



TOURISM BAY OF PLENTY NEWS - JUNE 2010



Visitor Statistics

BAY OF PLENTY GUEST NIGHTS SURGE

Guest nights in the Bay of Plenty area increased 22.3 percent from April 2009 to April 2010, according to the April [Commercial Accommodation Monitor](#) figures from Statistics New Zealand. March 2010 also saw an increase in guest nights of 14 percent.

Monthly highlights for April 2010 compared with April 2009 are:

- Guest nights up 22.3 percent to 96,145
- International guest nights up 39.1 percent to 26,792
- Domestic guest nights up 16.8 percent to 69,354
- Average length of stay rose from 2.35 nights to 2.53 nights
- Overall occupancy rate rose from 30.3 percent to 33.2 percent

	YE April 2009	YE April 2010	Change %
Visitor arrivals	399,692	410,544	2.7%
Guest nights	979,605	1,027,135	4.9%

(Source: Commercial Accommodation Monitor)



What's New in the BOP

THE GREAT KIWI ADVENTURE

After the success of 'The Great Kiwi Adventure' 2009 competition in Canada, Tourism Bay of Plenty has once again partnered with Zespri and Air New Zealand to launch this campaign in the USA. The concept is a competition open to consumers and social media bloggers.

The prize, a trip to the Bay of Plenty including flights, accommodation and activities, is courtesy of Air New Zealand and Bay of Plenty tourism operators. In the first 3 weeks of the campaign, over 6,000 entries have been received. Check out www.thegreatkiwiadventure.com for further information.

NEW PROMO DVD FOR THE BAY OF PLENTY

Tourism Bay of Plenty has been working on updating the promotional video and image library. The new video and image library will be ready for distribution in late June. If you would like to be sent a link for either of these email Catherine@bayofplentynz.com. View the new promo video on Youtube [here](#).

TRENZ 2010 24-27 MAY

Tourism Bay of Plenty attended [TRENZ](#) (Tourism Rendezvous New Zealand) alongside Mount Classic Tours, White Island Tours and Mangatawa. Tourism Bay of Plenty held 51 sales appointments with international buyers, wholesale agents and media, over the three days, and received a lot of interest in the region.

WANTED - INDUSTRY NIGHT VENUE

The next industry event will be held in July, further details will be sent out once a date and venue are set. If you have any ideas or would like to offer your venue for the July industry event please email Catherine@bayofplentynz.com.



Famils

PRE AND POST-TRENZ FAMILS

Tourism Bay of Plenty hosted 11 agents and buyers on pre and post-TRENZ familiarisation visits. They visited a number of the regions accommodation providers, activities and attractions as well managing to find time to fit in a helicopter ride, 4 wheel driving and an evening glow-worm kayak tour. Feedback from the attendees was very positive about the operators they met and the region.

Thanks to the following operators who helped host the famil; [Aerius Helicopters](#), [Fantail Lodge](#), [Kiwi360](#), [Mangatawa](#), [Mount Classic Tours](#), [Ridge Country Retreat](#), [Sebel Trinity Wharf](#), [Spring Loaded](#), [Tauranga Mount Taxis](#), [Waimarino.com](#) and [White Island Tours](#).



Events

RUGBY WORLD CUP 2011 ROADSHOW

Recruitment is about to start for more than 5,000 volunteers needed to host international and local visitors for Rugby World Cup 2011 in September next year. If you're interested in being a volunteer the following workshop will be held in Tauranga

What: Rugby World Cup 2011 Roadshow

Date: Wednesday 14 July 2010

Time: 5.30 - 6.30pm

Venue: Queen Elizabeth II Youth Centre, Cnr Devonport and 11th Avenue

For more information visit www.rugbyworldcup.com.



Industry Happenings

ENTRIES OPEN FOR 2010 TOURISM INDUSTRY AWARDS

Tourism operators are invited to test their innovation and creativity by entering the 2010 Tourism Industry Awards. Entries for the tourism industry's premier awards programme are now open at www.tourismawards.co.nz with innovation as the focus for 2010.

The winners will be chosen by a panel of judges and a celebration event will be held in October. For more details on categories and how to enter the awards, visit www.tourismawards.co.nz.



Congratulations to...

BOWENTOWN BEACH HOLIDAY PARK - FINALISTS UP FOR HOSPITALITY AWARD

[Bowentown Beach Holiday Park](#) has been chosen as one of the six finalists for the AA Spirit of Hospitality Award for Excellence in Holiday Parks. The Awards recognise New Zealand holiday park host service and hospitality excellence. The winner will be announced at the Holiday Parks Conference in Rotorua at the end of the month.

KATIKATI RUGBY - 130 YEARS

As part of the Katikati Rugby 130th anniversary, and in the lead up to the Rugby World Cup 2011, the Katikati rugby club has installed a larger-than-life rugby ball on the main street of Katikati. The ball showcases the Katikati area with scenic photos, maps and references to local businesses.

Katikati has a long association with rugby. The first rugby competitions in the Bay of Plenty were held in Opōtiki, Katikati and Tauranga in the 1880s. David Gallagher, captain of the renowned 1905/06 New Zealand team - the 'Invincibles', grew up in Katikati. [More...](#)



Opportunities

TOURISM NEW ZEALAND'S EXPLORE NEW ZEALAND PROGRAMME

Tourism New Zealand's Explore New Zealand 2011-2012 publication will be printed later this year. Explore New Zealand is a discount programme that enables accredited travel agents and media from our key international markets to experience New Zealand product when they are travelling independently.

By providing industry rate discounts, New Zealand tourism companies can increase travel trade knowledge of their product and may receive international media coverage. If you would like to be included in the next edition of this publication [click here for further information and to register](#).

PRIZES WANTED - PAPAMOA SURF LIFESAVING CLUB CHARITY AUCTION

The Papamoa Surf Lifesaving Club is hosting a charity auction on Thursday 19 August 2010. The Surf Lifesaving Club relies solely on donations and desperately need more money to support their growing membership.

During the auction evening fantastic packages will be available including holidays, spa retreats, homeware, wine and food, and sports memorabilia. All proceeds from the auction will be donated to the Papamoa Surf Lifesaving Club. View [how to donate prizes or purchase a ticket here](#) or call Trudi White on 021 201 3253.



SITE

LIGHTBOXES AVAILABLE

An opportunity to advertise in an internal lightbox in the Tauranga i-SITE Visitor Centre has become available. The lightboxes are a high visibility and cost effective advertising tool. If you would like to take advantage of this offer or would like more information please contact Rawinia on Rawinia@bayofplentynz.com or ring (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.