



What's New in the BOP

WANTED - DEALS, DEALS, DEALS

Things have been busy in the Tourism Bay of Plenty office and there are some exciting opportunities coming up to promote your business.

Tourism Bay of Plenty requires deals and packages for the marketing campaigns detailed below.

You can submit one deal for all three promotions, or as many as you like, by using the template below.

AUSSIE OPPORTUNITY WITH PACIFIC BLUE

Pacific Blue will be flying directly to Hamilton Airport, three times a week each, from Sydney and Brisbane airports, starting on 3 September. Tourism Bay of Plenty is working closely with Pacific Blue, on an Australian marketing campaign, to maximise this opportunity for the Bay

Blue Holidays, a subsidy of Pacific Blue, have requested activity and accommodation deals and packages for the Bay of Plenty. These offers will be loaded onto the Blue Holidays website.

Important - please note:

- You must be prepared to pay up to 25% commission to Blue Holidays
- The commission cannot be added to your rack rate
- You'll be working with Blue Holidays directly but Tourism Bay of Plenty will be the first point of contact.

AA GREAT KIWI ESCAPES

Tourism Bay of Plenty is collaborating with the AA on their "Great Kiwi Escapes" campaign, which will be running in New Zealand and Australia over the next couple of months.

The campaign will be supported by the AA website showcasing activity and accommodation deals and packages for the Bay of Plenty.

SPRING INTO ACTION - FREE AUSTRALIAN ADVERTISING OPPORTUNITY

It's time to start thinking about your spring deals for www.newzealand.com. With millions of visitors to this website every month, this website provides you with a great opportunity to promote your product at no cost.

How can you take advantage of these offers?

- Fill out the [deals and package template](#)
- Email the completed version to Catherine@bayofplentynz.com.

Please contact Catherine by email or phone (07) 577 6234 if you have any queries about these offers.

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

SEEKING REGISTRATIONS OF INTEREST

Tourism Bay of Plenty is seeking registrations of interest from qualified and experienced suppliers for the redevelopment/upgrade and hosting of the www.bayofplentynz.com website. Read the full [Registration of Interest document](#).



i-SITES ACHIEVE QUALMARK ACCREDITATION

Tourism Bay of Plenty is proud to announce that the Tauranga and Mount Maunganui i-SITES are now individually Qualmark endorsed.

Qualmark is New Zealand tourism's official mark of quality. All tourism businesses that carry the Qualmark means they've been independently assessed as professional and trustworthy, so travellers can book and buy with confidence.

Want to become Qualmarked?

Tourism Bay of Plenty provides a support and facilitation service for all tourism operators who would like to apply for a Qualmark licence, for more information contact Catherine@bayofplentynz.com.

i-SITE LOCAL FAMILS

This is the perfect time of year for the i-Site staff to attend famils of your venues before the busy summer season starts. Famils and product updates are a great way for our staff to become more familiar with your products and services, which helps to sell them more effectively.

If you are interested in hosting the i-SITE staff at your venue or want come in and present a product update, email Shelly@bayofplentynz.com.



Upcoming Events

ARTS FESTIVAL 2009

The full schedule for this year's Tauranga Arts Festival will be released in August for the 6th Tauranga Art Festival taking place from 22 October – 1 November 2009. For details visit www.taurangafestival.co.nz.



Industry Happenings

ADVERTISING OPPORTUNITIES

Newzealandcard.com

Newzealandcard.com is a free marketing opportunity for New Zealand based tourism and hospitality businesses.

There's no cost to take part in the scheme – the only requirement is that you have a 'special offer' available to New Zealand card holders. Read [more here](#) or contact sophie@anznaturetours.com for more information.

Show off your business

Show off advertising is inviting you to taking part in an innovative new advertising initiative. Tauranga Mount taxis will be fitted with digital display advertising units showcasing your business to a captive audience – literally. For more information or to sign up visit www.showoffadvertising.co.nz



Office News

Calley Hoffman's internship with Tourism Bay of Plenty is coming to an end in early September. Calley doesn't want to leave New Zealand just yet and miss out on summer in the Bay.

Calley has a working holiday visa until October 2010 and is looking for summer work, so if you can help please contact Calley@bayofplentynz.com or call (07) 577 6234.



Congratulations to...

[Mount Maunganui Beachside Holiday Park](#) who were awarded the Qualmark and THL Award for most improved holiday park. The win, at the Holiday Parks Conference in Blenheim, sees the park rise to a four star facility from a two and a half star grading last year. [Read the whole article here...](#)

Diane Drummond who has been appointed General Manager of [Mount Classic Tours](#). Diane's role is to support Mount Classic Tours growth in tourism product in New Zealand and Australia.



Conference Corner

Esther and Heather, from Tourism Bay of Plenty, attended MEETINGS 2009, alongside Ridge Country Retreat and Classic Flyers. MEETINGS provides the opportunity to showcase the region's conferencing facilities to national and international conference and event planners.

If your business has conference, meeting or special event facilities please contact Esther or Heather at meet@bayofplentynz.com or phone (07) 577 6234.



New and updated product

GAME ON ACTIVITIES AT BLOKART HEAVEN

The ultimate land sailing experience is now under new management. Game On Activities Ltd at Blokart Heaven have extended their activities and now offer infra-red laser tag and laser clay bird shooting.

Activities at Game On are great for individuals, families, work groups and schools, the well-trained staff at Game On Activities will ensure your experience is conducted in a fun, safe and professional manner, leaving you with a blokart grin. Contact gameonactivities@xtra.co.nz for more information.

TAURANGA TASTING TOURS

[Tauranga Tasting Tours and Charters](#) now offer two new and exciting tours - perfect for a group or just a few people. Both the Coromandel Discovery Tour and Premiere Tasting Tour are new for 2009.

Experience an intimate tasting of 'New Zealand's Winemaker of the Year' premium Elspeth range of award-winning wines matched with lunch, or a range of quality artisan food products on the Coromandel Peninsula. For more information visit www.tastingtours.co.nz.

MAUNGANUI THE MARKET

Maunganui the market is held every Saturday 10am to 2pm at the Citizens' Hall, 345 Maunganui Road, Mount Maunganui. The market provides an indoor venue for the local creative community to exhibit and sell their art and crafts as well as local fresh produce and artisan foods.

If you are interested in booking a stall space, phone Mahia Wilson on (07) 552 5555 or mahia52@clear.net.nz.



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.

For more information call 0800 438 7267 or email etpbop@xtra.co.nz or view upcoming courses [here](#).

FREE SMALL BUSINESS EXPO

- Keen to find opportunities to raise the profile of your company?
- Looking to increase revenue in a tough operating environment?
- Need tested and easy to apply tools to help your business?

If you own a small business come along to the **FREE** small business expo and have these and many more questions answered from key players in the business community.

Te Puke	Katikati
Kiwi 360, 34	Katikati
Young Road, Te Puke	Memorial Hall, Main Road
Thursday, 23 July 2009	Thursday, 13 August 2009
12.00pm - 7.30pm	12.00pm - 7.30pm

Or visit our website: www.westernbay.govt.nz or ph Kathy Webb on (07) 5796503.