



## TOURISM BAY OF PLENTY NEWS AUGUST 2009



### Industry Events

#### TOURISM INDUSTRY FORUM INVITE

Tourism Bay of Plenty, Tourism Industry Association and Tourism New Zealand would like to invite you to attend a Tourism Industry Forum.

**Date:** 24 September 2009

**Venue:** Rotorua Convention Centre, Concert Chamber, 1170 Fenton Street, Rotorua

#### Morning Session 10:15am – 12:30pm:

##### Tourism Industry Association update

Discussion and debate to establish and prioritise tourism's national and regional issue which will then be delivered to key influences at Parliament via the tourism leaders symposiums in Wellington. Our focus is to ensure that we continue to grow tourism's influence in the policy and regulatory settings of government.

**Lunch: 12:30 – 1:00pm (lunch provided)**

#### Afternoon Session 1:00pm – 4:00pm:

##### Tourism New Zealand Australian update

- An overview of the Australian market
- The current market situation
- Tourism New Zealand's strategy: Marketing, PR, Trade and online
- Trans Tasman aviation market
- The importance of online presence and the essentials of website development
- Opportunities in the Australian market.

**RSVP:** [Catherine@bayofplentynz.com](mailto:Catherine@bayofplentynz.com) – please ensure you advise which (or both) session you will be attending. RSVP is compulsory for catering purposes.

**Criteria:** You can attend either or both seminars.



### Qualmark News

[Mount Classic Tours](#) has once again achieved its Qualmark status increasing its endorsements to cover three categories, Visitor Transport, Visitor Activity, and Visitor Services. Mount Classic Tours are also now allied members of ITOC.

[Canoe & Kayak](#) Bay of Plenty achieved Qualmark Accreditation under the category of visitor activity.

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).



### Industry Happenings

#### TOURISM INDUSTRY MONITOR - CALL FOR PARTICIPATION

[Tourism Industry Monitor](#) (TIM) is now open for data collection and closes on Tuesday 8 September. The purpose of the TIM is to provide individual tourism businesses with regular, up-to-date information on the performance of the tourism sector, including the outlook for the next three months.

Please visit the [www.covec.co.nz/TIM](http://www.covec.co.nz/TIM) and use the password NEW to complete the survey. The survey will take about 4 minutes to complete, and only businesses that complete the survey by midnight on Tuesday 8 September will receive the results.

## INVITE TO PRE-CRUISE SEASON WORKSHOP

Tourism Bay of Plenty is hosting a pre-cruise season workshop for operators and industry partners in preparation for the upcoming 09/10 season.

Presentations will be made by Craig Harris - Cruise NZ, Graeme Marshall - Port of Tauranga and Ian Rossiter - NZ Transport Agency. There will also be representatives from key agencies such as the Port of Tauranga and NZ Police.

**Date:** Tuesday 13th October  
**Time:** 10.00am  
**Location:** Classic Flyers NZ, 9 Jean Batten Drive, Mount Maunganui  
**RSVP:** [heather@bayofplentynz.com](mailto:heather@bayofplentynz.com)



What's new in the Bay of Plenty

## ROTORUA AIRPORT TAKES OFF FOR TRANS TASMAN FLIGHTS

More than 40 years after it first opened, Rotorua Airport is about to become an international airport. Air New Zealand will fly its A320 aircrafts from Sydney to Rotorua and return twice-weekly Trans Tasman flights to Sydney from 12 December 2009.

The announcement is a significant development for tourism in Rotorua, the Bay of Plenty and the rest of the Central North Island. Bookings for the first Trans Tasman flights are already open. [Read the full press release here.](#)

## RESPONSIBLE TOURISM WORKSHOP

The Sustainable Tourism Charter (BOP) is running a workshop to support tourism businesses in the Bay of Plenty, work towards achieving a Qualmark Enviro Award. The workshop will provide you with the same paperwork Qualmark uses as part of the official assessment.

You'll receive one on one guidance and support, as well as have the opportunity to communicate with other tourism businesses to ensure a realistic, practical and collaborative approach is taken to your sustainable business development.

**Date:** Thursday 17th September  
**Time:** 9:00am – 1:00pm  
**Venue:** Sustainable Business Network offices, Level 1, 65 Chapel St, Tauranga  
**Cost:** FREE  
**RSVP:** [Heather@bayofplentynz.com](mailto:Heather@bayofplentynz.com)

## AGREEMENT OPEN GATES FOR TRANS-TASMAN TRAVEL

A new trans-Tasman agreement is set to increase the rewards for New Zealand's tourism industry. It will result in improvements in the speed of screening and processing of low-risk passengers.

