



What's New in the BOP

CAMPING ADVENTURES IN THE BAY OF PLENTY

Tourism Bay of Plenty and Roadcraft Campervans arranged for New Zealand Herald Travel writer Sue Baxelle to venture to the sunny Bay of Plenty in a campervan, with her family.

Sue and her family had a fantastic time camping, glow-worm kayaking, horse riding thanks to Waihi Beach Top 10 Holiday Resort, Briars Horse Treks, Waimarino Adventure Park, Mount Beachside Holiday Park and the Mount Maunganui Hot Salt Water Pools. [Read the full New Zealand Herald article here.](#)



Sue and her family at New Dicks Beach

BAY GETS EXTRA EXPOSURE

TV ONE has announced that they are repeating New Zealand on a Plate Series 2. The Bay of Plenty episode featuring local chef Peter Blakeway will air on Saturday 6 February at 9.00 am.

If you missed the first screening make sure you don't miss out on this one. Watch Peter cook up delicious dishes, with fresh locally grown and produced ingredients. All the episodes will also be available ON DEMAND on the TV ONE website at <http://tvnz.co.nz/nz-on-a-plate/show-2967985>.

BORN IN THE BAY MERCHANDISE

Born in the Bay is a new range of tourist tees designed to showcase the Bay of Plenty. Designed and hand printed or embroidered in Tauranga with fresh, modern and iconic Bay of Plenty images, these t-shirts, polos and caps are true to their name – Born in the Bay.

The label belongs to embroidery and screen printing company, Logotech. Born in the Bay clothing is available to be sold through tourist activities, clothing shops, and selected cafes in the Bay. Enquiries can be made on (07) 578 1751 or by e-mail – orders@borninthebay.co.nz – view the range merchandise on their website www.logotech.co.nz.



Industry Events

CAN'T WAIT FOR THE RUGBY WORLD CUP?

Neither can we - so Tourism Bay of Plenty and the Bay of Plenty Rugby Union have organised Martin Snedden, head of the Rugby World Cup organising team, to come and talk to Bay businesses about how they can benefit from opportunities arising from Rugby World Cup 2011.

Martin, a former New Zealand cricket representative and CEO of Cricket New Zealand, was appointed as the CEO of Rugby New Zealand 2011 in December 2006. He had a distinguished international cricketing career which included 25 test matches and 93 ODI appearances for New Zealand.

Rugby World Cup 2011 is huge even by international standards. It will be one of the world's largest sporting events and for rugby-crazed New Zealand it holds a lot of significance. Come along to the Sebel on Tuesday 16 February and see how you can take advantage of this international sporting event.

Date: Tuesday 16 February 2010

Time: 5.00pm – 6.00pm

Venue: Sebel Trinity Wharf, Tauranga

RSVP: Heather@bayofplentynz.com by Friday 12 February

Please note numbers are limited.



Advertising Opportunities

NEW ZEALAND HERALD TRAVEL SUPPLEMENT - FEATURES THE BAY OF PLENTY

The New Zealand Herald's Travel lift-out 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 March 2010. 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 or read further information [here](#).

OPPORTUNITY TO FEATURE IN DESTINATION MAGAZINE

Destination Magazine's March issue will be featuring the Bay of Plenty in the March issue. Destination is a quarterly magazine that is available on all Air New Zealand international flights and attracts 120,000 readers and 50,000 online readers per issue. If you're interested in advertising in the Bay of Plenty issue contact Kelly Hunter kelly@destinationsmedia.travel or phone (07) 571 2334.



Qualmark News

Congratulations to the following operators who recently achieve Qualmark accreditation:

- [Colonial Court Motor Inn](#) - Enviro Silver
- [Dolphin Blue](#) - Enviro Bronze
- [Mauao Tours Ltd](#) - Endorsed Visitor Activity and Endorsed Visitor Service
- [Harbourside City Backpackers](#) - 4 Star Backpackers
- [Papamoa Top 10 Holiday Resort](#) - Enviro Gold
- [Sunfish Charters](#) - Endorsed 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 or contact Catherine@bayofplenty.co.nz.



Spotlight On...

KATIKATI BIRD GARDENS

The [Katikati Bird Gardens](#) gardens now offer a self drive golf cart service as well as the guided tours of the gardens. The carts are popular with cruise ship visitors and they make the gardens accessible to everyone regardless of age or mobility. The carts are available for hire off-site for special events, for further information contact Scott at the Bird Gardens info@birdgardens.co.nz or visit www.thebirdgardens.co.nz.

FANTAIL LODGE TO BUILD TEN NEW VILLAS

The lodge which started 20 years ago with just one guest bedroom, will soon grow to 30 rooms. The existing lodge will remain as a boutique country lodge, and will also have a 'private' village of luxury villas incorporated in the overall operation. Read more about this project on Fantail Lodge's website www.fantailodge.co.nz.



Industry Happenings

NEW CEO TAKES THE WHEEL AT TOURISM NEW ZEALAND

Tourism New Zealand welcomes Kevin Bowler to the team as Chief Executive. After spending the summer break exploring New Zealand's tourism hot spots with his family, he is now keen to get his feet under the desk in his new role.

