



Office News

ARRIVAL MAGAZINE

A great advertising opportunity has arisen in Arrival magazine, which is distributed at nine locations at the Auckland Airport. The magazine is undergoing a redesign, and the advertising structures have been changed to be more affordable for businesses. Summer distribution for the magazine is 120,000 copies, and each copy is used. Tourism Bay of Plenty will be advertising in the coming year and believes this exposure through Arrival magazine is very worthwhile. Those businesses who have a paid listing on www.bayofplenty.co.nz will be eligible for a discount on advertising. To read about the advertising options available click [HERE](#).

AUCKLAND OUTDOOR EXPO

Tourism Bay of Plenty will be attending the Ultimate Outdoor Expo in Auckland on 29-30 November. This event will showcase New Zealand's most popular outdoor and recreational activities and is designed to help New Zealanders take advantage of an active outdoor lifestyle. If you are interested in booking a booth, please click [HERE](#) for details. This is a great opportunity to reach a large number of potential visitors.

SUSTAINABLE STORIES NEEDED

Tourism New Zealand has requested media releases from Qualmark operators to be sent out to trade and media. The release may include what you are doing or have started to do as a result of the updated Qualmark criteria. If you have a good story to tell about how you were inspired to make changes or creative ways you are being sustainable, please send your release to stephanie@bayofplenty.co.nz by 10 October.



SITE

Tourism Bay of Plenty and the Tauranga i-SITE visitor information centre was recognised last week at the national Visitor Information Network conference in Auckland for investment, marketing collaboration and its cruise ship ambassador programme.

Commercial Manager Diane Drummond was thrilled with the recognition from the National VIN network. "We have invested heavily in the new Tauranga information centre to better provide services for our domestic and international visitors."

The Tauranga i-SITE has said farewell to Lynda Powell, and we wish her the best.



New and updated product

[Aerius Helicopters](#) has launched its new Tuhua (Mayor Island) tour. The guided tour can be half or a full day and features walks, kayaking



What's new in the Bay of Plenty

EYEING TRANS-TASMAN FLIGHTS

The Bay of Plenty is soon to have international trans-Tasman flights arriving in Rotorua. Combined with more cruise liners into Tauranga, big changes are expected in the local economies. The BrightEconomy Advisory Board to the Rotorua District Council will hold a meeting in Rotorua on Friday 25 September to look into the economic benefits from this new market. For details click [HERE](#) or visit www.brighteconomy.co.nz to register.

FREE TOURISM BUSINESS COURSES

'Websites that work' is the subject of an upcoming free business workshop for the tourism industry through Empower Team Limited. For full details click [HERE](#), or ring 07 578 7017.

WAIROA RIVER OPEN

The opening dates for the Wairoa River for the 2008/2009 season are Sep: 28; Oct: 12, 26; Nov: 9, 23; Dec: 7, 14, 21, 28; Jan: 4, 11, 18, 25; Feb: 1, 8, 14, 15, 22; Mar: 1, 8, 15, 22; Apr: 5, 19 and May: 3.

NEW LONELY PLANET RELEASED

The coastal Bay of Plenty got quite a plug in the most recent edition of the popular travel guidebook Lonely Planet. Among writer Sarah Bennett's comments was "Restaurants and bars line the revamped waterfront, fancy hotels rise high, and the once-sleepy suburbs of Mt Maunganui and Papamoa have woken up to new wealth and homogeneity. With two marinas chock-a-block with beautiful boats, sandy surf beaches and water sports aplenty, this is about as Riviera as NZ gets." For full details click [HERE](#).



Cruise Ship News

NEW SEASON APPROACHING

The 2008-2009 cruise ship season will kick off on Monday 20 October with the Volendam (1440 passenger capacity), which also returns on 26 October. The updated schedule is found on the Port of Tauranga website found [HERE](#).