SmartGate technology, which allows self-processing for ePassport holders, will also be introduced for arrivals at Auckland airport by the end of 2009, with Wellington and Christchurch airports following next year. [Read more here...](#)

## NEW ZEALAND FREEDOM CAMPING

A new website [www.camping.org.nz](http://www.camping.org.nz) provides a 'one stop shop' for campers and motor homes. The key message to campers is "assume nothing – always ask a local".

The website encourages campers to check with *i*-SITES, Department of Conservation (DOC), Visitor Centres and Holiday Parks to find out where they are permitted to freedom camp and other local camping information.



## GOOD LUCK RAWINIA

Last week Tourism Bay of Plenty said farewell to Rawinia Houia, who is expecting her first baby at the end of September. Petrina Dodd has taken over the role of *i*-SITE Manager while Rawinia is on maternity leave. Contact Petrina on [Petrina@bayofplentynz.com](mailto:Petrina@bayofplentynz.com) for anything *i*-SITE related or to say hello.



Advertising Opportunities

## GET YOUR BUSINESS RANKED

[www.Rankers.co.nz](http://www.Rankers.co.nz) is a website where customers can rate and review their New Zealand tourism experiences. This user-generated-content provides independent, unbiased information for the New Zealand traveller.

### Why get Ranked?

Success story - Canoe and Kayak BOP asked their customers to rank them and they are now listed number one in the Bay of Plenty region at 94% from the 18 reviews listed.

### How do you get Ranked?

Simply register your business on [www.rankers.co.nz](http://www.rankers.co.nz) (there is a cost to register) then ask your customers to go online and enter their feedback. For more information visit [www.rankers.co.nz](http://www.rankers.co.nz), email [info@rankers.co.nz](mailto:info@rankers.co.nz) or phone Cyren Crick on 021 468 995.

## MARKETING MANAGER WANTED – WHITE ISLAND TOURS

Would you like to become part of a well-established, dynamic business that revolves around tours to New Zealand's only live marine volcano? If so White Island Tours are seeking a vibrant person to fill the position of Marketing Manager.

For more information email [hr@whiteisland.co.nz](mailto:hr@whiteisland.co.nz) applications close Monday 14 September 2009.



Ian Holroyd and George Oliver who have acquired Coastline Shuttles and Luxury Airport Shuttles, the two businesses will operate under the banner of Luxury Airport Shuttles Ltd.

The combination of [Mount Classics Tours](#), Royale Coaches and Luxury Airport Shuttles, makes this organisation one of the largest passenger transport companies in the Bay of Plenty. The businesses will have over 60 staff and 40 vehicles.

[PeeJay White Island Tours](#) who won the Volcanic and Geothermal award for 2009 in the inaugural Rankers Traveller Voted Awards for 2009.

A Traveller Voted Award is quite different to any other. Over 5,000 votes were cast by the most important critic of all - the independent traveller. These businesses have shown they look after their customers by going the extra mile, visit [www.rankers.co.nz](http://www.rankers.co.nz) for more information.

## THE BAY EXPERIENCE

The Bay Experience is weekly radio promotion on [105.4 BOPFM](#). Every week for 6 weeks BOPFM reporters will cover the reasons why the Bay is such a wonderful place to be.

Music, art, food, culture, adventure and boutique accommodation are just some of the experiences the reporters will be covering. [View further information here](#) or contact The Bay Experience Account Manager Jamie Joseph on 021 36 1054.



## 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) or view upcoming courses [here...](#)

### FINANCIAL PLANNING FOR BUSINESSES IN THE TOURISM INDUSTRY

For businesses in the tourism industry these are interesting and challenging times. Come along to a series of two workshops dealing with these issues and gain knowledge of strategies that will assist your success.

**Date:** Part 1 - Tuesday 8th September 2009  
Part 2 - Tuesday 15th September 2009

**Time:** 9.00am to 12.00pm (both workshops)

**Venue:** Empower Team Ltd, Unit 5, 3 Newton Street, Mount Maunganui

**RSVP:** [etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz) or phone (0800) 4387267 or (07) 572 5492

Participation entitles you to **FREE** follow up coaching to assist you in implementing what you've learned into your business.