



TOURISM NEWS BAY OF PLENTY FEBRUARY 2008



Office News

QUARTERLY INDUSTRY MEETING

March is a busy month, so mark your calendars now for Tuesday 25 March, when [Waimarino](#) in Bethlehem will host the next tourism industry night. Blair and his team will open up the adventure park and offer use of kayaks, the kayak slide, ropes course and more at no charge. He'll also offer short river cruises aboard his new pontoon. Topics on the night include the new AA domestic campaign and a tactic guaranteed to increase your tourism business will be provided absolutely free.

Nibbles will be provided and some wine and beer will be offered on a gold coin donation basis. Please feel free to BYO.

WHERE: Waimarino, 36 Taniwha Place, Bethlehem, Tauranga

TIME: From 5:30pm

DATE: Tuesday 25 March 2008

PRICE: FREE

RSVP: info@bayofplentynz.com by 19 March

AA DOMESTIC CAMPAIGN

Communication about the new domestic campaign through AA went out earlier this month. Tourism Bay of Plenty is heavily involved in the campaign, which aims to motivate Kiwis to travel around their own country, encouraging 4-day weekend breaks in a bid to help increase domestic tourism, particularly during the shoulder seasons of spring and autumn.

To read the full details about the campaign, please click [HERE](#). We still need fantastic deals from the industry to include on webpages which will feature in all campaign advertising. **Please**



What's new in the Bay of Plenty

TE PUKE FARMERS MARKET DISCUSSION

A discussion about establishing a fresh food and produce market in Te Puke will be held on Monday 3 March at 5.30pm in the Pioneer Room in the Te Puke Memorial Hall. All interested parties are encouraged to attend. If you are a producer, please bring samples of your produce and any marketing information that you may have. Please RSVP by Friday 29 February to kathy.webb@wbopdc.govt.nz or ring 07 579 6503.

NEW TAURANGA ART GALLERY EXHIBITIONS

The [Tauranga Art Gallery](#) is currently hosting one of New Zealand's most significant documentary photography exhibitions, Handboek: Ans Westra Photographs. The exhibition runs until 6 April. Two new exhibitions beginning 15 March are Ko Tawa: Maori Ancestors of New Zealand and Like Mother, Like Daughter: Katherine Sperrey and K. Airini Vane. For more visit www.artgallery.org.nz.

FREE BUSINESS CLASSES

Empower Team Limited offers a range of free business courses. The courses on offer during the next month include 'Business Start up Workshop'. To read about all available courses, click [HERE](#) for the upcoming schedule or ring 07 578 7017 for details.

CARGO SHED SCHEDULE

In addition to its usual opening days of Saturday and Sunday from 10am-4pm, [Cargo Shed Creative Arts](#) on Dive Crescent will also be open for the following cruise ships days in March: 3, 4 and 10. It will also be open on Monday 24 March on Easter weekend.

send us your deals by Friday 29 February.

The webpages dedicated to the campaign will be live on 31 March to correspond with the start of a 15-second TV commercial (TVC) to run within the same advert break as the AA TVC. The Bay of Plenty advert will run on TV1, TV2 and TV3, while the AA TVC will run on TV1, TV2, TV3 and Sky. The regional TVC will air from 31 March to 3 May.

If you are interested in running your own TVC to leverage off the regional TVC or have questions about the campaign, please contact Esther or Stephanie on 07 577 6234.

OPERATOR IMAGE REQUEST

Tourism Bay of Plenty would like to increase its library of images in order to showcase all there is to see and do in the coastal Bay of Plenty. We need images that show off the Bay's best places to stay, scenic spots and activities. If you have photos you are happy for us to use on our website or in collateral, please email them to stephanie@bayofplenty.co.nz. You will need to fully own the images or have the right to use them for promotional purposes.



The Mount Maunganui *i*-SITE has been given a facelift. The exterior of the visitor centre on Salisbury Avenue has brand new signage that is more visible to visitors.

The Tauranga *i*-SITES have farewelled their summer helpers Chloe and Ben. Thanks to both for their great help over the busy summer season.



CONFERENCE AND EVENT PLANNER

An updated Bay of Plenty conference and event planner will be published this winter in time for Meetings 2008. Communication was sent out last week; if you have any questions about it please ring Karen on 07 577 6234 or email karen@bayofplenty.co.nz.

CONFERENCE NEWSLETTER

The next quarterly conference newsletter will be sent out on March 4. If you have any news for this market or wish to receive this newsletter, please contact Karen on 07 577 6234 or karen@bayofplenty.co.nz.



	Visitor arrivals	Guest nights
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Apple Tree Backpackers has changed its operation to long-term rentals only.

Comvita in Paengaroa has used its Manuka honey expertise to develop huni®, a new, natural skincare range, which was launched nationally this month. The huni range features nine products including cleansers and moisturisers plus soaps in Kowhai, Propolis and Royal Jelly variants. Further huni products will be launched on the market throughout the year. For more visit www.comvitahuni.com.

Dolphin Blue is a new tourism venture offering marine adventure tours that include dolphin watching and swimming plus observing the wide range of marine and bird life that can be seen in the coastal Bay of Plenty region. For details visit www.dolphinblue.co.nz or ring 07 576 4303.



CRUISE PASSENGERS SATISFIED

New research shows cruise ship passengers are enjoying what New Zealand has to offer. Tourism New Zealand's first-ever study into cruise visitor satisfaction found that 93 per cent of visitors surveyed were either extremely satisfied or very satisfied with their New Zealand cruise experience. Nearly 70 per cent say they are likely to return and not necessarily on a cruise. The research, which covered the 2006/07 season.

March cruise ship visits:

MERCURY	1 March 2008
STATENDAM	2 March 2008
MERCURY	3 March 2008
DELPHIN VOYAGER	3 March 2008
SUN PRINCESS	4 March 2008
SAPPHIRE PRINCESS	8 March 2008
SAPPHIRE PRINCESS	10 March 2008
PROFESSOR KHROMOV	17 March 2008

The regularly updated schedule is found on the Port of Tauranga's website; to see the full schedule click [HERE](#).



Tickets are selling well to the **National Jazz Festival**, held 20-24 March 2008 in Tauranga. For concert and ticketing information check the

YE Dec 2007	531,195	1,276,246
Change from YE Dec 2006	+3.2%	+6.9%
Dec 2007	58,248	153,709
Change from Dec 2006	-4.3%	+4.2%

(Source: Commercial Accommodation Monitor)

festival website www.jazz.org.nz.

Other upcoming events:

- 1 March – Kaimoana Festival, Maketu
- 8 March - Tauranga Boutique Food and Wine Festival, Tauranga
- 15 March - BOP Regional Ethnic Festival, Tauranga
- 16 March - Rhapsody in March at the Funky Lizard, Paengaroa
- 22 March - First Sovereign Trust Japan/NZ Cup Day, Tauranga
- 30 March: Three Divas concert, Tauranga

For full details on these and other upcoming events please visit www.bayofplentynz.com/events.