



TOURISM NEWS BAY OF PLENTY JUNE 2009



What's new in the Bay of Plenty

QUALMARK COMPULSORY FOR CRUISE SHIP SEASON

On Thursday 25 June Tourism Bay of Plenty and the Port of Tauranga announced that it will be compulsory for all independent tour operators, selling to cruise ship passengers from the *i*-SITES or the Port of Tauranga, to be Qualmark accredited.

The new policy for *i*-SITES to sell only Qualmark licensed tour operators to cruise ship passengers will be in place from November for the 2009/2010 cruise ship season.

Tourism Bay of Plenty will provide a support and facilitation service for all tourism operators who would like to apply for a Qualmark licence – regardless of cruise ship involvement. [Read full media release here...](#)

THERE'S NOTHING TO DO IN THE BAY AYE?

One of the biggest challenges in local tourism is educating local residents about all of the great things to see and do in the region.

Tourism Bay of Plenty is planning on launching a campaign aimed at getting local residents to experience the tourism attractions that the Bay of Plenty has to offer.

If you were unable to attend the meeting on 26 May, but are interested in being involved please let Catherine know at Catherine@bayofplentynz.com or phone (07) 577 6234.

SHOWCASING THE BAY

Calley Hoffman, Tourism Bay of Plenty's American intern, will be writing a web log and newspaper column about her impressions on the Bay of Plenty during her 14 week internship.

During this time Calley be writing about all of her experiences in the Bay including tourism attractions.

If you're keen to host Calley please contact her at Calley@bayofplentynz.com or call (07) 577 6234.

IS YOUR ACCOMMODATION DISABLED FRIENDLY?

If so list your business on the recently launched website www.accomobility.co.nz and your details will be available to disabled travellers.

www.accomobility.co.nz advertises accommodation suitable for individuals with disabilities. They have enquiries from travellers who are keen to visit the Bay of Plenty but are unable to find holiday accommodation that caters for individuals in wheelchairs, and those with hearing and visual disabilities.

The registration process is clearly described on the site; however please feel free to contact Lianne at lkalivati@xtra.co.nz for further information.

WESTPAC REGIONAL BUSINESS AWARDS

Expressions of interest are currently being sought for the Westpac Tauranga Business Awards, which will be held on Friday 6 November.

The Tourism category is sponsored by Tourism Bay of Plenty and includes hospitality, accommodation, attractions, other visitor-related activities and much more. Visit www.businessawards.org.nz for an entry form or more information.

QUARTERLY INDUSTRY NIGHT

Thanks to Graeme and Charlene Hills from [Global Golf](#), who hosted the winter industry night, at their venue at Mount Maunganui. The turnout was great and it was a good opportunity for everyone to hear an update on Tourism Bay of Plenty's activities and to network with other operators.

Those who attended the event also had the chance to try out the virtual international golf courses that Global Golf offer. The next industry meeting will be held in September; more details will be sent out once a date and venue are set.



Upcoming Events

TARNISHED FROCKS AND DIVAS

Tickets are on sale now for the Frockumentary of Divas through the Decades. There has been huge interest in this year's show, so get in fast to secure your tickets to what promises to be an amazing event.

Dates: 20 – 22 August 2009

Venue: Baycourt Community and Arts Centre

Website: www.tfandd.co.nz

Tickets: Phone 0800 4 ticket or visit www.ticketdirect.co.nz

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

FREE AUSTRALIAN ADVERTISING OPPORTUNITY - EXTENDED

Tourism New Zealand has extended the offer to promoting product packages and deals on www.newzealand.com.

How can you take advantage of this?

- Package your product by combining accommodation and activities – there is very high interest in packages at present (See example from Rotorua below)
- Put together good deals - 10% discounts alone aren't selling
- Focus on family friendly holiday packages and deals
- Look at adding value to your product e.g. buy one get one free or children go free

For a copy of the [revised criteria](#) and [template](#), or for more information, email Catherine Connell Catherine@bayofplentynz.com.

TRENZ 2009

Tourism Bay of Plenty attended TRENZ 2009 in Auckland, from the 9 – 14 June, and hosted 47 scheduled appointments with international buyers.

There was increased interest from buyers intending to add the Bay of Plenty to their itineraries. Tourism Bay of Plenty also hosted 10 buyers on pre and post TRENZ familiarisation of the region, and although the weather wasn't great, the feedback about the region was very positive.

TOURISM NEW ZEALAND'S WEBSITE

Tourism New Zealand's consumer website www.newzealand.com is one of the most visited tourism website for visitors to New Zealand. Operators are able to list at no charge on this site; to do so visit www.register.nzta.co.nz.



SITE

CONGRATULATIONS PETRINA

Petrina Dodd has accepted the role of *i*-SITE manager during Rawinia Houia's maternity leave. Petrina has a double degree from Otago University with a post-graduate diploma in Tourism and has been employed as a sales consultant at the *i*-SITE since February 2007.

POSTER BOXES AT MOUNT *i*-SITE

Do you want the opportunity to advertise in the internal poster boxes at the Mount Maunganui *i*-SITE? Poster boxes are a high visibility, cost effective advertising tool.

For further information and pricing details click [here](#) or contact Petrina on Petrina@bayofplentynz.com phone (07) 577 6234.

[Indigenous Trails](#), who have been awarded the Qualmark Enviro Bronze rating, in addition to the Endorsement Visitor Service and Activity Qualmark accreditation that they currently hold. Indigenous Trails is a Maori tour company offering a range of tours for details visit www.itrills.co.nz.



Congratulations to...

CONFERENCE BUREAU UPDATE

Tourism Bay of Plenty now has a dedicated Conference Bureau. Esther Goldsworthy has returned from maternity leave, for two days a week, as the Conference Coordinator. Esther's time will be dedicated to the Conference and Event market in the Bay of Plenty. The quarterly Conference Newsletter will be sent out in the next month.

Tourism Bay of Plenty will be attending [MEETINGS 2009](#) from the 21-23 July in Auckland, alongside Ridge Country Retreat and Classic Flyers. This important trade show advises, national and international conference and event planners, about opportunities in the Bay of Plenty.

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



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