

## FOVEAUX FILES

# Southland

NEW ZEALAND



Venture Southland Tourism

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## **From the Manager's desk:**

It is starting to get really busy here at Venture Southland with TRENZ and other trade events approaching. The Southland Trade Manual is about to be published and is shaping up to be a fantastic showcase of the region. It is an exciting time for the Southland regional brand with the new look Southland branded merchandise being launched this week so pop down to H&J Smith's and check out the new range when you get a chance!

There has been a lot of talk lately in the industry about freedom camping which affects most regions of New Zealand with Southland being no exception particularly with the growth in popularity of the Southern Scenic Route. The New Zealand Freedom Camping Association, a working group comprising a range of industry representatives and local authorities convened by the Tourism Industry Association, has started to address this and it is great to see the tourism industry taking a proactive role in educating visitors in relation to freedom camping to mitigate the negative impacts on the environment and community that freedom camping undesignated places causes.

On lighter note, the May Arts Festival is about to begin with a smorgasbord of entertaining and cultural experiences provided by top notch local and 'imported' artists including The New Zealand String Quartet, the Topp Twins and other events such as short films, recitals, readers and writers workshops, art exhibitions and music events. For your brochure outlining the May Arts events visit your local Information Centre I hope to see you all there.

Best regards

Kathryn MacDonnell  
Group Manager Tourism & Marketing

## **Convention Bureau**

### **Conference assistance**

The Convention Bureau provided assistance this month to an assortment of different events. This included assisting international guests for a conference, supplying information for a sporting event and assisting three conference organisers with a famil of city venues.

### **New Zealand Conference & Incentive (C&I) Industry Strategic Plan**

The first draft and Executive Summary of the New Zealand C&I Industry Strategic Plan was presented to Bureau Managers in late March.

The target for this strategy is to increase the inbound international business, which will be a direct benefit to the international members and have a flow-on effect to the domestic members when venue and service capacity is full.

In the 2015 Tourism NZ Strategy, it is stated that business travel has five times more spend than the Free Independent Traveller and seven times more spend than Incentive Business.

### **NZAEP Seminar - Environmentally Sustainable Events**

Climate change, becoming carbon neutral, zero waste, eco-verification. The environment is becoming a major concern worldwide, but how does this affect your event? Amanda Dowling, the Conference & Events Marketing Manager, attended a seminar that looked at the implications for event production in New Zealand, and what resources are available to make our events environmentally sustainable. This seminar was supported by SPARC, NZ Major Events and URS.

## **Marketing**

### **New southlandnz.com – Vianet booking engine**

Venture Southland is going to launch a new service on the [www.southlandnz.com](http://www.southlandnz.com) website to allow visitors to book accommodation online using Vianet's online booking and availability system.

Activities can also list with Vianet although they can not be booked on their booking engine.

Providers of accommodation will have to register with Vianet (which is free) to have their availability shown on the web site and to allow a traveller to book online. Registering and updating your details on Vianet is easy and Vianet handles all payments and credit card processing. By registering you can get bookings from the [www.southlandnz.com](http://www.southlandnz.com) web site as well as all other retailers such as Trade Me.

To register go to [www.vianet.travel](http://www.vianet.travel) and follow the registration process. Or call customer services 0800 842 638. You can also contact Terry Davies on 021 413 909 or [terry.davis@vianet.travel](mailto:terry.davis@vianet.travel) who can arrange a visit.

## **AA Domestic Marketing Campaign**

The AA has launched the next phase of its domestic marketing campaign, which is being covered in a variety of media. Southland and Fiordland featured in a recent New Zealand Woman's Weekly supplement that focussed on 'family fun'. Be sure to look out for a story on Ulva Island that should be running in a NZ Herald supplement on 29 April. Online advertising will also be running on MSN and NZ Herald websites. Further promotions are also planned in the upcoming months.

