



## TOURISM BAY OF PLENTY NEWS - MAY 2010

### What's New in the BOP

#### TAURANGA SCORES \$250K RWC2011 DEAL

Tourism Bay of Plenty has secured a contract to accommodate about 1000 French sport fans during the 2011 Rugby World Cup, estimated to potentially earn the region's economy \$250,000.

The deal was booked by French travel agency Groupe Couleur and includes 550 room nights, with two people to a room, at a mixture of accommodation outlets. The French travel agency made the booking after being approached by Tourism Bay of Plenty.

Tourism Bay of Plenty has approached all the Official Travel Agents for RWC 2011, promoting the regions' easy access to three of the match venues, Auckland, Hamilton and Rotorua, and the unique activity and accommodation options on offer. Three of the Official Travel Agents contacted are putting together cruise ship based packages for RWC2011, and two of the ships have confirmed stopovers in Tauranga.

Tourism New Zealand has a specific RWC2011 toolbox on their trade website which Tourism BOP has kept up to date so that agents can create itineraries using Bay of Plenty product. Visit [www.newzealand.com/travel/trade/marketing-toolbox/rugby-zone/rugby-zone\\_home.cfm](http://www.newzealand.com/travel/trade/marketing-toolbox/rugby-zone/rugby-zone_home.cfm) for more information.

#### HOW'S THE WEATHER?

The weather camera for TVNZ has been connected via fibre optic and is finally showing a sharp, clear image. Tourism Bay of Plenty has been working on fixing this issue over the last 12 months and would like to thank Hotel on Devonport and Tauranga City Council for their help with this. Check out the new image at 6.00pm on One News or from 6.30am on Breakfast TV One.

#### TRENZ 2010 24-27 MAY

From May 24 - 27, at the ASB Showgrounds in Auckland, the Tourism Bay of Plenty marketing team will be attending [TRENZ](#) (Tourism Rendezvous New Zealand) alongside Mount Classic Tours, White Island Tours and Mangatawa. Tourism Bay of Plenty has 51 sales appointments with international buyers, wholesale agents and media, scheduled over three days.

TRENZ, New Zealand's largest annual international travel trade event, showcases the New Zealand's tourism industry to 270 international Buyers from New Zealand's major and emerging visitor markets. The buyers represent up to 75% of international tourism business to New Zealand. They come to TRENZ to purchase accommodation, transport, and activities to include in brochures, websites and itineraries for the coming seasons. For more information visit [www.trenz.co.nz](http://www.trenz.co.nz).

### Visitor Statistics

#### BAY OF PLENTY VISITOR NIGHTS INCREASE

The Bay of Plenty guest night figures rose significantly in March, compared to the same period last year. Figures from the Commercial Accommodation Monitor reveal:

- Guest nights were up 14 percent to 95,349 compared to March 2009
- International guest nights up 19.1 percent to 31,246
- Domestic guest nights up 11.7 percent to 64,103
- Average length of stay rose from 2.17 nights to 2.25 nights

	YE March 2009	YE March 2010	Change %
Visitor arrivals	404,378	405,992	+0.4%
Guest nights	977,244	1,009,599	+3.3%

(Source: Commercial Accommodation Monitor)

### Spotlight On...

#### CUCINA AMORE

As a child growing up in New Zealand, Virginia Turner learnt how to prepare traditional Italian cuisine, using local New Zealand produce, from her Italian mother. In 2008 Virginia decided to start her own business offering cooking classes to meet the demand for a 'hands-on' experience.

Cucina Amore is based out of Pacifica in Papamoa, they offer Italian cooking demonstrations and classes, including a 'Master Chef' style team building activity. Virginia also provides out catering for all types of events and occasions.

Virginia recently featured on TVNZ's Good Morning show cooking Braciolo (Italian Beef Rolls), she also writes the weekly 'No Compromise' food column for Bay of Plenty Times. For more information visit [www.cucinaamore.co.nz](http://www.cucinaamore.co.nz).

#### MACY'S MOTOR INN

Macy's Motor Inn has been under new management since August 2009. The new leaseholders, Lorraine and Athol Potterill, came to the Bay of Plenty after 10 years of running a highly successful guest house in South Africa.

