

TOURISM NEWS BAY OF PLENTY NOVEMBER 2007



Office News

END OF YEAR INDUSTRY NIGHT

The end of the year industry night will be held on Tuesday 4 December at the [Mount Classic Tours/Aerius Helicopters](#) hangar at the Tauranga City Airport. Nibbles and drinks will be provided and during the night spot prizes will be given away, including a free scenic flight for two with a free DVD of the flight. Mount Classic Tours and Aerius Helicopters will also be offering rides free of charge. We hope to see as many of you there as possible before the busy summer season.

NOTE: Click [HERE](#) for directions and parking instructions.

TIME: 5:30pm

DATE: 4 December 2007

PLACE: Hangar AS8, Jean Batten Drive, Tauranga City Airport

RSVP: 07 577 6234 or info@bayofplentynz.com

COST: FREE

JAPANESE VISITOR GUIDE

A shortened Japanese version of the regional visitor guide has been produced by Tourism Bay of Plenty. The motivational guides were given to a Japanese delegation from Hitachi, Tauranga's sister city in Japan and copies were sent to Hitachi for distribution to the Japanese market. If anyone would like copies of the Japanese guide, please contact the office.

TOURISM NZ SEMINAR FOLLOW-UP

Thanks to those of you who attended the Tourism New Zealand regional seminar in Waihi last month. To view copies of the distribution presentation, click [HERE](#). If anyone would like more information on the visitor experiences information given during the seminar, visit the market research section of Tourism New Zealand's corporate website [HERE](#).

AIR NZ INFLIGHT MAGAZINE

Tourism Bay of Plenty has extra copies of the 'Coastal Bay of Plenty' inflight magazine that is being inserted into the seat pockets of Air New Zealand Link and Eagle Air flights during the next few months. Everyone is welcome to call into the office to pick up copies.

REGION NOW ON YOUTUBE

Tourism Bay of Plenty has uploaded the regional promotional video onto YouTube. Click [HERE](#) to watch the video. Please pass along the link to any of your friends and family to get them all talking



What's new in the Bay of Plenty

BLUE WHALE VISITS THE REGION

Visitors on [White Island Tours](#) were treated to an up close and personal encounter with an endangered blue whale on 14 November. Click [HERE](#) to watch the TV3 news footage.

LONELY PLANET BLUELIST

The giant kiwifruit at [Kiwi360](#) and White Island were both named essential tourist sights in New Zealand. Lonely Planet's Bluelist, a collection of what it regards as the best places, journeys and experiences around the world for travellers, includes just four New Zealand sights. Kiwi360's kiwifruit was included on the Bluelist's 'Big!' top 10 list, while White Island was deemed 'white by name, black by nature', as it made the Bluelist's volcano top 10 list.

CRUISE SHIP SEASON

Three cruise ships will visit Port of Tauranga in December 2007. The Seven Seas Mariner will make a return visit on 2 December, while the Mercury makes its debut on 10 December, and the Sun Princess makes its first of four visits on 14 December. The regularly updated schedule is found on the Port of Tauranga's website; to see the full schedule click [HERE](#).



Tourism BOP Famils

Several members of the Tourism Bay of Plenty team joined a recent famil with [Adventure Bay of Plenty](#) to Tuhua (Mayor Island). The group, which included some of the region's accommodation operators, enjoyed a scenic cruise to the island followed by sea kayaking and a sausage sizzle on the return journey. The trip will be run on demand throughout the year, and can also include swimming, fishing and snorkelling adventures. Thanks to Grant and his skipper for a great day.



Conference Corner

CONFERENCE PLANNER FAMIL UPDATE

Sixteen professional conference organisers and large corporate businesses and a freelance journalist took part in a professional conference planner famil in October to maximize the interest shown in the region during Meetings 2007. The famil was designed to showcase the Bay of Plenty as an exciting destination that can provide a variety of options for the conference/incentive market. Thanks to all those businesses who were involved in the famil - the feedback received indicates that there is a much wider and diverse range of product in the region than most had

about their next trip to the region.

VISITOR GUIDE ORDER DETAILS

To get copies of the regional visitor guide, 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.