## **ITOC/RTO Trade Day & TRENZ Planning**

Venture Southland Tourism is currently planning for an ITOC/RTO Trade Day and TRENZ. The ITOC/RTO Trade Day is being held in Auckland mid May. It is an annual event where Regional Tourism Organisations meet up with members of the Inbound Tour Operators Council (ITOC) and update them on product developments and anything else of interest. TRENZ is being held in Rotorua at the end of May. TRENZ is the major trade industry event for the year providing the opportunity to meet and network with key wholesalers, inbounders, operators and Tourism New Zealand staff. It is important that the Venture Southland Tourism team are up to date with all export ready product in the region before these events so if you have any 'news' or 'updates' that you think we should know about your product – please be in touch!

Contact Lisa Buckingham by email at, [lisab@venturesouthland.co.nz](mailto:lisab@venturesouthland.co.nz) or by phone on, 03 211 1424.

## **Media & Trade**

### **Anna West – Travel2**

In early April Anna West from Travel2 in the UK visited the region in order to review brochure products. After visiting the Fiordland region, Anna spent the afternoon on Stewart Island and Ulva Island and spent the night in Invercargill before travelling along the Southern Scenic Route through the Catlins to Dunedin.

### **Kaye Rankin – All Ways Pacific**

Kaye Rankin from All Ways Pacific in the UK will be in the region in order to review brochured products in May. Her time here will include travelling through the Catlins along the Southern Scenic Route, visiting Stewart Island and Ulva Island, with an overnight in Invercargill, and travelling through to Te Anau.

### **German Trade Famil**

Influential wholesalers from Germany and Switzerland recently visited Southland on a familiarisation, along with an Air New Zealand representative and Tourism New Zealand's German, Swiss & Austrian Manager. The group spent time in the Catlins and Stewart Island and had the chance to visit newly opened Te Hikoi in Riverton before travelling on to Doubtful Sound. Initial feedback from the group was excellent and it is likely that the trip will generate more business for the region.

## Luxury Adventures Famil

The Southland region is capturing the interest of the 'high end' market. Luxury Adventures recently visited the region to learn more about its offerings and are now seriously considering including more Southland product in their itineraries and on their website.

## Inside Tourism Newsletter

If you are not already a subscriber to the Inside Tourism newsletter, then you can subscribe to the 48 issues each year, for only \$285 + GST.

There is an excess of 4,550 readers throughout the industry here in New Zealand and in 17 other countries and Inside Tourism is the only independent weekly source of industry news, views and information.

For more details contact:

Nigel Coventry

Managing Editor

South Pacific Media Services Ltd

Email: [nigel@insidetourism.com](mailto:nigel@insidetourism.com)

Tel: 07 895 7737

## News

### Freedom Camping

A "responsible freedom camping code" setting out information and advice for visitors on respecting the environment and camping responsibly, is being developed by the New Zealand Freedom Camping Forum. It will include clear direction in several languages on acceptable disposal of toilet waste and rubbish, and links to information about where freedom camping is allowed. This has been developed due to freedom camping which has been having negative environmental, social and economic impacts in several regions.

In addition to improved visitor information, the Freedom Camping Forum also plans to ensure that nationally consistent signage is used so visitors can easily see where they can and cannot stay overnight as they travel around the country.

Freedom camping policy guidelines are also being developed to assist local councils. The Forum aims to meet again in September, prior to the 2008-09 visitor season.

## Events

### Event Time

For a complete listing of up and coming events, log on to the [www.events.southlandnz.com](http://www.events.southlandnz.com) website and if you are aware of other events coming up that we don't know about them – let us know! Remember if your group is hosting an event, list it for free on our website and then everyone is aware of what's happening in Southland.

### *What's coming up?*

- **May Arts 2008:  
Various Venues**

**1<sup>st</sup> – 31<sup>st</sup> May**

May is the month to indulge in entertaining and cultural experiences, provided by top notch local and "imported" artists, in a myriad of genres. If you've got an evening free spend it at the galleries, or if you have a lunchtime to fritter, take in some music or a film.

Venture Southland is delighted to present this smorgasbord of delectable creativity in association with our generous funders, the ILT Foundation, Community Trust of Southland and Creative NZ Communities.

Ph Venture Southland on 03 211 1400, or the i-SITE on 03 214 6243 for more information.

