



## TOURISM BAY OF PLENTY NEWS APRIL 2010

### What's New in the BOP

#### TAURANGA MOANA COASTAL CYCLE UPDATE

The project team are working on the feasibility study for the Tauranga Moana Coastal Cycle Trail. The concept route runs along the Pacific Coast from Waihi Beach to the Tauranga waterfront, taking in along the way the Pacific Ocean and Tauranga Harbour, with the Kaimai ranges providing a backdrop. The route includes cultural, historical and environmental components which will cater to the local, domestic and international visitor market.

View the Tauranga Moana Coastal Cycle Trail [question and answer](#) sheet and [poster](#) here. If you would like further information about this project contact [Catherine@bayofplenty.co.nz](mailto:Catherine@bayofplenty.co.nz).

#### WANTED - NEW OR UPDATED PRODUCT INFORMATION

With the Inbound Tour Operator Council annual update day and TRENZ just around the corner (both in May 2010) we need your new and updated product details. Both of these trade days offer an international opportunity to showcase your product.

If you have product that you would like profiled, you believe that your tourism business is 'export ready' and you're willing to offer the minimum required commission rates for trade (20%) send through a brief description (max of 50 words) and image to [Sean@bayofplenty.co.nz](mailto:Sean@bayofplenty.co.nz).

### Industry Events

#### TOURISM NEW ZEALAND INDUSTRY FORUM

Kevin Bowler CEO of Tourism New Zealand and the Tourism New Zealand executive team will be in Rotorua on 27 April for their annual executive Roadshow. The Ministry of Tourism will also be doing a workshop session in the afternoon.

#### 11.00am Tourism New Zealand

An opportunity to meet Chief Executive Kevin Bowler, hear more about the organisations market selection priorities and its strategic direction for the next three years, particularly its plans around digital marketing.

#### 1.00pm Lunch

#### 2.00pm Ministry of Tourism

Want to market more effectively to New Zealanders?

The Ministry of Tourism, in association with Angus and Associates are going to share cutting edge domestic marketing intelligence with you and show you how to apply it. A 'must attend' if you're interested in the domestic market.

**Venue:** Skellerup and Opus Rooms, Energy Events Centre, Queens Drive, Government Gardens, Rotorua

**Cost:** Free of charge

**RSVP:** Please RSVP to [karlene@rotoruaNZ.com](mailto:karlene@rotoruaNZ.com) by Wednesday 21 April 2010

### Bureau News

#### MEETINGS 2010

The Bay of Plenty Convention Bureau will be attending Meetings 2010, along with Bella Vista Lodge and Bay Park, at the Skycity Auckland Convention Centre 22-24 June. Meetings 2010 is New Zealand's only national business tourism event for the conference, meeting, event, exhibition and incentive travel industry.

#### BAY OF PLENTY CONVENTION BUREAU MEETING

The next convention bureau meeting will be held at Equine Sporting Clays.

**When:** Thursday 6th May, 10.30am

**Venue:** Equine Sporting Clays (transport provided see below)

**RSVP:** By Wednesday 28th April to [Heather@bayofplenty.co.nz](mailto:Heather@bayofplenty.co.nz)

**Transport:** Transport will be provided by Mount Classic Tours. Meet at Classic Flyers, Jean Batten Drive at 9.30am. Please park to the rear of Classic Flyers by the Military Museum - turn right into Dakota Way just before the Museum (this is all free parking).

For more information about membership, or the role of the Bureau, contact the Convention Bureau Manager Esther Goldsworthy on (07) 577 6234 or [Esther@bayofplenty.co.nz](mailto:Esther@bayofplenty.co.nz).

### Opportunities

#### GRAB A DEAL WITH GRABIT TRAVEL

Connect with tourists and travellers who can view up to the minute information about deals and availability from the GRABIT website or any site carrying a GRABIT widget. GRABIT Travel NZ is a new and free way for New Zealand tourism and travel operators to distribute last minute deals, packages, specials, rates, notifications etc over the twitter network - direct from their twitter account.

It's free to use and takes less than a minute to join. You will a twitter account but this is also free and easy to register - [register for Twitter here](#). For more information about GRABIT and what they do visit [nz.grabit.travel](http://nz.grabit.travel)

#### XPERIENCE PLENTY

Mount Classic Tours recently acquired the gift voucher website company, Xperience Plenty Ltd. If you have a product or service that would work well as a voucher contact Ian Holyroyd at [info@xperienceplenty.co.nz](mailto:info@xperienceplenty.co.nz) or phone (07) 574 1779 for further information.