CRUISE SHIP REPORT

New cruise ship figures have been issued by Cruise New Zealand. The Bay of Plenty received direct cruise spending of \$17.7 million for the 2007/2008 season. Americans made up 39 per cent of international passengers in the 2007/8 season and Australians 24 per cent. New Zealanders who fill winter cruises to the Pacific account for 19 per cent of all passengers.



Congratulations to...

[Katikati Naturist Park](#) for winning the National Tourism Award for holiday park at last month's awards. Also a winner on the night was [White](#)

and more.

Briar Mascheretti has relocated to Canada for 2-3 years. [Briar's Seaside Ride Horse Treks](#) remains operational and the new contact is Clare Cooper. Briar says "bon voyage for now" to the industry.

Chalet Motel on 15th Avenue has become long-rental accommodation.

[No 8 Farm Tours](#) is a new company offering visitors the chance to experience the rural life of New Zealand. Full and half day trips visit real working farms, offering an insight into the lives of New Zealand farming families. The trips feature a variety of farms including sheep, deer and dairy.

Construction has begun at [Ridge Country Retreat and Spa](#) as an additional six villas and extra conference room are being built to accommodate the growing corporate market. These villas will be open early in January 2009. Please click [HERE](#) for more details.

A new souvenir gift has been released by **SquareCubed**, a new company formed by students at Otumoetai College through the Young Enterprise Scheme. The company produces coasters that are environmentally friendly and 100% Kiwi made. The environmentally friendly laser engraved coasters have been made from local macrocarpa wood and there are four designs to choose from. For details on how to order please click [HERE](#).

[Tauranga Tasting Tours](#) recently acquired a new minibus that will cater for groups up to 19.

Visitor Statistics

	Visitor arrivals	Guest nights
YE July 2008	540,624	1,262,587
Change from YE July 2007	+0.3	-0.6
July 2008	30,404	70,094
Change from July 2007	-3.2%	0.0

(Source: Commercial Accommodation Monitor)

[Island Tours](#) for top leisure activity under the Visitor Activities and Attractions category. Congratulations to the teams at both businesses.

[New Zealand Educational Tours](#) for receiving its Qualmark rating for inbound tour operator.

[Mills Reef Winery](#) for winning the trophy for Champion Cabernet Sauvignon at the Bragato Wine Awards in Christchurch. The winery won for its Elspeth Cabernet Sauvignon 2006. Four other Mills Reef Wines won gold and silver medals.

National tourism industry news

NEW MATARIKI WEBSITE

The New Zealand Maori Tourism Council has just launched a new Matariki events portal www.matarikievents.co.nz. The website will be a one-stop shop for information on Matariki and will contain listings of Matariki events happening all over New Zealand, along with stories, links, training resources and other related opportunities.

Upcoming Events

The **Tauranga Liberty Swing - Big Night Out** is set for Friday 26 September at 7pm at Classic Flyers Museum in Mount Maunganui. The black tie evening includes food and entertainment plus an auction to benefit Variety - The Children's Charity. Click [HERE](#) for full details.

The **2008 blokart World Championships** will take place in Papamoa at [blokart Heaven](#) from 28 September to 4 October as international competitors take to the track for fast-paced sporting fun.

The **National Mural Contest – Katikati Open-Air Art Festival** will be held from 29 September to 4 October. The event is a celebration of the arts and visitors can watch mural artists at work, vote for their favourite murals and sculptures, enjoy music, poetry, street entertainment, storytelling, cultural performances, photography, crafts, a raft race and more.

Tickets for the biennial **Bayleys Garden and Artfest** are now on sale. The event will be held from 11-16 November; visit www.gardenandartfest.co.nz for full details.

The new **Tauranga Moana Seafood Festival** is set for 29 November along Dive Crescent. Tickets are on sale through Ticket Direct and cost \$20 each. For full details click [HERE](#).

For details on these and other upcoming events please visit www.bayofplentynz.com/events.