



TOURISM NEWS BAY OF PLENTY OCTOBER 2008



Office News

FAREWELL TO STEPHANIE

We bid farewell to Communications Manager Stephanie Neppi this week. Stephanie wraps up at Tourism Bay of Plenty on Friday 24 October before she begins a new job as PR Manager - Asia at Tourism New Zealand on the 28th. Stephanie would like to thank the industry, local organisations and media for all their support during the past few years.

OFFICE COORDINATOR POSITION

Applications are invited for the new role of Office Coordinator which has been created to provide support to both the accounting functions and the marketing team at Tourism Bay of Plenty. To view the advert click [HERE](#) and to view the job description click [HERE](#).

NEW REGIONAL VISITOR GUIDE

The newest version of the annual visitor guide is back from the printer. Tourism Bay of Plenty would like to see the regional visitor guide placed in every tourism business around the region.


To get copies, come into our office or you can order copies from Stocklink directly and they'll be delivered FREE to your door whether you want just 20 copies or 200. To order copies send an email to info@stocklink.co.nz or ring 09 270 7870.

The product number is 947861.



i-SITE SUPERVISOR POSITION

Applications are invited for the new position of i-SITE Supervisor. The full-time role will be responsible for staff management and stock management of the i-SITE visitor centres in Tauranga and Mount Maunganui. To view the advert click [HERE](#) and to view the job description click [HERE](#).



What's new in the Bay of Plenty

BUSINESS AWARDS NEAR

The Westpac Tauranga Business Awards 2008 recognises and honours successful and innovative businesses in a wide range of categories. Tickets are now on sale for the big night, which is held Friday 31 October 2008 at Baypark Stadium in Mount Maunganui. Tickets are \$130 plus GST and include the awards ceremony, dinner/drinks and entertainment. To buy tickets email registrations@tauranga.org.nz or ring 07 577 8955 (Anne).

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 07 572 5492.

NEW FARMERS MARKET

The first Twilight Te Puke Farmers' Market will be held in the Commerce Lane carpark from 4-7pm on Thursday 23 October. The market will feature breads, fresh baked goods, dry aged Angus beef, smoked fish and plenty of fruits and vegetables. The market will be held weekly, and it is part of the BOP Farmers Market Group, a non-profit organisation that is supported by Western Bay of Plenty District Council and Food Bay Of Plenty.



Cruise Ship News

PORT OF TAURANGA COMMENDED

Port of Tauranga and Tourism Bay of Plenty's cruise ship ambassador programme were both commended in the recently released Cruise Investigation Report undertaken by Tourism New Zealand. The report used Tauranga in its case study, and it said 'Tauranga provides many examples of best practice for other New Zealand regions and ports to learn from. Initiatives that assist passengers on arrival, and onshore programmes which extend to as far away as Rotorua, ensure that the economic benefits of the cruise sector reach a

ITEMS FOR SALE

Due to the Mount Maunganui *i*-SITE being upgraded, a three desk internet desk and a large brochure display unit are for sale. Offers are invited for these items, and they can be viewed at the Mount *i*-SITE until the end of October.



AdventureSail is a new sailing company that provides personalised harbour cruises and extended charters. The sailboat can accommodate up to 11 people for day or night sails, picnics and more.

Aqua Vida Spa in Welcome Bay, Tauranga has been sold and will be closing down at the end of November. Best wishes to owners David and Shirley Stewart.

Dolphin Blue has added cruises of the Tauranga Harbour to its tour offerings.

Mount Classic Tours is offering tours of the upcoming Bayleys Garden and Artfest. The tours are designed to be a relaxing way for locals and visitors alike to enjoy the event's featured gardens. Tours will depart daily from the Mount Maunganui *i*-SITE visitor centre at 9:15am and the Tauranga *i*-SITE at 9.30 and returning at around 4.30pm. For full details please click [HERE](#).



Visitor statistics below are for the western Bay of Plenty region. To see the full Commercial Accommodation Monitor for August 2008 please click [HERE](#).