Tauranga and Mount Maunganui i-SITES are prepared for a busy summer season. Although there has been a steady stream of customers through the offices all winter, these numbers are expected to increase markedly over the summer months. The new location at the corner of Wharf and Willow streets is proving popular with favourable comments from all those who visit. If you haven't already done so, feel free to pay the i-SITE team a visit and either avail yourself of their services or just call in to say "hello".



Accommodation on Turret/Turret Apartments has new owners and it will no longer be run as public accommodation.

Enjoy a day out with **Adventure Bay of Plenty** on its new Tuhua (Mayor Island) trip, which includes a cruise to the island with swimming, fishing, snorkelling or kayaking adventures. For details on this tour and more, visit www.adventurebop.co.nz or ring Grant on 07 576 7040.

Katikati Lavender has new owners - Gordon and Ruth Kaiwai.

Lemon Tree Cottage is a new cottage located in Omokoroa. The cottage is private and secluded, catering for just two people with a queen bed (and a high quality sofa bed for an extra guest). For details ring 07 548 1366.



The **Commercial Accommodation Monitor (CAM)** report will undergo changes starting with the November 2007 survey month. Among the changes, accommodation operators will only provide simple domestic and international guest night totals each month instead of breaking down origin by country and New Zealand region. This will mean the CAM report will include domestic and international guest nights monthly, instead of every three months.

anticipated.

NEW CONFERENCE NEWSLETTER

Tourism Bay of Plenty will begin sending out a quarterly conference newsletter starting in December 2007. The newsletter will showcase new product, profile existing operators, update on coming events and generally give an update on the conference industry in the Bay of Plenty. If you have any news for this market please send an email to karen@bayofplentynz.com.



Bayline Coaches for taking home two awards at the recent Westpac Tauranga Business Awards. It won both the Tourism BOP Tourism Award and the Beca Community Service/Social Responsibility Award. Congratulations as well to **Te Puna Quarry Park**, who were finalists for the BOP Polytechnic Community Organisation Award.

Bayline Coaches for receiving its Green Globe Benchmark.

Comvita, who won a gold award for the design of its new natural skincare range Huni, which was launched in November. The Designers Institute of NZ recognised Huni in its annual BeST Design Awards, a national award programme recognising New Zealand's best graphic, product and spatial design.

Morton Estate for winning Gold at the prestigious London International Wine and Spirit competition for its Black Label Methode Champenoise 2000. In addition, the Morton Estate Private Reserve Viognier from the 2007 vintage was awarded a Gold Medal for Premium White Varietals in the Hawkes Bay A&P Mercedes-Benz Wine Awards. The Morton Estate White Label Viognier 2007 also gained a Silver Medal at the awards.

Roselands Motel for being upgraded to a four-star Qualmark rating.

The **Tauranga Arts Festival** for another great event. The 10-day event saw more than 40,000 visitors to the Earth from Above exhibition in addition to 9,000 tickets sold (up 2,500 up from 2005) to the various concerts and performances. The Earth from Above exhibition attracted more than 100,000 people during its six weeks in Tauranga.



Mission Impossible –The Art of Arthur Dagley is a new exhibition at the Tauranga Art Gallery that runs from 17 November to 28

Other changes will be implemented from July 2008, and they include removing the 'Hosted' accommodation group due to low coverage in this sector. The Ministry of Tourism will investigate an alternative way to provided data on hosted accommodation.

	Visitor arrivals	Guest nights
YE Sept 2007	537,425	1,268,320
Change from YE Sept 2006	+6.1%	+9.0%
Sept 2007	36,165	78,317
Change from Sept 2006	-1.1%	+1.6%

(Source: Commercial Accommodation Monitor)

January. Dagley lived and worked in Tauranga his whole life, and he has been called the most 'underrated painter in New Zealand'. Visit www.artgallery.org.nz to read about this and other exhibitions.

The TrustPower Christmas Festival Downtown Mount is set for Saturday 8 December from 10am-9pm. The day offers a full range of entertainment including face painting, temporary tattooing, Santa, sausage sizzle, rides and slides. Shops are open late and fireworks will be held from Pilot Bay at 9pm.

Following his sell-out concert at the 2007 Jazz Festival, **Georgie Fame** returns to Tauranga on 23 February 2008. 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 on Saturday 1 December from Baycourt Theatre, Baycourt TicketDirect 07 577 7188 www.ticketdirect.co.nz

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