

**TOURISM NEWS BAY OF PLENTY  
MAY 2008**



**Office News**

**AA DOMESTIC CAMPAIGN**

AA's "get off your bum New Zealand" domestic campaign is off to a great start for the coastal Bay of Plenty. The campaign aims to motivate Kiwis to travel around their own country, encouraging long weekend breaks in a bid to help increase domestic tourism, particularly during the shoulder seasons of spring and autumn. Since the campaign kicked off on 31 March, the region has already had exposure on national television and billboards in both Auckland and Wellington. All promotion of the region in the campaign points to the [www.lovebop.co.nz](http://www.lovebop.co.nz) website, which continues to attract solid numbers of visitors. If you would like to submit a deal for this website, please contact Stephanie on 07 577 6234.

**WESTPAC BUSINESS AWARDS**

The launch for the 2008 Westpac Regional Business Awards will be held at 5:30pm on Thursday 5 June at [The Sebel Trinity Wharf Tauranga](#). Tourism Bay of Plenty will again be sponsoring the tourism category; if you are interested in finding out more about the process of entering the awards, RSVP by 12pm Wednesday 4 June at [registrations@tauranga.org.nz](mailto:registrations@tauranga.org.nz). You don't have to be a member of the Chamber of Commerce to enter your business in the Westpac Tauranga Business Awards. For more visit [www.businessawards.org.nz](http://www.businessawards.org.nz).

**NEXT INDUSTRY GATHERING**

The next tourism industry night will be held in June; we are still finalising details but will send out communication as soon as the venue and date are set.



**SITE**

Tourism activity operators are encouraged to attend a roadshow by IBIS next month. IBIS is fully-integrated front and back office tool that aims to boost efficiency across every aspect of tourism businesses; from real-time online reservations, operations and resource management and point of sale through to market analysis



**What's new in the  
Bay of Plenty**

**INFLIGHT ADVERTISING OPPORTUNITY**

Air New Zealand has announced a chance for operators to be part of a new inflight entertainment programme on all inbound international flights from 1 November 2008 to 30 April 2009. Businesses can have a 30-second segment in this programme that will be seen by inbound visitors and tourists arriving daily during the six-month duration. To read more about this opportunity, click [HERE](#).

**FREE INTERNET MARKETING COURSE**

A series of free tourism internet marketing course will be offered through the Enterprise Training Programme in June. Workshops 1 and 2 will be held on Tuesday 10 June, while Workshops 3 and 4 will take place Tuesday 24 June. Numbers for the workshops are limited; to register please ring 07 578 7017 or email [etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz). Click [HERE](#) for full details.

**CUSTOMER SERVICE COURSE**

GreetNZ is offering a one-day customer service course for the hospitality industry in late May. The course will cover communication skills, upselling, personality and presentation. The course has been subsidized by the Hospitality Standards Institute, so the cost is just \$55 per person. The courses will be held on 27 May in Taupo and 28 May in Rotorua. To register or enquire ring 0800 275 4474 or visit [www.greetnz.co.nz](http://www.greetnz.co.nz).



**Congratulations to...**

[Comvita](#) for winning another award for its new huni® range of skincare, which was launched earlier this year. The line's packaging, inspired by the colours of the beehive, has been deemed creative enough for inclusion in the D&D Awards, the most internationally respected and major creative awards for the design and advertising industries. For more visit [www.comvita.com](http://www.comvita.com).

[Harbour City Motor Inn](#) for being given a 4-star plus Self Contained and Service Qualmark rating.



**Upcoming Events**

and accounting. The Tauranga workshop will be held from 1-3pm on Wednesday 11 June at the Tauranga on the Waterfront, 1 Second Avenue, Tauranga. Click [HERE](#) for full details and to find out how to register.



#### GET SUSTAINABLE CHALLENGE

The Get Sustainable Challenge provides a great opportunity for businesses to look at the sustainability of their entire business, and would be an ideal next step for businesses involved in the Bay of Plenty Sustainable Tourism Charter. Businesses who join in the challenge will undergo a sustainability assessment which will cover such topics as resources, business systems and products and services. Once the assessment has been completed, the Sustainable Business Network (SBN) will compile a feedback report highlighting each business's key strengths and challenges. Registration is free for SBN members, and includes an initial on-site sustainability assessment, plus access to the Get Sustainable Improvement Guides. Businesses that take the Get Sustainable Challenge have the option to enter the Bay of Plenty Sustainable Business Awards, to be held in Rotorua, Thursday 4th Sept. For more details click [HERE](#).

