



*Eastwoodhill Arboretum looking spectacular in Autumn. For more [click here](#)*

#### COMPETITION WINNER

Congratulations to Cynthia Smith of Auckland, the winner of the competition held in conjunction with our summer promotional campaign. Tourism Eastland received an excellent response and further competitions and campaigns are being planned. Keep an eye on the website for more prizes and opportunities.

#### PLANNING A HOLIDAY?

This is a great time of the year to visit Eastland - the weather is still great and the kids are back at school! A perfect way to take it all in is a driving tour of the East Cape via the Pacific Coast Highway. If you would like more information sent to you about everything to see and do on a PCH Tour [click here](#) . The next School holidays commence on 19th April.

#### WEBSITE CHANGES

[www.gisbornenz.com](http://www.gisbornenz.com) has been undergoing some changes and improvements to keep in step with the changing needs of our website users. There is now an online booking facility for Intercity Coaches, and a book online facility for accommodation is in the pipeline. We urge all accommodation operators who have a listing on the website to check their listing for accuracy. We currently have 309 accommodation operators listed, made up of 59 from the Opotiki District, 29 from the Wairoa District, 37 from the East Cape and 174 from the Gisborne District. Please let us know of anything that needs to be corrected on your listing - we are aiming to provide very accurate and up-to-date information at all times.

#### INDUSTRY NEWS

##### AA 101 MUST DO'S CAMPAIGN

The AA continues its mission to put New Zealand back on the holiday menu for Kiwi's with its launch of *101 Must Do Weekends* on Monday. The 2008 edition of the campaign will involve a media value of \$4.7 million, almost twice as much as was spent on the first *101 Must-Do's for Kiwis* campaign. This year's drive includes 28 RTO's, including Eastland.

##### TRENZ

About 300 buyers have registered for TRENZ.  
TIA feels confident that numbers will be similar to last year.

##### GROWTH IN DOMESTIC TRAVEL

It seems much of the growth in domestic travel could be due to increased business traffic, although regions are increasingly seen as havens in which visitors can take time out to recharge and be refreshed. Statistics indicate that the growing proportion of domestic respondents are travelling to the regions on business, rather than for leisure reasons. This correlates with the growing proportion of visitors who are travelling alone.

##### EASTLAND PRODUCT MANUAL

This is now in final stages of preparation. Many operators have been contacted regarding this publication. If you haven't responded and want to be involved please contact Caroline Taylor at [caroline@gisbornenz.com](mailto:caroline@gisbornenz.com) URGENTLY - the deadline of 31st March is looming.

##### FOCUS ON MAORI TOURISM

The Ministry of Tourism has just released an overview of Maori cultural tourism in New Zealand, including trends and characteristics of Maori cultural tourists. To view the full

[Opotiki i-SITE](#)  
[Wairoa i-SITE](#)  
[Gisborne i-SITE](#)

[Full Calendar of Events](#)

**Useful Links**  
[TNZ Website](#)  
[Eastland Website](#)  
[Regional Stats](#)  
[Tairāwhiti Arts](#)  
[Photo Gallery](#)  
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[Qualmark Eastland](#)

report, [click here](#)

#### **VISITING MEDIA**

An Australian film crew visited Gisborne in late February to film a surfing documentary for Australian television. Filming included stingray feeding, Moana eco tour, Rere Rock Slide and a cooking segment with Mark Gardiner. This half hour special which showcases Gisborne went to air on Channel 9 on 22nd March.

We also entertained a film crew from Japan - their focus was surfing (filmed between Tokomaru Bay & Mahia), but they also filmed a winery and a small cultural clip with Waka Toa.

A writer from Sunday Star Times visited in early February. Her two-page feature was published on March 9th and showed Gisborne in a very positive light.

#### **FAREWELL TO LEA**

Gisborne i-SITE Manager Lea Creswell retires at the end of March after 14 years of service. Her vast knowledge and skills will be missed by all, and we thank her for the invaluable contribution she has made over the years. The good news is that Lea will return on a casual basis so you will still see her in the Information Centre from time to time.

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