

TOURISM BAY OF PLENTY NEWS MAY 2009



What's new in the
Bay of Plenty

HOWS THE WEATHER?

Weather cameras for both networks are both up and running, putting the Bay well and truly on the national weather map. A big thank you to [EOL](#) and [Hotel on Devonport](#) for all of their help with this project.

The Takeabreak Tauranga webcam is also now live, check it out at [Takeabreak](#).

AMAZING RACE BLOWS THROUGH THE BAY

You may have seen the two Bay of Plenty tourism attractions, [Kiwi360](#) and [Blokart Heaven](#), feature on The Amazing Race on Sunday 10 May.

This was a fantastic opportunity for the Bay of Plenty to be showcased internationally as a visitor destination. The show screens around the world and this episode aired in the United States and Australia last year. The region is already seeing the interest created from the programme.

View the Amazing Race Bay of Plenty highlights [here on YouTube](#).

THE STROKE FOUNDATION NEEDS YOUR HELP

In New Zealand around 8000 people have a stroke each year. The Stroke Foundation helps local people affected by strokes, and their care givers. The foundation is fundraising by holding an online charity auction for '**A Dream Weekend for 2 in the Bay of Plenty**' and would like donations of luxury accommodation, activities and dining to auction off.

The Stroke Foundation hopes to raise a lot of media interest in the Trademe auction and promotion material will

include logos and photos for each of the sponsoring operators.

If you can help in anyway, or for more information, please contact Martine Rolls, Regional Fundraiser for the Stroke Foundation Midland Region on (07) 571 3061 or email martine.strokefoundation@paradise.net.nz.



REGIONAL FAMIL

The Tauranga *i*-SITE is holding a regional famil in early July for *i*-SITE staff from around the country. *i*-SITE famils are valuable marketing tools for the region as they allow staff from different regions to experience your product, making it easier for them to sell.

If you would like to be involved in the famil and can help out with accommodation and activities please contact Shelly at the *i*-SITE visitor centre on Shelly@bayofplentynz.com or (07) 578 8103.



Upcoming Events

LUNCH WITH GEORGE HICKTON CEO OF TOURISM NEW ZEALAND

Tourism is New Zealand's biggest export dollar, it's important to the region and to the country. Tourism is considered the key to New Zealand's recovery from the economic slowdown.

Come along to the Tauranga Chamber of Commerce sponsored lunch at Mills Reef on Thursday 25 June and hear George speak about his time as Chief Executive of the New Zealand Tourism Board.

For more information or to register for this event, visit [Tauranga Chamber of Commerce](#).



Dates to Diary

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 would like to take part in this campaign please come along to the meeting on Tuesday 26 May. Contact Heather@bayofplentynz.com for more details.

INDUSTRY NIGHT - 24 JUNE

The next industry meeting will be held on **24 June** at [Waihi Beach Top 10 Family Resort](#). You'll have the opportunity to see the luxury cabins built by "Jack of All Trades" reality show contestants. The new season starts filming in Waihi from 27 May.

Tourism Bay of Plenty will arrange coach transport from the Tauranga *i-SITE* for the event. Please RSVP by emailing Heather@bayofplentynz.com.



National tourism industry news

PM PLEDGES \$50M FOR CYCLEWAY

The Prime Minister and Minister of Tourism, John Key, has promised \$50 million dollars over three years for the New Zealand Cycleway Project.

Mr Key says the project, first raised at the Job Summit, will create a high quality tourism asset that will enhance New Zealand's competitiveness as a

tourism destination, provide employment, and stimulate economic development opportunities in regional economies [more...](#)

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...](#)

CONFIDENCE HOLDS FOR TOURISM INDUSTRY

Data just released from the tourism sector's Tourism Industry Monitor shows that industry confidence levels are holding across the industry.

Ministry of Tourism General Manager, Ray Salter, said that it was encouraging to see confidence levels were steady and not trending downwards [more...](#)

TOURISM SPEND HOLDS IN CHALLENGING TIME

Spending by international visitors was \$6.1 billion in the year to March 2009, according to data released today by the Ministry of Tourism. The result was virtually unchanged (down 0.1%) compared with the same period last year. [Read full press release here.](#)



Office News

WELCOME BACK ESTHER

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. If you would like to contact Esther call (07) 577 6234 or email Esther@bayofplentynz.com.