REGISTER NOW FOR UK/EUROPE NEW PRODUCT WORKSHOP

Tourism New Zealand invites New Zealand tourism operators who are new to the UK/Europe travel seller market to participate in the July UK/Europe New Product and IMA Workshop in London and are:

- Established product providers within New Zealand
- Ready to work with international travel distribution channels and are aware of commission expectations
- Wanting an opportunity to develop business relationships with, and gain a better understanding of, the key UK/Europe markets for New Zealand.

The UK/Europe New Product and IMA Workshop is an opportunity to connect with UK/European travel sellers and introduce New Zealand tourism products not currently brochured or sold in-market by UK/Europe travel sellers. View the [registration document here](#) or contact Monica Armesto at Tourism New Zealand for further information monicaa@tnz.govt.nz.



Conference Corner

BAY OF PLENTY CONVENTION BUREAU MEMBERSHIP

The concept of a membership based bureau to help increase the Bay of Plenty's profile in the Convention arena has been successful with local operators. Conference venues, activity and team building providers and support services such as caterers are looking forward to being actively involved with the local Convention Bureau to help build the Bay's reputation as a great place to meet. [View the full membership information here.](#)

BAY OF PLENTY CONVENTION BUREAU MEETING - WEDNESDAY 17 FEBRUARY

You are invited to attend the third Bay of Plenty Convention Bureau meeting, next month, to discuss conferencing developments in the Bay of Plenty.

Where: Mills Reef Winery

When: Wednesday 17th February , 10.00am -

11.30am

RSVP: By Friday 12th February to
heather@bayofplentynz.com or (07) 577
6234

We strongly encourage those who have been unable to make the previous meetings to ensure they attend, as this may be the last opportunity for non-members to attend the meetings. If you want further information about the Bay of Plenty Conference Bureau, contact Esther on (07) 577 6234 or Esther@bayofplentynz.com.



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.

View the [course calendar here](#) or for more information about upcoming courses call 0800 438 7267 or email etpbop@xtra.co.nz.



Cruise Ship News

UPDATED CHANGES TO CRUISE SHIP ESTIMATED ARRIVAL AND DEPARTURE TIMES

ISS-McKay Ltd has confirmed the following changes for the Diamond Princess and Rhapsody of the Seas. If you have pre-booked any tours on those days, please take these timetable changes into account.

- Monday 8 February - Diamond Princess - ETA 0430hrs - ETD 1645hrs
- Wednesday 10 February - Diamond Princess - ETA 0630hrs - ETD 1800hrs
- Wednesday 10 February - Rhapsody of the Seas - ETA 0700hrs - ETD 1800hrs

The complete list of vessels visiting Tauranga, over the 2009/10 season, can be found on the Port of Tauranga website www.port-auranga.co.nz/Shipping-Information/Cruise-Schedules.



Events

Tauranga City Air Show - Waitangi weekend 6 and 7 February

Balloon rides, live music, skydivers and gliders are just some of the attractions of this action packed event - in addition to the jet fighters, helicopters and aircraft acrobatic manoeuvres. Visit www.taurangairshow.co.nz.

Bay of Plenty Kiwi Festival

For 9 days over February and March 2010 the Kiwi Festival will be celebrating everything that makes the Bay of Plenty such a great place to live, work, play. Here just a few of the events that are taking place.

Maketu Kaimoana Festival - Saturday 27 February

Experience the tastes and sounds of a true kiwi event. Savour the flavours of fresh local seafood served in traditional and contemporary styles, accompanied by New Zealand wines and beers. www.maketukaimoana.co.nz.

Bay of Plenty Steamer to the Fiesta in the park - Sunday 28 February

Experience the thrill of travelling on a real steam train when this monster steam engine takes passengers from Mount Maunganui to the Fiesta in the Park, Te Puke. The Fiesta features Guinness World Record attempts, local iron chef celebrity cook off and the world's tallest inflatable water slide.

The Bay Steamer Coastal Trip - Saturday 6 March

Steam along the coast to Matata, for a picnic lunch and entertainment. Classic Flyer aircraft displays, MASH helicopter rides, arts and crafts and more. Tickets are available from the Tauranga i-SITE - adults \$85, kids \$50, Family \$250 (2 adults 2 kids).

Multicultural Festival - Saturday 6 March

A celebration and showcase of Tauranga's diverse cultures, costumes, food, arts and crafts. Held at the Tauranga Historic Village, 17th Avenue. Gates open at 10:00am - adults \$5 and children under 12 free.

Kiwi Festival Carnival - Saturday 6 March

After 9 fabulous days of Kiwi Festival, the grand finale is Carnival – a celebration of global music, arts and dance. Get ready for a great evening listening to the star studded line-up that includes Kora, Batucada Sound Machine, Tahuna Breaks, Kantuta and Regan.

For more information about any of the Kiwi Festival events visit www.kiwifestival.co.nz.

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