The 4 star Qualmark rated property has 19 units, all with single or double spa baths and full kitchens. The conference centre has two well appointed conference rooms that can cater for up to 60 people. View Macy's professional new [promotional video](#) or visit [www.macys.co.nz](http://www.macys.co.nz) for further information.

### Industry Events

#### TOURISM INDUSTRY ASSOCIATION (TIA) WORKSHOP - BEING A GREAT EMPLOYER

We all know that our employees are our biggest asset and we need to look after them. This TIA workshop will provide tips and resources on your obligations as an employer, how to reduce payroll related costs, and having access to the skilled staff your business needs.

There will be speakers from Department of Labour, ACC and NZ Immigration Services at the workshop. Don't miss this opportunity to check that your employment processes are up to date and to gain an understanding of the best way to address skill shortages and motivate staff.

Date: Friday 25 June 2010  
 Time: To be confirmed  
 Venue: [Macy's Motor Inn](#), Cnr Edgecumbe and 11th Avenue, Tauranga  
 Cost: TIA members \$25 non members \$45  
 Register: [Register on online here](#)

#### HOLIDAY PARKS TRADE EXHIBITION

The Holiday Accommodation Parks Association would like to invite the tourism industry to visit their annual Trade Exhibition in Rotorua.

Date: Wednesday 23 June  
 Time: 9.30am to 5.00pm  
 Venue: Distinction Hotel, 390 Fenton Street, Rotorua

[Click here to see a list of exhibitors in alphabetical order.](#)

### Cruise Ship News

#### CRUISE SHIP VISITS FOR 2010/2011

54 cruise ships (to date) are scheduled to visit Tauranga for the 2010/2011 season, the first due to arrive is the Sun Princess on 18 October 2010. The cruise schedule can be found on the Port of Tauranga website [www.port-tauranga.co.nz/Shipping-Information/Cruise-Schedules](http://www.port-tauranga.co.nz/Shipping-Information/Cruise-Schedules).

#### CARNIVAL AUSTRALIA TO SEND RECORD NUMBER OF CRUISES TO NEW ZEALAND

Australia's largest cruise operator, Carnival Australia, says it will more than double the number of New Zealand cruises on offer over the next two years, as Australian demand for trans-Tasman holidays continues to grow.

Last year, P&O Cruises and Princess Cruises offered 11 New Zealand cruises which proved so popular the number increased to 17 cruises this year. Next year will see 31 cruises across the Tasman and in 2012 that number will rise to approximately 38. [Read full media release here.](#)

### Events

#### CLASSIC FLYERS 5TH BIRTHDAY

Visit Classic Flyers from the 28 to the 30 May and help celebrate their 5th birthday.

- Entry into Aviation and Military Museums just \$2 gold coin donation per day
- Go into the draw to win a \$250 Hamper of goodies
- Bike and car display
- Model aircraft displays
- DJ Music (Friday night happy hour)

[Classic Flyers](#) - Jean Batten Drive, Tauranga  
 Classic Flyers - (07) 572 4000

#### THE NEW ZEALAND LAUNCH OF "OLD BIRD" - THE STORY OF HILDA HEWLETT

How did a woman born in 1864, the daughter of the vicar of an impoverished parish in South London, come to have what is now a major four lane highway in Tauranga City named after herself and her son?

The biography of this remarkable woman, who made her mark, not only on the world aviation scene, but also on the landscape and history of Tauranga, has been written by Gail Hewlett, who is married to Hilda's grandson, Anthony. Invitations are available from The Bunker Shop at Classic Flyers.

Date: 6 June 2010  
 Time: 1.00pm - 3.00pm  
 Location: Classic Flyers - Jean Batten Drive, Tauranga  
 Classic Flyers - (07) 572 4000

#### DINNER AT RIDGE COUNTRY RETREAT WITH MILLTON WINES

[Ridge Country Retreat's](#) Executive Chef invites you to a five course gourmet dinner, with matching wines provided by James Millton, one of New Zealand's finest Wine Makers.

Limited seats are available for the dinner so be in quick. Accommodation is available at \$250 per room Bed and Breakfast.

Date: Friday 25 June 2010  
 Time: Dinner starts at 6.30pm  
 Location: Ridge Country Retreat, 300 Rocky Cutting Road, Welcome Bay  
 Cost: \$95 per person  
 Book: Phone Ridge Country Retreat on (07) 542 1301 or email [relax@rcr.co.nz](mailto:relax@rcr.co.nz)