



## TOURISM BAY OF PLENTY NEWS - NOVEMBER 2009



### Office News

This will be the last full Tourism Bay of Plenty newsletter for 2009. The team at Tourism Bay of Plenty team would like to wish everyone a happy and safe holiday season.



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

#### AERIUS AND SPRING LOADED STAR ONLINE

'The Gap Year: Challenge New Zealand' is an online reality show that sees five young travellers battling it out on a series of extreme challenges over four weeks. Each weekday, they will post short videos and updates documenting their adventures on The Gap Year homepages which currently have nearly 12,000 followers across Bebo, Facebook, MySpace, Twitter and You Tube.

Aerius Helicopters, Kaitiaki Adventures and Spring Loaded took the Gap Year team sledging on the Kaituna River earlier this month. [View the Kaituna sledging video here.](#)

#### APPLICATIONS FOR TRENZ 2010 NOW OPEN

Exhibitor applications are now open for TRENZ 2010, the industry's annual international showcase and an unmissable opportunity for tourism operators looking to grow their international business. TRENZ will be held on the 24th - 27th May at the ASB showgrounds in Auckland.

**Applications close on the 2nd of December.**

For any further information please contact [Sean@bayofplenty.co.nz](mailto:Sean@bayofplenty.co.nz). Sean will be co-



### Opportunities

#### GET MOBILE WITH EFTPOS2GO

Eftpos2go have been providing fixed line and mobile eftpos solutions for over 10 years. If you need an eftpos facility for a special event or for the busy summer season or longer they can help.

Eftpos2go are already working with local tourism operators including Horses Inc, Kewpie Cruises and the Luv Boat. For more information please contact Peter at [peter@eftpos2go.co.nz](mailto:peter@eftpos2go.co.nz) or call on 027 572 5578.

#### EXPOSE YOURSELF ON SELLA.CO.NZ

Do you want to expose your business to over 350,000 unique [www.sella.co.nz](http://www.sella.co.nz) users every month? Adventure Bay of Plenty, Briars Seaside Horse Treks, Fantail Lodge, Wet n Wild Rafting and White Island Tours were recently highlighted in the Bay of Plenty SELLA Store on [www.sella.co.nz](http://www.sella.co.nz).

Over 1500 SELLA users clicked through to the Bay of Plenty offerings with the auctions lasting for five days. Two of the featured companies have already committed to future auctions in the Bay of Plenty SELLA Store due to the positive response received.

There is NO COST to you apart from the provision of inventory for the auction in the 'Tourism Bay of Plenty Sella Store'. Click here for more details or contact Sean on (07) 577 6234 or [sean@bayofplenty.co.nz](mailto:sean@bayofplenty.co.nz).

#### GET YOURSELF IN FRONT OF 30,000 PEOPLE

There are only 12 promotional trade sites/stalls

ordinating the Tourism Bay of Plenty presence at TRENZ. We encourage businesses that are serious about marketing internationally to consider this opportunity. [Read more information about TRENZ and how to apply here.](#)



## Industry Events

### BAY OF PLENTY TOURISM INDUSTRY CHRISTMAS FUNCTION

Come along to Tauranga Tandem Skydive for the Bay of Plenty Tourism Christmas Function. The event provides an opportunity for the industry to hear an update on Tourism Bay of Plenty's activities, future projects and the chance to network with other operators.

You'll go into the draw for one of the following prizes - all flights will take place on the night (weather permitting).

- **A tandem skydive** - for one from [Tauranga Tandem Skydive](#)
- **A flight in a CT4 military aircraft** - for one from [Classic Flyers](#)
- **A MASH chopper scenic flight** - for two from [Adventure Aviation](#)

There will be a business card draw at **5.30pm sharp** for the prizes and Adventure Aviation will be doing discounted MASH chopper flights on the night. Thanks to the operators who very generously donated the prizes.

**When:** Wednesday 2nd December

**Time:** from 5.00pm prize draw at 5.30pm

**Venue:** Tauranga Tandem Skydive, 2 Kittyhawk Way, Mount Maunganui

**RSVP:** [Heather@bayofplenty.co.nz](mailto:Heather@bayofplenty.co.nz) by Tuesday 1 December - Nibbles will be provided and a cash bar will be available on the evening.

The winners of the Tandem Skydive will receive a **FREE** video (and photos) of the experience valued at \$190 - kindly donated by Sam and Anita at The Touring Company.



## SITE

### ADVENTURE BAY OF PLENTY FAMIL

Ten staff and ambassadors from the *i*-SITE and Tourism Bay of Plenty were lucky enough to take part in a famil with Grant Bradley from Adventure Bay of Plenty. The day started at the Omokoroa Boat Ramp, from there we kayaked to Matakana Island for a two hour horse and cart ride.

Willy (our Island guide and cart driver) and

available for the 2010 Tauranga City Air Show. February 6 and 7 will see the skies of Tauranga filled with classic aircraft taking part in acrobatic manoeuvres and much more.

