis.

Market & Financial Feasibility for the Convention Centre and Hotel.

Conceptual Development.

Stage 2: A major Impact Study. This work was undertaken to analyse the economic gain for Sky City Ltd and Auckland City resulting from the new 1500 person Convention and Banquet Centre.

Stage 3: Branding and Business Plan.



SHORT TERM OPTIONS FOR THE AMERICA'S CUP VILLAGE & WYNYARD QUARTER CONCEPT – Options Study

Owned by Auckland Council and located on the edge of Auckland's Harbour, Campbell Consulting undertook:

- Strategic analysis
- International benchmarking
- Six major options for the future of America's Cup Village and Wynyard Quarter including land banking, leasing options and a marine precinct development and concepts.
- Review and update of the Auckland City of Sails brand
- Campbell Consulting developed the brand "Wynyard Quarter" and recommended the development of a 5 –star hotel on the Team NZ site, the hotel is currently being built and is a 195 room Park Hyatt.

Recent Project Examples



CITY OF SAILS BRAND

Gordon Campbell created the brand the 'City of Sails' in the mid 1990s. The brand has been in existence for 20 years as a major marketing tool for the city internationally and domestically.

This is Auckland's title and the City is known internationally as the 'City of Sails'. It has hosted two America's Cup Events, and Auckland today has more boats per capita than any other city in the world. Campbell has gained considerable recognition in the market place and the media for creating the brand and extending the brand into the conference market, businesses, tourism strategies and international markets.



WEL NETWORKS - Research & Strategy Report

Campbell Consulting was commissioned by WEL Networks Ltd to study the effect a 30 turbine wind farm would have on Raglan's tourism industry. This study included:

- Benchmarking of the relationship between wind farms and tourism internationally and domestically
- An online survey of New Zealanders' opinions of a wind farm at Raglan and the effect the wind farm would have on their future visits to Raglan
- A Manawatu case study
- The strategy for carbon neutral positioning in line with Tourism New Zealand's 2015 tourism strategy for sustainability in the environment
- Resource consent and expert witness presentation
- A Business Plan and Marketing Plan for an accommodation provider affected by the wind farm

Recent Project Examples



PORONUI LODGE - Strategic Marketing Plan

16,000 acres of New Zealand wilderness. Three major world class fishing and hunting lodges east of Taupo. Poronui Lodge was sold to Westervelt Corporation of the United States following the development of the Strategic Market Plan by Campbell Consulting.

- International tourism, fishing and hunting research
- International lodge research
- Redevelopment plan
- Strategic marketing
- Financial modelling



A NEW HOTEL IN HAMILTON - Market Demand Study & Preliminary Financial Projections

Hamilton City Council commissioned Campbell Consulting to develop a business case and financial feasibility for a new hotel in Hamilton City. The business case and demand for this hotel developed as a result of Hamilton City Council's \$69m investment into Claudelands Event Centre's new arena, conference and exhibition facilities. Campbell Consulting's final recommendation was for a 150 room hotel of 3.5-4 star quality.

Recent Project Examples



NGATI WHATUA O ORAKEI - Proposed Site For A National Convention & Exhibition Centre Auckland

Campbell Consulting was commissioned by Ngati Whatua o Orakei to prepare a report which supported their proposal for their CBD Quay Street site (alongside Vector Arena) to be selected as the location for the proposed 3,500 to 5,000 seat National Convention & Exhibition Centre. This strategic report looked at the proposed CBD Quay Street site in terms of its suitability for a National Convention & Exhibition Centre based on the requirements outlined by the Ministry of Economic Development and also the suitability of the site based on benchmarking of major convention and exhibition centres in the Asia-Pacific region. The CBD Quay Street site is a 33,000m² CBD site located on former railway yards to the eastern side of Vector Arena. Campbell Consulting's report consisted of:

- Benchmarking of international standard convention and exhibition centres
- Analysis of suitable hotel accommodation within convenient travelling distance
- Analysis of nearby transport infrastructure
- Analysis of nearby entertainment precincts
- Potential synergies with Vector Arena
- Highlighting the merits of the CBD Quay Street site

Recent Project Examples



EASTLAND COMMUNITY TRUST - Analysing the Potential for Major Events & Event Infrastructure in Gisborne

Campbell Consulting was commissioned by Eastland Community Trust to carry out a review on Gisborne's event infrastructure. The review aimed to achieve three objectives:

- To identify the potential for Gisborne as an event destination
- To determine the optimal plan for enhancing existing event venues and/or developing new event venues
- To assess the financial feasibility of enhancing existing event venues and/or developing new event venues

Campbell Consulting work consisted of:

- Analysis of event infrastructure in Gisborne
- Benchmarking Gisborne's event infrastructure against other major cities in New Zealand
- Analysis of the events market in New Zealand and Australia
- Site analysis and recommendations
- Facility and infrastructure recommendations at Rhythm and Vines and Beachfront Camping Grounds
- Financial projections

Campbell Consulting's final strategic recommendations included upgrading existing event facilities and infrastructure in the region. Our recommendations were well received by Eastland Community Trust.



