

New Operator Information – Getting Started

The information in this booklet will help you get started in the tourism industry. There are many resources that will provide you with the right tools to get started and make your business successful. Do not forget to talk to the people in the industry; they will be able to tell you all the small things that we will not necessarily know.

Outlined in this pack:

- Southland Information
- Venture Southland Tourism Promotional Opportunities & Information
- Useful Industry Information
- Visitor Information Southland Contacts

Southland Information

Venture Southland Tourism

Venture Southland Tourism is the Regional Tourism Organisation for the Southland region. Our role is to promote the attractions of Southland to potential visitors and to assist in the development of the region's tourism industry.

Venture Southland Tourism is part of Venture Southland.

Venture Southland

Venture Southland is a joint initiative between the Invercargill City Council, Southland District Council and Gore District Council. Venture Southland delivers Enterprise, Tourism, Promotion, Events and Community Development services to the region.

Established in July 2001, Venture Southland's unique model is known throughout New Zealand as a positive example of regional coordination and cooperation. Venture Southland is funded through contributions from the Invercargill City, Southland District and Gore District Councils and the Community Trust of Southland.

For further information visit www.southlandnz.com

Southland i-SITES Visitor Centres'

There are three *i*-SITES in Southland. They are here to provide free, friendly and objective information on attractions, accommodation and activities our region. Please feel free to contact the *i*-SITES and discuss promotional opportunities for your brochure. It is also a good idea when you are setting up to invite the *i*-SITE staff along to experience your product. They in turn will have a better understanding and will be able to 'sell' your product with first-hand experience.

Invercargill i-SITE Visitor Centre

Contact: Kath Cook
Southland Museum and Art Gallery
Victoria Avenue, Queens Park, P O Box 1012,
INVERCARGILL
Telephone: +64 3 214 6243
Fax: +64 3 218 4415
Email: info@southlandnz.com
Website: www.southlandnz.com

Gore i-SITE Visitor Centre

Hokonui Heritage centre
Cnr Hokonui Drive & Norfolk Street
GORE
Telephone: +64 3 203 9288
Fax: +64 3 208 9286
Email: goreinfo@goredc.govt.nz
Website: www.gorenz.com

Stewart Island Visitor Centre

12 Elgin Terrace, Halfmoon Bay

STEWART ISLAND

Telephone: +64 3 219 1400

Fax: +64 3 219 0003

Email: stewartisland@i-SITE.org

Visitor Information Southland (VIS)

Visitor Information Southland is an information network for visitor information centres situated in and around Southland. The network encourages improved quality and consistency of visitor information, as well as increased communication and support amongst members and Venture Southland. The network consists of attended information centres as well as unattended information sites in the Southland area.

In terms of brochure display, you will need to contact each VIS to see what their requirements are. It may even be a good idea to invite the VIS staff to come and "famil" (experience) your product, so that they have first hand knowledge when 'selling' to visitors. Contact details for all VIS members are available from Venture Southland.

For further information contact: Simon Henshaw (03) 211 1414 or simon@venturesouthland.co.nz

Research & Statistics

Southland Visitor Survey

For an update on local visitor research visit www.southlandnz.com

Commercial Accommodation Monitor (CAM)

The Commercial Accommodation Monitor (CAM) monitors trends in New Zealand's commercial accommodation sector, which includes GST registered commercial accommodation providers with \$40,000+ annual turnover. Data collected includes accommodation establishment types, guests nights stayed, international/domestic guests, capacity, occupancy rates.

Results for the Commercial Accommodation Survey are produced every month and can be found on the Tourism Research Council New Zealand website at www.trcnz.govt.nz or on line at www.southlandnz.com

Note: 'Southland' information in the CAM includes the Fiordland region.

Seminars & Training

The Enterprise team at Venture Southland hold a number of specific tourism related training courses. Venture Southland Tourism also holds a workshop once every year. Different industry sectors visit Southland and hold workshops including Qualmark, Tourism New Zealand & Tourism Industry Association New Zealand. Look out for details in our monthly tourism e-newsletter '*Foveaux Files*'.

For further information on Enterprise Seminars contact: Alistair Adam (03) 211 1416 or alistair@venturesouthland.co.nz.

Resource Management Requirements

Before you get started, you need to find out about relevant laws, licensing and approval requirements. Most commercial businesses in the tourism industry require an operating licence. Licensing and permit requirements and procedures vary from centre to centre, so check with local government first.

Southland District Council

Resource Planning Staff:
PO Box 903, Invercargill

Ph: (03) 218 7259
Fax: (03) 218 9460
www.southlanddc.govt.nz

Manager Resource Planning
Bruce Halligan DDI: (03) 214 9717
bruce.halligan@southlanddc.govt.nz

Resource Management Planner
Jenny Green DDI: (03) 214 9705
jenny.green@southlanddc.govt.nz

Resource Management Planner
Aaron Leith DDI: (03) 214 9719
aaron.leith@southlanddc.govt.nz

Graduate Resource Management Planner
Sarah Barnes Ext: 846
sarah.barnes@southlanddc.govt.nz

The team has put out a brochure detailing what Bed & Breakfast and Backpacker Accommodation providers must have consent for.

