

# TOURISM NEWS BAY OF PLENTY

## NOVEMBER 2008



### Office News

#### NEW FACE AT TOURISM BAY OF PLENTY

Tourism Bay of Plenty is delighted to announce the appointment of Tony Quarmby to the position of Communications Manager. Tony has an impressive background in marketing and communications having worked both in New Zealand and throughout major international markets. If you have any news or new products or simply want to say hello email tony at [tony@bayofplentynz.com](mailto:tony@bayofplentynz.com)



### SITE

#### MOUNT I-SITE REVAMP IS UNDERWAY

The Mount Maunganui i-SITE is undergoing a transformation. New full frontage brochure displays are being installed this week, along with various poster display options and plasma screen advertising space. Opportunities also exist for some prime location exterior signage. These new pay to display brochure and signage options are selling fast with the summer season upon us so anyone interested should contact Diane on 07 577 6234 or email [diane@bayofplenty.com](mailto:diane@bayofplenty.com)

#### BROCHURE RACKS AND INTERNET DESK FOR SALE

The racks hold over 500 brochures and will be broken down for easy pick up. Photos are available and offers are welcome. Also we have a 3 bay internet desk for sale, again we are open to offers. If you are interested in the brochure racks or internet desk contact Diane on either 0295776235 or here at the office on 07 577 6234 or email [diane@bayofplenty.com](mailto:diane@bayofplenty.com)

#### WELCOME TO NEW SUMMER STAFF

Ronda Lawrence, Bronwen Evans and Lisa-Marie Short

All the staff hail from the Bay of Plenty Polytechnic tourism studies. We warmly welcome them aboard and we look forward to getting them out and about to meet the industry over the next few weeks.



### Upcoming Events

Don't forget to get tickets for the biennial **Bayleys Garden and Artfest**. The event will be held from 11-16 November; visit [www.gardenandartfest.co.nz](http://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](http://www.bayofplentynz.com/events).



### Dates to Diary

#### HAVE YOUR SAY - INDUSTRY WORKSHOP

If there is one must-attend workshop event this year then this is it. AA's general manager of tourism, Peter Blackwell, will facilitate an industry workshop where we need your input as to where the RTO should concentrate its energies in the next two years. You will also be the first to view a preview screening of a new episode of the hit show *The Amazing Race* which was filmed in the Bay of Plenty recently. For more details click [HERE](#)

Where: Mt Maunganui Surf Lifesaving Club

Date: 17 November 2008

Time: 4.30 p.m.

Format: nibbles supplied, cash bar available

RSVP: [info@bayofplentynz.com](mailto:info@bayofplentynz.com)

#### ENTERPRISE TRAINING PROGRAMME – WORKSHOP SCHEDULE

WEBSITES THAT WORK FOR THE TOURISM SECTOR - PART 2 is coming up on Thursday 20<sup>th</sup> November. Internet Guru Hamish Clark (co-founder of New Zealand's first commercial internet incubator and partner in the strategic marketing and business development company iMC2) will present this workshop.

Also new dates are out for workshops covering innovative marketing, green marketing, blogging and sustainability marketing. Click [HERE](#) for dates and more information or contact the Empower Team Limited at 0800 4ETPBOP - (07) 578 7017 or email: [etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz)



### Congratulations to...

[Aqua Vida Spa](#) for winning the Best Nationwide Corporate Incentive category in the Corporate Events Guide 2008 People's Choice Awards.

[Belle Mer](#) was the first finalist in the Best Nationwide Retreat Centre category and [Wear it Out](#) was the first finalist in the Best Nationwide Equipment Hire Company category.



### Industry Happenings

#### APPLICATIONS ARE OPEN NOW FOR KIWI LINK USA.

Kiwilink North America in March 2009 is an opportunity for New Zealand tourism operators and regional representatives to educate a targeted audience of North American travel sellers.

Applications close on the 17<sup>th</sup> November.

For further information, please contact Monica Armesto on 04 462 8036 or 021 549 775 or email [monicaa@tnz.govt.nz](mailto:monicaa@tnz.govt.nz), otherwise the link to the application pages is [HERE](#)

#### 100% PURE BUSINESS MISSIONS

For the last 12 months (financial year 2007/2008) several of Tourism New Zealand's **100% Pure Enterprise Missions** have been cancelled because of low interest by the New Zealand industry, as well as the high cost to operators of attending the events.

To address this, changes have been made to create greater industry uptake, and a better



### **P&O CRUISES AUSTRALIA DOUBLES IT FLEET**

Australia's leading cruise company, P&O Cruises, has announced it will double its fleet over the next two years to keep pace with Australians' growing love affair with cruising. The company's decision to add another two modern superliners, each carrying about 2000 passengers, to its Australian operation is the biggest ever investment made by a cruise company in this region.

The first ship, to be named Pacific Jewel, will begin sailing year round from Brisbane in December 2009. A second superliner will arrive in late 2010 and will sail from Auckland and possibly Sydney, but this is yet to be decided. The two ships will join Australia's first superliner, Pacific Dawn, which has been a major success since she began sailing from Sydney in November 2007, and Brisbane's popular Pacific Sun.

product to market match. Tourism New Zealand will now run 100% Pure Business missions for the financial year 2008/2009.

Tourism New Zealand plans to co-ordinate Business Missions that are primarily based on the needs of the market. For more information please contact the Trade Manager in market, or Monica Armesto on 04 462 8036 or 021 549 775 or email [monicaa@tnz.govt.nz](mailto:monicaa@tnz.govt.nz)