The event promises to be a highlight of the 2010 calendar for the Bay of Plenty. With capacity for 30,000 expect to see the Tauranga Air Field filled with people and families. Go to [www.taurangaairshow.co.nz](http://www.taurangaairshow.co.nz) for ticket sales or for more information about trade sites/stalls contact Michelle Whitmore 021 473 348.

### SISTER CITY VISIT WITH LET'S HOMESTAY

In March 2010 [Lets Homestay](#), in conjunction with House of Travel, will be escorting an 11 night tour of Tauranga's sister city – Hitachi, Japan.

Hitachi City is the real essence of Japan. It's a traditional city located on the coast with a rich and ancient history. The Blossom Festival in March is simply the best time to visit and is an experience like no other.

Visit <http://letshomestay.com/en/hitachi> for more information.



## 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 about upcoming courses call 0800 438 7267 or email [etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz).



## Cruise Ship News

### UPCOMING CRUISE SHIP VISITS

Cruise ship season is in full swing and the complete list of vessels visiting Tauranga, over the 2009/10 season, 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).



## Spotlight On...

The [Amazing Maze 'n Maize BOP](#) has come up with an innovative fun way of teaching children road safety this summer. The Amazing Day Maze re-opens for the summer season on 26 December and this season's theme is 'Transport Yourself to the Amazing Maze' which incorporates a 'crash course' in keeping children safe on roads during the summer. Visit [www.maze.co.nz](http://www.maze.co.nz) (Bay of Plenty) for more information.

Grant provided us with an informative commentary about the history of the Island and the area. After lunch on a sand dune and a bit of stingray spotting we were on our way back to Omokora by kayak - it's a tough job but someone has to do it... Thanks for a great day Grant.



### SITE VISIT MOUNT MAUNGANUI AND PAPAMOAO

Some of the i-SITE staff will be doing site visits of accommodation in Mount Maunganui and Papamoa on Tuesday December 8. If you'd like them to visit your venue contact [Shelley@bayofplentynz.com](mailto:Shelley@bayofplentynz.com).

Families are a great way for staff to become more familiar with your product and service, which enables them to sell them more effectively. If you would like to host the staff on a family of your venue or activity contact [Shelley@bayofplentynz.com](mailto:Shelley@bayofplentynz.com).

### WELCOME TO NEW SUMMER STAFF

Welcome Gemma Hepburn-Pye and Victoria Breckon, who are both students at the Bay of Plenty Polytechnic, studying marketing and tourism. The girls are looking forward to getting out and meeting the industry over the next few weeks.



**Tauranga City Airport** the winners of the 2009 Tauranga Westpac Business Awards - Tourism category. Tauranga City Airport makes an essential contribution to tourism in the Bay, both as a vital gateway to the region, and as the hub of aviation tourism activities in the Bay of Plenty.



### 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. [View the full membership information here.](#)

If you want further information about the Bay of

### CLOSING THE GAP

Leigh Somerville, Director of Closing the Gap, is a sales and PR professional with 18 years experience in sales and who has enjoyed a 12 year career in the travel and tourism industry.



Leigh recently relocated to the Bay of Plenty from Auckland after enjoying many family holidays at the Mount. Leigh's industry experience has been in both wholesale and retail, spending seven years previously with GO Holidays including roles such as Agency, PR and Trade Relations, South Island Manager of the Christchurch office and National Sales Manager.

If you are looking to add value to your organisation and have a suitable position or contract opportunity, contact [leigh@closingthegap.co.nz](mailto:leigh@closingthegap.co.nz) or 021 642 300.



### TRUSTPOWER CHRISTMAS FESTIVAL AND SANTA PARADE

Sunday 6 December from midday. The FREE Kwang Chow 'Park N Ride' runs from 10.30am – 4.30pm from the reserve at Totara Street – get a hassle-free ride to the main street. FREE kids' activities and lots of family entertainment from 11am until 4pm. Following the Santa Parade the main street will come alive with pipe bands, bands, stilt walkers, dancing groups, candy floss and popcorn and more.

The road is closed from 6am but the shops are open ALL day. Any queries please contact Leanne Brown - Manager of Mount Mainstreet on (07) 575 9911 or email [mainstreet@mountmaunganui.org.nz](mailto:mainstreet@mountmaunganui.org.nz).

### GARTSHORE WINE AND FOOD FESTIVAL

Food and wine lovers, make sure you head to the Wharepai Domain on Sunday 6 December for the annual [Gartshore Wine and Food Festival](#). This event sees the Bay's top restaurants, wineries and entertainers come together and showcase the best the region has to offer. Tickets on sale from Baycourt Ticketdirect.

### BLUES, BREWS AND BBQ'S

One of the most popular events on the summer calendar. Blues, Brews and BBQ's is a family fun day of barbecue fare, fine ales and great music. The festival is a celebration of everything that is unique about the traditional kiwi summer lifestyle; our love of outdoor cooking, great music and enjoying an ale or two with good friends and family. [www.bluesbrews.co.nz](http://www.bluesbrews.co.nz).

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