- Local & Loving It Exhibition:** **4<sup>th</sup> – 27<sup>th</sup> April @ Noon**  
**Riverton Arts Community Centre**  
 Acrylic on canvas by two emerging Southern Artists –  
 Janine Sinclair and Tess Van Dijk
- Three Generations Art Exhibition:** **7<sup>th</sup> April – 2<sup>nd</sup> May @ 8:30am**  
**The Bank Art Gallery**  
 Featuring Father, Daughter, & Grandson –  
 Laurie Cleeton, Jo Cleeton, & Edward Jones.
- Dolls Exhibition:** **12<sup>th</sup> April – 11<sup>th</sup> May @ 9:00am**  
**Southland Museum & Art Gallery**  
 A fascinating look at the creative craft of doll making.
- BonaNZa: Law-Makers Tour:** **2<sup>nd</sup> May @ Noon**  
**Wachner Place**  
 The Trombone playing cowboys are seeking to save all law-abiding  
 citizens from 'the good, the bad, and the ugly' (music that is).
- Music in the Museum:** **4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> May @ 12.30pm**  
**Southland Museum & Art Gallery**  
 A variety of local performers and groups appear each  
 Sunday for a series of recitals.
- Chamber Music NZ – Still/Chase/Kondonassis:** **4<sup>th</sup> May @ 3:00pm**  
**The Victoria Room, Civic Theatre**  
 This trio first performed at the 2004 Tuscon Winter  
 Chamber Music Festival in Arizona.
- Lunchbites:** **5<sup>th</sup>, 6<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 21<sup>st</sup> May @ 12.10pm**  
**Civic Theatre**  
 Bring your lunch, grab a coffee and be entertained  
 by Southland's finest up and coming performers.
- Southern Steel vs Northern Mystics:** **5<sup>th</sup> May @ 7:00pm**  
**Southern Steel vs Canterbury Flames:** **10<sup>th</sup> May @ 2.30pm**  
**both at Stadium Southland**
- Guitar Legends 2 – The Return:** **7<sup>th</sup> – 8<sup>th</sup> May @ 8:00pm**  
**Southland Musicians Club, 33 Preston St**  
 Second instalment of last year's exciting Guitar  
 Legends Show.
- ILT Southland Sports Awards:** **8<sup>th</sup> May @ 6.30pm**  
**Stadium Southland**  
 Celebrating Southland's sport achievers.
- Mission-on – 2008 Stage Challenge® & J Rock™:** **9<sup>TH</sup> May @ 7.00pm**  
**Civic Theatre**  
 8 schools from across Southland will take part in one  
 massive night of youth creativity and expression.
- Southland Festival of Dance:** **10<sup>th</sup> May @ 12.30pm**  
**Gore Town & Country Club Stadium**  
 Latin American, New Vogue, and Ballroom dancing at  
 its best. Features NZ's No.1 Youth Couple,  
 Matthew Nicholson and Samantha Malloch.

- **Invercargill Variety Concert:** **10<sup>th</sup> May @ 6.30pm**  
**First Church, Tay St**
- **Jazz Club:** **15<sup>th</sup> May @ 7.30pm**  
**Sopranos on Tay Street**
- **Here's Hilda:** **16<sup>th</sup> – 17<sup>th</sup> May @ 8.00pm**  
**Repertory House, Cnr Jed & Esk Streets**  
NZ Actor, Jan Bolwell, presents her one-woman show
- **Aspects** **17<sup>th</sup> – 18<sup>th</sup> May @ 10.00am**  
**Southland Education, 100 Esk Street**  
Visual feast for the eyes
- **Create 'N' Southland:** **17<sup>th</sup> – 18<sup>th</sup> May @ 10.00am**  
**Invercargill Workingmen's Club**  
Fibre Arts Expo
- **Great Music from Many Lands** **18<sup>th</sup> May @ 3:00pm**  
**First Church, Tay Street**  
From Concert South, this features several of Southland's most distinguished classical performers.
- **Crazy Rhythm Big Band in Concert:** **21<sup>st</sup> May @ 7.30pm**  
**Richmond Grove Church**  
This annual public fundraising concert features a great line up of guest vocalists and supporting artists

For more information please visit: [www.events.southlandnz.com](http://www.events.southlandnz.com)