Invercargill City Council

Invercargill City Council
Civic Administration Building
101 Esk Street, Private Bag 90104
Invercargill

Ph: (03) 211 1777
Free ph: 0800 422 435
After Hours: (03) 211 1679
Fax: (03) 211 1433
www.icc.govt.nz

Gore District Council

Building Control and Planning Department
29 Civic Avenue
Gore

Ph: (03) 208 9080
www.gore.govt.nz

Senior Building Inspector
Ben Thompson - bthompson@goredc.govt.nz

Consultant Planner
Keith Hovell - khovell@goredc.govt.nz

Venture Southland Tourism Promotional Opportunities & Info

Venture Southland Tourism Website - www.southlandnz.com

With the increasing importance of the internet, it is essential that you list your business online. One of the first places to do this is on the regional site. Our new Southland website is currently under construction for more information about how to list your business contact Simon Henshaw.

Contact: Simon Henshaw, phone (03) 211 1414 or email simon@venturesouthland.co.nz

Invercargill Website - www.visitinvercargillnz.com

Free listing for accommodation operators and conference/event venues in Invercargill.

Contact: Simon Henshaw, phone (03) 211 1414 or email simon@venturesouthland.co.nz

newzealand.com Website

Free listing for all operators. Just log on and fill out your businesses details – remember to do this as it is a free service and costs you nothing!

Note: This is Tourism New Zealand's (TNZ) promotional website.

Contact: Tourism New Zealand - www.register.nzta.co.nz

Venture Southland Tourism Trade Manual

Distributed to wholesalers, inbound operators, travel agents and visitor information centres. The Trade Manual is used as our main marketing tool for all international markets.

Advertisement: approx \$325+ gst

Contact: Lisa Buckingham, phone (03) 211 1424 or lisab@venturesouthland.co.nz

Familiarisations – Media, i-SITE, VIS & Trade

A 'famil', familiarisation tour is where we host visitors in the region and take them around the sub-regions to experience our products, whether it be a site visit, activity or visiting an attraction.

Every year Venture Southland Tourism hosts a number of domestic journalists in the region usually surrounding a regional event. Our policy is that we generally will only use operators from the Trade Manual, where possible. These operators have indicated to us that they are operating their business in a professional manner and are export ready, i.e. of a high enough standard for international visitors.

Venture Southland Tourism Newsletter – Foveaux Files

Subscribe to receive this free monthly e-newsletter, which will keep you updated on tourism in Southland.

We will provide a free product profile for new operators (50 word description) with contact details. Just provide us with the appropriate information and we will run it in the next Foveaux Files.

Contact: Kerry Smith, phone (03) 211 1415 or email kerry@venturesouthland.co.nz

Southland Events Website - www.southlandnz.com

Free listing of events on Southland Events website. You must submit your own events online.

Contact: Amanda Dowling, phone (03) 211 1423 or email amanda@venturesouthland.co.nz

Invercargill and Southland Convention Bureau

The Invercargill and Southland Convention Bureau is charged with marketing Southland as a conference and national event destination.

It provides a range of marketing benefits for members of the Convention Bureau, such as inclusion in the Meeting and Incentive Planner, representation at trade shows and inclusion in bids and promotional material.

Bid assistance is provided free of charge for any organisation wishing to bid for a conference or national event that will attract over 100 bed nights in total in the Southland region. Assistance is also given to any organisation to help them promote a conference/national event that will be held in Southland.

Contact: Amanda Dowling phone (03) 211 1423 or email amanda@venturesouthland.co.nz

Promotional brochures available for distribution:

- Brochures and Maps
- Invercargill brochure
- Bluff & A4 Tear-off map
- Invercargill Visitor Map
- Official Southland Visitor Guide
- Southland Events brochure
- Southern Scenic Route
- Catlins
- Stewart Island
- Gore
- Riverton
- Heritage Trail brochures

Contact: MarketSouth, phone (03) 214 4455 or email carla@marketsouth.co.nz

Tourism New Zealand Publications & Newsletters

Tourism New Zealand produces the 'Giving it 100%' booklet. Tourism New Zealand has two publications, which are free to subscribe to. These are Regional Rap and Tourism News.

You can subscribe to these by visiting www.tourisminfo.govt.nz or phone (04) 917 5400.

