



What's new in the Bay of Plenty

BAY OF PLENTY VISITOR GUIDE AND MAP 2010

Keep an eye out for the prospectus for the 2010 official Bay of Plenty Regional Visitor Guide and Regional Map. This is the most comprehensive guide for tourism products and services in the coastal Bay of Plenty region. **Further information will be sent out this week.**

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. Please call Sean or Catherine on (07) 577 6234 if you have any questions.

WANT TO APPEAL TO THE JAPANESE MARKET?

Get your website translated into Japanese from \$190+gst, valid until 30 October 2009.

Why should you have a Japanese webpage?

- 95 million internet users in Japan
- Many Japanese book online
- Having a Japanese website give you a competitive edge

This special introductory offer is for a one page introduction on your business in Japanese for up to 500 words. [Click here for more details.](#)



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



Industry Events

DIY PUBLICLY FOR THE TOURISM SECTOR

Learn the skills of DIY publicity in just a few hours!

Do you want to reach thousands of customers without costing you a cent? Would you like to get a story about yourself in the media and see your profile grow?

TV presenter and small business owner Louise Pagonis will teach you the five easy steps to getting a story about your business in the media and how to keep journalists coming back to you for further stories.

Date: Wednesday 14th October

Time: 10.00am to 1.00pm (both workshops)

Venue: Empower Team Ltd, Unit 5, 3 Newton Street, Mount Maunganui

RSVP: etpbop@xtra.co.nz or phone (0800) 4387267 or (07) 572 5492 - numbers are strictly limited.

INVITE TO PRE-CRUISE SEASON WORKSHOP

Tourism Bay of Plenty is hosting a pre-cruise season workshop for operators and industry partners in preparation for the upcoming 09/10 season.

Presentations will be made by Craig Harris - Cruise NZ, Graeme Marshall - Port of Tauranga and Ian Rossiter - NZ Transport Agency. There will also be representatives from key agencies such as the Port of Tauranga and NZ Police.

Date: Tuesday 13th October

Time: 10.00am

Location: Classic Flyers NZ, 9 Jean Batten Drive, Mount Maunganui

RSVP: heather@bayofplentynz.com



Conference Corner

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 by Friday 6 November



Opportunities

EXPOSE YOURSELF ON SELLA.CO.NZ

Do you want to expose your business to over 350,000 unique 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.

GET YOURSELF IN FRONT OF 30,000 PEOPLE

Promotional trade sites/stalls are now 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 for ticket sales or for more information about trade sites/stalls contact Michelle Whitmore 021 473 348.



Events

Tickets for the biennial [Tauranga Arts Festival](#) are now on sale. The event will be held from 22 October - 1 November; visit www.taurangafestival.co.nz for full details.

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.

The [Kiwi Festival](#), which runs from 26 February to 6 March 2010, celebrates everything that makes the Bay of Plenty such a great place to live, work, play and visit.

The festival promotes the Coastal Bay of Plenty as the horticultural food bowl of New Zealand and with 9 days of fantastic events, promises to be fun for the whole family. For full details visit www.kiwifestival.co.nz.

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



Qualmark News

Congratulations to [Waihi Beach Lodge](#) who achieved Qualmark Enviro Bronze, alongside their existing Qualmark Four Star Plus Accreditation under the category of Guest and Hosted.

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 or contact Catherine@tourismbayofplentynz.com.



Industry Happenings

NEW CHIEF EXECUTIVE FOR TOURISM NEW ZEALAND

Kevin Bowler has been appointed as the new CEO of Tourism New Zealand ahead of 158 other applicants.

Currently CEO for start-up Yahoo!Xtra a joint venture between Telecom and Yahoo. Kevin has extensive marketing and business leadership experience spanning fast moving consumer goods, technology and media brands in New Zealand and overseas. Kevin will take his new role in early January. [Read more here ...](#)

REGIONAL TOURISM FORECASTS RELEASED

Regional tourism forecasts to 2015 have been released for each of New Zealand's 30 Regional Tourism Organisation (RTOs) regions.

Released today by the Ministry of Tourism, international tourism expenditure (excluding airfares) is forecast to grow by an average of 4.7% per annum to reach \$8.2 billion in 2015. Individual reports for each RTO region and Excel pivot tables can be found at www.tourismresearch.govt.nz/forecasts.



Spotlight On...

[Aquavida Welcome Bay](#) have moved to a new location on the corner of Forrester Drive and Johnston Place. Aquavida continue to offer a great range of spa treatments and services from their new venue. For more details visit www.aquavida.co.nz or call (07) 544 1173.

The [Cargo Shed Twilight Markets](#) on Dive Crescent will be held every Wednesday from 3-7pm. The Cargo Shed market will also be open Saturdays and Sundays from 10am - 4pm. The markets will feature farmers' market style produce and arts and crafts, made and designed, by local artists.