

## TOURISM NEWS BAY OF PLENTY JANUARY 2008



### Office News

#### GNZTR PRODUCT MANUAL

It's that time of year again to start planning for the Great New Zealand Touring Route (GNZTR) Product Manual 2008/2009. The manual is Tourism Bay of Plenty's most important international marketing tool. If you are interested in being included in this publication, click [HERE](#) for the booking form. For any questions contact Esther Goldsworthy, Marketing Manager, on 07 577 6234 or [esther@bayofplentynz.com](mailto:esther@bayofplentynz.com).

#### GNZTR JOINS 'WHAT'S ON' CAMPAIGN

The Great New Zealand Tourism Route will be involved in Tourism New Zealand's Autumn 'What's On' Australian campaign. The campaign includes online regional packages, a 15-second TV commercial highlighting the Pacific Coast and Thermal Explorer highways plus other media activity taking place through Tourism New Zealand in Australia. Tim Burgess, Chairman of GNZTR, says 'It's a first for New Zealand regions to be marketing together this way in Australia.'

#### AA DOMESTIC CAMPAIGN

Tourism Bay of Plenty has bought into the new AA 'I Love you New Zealand' domestic campaign at a high level. The campaign objective is to motivate Kiwis to travel around New Zealand, particularly during the shoulder seasons. During the next month we will be communicating with the industry about ways you can participate in the year-long campaign.

#### OPERATOR VIDEO REQUEST

Tourism Bay of Plenty has been contacted by a new website [www.visionsafari.com](http://www.visionsafari.com), which promotes tourism businesses via video to travellers all over the world. If you are interested in submitting a video (at no cost), please contact [info@visionsafari.com](mailto:info@visionsafari.com). The website will be going live early this year.

#### TAURANGA ARTS FESTIVAL RESEARCH

A survey commissioned by Tourism Bay of Plenty to assess the impact of the 2007 Tauranga Arts Festival and the Earth from Above exhibition has been completed. The intention of the report was to learn how satisfied participants were with their experience at the festival, as well as their awareness of advertising for the festival and where visitors to the festival came from.

More than 400 of the 102,000 people who visited the exhibition were interviewed by tourism students from the Bay of Plenty Polytechnic. Of these interviewees, 72 per cent were from the coastal Bay of Plenty, while 11 per cent were



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

#### HOLIDAY LEAVE HELP

The Department of Labour has a new online tool that businesses can put to use to help calculate pay for public holidays, as well as sick and bereavement leave. The Holidays Online Tool can provide guidance on what employees are entitled to when they work or don't work on a public holiday. Click [HERE](#) for the tool. Hard copies are also available; ring 07 927 0486 for details.

#### BAYWAVE SPECIAL

[Baywave](#) is offering \$2 Tuesdays on the first Tuesday of each month for the use of its pool complex. From 6am to 8:45pm you can swim and exercise for just \$2. The special aquatic admission is for use of the pool complex but does not include the hydroslide, spa, sauna, steam or health club. For details ring 07 575 0276.

#### FREE BUSINESS CLASSES

Empower Team Limited offers a range of free business courses. The courses on offer during the next month include 'Planning for Success' and 'Recruitment – Employing People and Getting it Right!' To read about all available courses, click [HERE](#) for the upcoming schedule or ring 07 578 7017.

#### DC3 TRIP OFFERED

Coming to the Tauranga Airshow? If you are coming from Auckland why not enhance the whole airshow experience by travelling in style in a return to the golden days of NZ air travel? Fly return from Auckland or enjoy a scenic flight over Tauranga and Mount Maunganui. For details ring 07 572 4000 or email [classicflyers@classicflyersnz.com](mailto:classicflyers@classicflyersnz.com).

#### PLEA TO PROTECT DOTTEREL

The Department of Conservation (DOC) is reminding any visitor to the region's beaches to look out for the rare New Zealand Dotterel this summer. DOC asks beachgoers to tread lightly on the beach especially around the breeding sites of this endangered coastal bird. The largest breeding site is on Matakana Island, but there are also breeding pairs of dotterel along the coast from Maketu to Waihi Beach. Dotterel were once wide spread around New Zealand, but loss of habitat, introduced predators and human disturbance have reduced their numbers nationally to just 1500.

#### WHAKATANE SERVICE ANNOUNCED

Air New Zealand will launch a direct service six days a week, according to Inside Tourism. The direct flights between Whakatane and Wellington

international visitors. Visitor satisfaction from the exhibition was high, according to the research. In total, 82 per cent said they were extremely likely or very likely to recommend the exhibition to others. Positive comments received from those interviewed praised the location of Earth from Above, saying it was set up well and accessible. If you would like to be sent a PDF of the report, please contact [stephanie@bayofplenty.com](mailto:stephanie@bayofplenty.com).

#### CHARITABLE INDUSTRY

Thanks to the generosity of both Mount Classics and Aerius Helicopters, all proceeds for the gold coin donation at the end of year tourism gathering went to the Waipuna Hospice. Thanks to those of you who contributed; the total was \$170.85.