Recent Project Examples



A NEW HOTEL FOR NEW PLYMOUTH

In 2014 Campbell Consulting undertook an extensive feasibility study for a 120 room hotel in New Plymouth.

We found a gap in the market for a 4 star branded hotel and were instrumental in introducing the Novotel brand. Novotel is the largest hotel group in New Zealand, owned by Accor.

Campbell Consulting also assisted with the facilities in the hotel, the standard of the rooms and hospitality features.

Campbell Consulting also assisted with the Resource Consent Hearings, in particular benchmarking information on parking requirements at other hotels around New Zealand, and other consent issues.

The target market for the hotel is the corporate market – in particular the executives, consultants and specialists in the exploration industry.

This has been a very successful hotel.

Recent Project Examples



A 115 ROOM 4 STAR HOTEL IN KAIKOURA – A major new development for the South Island

This proposed international standard hotel will be located at the start of the Kaikoura Wharf, facing the Pacific Ocean with a backdrop of the spectacular Kaikouras (Mountain Range).

There is currently no international standard hotel in Kaikoura, and the tourism industry supports the need for a hotel.

Kaikoura features one of New Zealand's leading tourist attractions – Kaikoura Whale Watch, which attracts over 100,000 customers per year, many of whom are simply day visits. Kaikoura is one of New Zealand's remaining untapped tourism icons.

The hotel will feature what will become one of New Zealand's famous seafood restaurants. Kaikoura is known for its spectacular seafood catch, including Rock Lobster.

The hotel opening was delayed due to the 2016 Kaikoura Earthquake, when built it will attract the top end of the Chinese International market. Already there are more Chinese Tourists than Australian Tourists going to Kaikoura, most months.

Recent Project Examples



TE AWA RIVERIDE (CYCLEWAY) – HOROTIU BRIDGE – Analysis on site suitability and cycleway extensions into Hamilton.

Campbell Consulting performed a Cost Benefit Analysis for the Suspension Bridge along the Te Awa Riveride linking Ngaruawahia to Hamilton evaluating the Suspension Bridge concept as opposed to a more exposed route diverting along State Highway 1. The route was not able to follow the river all the way along the State Highway 1 side of the river due to the location of the wastewater treatment ponds belonging to Affco.

The Cost Benefit Analysis allowed Perry Group to evaluate all the pros and cons of the suspension bridge as a tourism feature at the start of the Te Awa Riveride Cycleway and to estimate the value to local and international tourists using the Riveride.



WAI-O-TAPU – Strategic Review for Wai-o-Tapu Thermal Reserve

Campbell Consulting prepared a Tourism Growth Strategy for Te Arawa Group Holdings for Wai-o-Tapu Thermal Wonderland prior to purchasing the attraction. Campbell Consulting produced a benchmarking exercise which rated the Rotorua Tourism Attractions, especially Geothermal, and made recommendations for Wai-o-Tapu Thermal Reserve.

The benchmarking was a high level breakdown comparing features of all Geothermal Attractions and included pricing comparisons. Today Wai-o-Tapu is a very successful tourism asset for Te Arawa Group.

Recent Project Examples



NGAI TUKAIRANGI TRUST - Mt Maunganui Hot Pool Redevelopment and Tauranga Cultural Centre

Ngai Tukairangi Trust was considering contributing capital into the redevelopment of the Mt Maunganui Hot Salt Water Pools complex. As a result of their contribution, Ngai Tukairangi Trust would receive an area within the redeveloped facility to operate a business venture. Ngai Tukairangi Trust employed Campbell Consulting to conduct a market study and financial feasibility for a Cultural Heritage Centre that would tell the story of Mauao (Mt Maunganui) and the region's people. Campbell Consulting's financial feasibility identified that the financial returns from the proposed Cultural Heritage Centre did not make the investment commercially viable.

Campbell Consulting also prepared a similar feasibility for a Tauranga Cultural Centre positioned on the Harbour-front, this venture was viable, but didn't go ahead due to funding.



CLAUDELANDS - Event Centre Facility Recommendations

Campbell Consulting was employed to undertake facility recommendations for Claudelands Events Centre and to prepare attendance estimates. The events centre was multifunctional and included a conference centre, three rooms for meetings, a large indoor and outdoor exhibition centre, and a 6,000 seat arena for concerts and performances. Campbell Consulting's numbers relied on the city providing more accommodation in the form of a 150 room three star hotel in the city centre. Today Claudelands is a successful event and conference centre. The Hotel is yet to proceed.

Recent Project Examples



TOURISM COROMANDEL- Strategic Review of Tourism Coromandel

In 2008, Campbell Consulting was commissioned by Thames-Coromandel District Council and Hauraki District Council to provide a strategic review of the Coromandel's regional tourism organisation (RTO). The primary purpose of this review was to assess the importance of tourism to the Coromandel region, and the performance of Tourism Coromandel in attracting international and domestic tourists. This information was then used to determine appropriate council funding levels for the Coromandel RTO. The report included:

- Benchmarking against other New Zealand RTOs
- International and domestic visitor secondary research
- RTO funding level comparisons
- Funding recommendations
- Economic benefit and employment
- Organisational structure recommendations
- Analysis of the success of events
- Research with tourism operators
- Council rating strategy

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