	Visitor arrivals	Guest nights
YE August 2008	432,628	1,017,575
Change from YE August 2007	+4.4%	+2.7%
August 2008	51,388	+1.9%
Change from August 2007	23,102	+2.6%

(Source: Commercial Accommodation Monitor)



Website stats for the month of September 2008 were up

variety of stakeholders.' To view the report click [HERE](#).

ARTICLE LOOKS INTO CRUISE FUTURE

Concerns about the future of the cruise ship industry is investigated in a current article featured in Cruise Week. The article looks into cruise bookings in 2009 and confidence in the market. To view the article please click [HERE](#).

UPCOMING CRUISE SHIP VISITS

VOLENDAM	26 October 2008
MILLENIUM	3 November 2008
ORION	8 November 2008
VOLENDAM	19 November 2008
MILLENIUM	22 November 2008
VOLENDAM	23 November 2008
MILLENIUM	24 November 2008

The updated schedule is found on the Port of Tauranga website found [HERE](#).



Comvita Visitor Centre for achieving the prestigious Green Globe Benchmarked Bronze status under the globally recognised benchmarking programme. This programme recognises Comvita Visitor Centre's commitment to operating to the world's highest environmental standard.



BIG CHANGES TO TOURISM EVENTS

The Tourism Industry New Zealand Trust Board recently released outcomes of the Event Review that the trust and Tourism Industry Association (TIA) have been undertaking. The Trust and TIA have agreed a set of outcomes that will benefit TIA members and help the tourism industry better meet the challenges ahead. While TRENZ 2009 will proceed as planned at Auckland's ASB Showgrounds on 8-11 June 2009 other events will undergo a period of further review in 2009 with the aim of bringing them back as stronger, leading industry events in 2010. To read more click [HERE](#).

TOURISM INDUSTRY ELECTION MANIFESTO

The Tourism Industry Election Manifesto campaign aims to get more recognition for tourism with central government and gain more support for the industry. The manifesto outlines the top priorities for New Zealand tourism for the next election term and the actions the industry seeks from government. To read more click [HERE](#).

considerably compared with 2007 statistics. Unique visitors for the month were 11,774 (+31%) with 18,334 (+35%) total visits and 107,430 pages (+40%) viewed. If you are not currently registered on the website, click [HERE](#) to register.

The logo for 'Upcoming Events' features a stylized sun with rays on the left, followed by the text 'Upcoming Events' in a white serif font on a dark blue background.

Tauranga Moana Tauranga Tangata Festival will be held on Labour Weekend from 24-26 October. The biennial event features an art exhibition, food and craft stalls, talent shows and more. For details click [HERE](#).

Tickets for the biennial **Bayleys Garden and Artfest** are now on sale. The event will be held from 10-16 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](#).

Tickets are now on sale for the popular "**Mills Reef Stars Under the Stars**" concerts, which will be on 24 and 25 January 2009. Tickets are \$35 and will be available through Ticket Direct.

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

TOURISM NEW ZEALAND WEBSITE

Tourism New Zealand is launching a new trade website on 31 October. Operators who wish to list on the website should visit <http://register.nztb.co.nz/>. If you already have a consumer website listing on www.newzealand.com, simply log on to <http://register.nztb.co.nz/> and extend the listing to create a listing on the trade site. Trade site listings should contain information of use to travel sellers and product managers such as commissionable rates, language capabilities etc. For any questions please contact Monica Armesto, Product Development Manager, at monicaa@tnz.govt.nz.

TOURISM MARKET UPDATE

With the current economic climate, Tourism New Zealand has been monitoring developments closely with the help of its offshore offices and the industry. The newsletter Regional Rap includes visitor numbers and outlook from the country's biggest markets. To view the report click [HERE](#).

TRAINING OPPORTUNITIES

Complete Tourism Solutions offers three national qualifications and a number of limited credit programs (LCP) including tour guiding qualifications. The company offers everything from LCP in attraction or excursion guiding through to the National Certificate in Tourism Tour leadership Level 4. There is also a customer service and selling module online as well as communication, legislation and risk management. For more details visit www.ctsonline.co.nz.

[unsubscribe](#) www.bayofplentynz.com