



Office News

GNZTR TRADE MANUAL ADVERTISING NOW AVAILABLE

The 2009 / 2010 Great New Zealand Touring Route (GNZTR) Product Manual is in production. The deadline for those operators interested in communicating to the international trade audience is the 2nd February. Don't miss this opportunity to receive international attention. For a full prospectus click [here](#) or please contact Karen on karen@bayofplentyz.com or on 07 577 6234 for more details.

'HAVE YOUR SAY' IN THE BAY

Tourism New Zealand's most recent marketing initiative is due to arrive in Mount Maunganui and Tauranga this anniversary long weekend. The 'Have Your Say' initiative is the next phase in Tourism New Zealand's 'What do you Say UK?' marketing campaign, which launched in the United Kingdom last September. If you know any international visitors who want to send a message home read the press release [here](#). Or visit the Youtube channel [here](#).

PROMOTE YOUR BUSINESS TO 3.4 MILLION USERS

Tourism Bay of Plenty recently met with the management of [Wotif.com](#), Australasia's leading accommodation website. [Wotif.com](#) receives over 3.4 million visits per month. If you haven't looked into registering your business on [Wotif.com](#) before, now is the perfect opportunity as they have launched a new tool called POI Maps (Points Of Interest) for businesses not in the accommodation industry. Click on the links for more information on [Wotif](#) and [POI maps](#)



Congratulations to...

i-SITE staff, Ronda Lawrence, Lisa-Marie Short and Bronwen Evans have all been recognised as 2008 Top Students at the Bay of Plenty Polytechnic.

Waimarino's kayak tours and Adventure Aviation M*A*S*H chopper flights for their inclusion in the current ANZCRO brochure.



Upcoming Events

THE LION FOUNDATION SURF LEAGUE

The Lion Foundation Surf League will be in Mount Maunganui on the 7-8 February. The league is a major surf lifesaving event that showcases the best ocean athletes in New Zealand. One of the most watched television events in the country, you can see it live at the Mount Maunganui. Contact 04 382 7203 or click [here](#) for more information.

TE MATATINI NATIONAL KAPA HAKA FESTIVAL

Te Matatini National Kapa Haka Festival is the world's largest celebration of Māori performing arts. The 4-day event on the 19-22 of February at Baypark Stadium will attract more than 30,000 people from around the country. Tickets are now on sale - visit www.festival.tematatini.co.nz or call 04



SITE

CRUISE SHIPS DRIVE i-SITE SALES

2008-09 season is well underway with the i-SITE's achieving record sales, smashing the previous sales records by more than 20%. Thanks has to be extended to the operators who have worked together with the new systems to make this season the best ever for i-SITE sales.



Cruise Ship News

GREAT SEASON SO FAR

We are fast approaching the midway point of the 08/09 cruise season with 28 of the total 58 cruise visits to the Port of Tauranga completed thus far. The cruise ambassador programme is once again giving cruise visitors a very friendly and personal welcome to our region. Staff at the Port of Tauranga should also be recognised for providing a safe and organised area from which the cruise visitors can successfully engage with our operators and community. The new regional visitor guides and regional visitor maps are also proving popular with cruise visitors.



Industry Happenings

LONGRIDGE REBRANDED

Longridge Fun Park has re-branded and will now be known as Spring Loaded Fun Park. In order to show off their improvements, Spring Loaded has planned an all day launch party on Saturday 24th January from 9am to 5pm. Read the press release [here](#).

FOCUS NEW ZEALAND INAUGURAL NEWSLETTER

A new initiative from Grand Pacific Tours - Focus New Zealand - is aimed at the inbound convention & incentive market. Focus New Zealand will provide a 'one stop shop' environment for groups of any size choosing New Zealand as their destination. The newsletter is a good way to keep abreast with what the rest of the New Zealand C&I industry are up to. The first edition is available [here](#).

NORTH ISLAND TOURISM INCREASING FASTER THAN SOUTH

Tourism in the North Island is forecast to increase at a greater rate than the South Island between 2007 and 2014, according to the Tourism Ministry in a special report for Inside Tourism. See the latest issue [here](#).



On the Web

www.bayofplentyz.com website statistics have bucked the national tourism trend between 2007 and 2008, site visitors have increased by 22.5% over the last year.

The users are predominantly from New Zealand followed by Australia, the UK and alternating positions month by month is the USA, and other European countries.

Also on the web are some humorous Youtube clips recently sent in about the Tauranga population

499 6158 for details.

TAURANGA JAZZ FESTIVAL

An impressive line up that boasts over 40 jazz bands including 4 times Grammy winning headline act The Blind Boys of Alabama is on over Easter. Venue sizes will limit the ticket sales so don't wait until the last minute.

Festival concert programs are available from selected retail outlets, cafes in Tauranga, and Baycourt Theatre. Or visit www.jazz.org.nz

Tickets are also still on sale for the popular "Mills Reef Stars Under the Stars" concerts, which will be on 24 and 25 January 2009. Tickets are \$35 and will be available through [Ticket Direct](#).

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

growing to be the 5th largest in New Zealand at the expense of Dunedin. Check them out below.

www.youtube.com/watch?v=rM4obCp4IXA

www.youtube.com/watch?v=zO-4xfzzS6g

www.youtube.com/watch?v=UJFMyZ-RIFM