The three-month mark of being in its new location at the corner of Wharf and Willow Streets sees the Tauranga *i*-SITE staff settled into their new environment. It has been a busy season to date. Visitors and locals alike have offered positive feedback on the appearance and layout of the frontline counters, poster and brochure displays. While the Tauranga *i*-SITE has been busy, nothing compares to Monday 28 January at the Mount Maunganui *i*-SITE, when 2,238 people came through the office in one day.



Website statistics for [www.bayofplenty.com](http://www.bayofplenty.com) have increased significantly in the past year. Overall unique visitors for 2007 was 106,330, up 19 per cent from 2006, and up 30 per cent from 2005. The number of visits in 2007 was 151,056, also up 19 per cent from the total in 2006. Unique visitors from the website are up 57 per cent from 2005 to 2007.



January and February are busy months for cruise ships into Port of Tauranga:

STATENDAM	31 January 2008
SEVEN SEAS VOYAGER	31 January 2008
MERCURY	2 February 2008
MERCURY	4 February 2008
STATENDAM	4 February 2008
SAPPHIRE PRINCESS	13 February 2008
SAPPHIRE PRINCESS	15 February 2008
SUN PRINCESS	19 February 2008

will begin on May 19 using an Eagle Air 19-seat Beech 1900D aircraft.



#### NEW CONFERENCE PLANNER

An updated Bay of Plenty conference planner will be published this winter in time for Meetings 2008. Communication will be sent out in mid-February, so keep an eye out in your inboxes to learn how you can be involved in this planner.

#### CONFERENCE NEWSLETTER

The next quarterly conference newsletter will be sent out in March. If you have any news for this market or wish to receive this newsletter, please contact Karen Wallace, Convention Bureau Coordinator, on 07 577 6234 or [karen@bayofplenty.com](mailto:karen@bayofplenty.com).



**Aquavida Spa** in Welcome Bay has launched its new 'Couples Packages.' Every Sunday from 1-6pm is dedicated to treatments for two. Enjoy the company of your partner (or your mum, daughter or friend) whilst you both relax and enjoy a complementary foot soak in crystal mud to accompany the treatment(s) of your choice. Aquavida will also be starting 'Learn to Massage' classes in February. For more details visit [www.aquavida.co.nz](http://www.aquavida.co.nz) or ring 07 544 2036.



Following his sell-out concert at the 2007 Jazz Festival, **Georgie Fame** returns to Tauranga on 23 February. Georgie is recognised as one of New Zealand's finest contemporary jazz and blues vocalists as well as a great keyboard player. Tickets are available from Baycourt TicketDirect on 07 577 7188 or visit [www.ticketdirect.co.nz](http://www.ticketdirect.co.nz).

The inaugural **Kaimoana Festival** will be held on March 1 2008 in Maketu. Seafood will be the main feature of the day and other goodies include oyster bloody marys, king prawn kebabs, paua fritters, seafood pies and more. Entertainment will include jazz bands and kapahaka groups, and Peter Peeti from the Maori cooking programme 'Kai Time' will give cooking demonstrations. In addition to direct ticket sales at outlets in Maketu and Te Puke, tickets can be purchased through [www.iTicket.co.nz](http://www.iTicket.co.nz). Tickets are \$20.

Tickets are also on sale for the annual **Tauranga Boutique Food and Wine Festival**, held this year on Saturday 8 March 2008 from 12-6pm at Wharepai Domain. The day includes a full

The regularly updated schedule is found on the Port of Tauranga's website; to see the full schedule click [HERE](#).



	Visitor arrivals	Guest nights
<b>YE Nov 2007</b>	533,823	1,269,994
<b>Change from YE Nov 2006</b>	+5.0%	+7.9%
<b>Nov 2007</b>	41,200	83,600
<b>Change from Nov2006</b>	+0.6%	+4.6%

(Source: Commercial Accommodation Monitor)

selection of wines and foods plus entertainment. Tickets are available from Baycourt TicketDirect on 0800 224 224 and the \$25 cost includes entry, a commemorative glass, a bottle of Waiwera water and all day entertainment.

Planning for the annual **National Jazz Festival**, held 20-24 March 2008 in Tauranga, is well underway. Tickets for the concert series of the 46th National Jazz Festival are on sale now through Ticket Direct at Baycourt. For more artist and ticketing information check the festival website [www.jazz.org.nz](http://www.jazz.org.nz).

Other upcoming events:

- 2-3 February: **Lion Foundation Surf League**, Main Beach Mount Maunganui
- 9-10 February: **North Island Surf Boat Championships**, Waihi Beach
- 15-17 February: **Sport Aviation Expo**, Tauranga City Airport, Mount Maunganui
- 16 February: **More FM Winery Tour**, Wharapai Domain, Tauranga
- 23 February: **Waihi Beach Mardi Gras**

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