

TOURISM NEWS BAY OF PLENTY APRIL 2008



Office News

BABY MOVE

Best of luck to soon-to-be new mum Esther Goldsworthy, Tourism Bay of Plenty's Marketing Manager for the past six years. Esther's last day is Friday 2 May, and she will be taking 12 months' parental leave. The team at Tourism Bay of Plenty wishes her well during her preparations for the new arrival. Sean Marsh will be replacing Esther for the 12-month period. His email is sean@bayofplentynz.com.

AA DOMESTIC CAMPAIGN

The www.lovebop.co.nz website dedicated to the AA domestic campaign is now live; thanks to all operators who sent in their great deals. Nearly 1000 unique visitors have viewed the website during the past month. If you would like to submit a deal, please contact Stephanie on 07 577 6234. The region's 15-second TV commercial will air on TV1, TV2 and TV3 until 3 May.

WESTPAC BUSINESS AWARDS

Tourism Bay of Plenty will again be sponsoring the tourism category in the Westpac Regional Business Awards. Expressions of interest nomination forms are now available, and they are due on 5 June. Tourism Bay of Plenty is working with Empower Team Limited to possibly offer training for tourism operators who enter the awards. The awards evening will be held on 31 October. For more visit www.businessawards.org.nz.



SITE

Frances Campbell, *i*-SITE manager, will be taking on a new life in Palmerston North in early June as she and her husband have purchased a motor inn. Her last day at the *i*-SITE will be Friday 2 May. The whole Tourism Bay of Plenty team wishes Frances well and we thank her for 11 dedicated years to the local visitor industry.



What's new in the Bay of Plenty

SUBMISSION TIME

There's still time to make a submission to the Department of Conservation's Draft Conservation Management Strategy. Submissions close on 9 May 2008, and the form can be downloaded by clicking [HERE](#). Issues related to tourism include concessions for commercial activity on DOC lands, access to marine reserves and access to the Kaimai-Mamaku Forest Park. For any questions please contact Diane on 07 577 6234.

AERIUS PURCHASES LONGRIDGE

Bay of Plenty tourism operator [Aerius Helicopters](#) has purchased [Longridge Fun Park](#) in Paengaroa. Aerius owner Graeme McKenzie said, "We are heavily involved in tourism in the region, and we saw the synergies in amalgamating the two companies." Best of luck to Geoff and Mary Brown for their next adventure.

BREAKFAST WITH LEADING EXPORTERS

TIA members are invited to attend a series of breakfasts hosted by NZ Trade and Enterprise and Export New Zealand. The breakfasts are designed to highlight the exporting experience of some of New Zealand's most dynamic companies. 'New Zealand New Thinking' breakfasts are being held throughout the country and will feature a range of speakers.

TIME: 7am

DATE: 21 May 2008

PLACE: The Sebel Trinity Wharf Tauranga

RSVP: bop@exportnewzealand.org.nz or 07 571 0600

FREE BUSINESS COURSES

The Enterprise Training Programme is fully funded by the government (NZTE) and designed to upskill owners and operators of small-medium sized businesses to assist development and growth of their businesses. Training opportunities are generally in the form of half day workshops and topics include marketing, e-commerce, managing resources, financial planning, business systems, sales and customer service. Some workshops have been developed specifically for the tourism industry. If you are interested in an assessment to ascertain your business' needs,



Mereana Mills, Sustainability Assessor for the Bay of Plenty Sustainable Tourism Programme, will begin a new job with Genesis Energy on 5 May. Tourism Bay of Plenty thanks Mereana for all her hard work and we wish her well in her new role. Programme members will be advised about who Mereana's replacement will be, but until then Michelle Broadhurst will continue to liaise with members. To read more about the Bay of Plenty Sustainable Tourism Programme, click [HERE](#).



Cruise Ship News

NEW SUPERLINER

Tauranga has been announced the first port of call for a luxury P&O superliner. The British ship Oriana will visit Tauranga early next year during the world's biggest-ever cruising programme. The Oriana, which carries 1,822 passengers, will stop by Tauranga in February as part of her 82-night voyage around the world.

SEASON OVER

The 2007/2008 cruise ship season is now complete and the next season will kick off on 20 October 2008. The new schedule has now been uploaded on Port of Tauranga's website [HERE](#). Next season, 56 ships will visit the region.



Visitor Statistics

	Visitor arrivals	Guest nights
YE Feb 2008	539,512	1,276,352
Change from YE Feb 2007	+3.5%	+4.6%
Feb 2008	55,366	122,756

please ring 07 578 7017 or email etpbop@xtra.co.nz. Click [HERE](#) for details about upcoming courses.

CUSTOMER SERVICE COURSE

GreetNZ is offering a one-day customer service course for the hospitality industry in late May. The course will cover communication skills, upselling, personality and presentation. The course has been subsidized by the Hospitality Standards Institute, so the cost is just \$55 per person. The courses will be held on 27 May in Taupo and 28 May in Rotorua. To register or enquire ring 0800 275 4474 or visit www.greetnz.co.nz.

CURTAIN REQUEST

The Curtain Bank has opened in the Bay of Plenty and urgently needs curtain donations to keep families in need warm and energy efficient this winter. Your old curtains will be repaired and lined then distributed free to families in need. Pickups are available. For more information ring 0800 151 565 or visit www.energyoptions.org.nz.

INSIDE TOURISM NEWSLETTER

Inside Tourism is an independent weekly newsletter featuring industry news and views. This newsletter has nearly 5000 readers in New Zealand and 17 other countries. Subscriptions per annum are \$285 including GST, which includes 48 issues of the full version each year and a 25% discount on advertisements. For enquiries contact nigel@insidetourism.com.



Upcoming Events

GARDEN AND ARTFEST CHANGE

The dates of the Garden and Artfest have been changed from 3-9 November to 10-16 November. For more visit www.gardenandartfest.co.nz.

HALF IRONMAN DATE SET

The date for the 2009 Port of Tauranga Half Ironman has been set; it will be held on Saturday 10 January. For more visit www.halfironman.co.nz.

Other upcoming events:

- 2 May: Bay of Plenty Times Home Show
- 18 May: Dispensary First Kaimai Classic Multi-Sport Event

Change from Feb 2007	+2.0%	-0.2%
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(Source: Commercial Accommodation Monitor)

- 1-14 June: Matariki events

For details on these and other upcoming events please visit

www.bayofplentynz.com/events.