



## What's New in the BOP

### BAY OF PLENTY VISITOR GUIDE AND MAP 2010

Thanks to everyone who sent through their adverts for the 2010 Bay of Plenty Visitor Guide and Map. If you still want to put an advert in The Guide (but haven't yet) contact Sean on (07) 577 6234 **immediately** and he'll try and squeeze you in.

The visitor guide is Tourism Bay of Plenty's most important marketing tool and it is distributed domestically and internationally with over 100,000 copies printed.

### TUHUA OPEN TO THE PUBLIC FOR SUMMER SEASON

A joint initiative between the Tuhua Trust Board and Department of Conservation (DOC) is making it easier for people to enjoy Tuhua (Mayor Island) this summer. The privately-owned Maori freehold Island offers visitors the opportunity to enjoy tranquil beaches, walking tracks through regenerating pohutukawa forest, diving or snorkelling in the marine reserve at the northern end of the island or fishing in the restricted area around the rest of the Island.

A \$5 landing fee applies and landing is permitted only at Opo (South-East) Bay. Ten tent sites and eight cabins are available for visitors to use by prior arrangement. Bookings can be made by contacting DOC on (07) 578 7677 or email [taurangainfo@doc.govt.nz](mailto:taurangainfo@doc.govt.nz). Read full media release [here](#).

### TAURANGA CITY PLAN

The Tauranga City Plan is now out for public consultation. The City Plan provides the rules for how people can build and develop the land they own. This can be land that is residential, commercial or industrial. It also includes rules on other things that are covered by the Resource Management Act - including land-use, hazards, signage, reserves, noise and heritage, etc.

The Proposed City Plan can be viewed at [www.tauranga.govt.nz](http://www.tauranga.govt.nz), the closing day for submissions is Tuesday 15 December 2009 at 4.00pm.



## Industry Events

### TOURISM BAY OF PLENTY CHRISTMAS INDUSTRY FUNCTION

Come along to Tauranga Tandem Skydive for the annual Tourism Bay of Plenty Christmas Party. This will be a chance for you to network with other operators and enjoy a Christmas mince pie or two.

Thanks to the operators who very generously donated the prizes below. 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.

**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)

### RESPONSIBLE TOURISM WORKSHOP

Based on the success of the first workshop, The Sustainable Business Network BOP (in conjunction with Tourism BOP) is running a second Responsible Tourism workshop. This is designed to provide you with the knowledge of responsible tourism practices in alignment with the Qualmark Enviro Awards and accreditation. The workshop will help you prepare for your renewal Qualmark assessment or support you to better understand best practice for the upcoming season.

You'll receive one-on-one guidance and support, as well as have the opportunity to communicate with other tourism businesses to ensure a realistic, practical and collaborative

approach is taken to your sustainable business development.

Aaron Leech from Gateway Motor Inn attended the workshop and said: "...it gave a greater understanding of sustainable business practice, monitoring and Qualmark expectations."

**Date:** Thursday, 26th November 2009

**Time:** 9:00am – 1:00pm

**Venue:** Sustainable Business Network offices, Level 1, 65 Chapel St, Tauranga

**Cost:** FREE

**RSVP:** [Heather@bayofplentynz.com](mailto:Heather@bayofplentynz.com)



## Conference Corner

### PROFESSIONAL CONFERENCE ORGANISERS FAMIL

Over the past weekend the Tourism Bay of Plenty Conference Bureau hosted 14 Professional Conference Organisers from DHL, Federated Farmers, BMW, Mercedes-Benz, Jason's Travel Media, ING Limited, Fletcher Aluminium, Daimler, Electrix, Resene Paints and four journalists, on a famil of the Bay of Plenty.

The famil showcased some of what the Bay of Plenty has offer to people holding conferences and events in the region – including the weather. The group visited Hotel on Devonport, Ridge Country Retreat, Sebel and Comvita and took part in activities like jet boating at Spring Loaded Fun Park and glow-worm kayaking with Waimarino at McLaren Falls Park and a good time was had by all.

#### Interesting facts about conferences:

- A conference delegate is worth on average \$400 per day to the region
- The conference market is worth 1 billion dollars per year and \$750m of this is from within NZ.

### CONFERENCE AND EVENT SECOND MEETING – TUESDAY 10TH NOVEMBER

Thanks to everyone who took part in the Conference Bureau meeting at Classic Flyers on Wednesday 30 September, it was a great turn out with over 35 people attending. As you requested another Conference Bureau meeting has been scheduled to continue the discussions. Details of the next meeting are:

**Date:** Tuesday 10 November

**Time:** 10.00am

**Venue:** Oceanside Resort and Twin Towers, 1 Maunganui Road Mount Maunganui

**RSVP:** [Heather@bayofplentynz.com](mailto:Heather@bayofplentynz.com) by Friday 6 November

View the minutes from the first meeting which was held at Classic Flyers on Wednesday 30 September [here](#).

If you want further information about the Bay of Plenty Conference Bureau, contact Esther on (07) 577 6234 or [Esther@bayofplentynz.com](mailto:Esther@bayofplentynz.com).



## Congratulations to...

[Sun Pacific Villas Mount Maunganui](#), who received the RCI Travel Hospitality Award and Gold Crown status at a recent Australian/NZ Conference. Sun Pacific Villas are the only Resort in the Asia/ Pacific region out of 127 resorts to receive this status for 16 consecutive years.



