

TOURISM NEWS BAY OF PLENTY OCTOBER 2007



Office News

COME SEE OUR NEW OFFICE

Tourism Bay of Plenty and the Tauranga i-SITE are now located on the corner of Willow and Wharf Streets. The new i-SITE office is located in the front area, while the marketing offices are in the back (with an entrance in the library arcade). The i-SITE includes 24-hour lit signs as well as interpretive panels about the region. We encourage you all to call in for a look from 8:30am-5pm weekdays.

TOURISM NZ SEMINAR

This year's Tourism New Zealand regional seminar will be combined with Tourism Coromandel and held in Waihi. The seminar will cover the latest information on business techniques, international marketing, research and identifying new opportunities for your business. This full day event aims to give you practical and useful information for your business. Workshops, presentations, case studies, networking and Q&A sessions will bring the day to life.

At this stage there are 34 people registered from the Coromandel and just 13 from the Bay of Plenty. We urge you all to attend.

TIME: 9am-5pm

DATE: 30 October 2007

PLACE: Salvation Army Hall, Seddon St, Waihi

RSVP: 07 868 0470 or info@thecoromandel.com

COST: FREE

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. Please reserve this date on your calendars now as we hope to see as many of you there as possible before the busy summer season takes over.

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

TRENZ 2008 UPDATE

TRENZ (Tourism Rendezvous New Zealand) is New Zealand's most significant annual international tourism trade show. The event delivers unique business opportunities for an extensive range of New Zealand tourism operators and international tourism buyers from



What's new in the Bay of Plenty

FREE BUSINESS COURSES

Empower Team Limited offers a range of free business courses. The courses on offer during the next month include 'Grow your business & live the life you love' (The keys to work-life balance) and 'Introduction To Sustainability for Businesses.' To read about all available courses, click [HERE](#) for the upcoming schedule or ring 07 578 7017.

HOT POOLS SEEK PARTNERSHIPS

The Mount Maunganui Hot Salt Water Pools is seeking partnerships with local businesses and tour operators to add value to current programmes and packages to develop and sustain tourism in the Bay of Plenty. A number of businesses have already signed up and are taking advantage of free passes and discounted admission to the Hot Pools. For details on becoming a partner please ring Charlie on 07 575 0276 ext 701 or email hotpools@leisureco.co.nz.

TUATARA RETURN TO TUHUA

The Tuhua Trust Board and Ngaiterangi Kaumaatua Hauata Palmer blessed 30 tuatara before they were released earlier this month by Department of Conservation (DOC) staff on Tuhua (Mayor Island). Tuhua (1227ha) will be New Zealand's second largest site for Tuatara after Hauturu (Little Barrier Island).

CRUISE SHIP SEASON

The 2007-2008 cruise ship season is now underway. The regularly updated schedule is found on the Port of Tauranga's website, to see the full schedule click [HERE](#). Four cruise ships will arrive in the region in November, including two visits by the Rhapsody of the Seas which has a capacity of nearly 2500 passengers.

FREE WEBSITE LISTING

A new travel website – Destinations Live – is about to launch, and they are offering a free two-month listing to any tourism business. The website is www.destinationslive.travel; to read more click [HERE](#), or email bruce@destinationsmagazine.com.



around the world.

TRENZ 2008 will be held again at Rotorua's Energy Events Centre from 26-29 May 2008. Exhibitor applications for TRENZ 2008 open online on 31 October at 12pm and close on 20 November at 5pm. The TRENZ website www.trenz.co.nz is not currently showing the 2008 information but keep your eye on the site, which should be updated shortly.

If you are interested in attending TRENZ or have some questions please contact Esther on 07 577 6234 or esther@bayofplentynz.com.

NEW VISITOR GUIDE HERE

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.

AIR NEW ZEALAND INFLIGHT MAGAZINE

If you're on an Air New Zealand Link or Eagle Air flight during the next few months, be sure to check out the Coastal Bay of Plenty inflight magazine. The magazine will be available on the flights during November, December and January.



Tourism operators are urged to keep their eye on their email inboxes for news about the new IBIS national tourism vouchers system, which is now being implemented.

Visitor Statistics

	Visitor arrivals	Guest nights
YE August 2007	537,822	1,267,067
Change from YE August 2006	+6.8%	+9.6%

The number of coastal Bay of Plenty businesses involved in the Sustainable Tourism Charter is now 24. To read more about what these businesses are doing to be sustainable, click [HERE](#) for the Sustainable Tourism pages of the website. To learn more about the charter please ring Mereana Mills on 027 257 4432 or email mereana@sbcnz.co.nz.

Conference Corner

This weekend, Tourism Bay of Plenty will be hosting 16 professional conference planners on a familiarisation tour of the region. The planners will view a number of accommodation, activity and dining options in the region during their stay.

New and updated product

[Adventure Bay of Plenty](#) has a great tour for anyone wanting to discover Matakana Island. The tour – the Matakana Extravaganza – includes a paddle to the island and a number of options once you arrive. Choose from fishing, a ride on a Clydesdale drawn carriage, clay-bird shooting and more. For details visit www.adventurebop.co.nz or ring 07 576 7040.

Huni™ skincare line will be launched at the [Comvita](#) Global Concepts Store in Paengaroa on October 31. The range includes moisturisers, body lotions and soaps in scents such as Manuka Honey and Kowhai. For details visit www.comvita.com.

The **Tauranga Military Collection** opened up on Labour weekend. The former Tauwhare Military Museum sits alongside [Classic Flyers](#) Museum, and entry is free with admission to Classic Flyers. The collection grew from a private collection, and includes war vehicles, clothing and more. For details ring 07 572 4000.

Upcoming Events

The **Earth From Above** exhibition by Yann Arthus-Bertrand is now open along the Strand in Tauranga until 25 November. The number of visitors to the exhibition was nearly 30,000 people through Labour Weekend.

Meanwhile, the prestigious **World Press Photo** exhibition is on display at the new [Tauranga Art Gallery](#) until 11 November. In addition to the **World Press Photo** exhibition, the new Tauranga Art Gallery has a number of other exhibitions to check out. Visit www.artgallery.org.nz to read all about them.

Quarryfest 2008 is an annual event providing a

August 2007	28,128	59,781
Change from August 2006	-4.8%	-5.7%

(Source: Commercial Accommodation Monitor)

venue for festival-goers to buy quality crafts, be entertained, enjoy panoramic views from walks within the quarry, make tiles, learn Tai Chi, abseil down rock faces, picnic and have a wonderful day out. The event will take place on 4 November at [Te Puna Quarry Park](#) in Tauranga.

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