### Congratulations to...

The [Sebel Trinity Wharf Tauranga](#) who achieved 4 star plus Qualmark accreditation. 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](http://www.qualmark.co.nz).

### Tourism BOP Famils

#### BUTLERS SWIM WITH DOLPHINS

i-SITE and Tourism Bay of Plenty staff were recently lucky enough to go dolphin watching and swimming with Butler on the Gemini Galaxsea. It was a great day out and Butler is passionate about giving the ultimate Kiwi experience to visitors who really want to swim with these amazing animals. Visit [www.swimwithdolphins.co.nz](http://www.swimwithdolphins.co.nz) for more information.

### i-SITE

#### WELCOME BACK RAWINIA

Rawinia Houia is back from maternity leave and has taken up her previous role of i-SITE Manager. If you would like to contact Rawinia email [Rawinia@bayofplenty.co.nz](mailto:Rawinia@bayofplenty.co.nz) or call (07) 578 8103.

#### i-SITE LOCAL FAMILS

Now that the cruise ship season has finished and summer is coming to an end it's a good time of year for the i-Site staff to attend famils of your venues. Famils and product updates are a great way for our staff to become more familiar with your products and services, which helps to sell them more effectively.

If you would like the i-SITE staff at your venue or want come in and present a product update, email [Shelly@bayofplenty.co.nz](mailto:Shelly@bayofplenty.co.nz).

#### BRIARS SEASIDE RIDES FAMIL

i-SITE staff were invited on a horse trek Briar's located at Maketu. The 2 hour trek took them beside the ocean and over farmland with breathtaking views of the whole Bay of Plenty and beyond.

Briar's horses are crossbred and specially chosen for their calm reliable temperaments, which is important considering many people, who go on the treks have never ridden before. Thanks to Claire and her staff for an excellent experience. Visit [www.briarshorsetrek.co.nz](http://www.briarshorsetrek.co.nz) for more details.



i-SITE team on a trek with Briar's, Maketu

#### POSTER DISPLAY - MT MAUNGANUI i-SITE

The opportunity for poster display advertising in the Mount Maunganui i-SITE Visitor Centre has become available. The poster displays 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 Rawinia on [Rawinia@bayofplenty.co.nz](mailto:Rawinia@bayofplenty.co.nz) or call (07) 578 8103.

### Spotlight On...

#### BELLA VISTA LODGE AND FUNCTION CENTRE

Bella Vista Lodge and Function Centre is located ten kilometers from Tauranga in the hills of Ohauti. Bella Vista more than lives up to it's name which means 'beautiful view' by capturing stunning views of the entire Bay of Plenty region. The lodge provides luxury accomodation for up to eight people. Dine alfresco on the large veranda while taking in the spectacular views or if the weather is cooler enjoy a drink in front of the large open fireplace.

Bella Vista Function Centre can cater for weddings, conferences and functions of up to 250 people. From audio-visual equipment and interactive multi-media, to a spacious area for team building exercises, the venue offers a fully licenced catering service and also has a helipad available. For further information visit [www.bellavistalodge.co.nz](http://www.bellavistalodge.co.nz) or call (07) 570 0100.



Outlook from Bella Vista Lodge

### Events

#### ANACONDA ADVENTURE RACE - 24 APRIL

When the starter's hooter shrills across Anzac Bay, Bowentown at 9am on Anzac Saturday 24 April, the blast will mark the start of the inaugural New Zealand event in the Trans Tasman Anaconda Adventure Race series.

The spectacular multisport course covers a total distance of almost 60km around the northern Bay of Plenty region. The course traverses 26km of private forestry and farmland and takes in the idyllic waters of Anzac Bay, the white sands of Waihi Beach and coastal tracks and trails. Suitable for individual and teams, for further information go to [www.anacondaadventure.com](http://www.anacondaadventure.com) or contact Event Manager Bryce Green at [bryceg@totalsport.co.nz](mailto:bryceg@totalsport.co.nz).



#### HIGH, WET AND DIRTY FOR \$30 AT SPRING LOADED

On Saturday May 1, the bopfm crew will be at Spring Loaded for a massive day of adrenaline pumping fun. Enjoy the activities offered for a fraction of the normal cost:

- Kaituna Jetboat – \$30
- 4WD Mudbugs – \$30
- Aerius Helicopter flights – \$30

Do one or do them all. Tickets available on the day at Spring Loaded. 316 State Highway 33, Paengaroa, 10 minutes South of Te Puke. Check out [www.springloadedfunpark.co.nz](http://www.springloadedfunpark.co.nz) or [www.bopfm.co.nz](http://www.bopfm.co.nz).

### Dates to Diary

#### 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](mailto:etpbop@xtra.co.nz).