Venture Southland Tourism Contacts:

Venture Southland
143 Spey Street, PO Box 1306
Invercargill
Phone: (03) 211 1429
Fax: (03) 211 1404

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Tourism Marketing Manager
Australian & Domestic Marketing Manager
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Kerryn Smith
Tourism Marketing Coordinator
Direct Dial: (03) 211 1415
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Email: kerryn@venturesouthland.co.nz

Simon Henshaw
Tourism Marketing Coordinator
Direct Dial: (03) 211 1414
Cellphone: 021 229 0608
Email: simon@venturesouthland.co.nz

Glenys Carson
Tourism Administration Assistant
Direct Dial: (03) 211 1420
Cellphone: 021 516 335
Email: glenys@venturesouthland.co.nz

Useful Industry Information

Tourism Industry Association New Zealand (TIANZ)

The Tourism Industry Association New Zealand (TIANZ) is a membership-based and funded organisation representing the interests of over 3,500 businesses throughout the tourism industry.

TIANZ has four major areas of activity:

- Industry Advocacy - this includes Government relations and media and industry relations.
- Business Networking - providing forums for business and professional development (TRENZ, the New Zealand Tourism Conference and the New Zealand Tourism Awards) and vehicles to identify issues that impact on business and sector performance
- Industry Development Programmes - Developing, coordinating or sourcing programmes for the industry that can contribute to improvements in business performance/results.
- Membership Services - Membership deals, newsletters and issues updates.

For further information on membership contact membership@tianz.org or visit www.tianz.org.nz

Tourism Research Council New Zealand (TRCNZ)

The Tourism Research Council New Zealand (TRCNZ) was established by the Ministry of Tourism in 2000 to ensure the provision of quality information, research and forecasts to meet the needs of a wide range of tourism sector users.

The Ministry of Tourism supports the functions of the TRCNZ through its secretariat support of the Council and through its funding of the TRCNZ's work programme.

Online you can find industry information in the following areas:

- Regional Profiles
- International Visitor Survey - The International Visitor Survey (IVS) collects data on international visitor behaviour, expenditure and travel patterns.
- International Visitor Arrivals - The International Visitor Arrivals Survey (IVA) collects data on international visitor numbers, source country, demographics, purpose of visit and port of entry.
- Domestic Visitor Survey - The Domestic Travel Survey (DTS) collects data on domestic visitor behaviour, expenditure and travel patterns.
- Commercial Accommodation Monitor - The Commercial Accommodation Survey (CAM) collects data on the demand for and supply of commercial accommodation, and numbers employed in accommodation establishments.

For further information visit www.trcnz.govt.nz

Tourism New Zealand (TNZ)

Tourism New Zealand is an international marketing agency responsible for marketing 'Destination New Zealand' offshore. Tourism is now the world's largest industry, with more than 650 million people travelling globally on holiday each year and increasing by 3% annually. In this growth environment comes increased competition for New Zealand as a visitor destination.

For further information visit www.tourisminfo.govt.nz

Kiwi Link

Kiwi Link is the international trade event that Tourism New Zealand organises in off shore markets. Regional Tourism Organisations chose which market they would like to target and represent operators in the Trade Manual only, as these are the ones that have indicated that they want to target the international market and work with Trade.

Venture Southland Tourism combines resources with Tourism Dunedin in a joint venture marketing alliance called Coastal Otago/Southland. Currently we attend: Kiwi Link United Kingdom, Germany/Switzerland, America and Japan. Market visits are also planned around the Road shows, where wholesale agents are visited on a one-on-one basis.

For further information contact: Lisa Buckingham (03) 211 1424 or email lisab@venturesouthland.co.nz

The International Media Programme (IMP)

Getting international media exposure for New Zealand is a must if tourism is to maintain its status as our major industry. TNZ IMP provides one of the most effective ways of ensuring positive international exposure for our country. Every year IMP helps hundreds of international journalists travel to New Zealand. Once you are established in business, you may wish to be involved in IMP. This would involve occasionally providing discounted or free experiences to international media; in return you may receive international exposure for your product. Generally VST only uses operators from the Trade Manual, as these businesses are 'export ready'.

For further information visit www.media.newzealand.com or contact Kerry Smith (03) 211 1415 or email kerryn@venturesouthland.co.nz

Tourism Rendezvous New Zealand (TRENZ)

Every May/June TIANZ host TRENZ. TRENZ is New Zealand's main inbound tourism trade show. At TRENZ the offshore companies that buy New Zealand travel product meet the local companies that sell accommodation, regional attractions and activities, events and transport. There are usually over around 50 scheduled meetings over a three-day period. TRENZ is a key part of the process by which companies negotiate with regions and products to be included in the travel brochures that feature New Zealand in the international marketplace in the next year.

For further information visit www.trenz.co.nz

Qualmark

Qualmark™ is New Zealand tourism's official mark of quality. All accommodation and tourism businesses that carry the Qualmark™ brands, which means they have been independently assessed as professional and trustworthy, so visitors can book and buy with confidence. The quality mark is part of the national tourism strategy to make it easy for visitors to find and enjoy world-class experiences in New Zealand.

Tourism New Zealand is placing increasing importance on the value of being Qualmark certified.

For further information visit www.qualmark.co.nz