



TOURISM NEWS BAY OF PLENTY JULY 2008



Office News

EVENT STRATEGY MEETING

Just a reminder that the Events Strategy workshop for the tourism industry will be held **Wednesday 30 July from 1-3pm at Baycourt Terrace**

A. Tourism Bay of Plenty strongly encourages the industry to attend. Click [HERE](#) for full details.

REGIONAL VISITOR GUIDE

It's not too late to book an advert in The Guide 2009, the regional visitor guide for the coastal Bay of Plenty. To book your advert, please click [HERE](#). This year 100,000 copies of The Guide are being produced, and they will be available onboard the majority of visiting cruise ships as well as displayed in *i*-SITE visitor centres throughout the country. For any questions please ring Stephanie on 07 577 6234.

RUGBY WORLD CUP

Tourism Bay of Plenty has been actively involved for almost one year in the process for a combined bid to host teams and matches for Rugby World Cup 2011 within the Bay of Plenty Rugby Union boundary. This means the bid will likely aim for a match in both Rotorua and Tauranga as well as a team based in each centre. The bid is being finalised by an independent contractor and will be submitted to Rugby New Zealand 2011 by the end of October. Final confirmation of match and team hosting is likely to be in March 2009. C'mon the Bay.

CONFERENCE AND EVENTS PLANNER

The new Conference and Events Planner 2009/2010 is now available. Thanks for all those businesses who advertised; you should have received a copy of the planner in the mail. If anyone else would like a copy please click [HERE](#).

QUARTERLY INDUSTRY NIGHT

Thanks to the [Tauranga Art Gallery](#) for hosting the winter industry night in mid-July and thanks for everyone who attended. The next industry night will be held on late September or early October - we will publish details when they are confirmed.



SITE

An opportunity to advertise in an internal lightbox in the Tauranga *i*-SITE Visitor Centre has opened up. Long-term advertising is available. If you are interested please contact Diane on



Congratulations to...

[Athenree Hot Springs](#) who was the supreme winner in the innovation category of the recent Holiday Parks Association annual conference in Wellington. Don and Lynne Mossop were recognised for their sustainable pool-heating system.

[Briar's Seaside Ride Horse Treks](#) for being named New Zealand Tourism Online's Top Tourism Site Award from New Zealand Tourism Online. The website was chosen because it 'truly enhances New Zealand as a travel destination.'

[Fothergills on Mimiha B&B](#) for being named a finalist in the recent AA Spirit of Hospitality Awards for B&Bs.

[Te Puna Quarry Park Society](#) for winning the Supreme Award at the TrustPower Western Bay of Plenty Community Awards. The society won a \$1500 prize and will represent the district in the 2008 TrustPower National Community Awards, which will be held in March 2009.



What's new in the Bay of Plenty

FREE TOURISM BUSINESS COURSES

Two free workshops for the tourism industry will be offered next month from Empower Team Limited. The marketing workshop 'Providing Customer Service People Rave About' will be held on 21 August, and the financial management course 'Managing Your Financial Position Through Difficult Times' will be on 27 August.

For full details and information on other workshops click [HERE](#), or ring 07 578 7017.

EXPORT BREAKFAST

NZ Trade and Enterprise invites businesses to attend the NZ New Thinking Export Breakfast in Tauranga to hear guest speaker Ed Bernacki, an international author, advisor and creator of the 'Idea Factory'. The breakfast will be held from 7-9:30am on Wednesday 13 August 2008 at the Sebel Trinity Wharf Tauranga. Cost is \$25 per person. For full details and to register click [HERE](#).



Is your business sustainable? Do you want to be more sustainable but don't know how or where to start? The BOP Sustainable Tourism Charter provides a great platform for all businesses to begin their sustainability journey as all the expertise, tools and resources are provided to make it as easy as possible. For all you Qualmark operators out there this programme will provide you with one on one consultancy to help get to those high levels of accreditation in the 'Responsible Tourism Programme'.

The charter is continuing to grow and maintain its momentum, with many key tourism operators within the region recognising the benefits of membership. Contact Michelle on michelle.broadhurst@sbcnz.co.nz; to read more about the charter, click [HERE](#).



On the Web

Visitor numbers to the www.bayofplentynz.com website reached all-time highs in June 2008. Total visitors to the site was 20,591 (up 37% from June 2007) and the number of unique visitors was 13,380 (up 34% from June 2007). The average time spent on the site was 4.5 minutes.



Visitor Statistics

	Visitor arrivals	Guest nights
YE May 2008	544,793	1,270,694
Change from YE May 2007	+0.9%	+0.5%
May 2008	33,555	70,640
Change from May 2007	+3.1%	-2.3%

(Source: Commercial Accommodation Monitor)



New and updated product

Aqua Vida Spa in Welcome Bay has launched its 'Float Ins'; guests are welcome to bring a DVD while enjoying a soak in the spa. Groups are encouraged to just bring togs and a towel, or make a full night of it with drinks and nibbles. Cost is just \$25 per person, and groups are welcome anytime from 6:30pm. Bookings essential. Click [HERE](#) for more.

Cruise New Zealand has relocated its luxury launch *Ultimate Escape* to Auckland.

Willowbark Ranch is a new B&B accommodation located in Athenree. The B&B is part of 18-acre grounds and offers two spacious self-contained units. The property also has cows, horses, sheep, pig and ducks which guests are welcome to feed and interact with. The ranch also offers a horse trek from its property. For details ring 07 863 4282.

FAREWELL TIME

Ian Litchfield has moved on from his role as manager at [Golf Te Puke](#) and is heading to Hobart, Tasmania. Meanwhile, Dougal Stewart, operations manager at [White Island Tours](#), is moving on from the company. Best of luck to both.



National tourism industry news

MAORI TOURISM CONFERENCE

Registrations are now open for the Maori Tourism Conference in Rotorua, to be held 8-10 September. The New Zealand Maori Tourism Council invites the tourism sector to experience the Maori world firsthand starting with a marae stay opportunity on Monday 8 September. The programme and registration form are now available on www.maoritourism.co.nz.



Upcoming Events

Ridge Country Retreat is offering an overnight experience to cater to food lovers on Saturday 9 August. Executive Chef James will be offering his skills in a cooking class, The event includes lunch, recipes, a five-course dinner and bed and breakfast for just \$420 per person. For full details click [HERE](#) or ring 07 542 1301.

Tickets for the biennial **Bayleys Garden and Artfest** go on sale 1 September. The event will be held from 11-16 November; to keep up with programme announcements visit www.gardenandartfest.co.nz.

Entries to next year's **Port of Tauranga Half Ironman** filled up in record time. The 2009 event will mark the 20th anniversary of the popular multisport competition. For more visit www.halfironman.co.nz.

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