## 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) or view upcoming courses [here...](#)



## Qualmark News

Congratulations to [White Island Tours](#) who have been awarded Enviro-Silver by Qualmark. Qualmark is 'tourism's official quality mark' to help international and domestic travellers select places to stay, things to do and ways to get around. For information about becoming Qualmark accredited visit [www.qualmark.co.nz](http://www.qualmark.co.nz) or contact [Catherine@bayofplentynz.com](mailto:Catherine@bayofplentynz.com).



# SITE

The 'Start with i-SITE' domestic marketing campaign launched at the Tauranga i-SITE on Monday 2 November. The aim of the campaign is to increase the awareness of i-SITE amongst New Zealanders.

Advertising will be done through internet, radio, print media, and there will also be three Smart Cars driving around the Bay with billboards for a week over the New Year's period.

### How will the 'Start with i-SITE' promote your product?

All you need to do is send [petrina@bayofplentynz.com](mailto:petrina@bayofplentynz.com) approximately 25 words of what makes your product unique - within the four categories below:

- **Must Do's** – things you'd suggest for people visiting the Bay
- **Best Kept Secrets** – things that only a local would know
- **Great Food and Wine** – the best of food and wine in the Bay
- **Hot Deals** – your best deals.

i-SITE staff will upload the posts onto [www.i-site.org.nz/bay-of-plenty](http://www.i-site.org.nz/bay-of-plenty) and they'll be used as advertising on the website and in other media. Contact Petrina at [petrina@bayofplentynz.com](mailto:petrina@bayofplentynz.com) if you have any questions.



## Cruise Ship News

### UPCOMING CRUISE SHIP VISITS

The start of the cruise ship season is upon us, below is a list of vessels visiting Tauranga over the next month.

DAWN PRINCESS	11 November 2009
AMSTERDAM	14 November 2009
SUN PRINCESS	22 November 2009
SEVEN SEAS MARINER	1 December 2009
CLIPPER ODYSSEY	6 December 2009

The cruise schedule 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).



### National tourism industry news

#### NEW ZEALAND IN LONELY PLANET'S TOP 10 FOR 2010

New Zealand's made the cut to be named in Lonely Planet's prestigious Best in Travel publication for 2010. New Zealand was picked by Lonely Planet authors, staff and travellers as one of the Top 10 Countries to visit in 2010.

Lonely Planet pokes fun at itself for recommending New Zealand as "too obvious, right?" "But there's wisdom in the old saying, 'If it ain't broke, don't fix it', and last time we checked the land of Māori and hobbits it certainly didn't need repairing," the guide says. [Read the full media release here.](#)

#### ADDITIONAL MONEY EXPECTED TO BRING 45,000 MORE VISITORS

Additional funding of \$20 million announced today by Prime Minister and Minister of Tourism John Key is expected to bring up to around 45,000 additional visitors to New Zealand through increased marketing efforts, Tourism New Zealand says.

The additional money is the first significant funding increase Tourism New Zealand has received since it was established as the New Zealand Tourism Board in 1991. The additional investment for the tourism industry would bring an additional \$125 million into the country over the next year as a result of increased international visitation. [Read the full media release here.](#)



### Spotlight On...

#### THE ROCK HOUSE AND GLO GOLF

Tauranga's only indoor climbing complex. [The Rock House](#) caters for all climbing levels and specialises in team building for schools, community and corporate groups. Their new Glo Golf (glow in the dark mini putt) is great family fun and very reasonably priced at just \$6 per person. Book your Christmas or birthday party at The Rock House now and hold it in their new function room which is available for groups of 8 or more.

#### THE CARGO SHED

The Cargo Shed Twilight Markets on Dive Crescent are held every Wednesday from 3.00 -7.00pm. The Cargo

Shed has had a stunning make over with the addition of two huge windows with fantastic views of the harbour. The markets feature locally made and designed arts and crafts and local farmer's market produce stalls. The Cargo Shed is also open on weekends from 10.00am - 4.00pm.



### Opportunities

#### 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? A recent auction of tourism product in the 'Tourism Auckland Sella Store' was visited by 26,000 unique SELLA users in just 7 days!

Making some extra revenue is a bonus, but these auctions are designed primarily as a way to promote your business and your unique products to people from all over New Zealand. The SELLA newsletter goes to over 100,000 registered users.

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@bayofplentynz.com](mailto:sean@bayofplentynz.com).

#### NEWZEALANDCARD.COM

Newzealandcard.com is a free marketing opportunity for New Zealand based tourism and hospitality businesses. There's no cost to take part in the scheme – the only requirement is that you have a 'special offer' available to New Zealand card holders. [Read more here](#) or contact [sophie@anznaturetours.com](mailto:sophie@anznaturetours.com) for more information.



### Events

The [Tauranga Moana Seafood Festival](#) returns to Dive Crescent on 28 November 2009. The festival will feature succulent kai and kaimoana with the majority of food sourced locally. Tickets are on sale now through Cornerstone Pub, the Fresh Fish Market and online at Event Finder - for full details visit [www.seafoodfest.co.nz](http://www.seafoodfest.co.nz).

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.

Sports enthusiasts won't want to miss Tauranga's oldest triathlon, the [Tinman Triathlon](#) also on Sunday 6 December. The timing of the Tinman makes it ideal start to the season for experienced tri-athletes looking to warm up for the big races, such as the Port of Tauranga Half Ironman. For more details visit [www.tinmantriathlon.co.nz](http://www.tinmantriathlon.co.nz).

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