#### PROGRAMME UPDATE

Just another reminder that Mereana Mills is no longer sustainability assessor for the Bay of Plenty Sustainable Tourism Programme as of 5 May. Michelle Broadhurst will continue to liaise with members of the programme until Mereana's replacement is made. To read more about the Bay of Plenty Sustainable Tourism Programme, click [HERE](#).

Visitor Statistics	
Visitor arrivals	Guest nights

#### MATARIKI EVENTS

The coastal Bay of Plenty will see a number of events held in June to celebrate Matariki (Maori New Year), including cultural walks around Mauao (Mount Maunganui), art exhibitions and more. One of the main events is 'Nga Hua o Matariki' - an evening of Māori cuisine with Chef Charles Royal. Click [HERE](#) to read about this year's events.

#### DEGUSTATION DINNER FOR WAIPUNA

Indulge in a divine 5-course degustation menu at [Halo Lounge & Dining](#) at [The Sebel Trinity Wharf Tauranga](#) on Friday 6 June 2008 at 6.15 pm. Proceeds from a 'silent auction' and \$10 from every ticket sale will go to Waipuna Hospice. Bookings are essential; please email [halo@sebeltauranga.co.nz](mailto:halo@sebeltauranga.co.nz) or ring 07 577 8707. Tickets are \$125 (incl gst) per person; click [HERE](#) for full details.

#### D-DAY COMMEMORATIONS

D-Day commemorations will be held on Saturday 7 June, and activities will include re-enactments, displays of militaria and militaria sales tables. Entry to the event includes entry to both the [Classic Flyers Museum](#) and the [Tauranga Military Museum](#). Joyrides will be available in the Bell 47 "MASH" and Hughes 500 helicopters from [Adventure Aviation](#), classic aircraft from [Classic Flyers](#), and the Warbirds DC3. Tickets are \$10 for adults and \$5 for children.

#### WAIHI BEACH OP SHOP BALL

An OP Shop Ball will be held on June 28th at the Waihi Beach Community Centre with proceeds going towards the funding of next year's Mardi Gras. The tickets are \$20 each and that includes a light supper and a band. The band is the Recliner Rockers who played at the 2008 Waihi Beach Mardi Gras. Full bar facilities will be available. Maven Wines is the major sponsor. Tickets are available from Hammer Hardware, The Porch & Flat White Cafes at the beach Banana Pepper Cafe and Fowlers Menswear in Waihi. For more information ring 07 863 5818.

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



#### Tourism Tips

#### TAKE ADVANTAGE OF FREE WEBSITES

A number of excellent national and international travel websites are available for tourism

<b>YE March 2008</b>	547,226	1,289,365
<b>Change from YE March 2007</b>	+3.5%	+4.0%
<b>March 2008</b>	63,086	127,056
<b>Change from March 2007</b>	+13.9%	+11.4%

*(Source: Commercial Accommodation Monitor)*

businesses to register on at no charge. Some suggested websites to register are include:

- Tourism New Zealand - [www.register.nzta.co.nz](http://www.register.nzta.co.nz)
- TripAdvisor - <http://www.tripadvisor.com/pages/getlisted.html>
- New Zealand Tourism Online - [www.tourism.net.nz/advertise.html](http://www.tourism.net.nz/advertise.html)

#### **WEBSITE RANKS NZ ACTIVITIES**

A new website is now live that gives visitors the chance to rate activities they have done all over New Zealand. Rankers.co.nz gives people the opportunity to rank and review their tourism experiences in NZ. Many Bay of Plenty activities have already been ranked, and it would be a good idea to direct your satisfied customers to the [www.rankers.co.nz](http://www.rankers.co.nz) site so people all over the world can read what others' experiences are. To see how well your company has fared, click [HERE](#).