



## TOURISM BAY OF PLENTY NEWS MARCH 2010



### What's New in the BOP

#### TAURANGA MOANA COASTAL CYCLE TRAIL PROJECT MOVES FORWARD

In December 2009 the Tauranga Moana Coastal Cycle Trail Project Group, led by Tourism Bay of Plenty, submitted a concept proposal to the Ministry of Tourism as part of the National Cycleway Project, Nga Haerenga.

In February 2010 Tourism Bay of Plenty was notified that the Tauranga Moana Coastal Cycle Trail was one of 13 concepts to go through to feasibility study for inclusion in the project. Described as the "stand-out winners" from the 54 applications that applied for funding in December, the Tauranga Moana Coastal Cycle Trail project group is now working on a feasibility study for the proposed concept.

The submitted Tauranga Moana Coastal Cycle Trail concept route runs along the Pacific Coast from Waihi Beach to the Tauranga waterfront, taking in along the way the Pacific Ocean and Tauranga Harbour, with the Kaimai ranges providing a backdrop. The route includes cultural, historical and environmental components which will cater to the local, domestic and international visitor market.

If you would like further information about this project contact [Catherine@bayofplentynz.com](mailto:Catherine@bayofplentynz.com).

#### WANTED - NEW OR UPDATED PRODUCT INFORMATION

With the Inbound Tour Operator Council annual update day and TRENZ just around the corner (both in May 2010) we need your new and updated product details. Both of these trade days offer an international opportunity to showcase your product.

If you have product that you would like profiled, you believe that your tourism business is 'export ready' and you're willing to offer the minimum required commission rates for trade (20%) send through a brief description (max of 50 words) to [Sean@bayofplentynz.com](mailto:Sean@bayofplentynz.com).



### Industry Events

#### INDUSTRY NIGHT - MONDAY 29 MARCH 2010

The first industry event of 2010 will be held at the [Historic Village on 17th](#). Tauranga's Village on 17th is a collection of original and replica buildings taken from early Tauranga and set in a unique village environment.

The Village has several unique character buildings available for hire. The Village grounds can also be used for special events such as expos and festivals and will be transformed into the TV3 Jazz Village as part of the [2010 National Jazz Festival](#) Tauranga.

The event will provide the opportunity for the industry to hear an update on Tourism Bay of Plenty's activities and future projects, and the chance to network with other operators.

**Date:** Monday 29 March 2010

**Venue:** Village on 17th, 17 Avenue, Tauranga

**Time:** 5.30pm

[Heather@bayofplentynz.com](mailto:Heather@bayofplentynz.com) by 24 March

**RSVP:** 2010 - A cash bar is available and nibbles will be provided.



### Bureau News

#### MEETINGS 2010

Hard to believe but it is time to start thinking about your attendance at Meetings 2010. The Bay of Plenty Convention Bureau will be attending Meetings 2010 at the Skycity Auckland Convention Centre 22-24 June. Meetings 2010 is New Zealand's only national business tourism event for the conference, meeting, event, exhibition and incentive travel industry. The deadline for all exhibitor applications for Meetings 2010 is Monday 22 March. Exhibitors can register online at [www.meetings.co.nz](http://www.meetings.co.nz).

## BAY OF PLENTY CONVENTION BUREAU MEMBERSHIP

The concept of a membership based bureau to help increase the Bay of Plenty's profile in the Convention arena has been successful with local operators. Conference venues, activity and team building providers and support services such as caterers are looking forward to being actively involved with the local Convention Bureau to help build the Bay's reputation as a great place to meet.

For more information about membership, or the role of the Bureau, contact the Convention Bureau Manager Esther Goldsworthy on (07) 577 6234 or [esther@bayofplentynz.com](mailto:esther@bayofplentynz.com).



## Cruise Ship News

### LAST TWO CRUISE SHIPS OF THE SEASON

The cruise ship season is nearly finished for 2009/10 season. 40 ships have visited Tauranga to date and just the following 2 more are scheduled:

- Friday 12 March – Princess Danae - ETA 0700hrs - ETD 2000hrs
- Monday 29 March – Crystal Symphony - ETA 0800hrs - ETD 2015hrs

The complete list of vessels that visited Tauranga can be found on the Port of Tauranga website [www.port-tauranga.co.nz/Shipping-Information/Cruise-Schedules](http://www.port-tauranga.co.nz/Shipping-Information/Cruise-Schedules).



## SITE

### LIGHTBOXES

An opportunity to advertise in an internal lightbox in the Tauranga *i*-SITE Visitor Centre has become available. The lightboxes are a high visibility cost effective advertising tool. If you would like to take advantage of this offer or would like more information please contact Petrina on [Petrina@bayofplentynz.com](mailto:Petrina@bayofplentynz.com) or ring (07) 577 6234.



## National tourism industry news

### NEW LOOK WEBSITE LENDS A HAND TO TOURISM BUSINESSES

Tourism New Zealand has launched a new-look corporate website - [www.tourismnewzealand.com](http://www.tourismnewzealand.com) – packed with news, research, market information and in-depth campaign information.

The new website provides comprehensive information about Tourism New Zealand's work and gives valuable insights into how offshore markets are performing. To find out more about what's featured on the new website visit [www.tourismnewzealand.com/launch](http://www.tourismnewzealand.com/launch).



## 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](mailto:etpbop@xtra.co.nz). View [upcoming courses here](#).



## Events

### TAURANGA JAZZ FESTIVAL 1 - 5 APRIL

This year's Easter festival has an impressive line up that boasts over 60 jazz bands and the return of popular features from 2009 - the Jazz Steam Train, the Sebel Trinity Wharf River Boat and the TV3 New Orleans style Jazz Village.

Headlining the National Jazz Festival is six-time Grammy award-winning jazz legend Dr John with his band, The Lower 911. Also featuring in the international line-up is 'the Godfather of Acid Jazz', Hammond B3 legend Brian Auger. Visit [www.jazz.org.nz](http://www.jazz.org.nz) for further details and tickets are available through Ticket Direct 0800 4TICKET (484 253) or [www.ticketdirect.co.nz](http://www.ticketdirect.co.nz).

For details on these and other upcoming events please visit [www.bayofplentynz.com/events](http://www.bayofplentynz.com/events).



## Opportunities

### PRIZE REQUEST FROM AROUND NEW ZEALAND AIR SAFARI 2010

The Around New Zealand Air Safari 2010 starts on Tuesday the 23 March at Ardmore and weaves its way through New Zealand covering 17 airfields. 75 Aircraft with 200-230 entrants are expected to take part in this adventure.

As they wind their way through New Zealand, the Air Safari will be hosted by the local Aero Clubs, the main attraction here is to allow the local districts to showcase their cuisine, tourist attractions and their history. The safari will be arriving in the Bay of Plenty on Wednesday 24 March 2010.

To help showcase the region, and encourage the pilots to return to the Bay, the group organising the safari have requested a tourism prize of a night's accommodation and an activity. If you can offer any product please contact [Catherine@bayofplentynz.com](mailto:Catherine@bayofplentynz.com).