

TOURISM BAY OF PLENTY NEWS APRIL 2009



What's New in the BOP

THE BAY STARS IN THE AMAZING RACE

Two Bay of Plenty tourism attractions, [Kiwi360](#) and [Blokart Heaven](#), will feature on The Amazing Race on TV2 - Sunday 10 May at 7.30pm.

Tourism Bay of Plenty pitched ideas directly to presenter Phil Keoghan, this led to the show producers choosing the Bay of Plenty as the location for the New Zealand episode.

The Amazing Race is a reality show in which contestants battle it out in by completing challenges and racing from destination to destination. The show screens around the world and this series has already been shown in the United States and Australia.

JACK OF ALL TRADES

NZ Idol meets Dream Home as the hunt begins for New Zealand's top 'tradie'. The new season of this reality show will be filmed at the [Waihi Beach Top 10 Family Resort](#). Contestants will have number weeks to build a luxury cabin and have to complete a weekly tourism based challenge.

Tourism Bay of Plenty will arrange all of the challenge activities and locations. If you would like to offer your product as an option for one of the challenges please email Catherine@bayofplenty.co.nz. For more information about the show, visit www.nzjackofalltrades.co.nz.

FLIGHT CENTRE AUSTRALIA

Tourism Bay of Plenty has secured a deal for Flight Centre Australia to capture destination video footage for their website www.flightcentre.com.au. The crew will be filming in the Bay in early May.

This is an exciting opportunity for the Bay of Plenty; the Flight Centre is Australia's biggest sellers of holidays to New Zealand.

PUTTING THE BAY ON THE MAP

Tourism Bay of Plenty successfully facilitated the inclusion of Tauranga, as a main centre, on the television weather forecasts for TV1 and TV3.

A weather camera for each network will be up and running either this weekend or early next week, putting the Bay and Plenty well and truly on the weather map. The next step will be a 'How's the weather' page on www.bayofplenty.co.nz.



Office News

ACCOMMODATION NEEDED - AIMS GAMES

AIMS Games is an elite sporting tournament for Intermediate and Middle school students which will be held in Tauranga from 6-11 September this year.

The organisers require accommodation that can cater for supervised groups of young people on a budget. If you can help please contact Catherine at Catherine@bayofplenty.co.nz or call (07) 577 6234 with rates for 5 night stays.

EUROPEAN CONNECTION?

Tourism New Zealand are looking for stories that have a connection between the Bay of Plenty and Europe - mainly France, Italy, Scandinavia and Spain. If you or your business have a European connection and would like further information about this opportunity, please contact Catherine@bayofplenty.co.nz.

FREE AUSTRALIAN ADVERTISING OPPORTUNITY

Thank you everyone who responded to the request for deals and packages for the www.newzealand.com promotion.

The deals have been loaded on to the website and are waiting for approval from the newzealand.com online team. You will be sent the link to your deal when it has been approved. www.newzealand.com are now requesting **winter holiday deals** - for more information email Catherine@bayofplentynz.com.

SECOND INDUSTRY EVENT OF 2009 - REMINDER

Thanks to everyone that attended the first industry event of 2009. The next industry meeting will be held in June; more details will be sent out once a date and venue are set. If you have any ideas or would like to offer your venue for the next industry event please email Heather@bayofplentynz.com.

COMMERCIAL ACCOMMODATION MONITOR

Guest nights in the Bay of Plenty were up 3.8% from February 2008 to 127,432 in February 2009. The increase is probably due to the Te Matatini National Kapa haka Festival 19 - 22 February.

DUTCH PRODUCT MANAGERS FAMIL

Despite poor weather, the Dutch Product Managers enjoyed their famil in the Bay of Plenty. Tourism Bay of Plenty arranged for the group to visit [Kiwi360](#), [Comvita](#), [Tauranga Art Gallery](#) and Tuhua (Mayor Island) with [Aerius Helicopters](#) for the group.



Cruise Ship News

CRUISE SEASON COMES TO AN END

The 2008/2009 cruise ship season is now finished, with a record number of 56 ships visiting Tauranga. 42 ships are expected for the 2009/2010 season, which is a slight drop from this year but still an increase from 2007/2008.



i-SITE TO BE QUALMARK ACCREDITED

The Tauranga and Mount Maunganui *i-SITES* will be among the first Visitor Information Centres in New Zealand to be evaluated for the newest Qualmark standard.

Qualmark is 'tourism's official quality mark' to help international and domestic travellers select places to stay, things to do and ways to get around. For information about becoming Qualmark accredited visit www.qualmark.co.nz.

LIGHTBOXES

An opportunity to advertise in an internal lightbox in the Tauranga *i-SITE* Visitor Centre has become available.

The lightboxes are a high visibility cost effective advertising tool. If you would like to take advantage of this offer or would like more information please contact Petrina on Petrina@bayofplentynz.com or ring (07) 577 6234.



Congratulations to...

THE TAURANGA JAZZ FESTIVAL ORGANISERS

With over 61,000 people attending, and amazing weather, the 47th National Jazz Festival Tauranga over Easter Weekend was the most successful yet. [Read more here.](#)



National tourism industry news

DOMESTIC TOURISM SPEND UP

Research just released by the Ministry of Tourism shows that spending by domestic travellers increased by 6.2% to \$8.1 billion in the year to December 2008. Read the full media release [here.](#)

TOURISM INDUSTRY MONITOR - REMINDER

The Tourism Industry Monitor is an invaluable tool for operators in the Tourism Industry.

The results are only distributed to businesses that complete the survey; and the information includes actual and expected levels of industry demand, profitability and business confidence.

The Tourism Industry Monitor is easy and quick to use - just visit www.covec.co.nz/TIM and enter the requested information.

The [April edition of the Tourism Leading Indicators Monitor](#) is now available. This document updates tourism industry performance and provides evidence on how the tourism sector is adapting to the downturn in demand.

FREE BUSINESS COURSES

The Enterprise Training Programme is fully funded by the government (NZTE) and designed to assist owners and operators to develop and grow their businesses. Some of the workshops have been developed specifically for the tourism industry.

For more information call 0800 438 7267 or email etpbop@xtra.co.nz. Click [here](#) to see upcoming courses.



Dates to Diary

2 JUNE 2009 – NEW ZEALAND HERALD TRAVEL SUPPLEMENT, FEATURING THE BAY OF PLENTY

The New Zealand Herald's Travel liftout is published every Tuesday, and won Best Travel Section at the 2008 Qantas Media Awards.

Travel will be featuring the Bay of Plenty as a destination on the 2 June ([deadline early May](#)). If you would like to advertise your business in this edition call Roxanne Blackley from the Bay of Plenty Times (07) 577 7770 ext 2882 or email Roxanne.Blackley@bopp.co.nz.