

FOVEAUX FILES

Southland

NEW ZEALAND



Venture Southland Tourism

25 November 2008

INSIDE

From the Manager's Desk

Marketing

- *Let's Custom-Design a Tourism Seminar*
- *Southern Scenic Route Prize Package*
- *Tourism Industry Conference*
- *Inbound Tour Operators Conference*
- *How Government Agencies Can Help Your Business*

Conference Bureau

- *Meetings 2008*

i-SITE Happenings

- *From the i-SITE team*
- *New Accommodation Module at the Invercargill i-SITE*
- *National Database for Accommodation and Activity Operators*
- *Brochure Display*
- *Awesome, Attractive, August Weekend Un-winders*
- *Southland/Fiordland i-SITE familiarisation 2008*

Advertising Opportunities

- *Opportunity To Showcase Your Business In 08/09*

Congratulations

- *New Zealand 2008 Trade & Enterprise Export Award*

Brand

- *From the Brand Manager, Gerry Forde*

What's New on www.southlandnz.com

Upcoming Courses

- *Venture Southland Upcoming Courses*

Events

From the Manager's Desk

I have just arrived back in the country after a trip to North America and the UK. I expected a nasty cold shock to the system so was pleasantly surprised to come back to some sunshine and relatively good temperatures!

My first port of call on the trip was Seattle, where Tourism New Zealand had organised for us to meet with US product managers based in that area. From there, it was down to LA to meet with more representatives based in the California area. The North American market is a challenging one for New Zealand in general. However, our continued efforts at engaging and educating the US travel trade is proving worthwhile.

From the US we flew to London where Tourism New Zealand had arranged a five-day event that allowed us to present to key product managers and frontline staff from the UK, as well as representatives from the German, Swiss and Dutch markets. The event was well attended by New Zealand businesses and regions, with over 48 representatives present. The UK and Europe remain key markets for Southland so it was invaluable to have access to over 120 frontline staff and 50 product managers over the course of the week.

As you will read, the rest of the team have been out and about at conferences and events also, so do get in touch if you would like to hear more about them.

Kathryn MacDonnell
Group Manager Tourism & Marketing
Venture Southland
(03) 211 1805
kathryn@venturesouthland.co.nz

Marketing

Let's Custom-Design a Tourism Seminar

Tourism NZ, the Ministry of Tourism, TIA and Qualmark have offered to provide a seminar to each region specifically designed to suit our tourism interests.

WE can tell THEM what we want to learn about.

We can contact any of the organisations above to visit at a time and in a format that is convenient to us. Presentations can be designed to suit Southland operators, making them more relevant to you.

We're aiming for a seminar in Invercargill some time in **October**.

So, what do you want to learn about? Examples of topics that can be covered:

- Online Strategies
- Sustainable Tourism
- Qualmark
- Adding value to your tourism experience
- Distribution and Marketing
- Market Updates (domestic, international)
- New Zealand Tourism Strategy
- Technology and New Media
- Update on Overseas Campaigns

This is a really valuable opportunity to gain information that can improve your business. Please contact Simon with your requests and we'll get it organised.

Simon Henshaw
Venture Southland
(03) 211 1414
simon@venturesouthland.co.nz

Southern Scenic Route Prize Package

Venture Southland and Destination Fiordland, in conjunction with the AA 101 Must-Do Weekends campaign, recently hosted a journalist who travelled the Southern Scenic Route. He will write a story covering his trip to feature in the New Zealand Women's Weekly.

We have the opportunity to put a supporting ad alongside the story and would like to have a call to action in the ad – a Southern Scenic Route prize package.

Any operators (who are situated on the Southern Scenic Route) interested in supplying product for the prize should contact Lisa Buckingham (lisab@venturesouthland.co.nz or 03 211 1424) by **Monday 1 September**. We will accept product on a first come, first served basis.

Tourism Industry Conference – Christchurch 4 & 5 August 2008

Earlier this month, Simon Henshaw, from Venture Southland, attended the Tourism Industry Conference in Christchurch.

For a talkfest, this one had some notable moments provided by some industry big-wigs.

Tourism Minister Damien O'Connor said he had 50% support for his suggestion of a levy paid by incoming visitors for environmental tourism related initiatives.

Skyline Enterprises said they don't discount – they add value by training staff well – thus providing great service, which allows them to charge a premium.

Domestic travel and day-tripping has declined (while mall-rats have bred to plague proportions).

Of the whole two-day conference, a quarter of the time was focussed on environmental sustainability, which is now considered to be common sense, expected by customers, and good business policy.

Contact Simon to receive more information about discussions at the conference.

Simon Henshaw
Venture Southland
(03) 211 1414
simon@venturesouthland.co.nz

Inbound Tour Operators Conference

Lisa Buckingham and Kerry Smith attended the ITOC (Inbound Tour Operators Council) conference in Queenstown last week.

Issues surrounding the Inland Revenue's reversal of policy on GST taxation for Inbound Tour Operators dominated the opening of the conference. Some of this was reported on TV1 and TV3's evening news. Keynote speakers included the Minister of Tourism Damien O'Connor and Bill English, Deputy Leader of the National Party. There were interesting panel sessions. One was a leadership forum and the second a Destination Focus Queenstown.

Other topics included Asia/Pacific tourism trends and international market updates. The final session was a preview of Tourism New Zealand's launch of their new UK campaign – their biggest yet in that market and very impressive.

If you would like further information on the conference and what was covered, please contact...

Lisa Buckingham or Kerry Smith
Venture Southland
(03) 211 1424 or 211 1415
lisa@venturesouthland.co.nz
kerry@venturesouthland.co.nz

How Government Agencies Can Help Your Business

A publication has been released with information about what assistance is available from government agencies to [help small business owners](#). The publication is a series of case-studies about the real problems faced by business owners as they start, manage or grow their small business. It helps identify which government agency can help with standard business problems.

It also offers contact details for key Government agencies and Biz centres; local Chambers of Commerce and Economic Development Agencies and the web address for the one-stop shop for government and private provider information. For more information visit www.business.govt.nz

Tourism industry and EECA launch Tourism Energy Efficiency Programme

The tourism industry and the Energy Efficiency and Conservation Authority (EECA) have joined together to launch a new project to improve the energy efficiency of New Zealand tourism businesses.

The Tourism Energy Efficiency Programme (TEEP) will involve a six-month pilot project, which will sign up 12 New Zealand tourism operators to carry out subsidised energy audits for their businesses.

Tourism Industry Association (TIA) chief executive Tim Cossar said the TEEP will provide practical assistance for tourism businesses in the accommodation and transport sectors to reduce their electricity consumption, fuel consumption and carbon emissions.

The New Zealand tourism industry is committed taking a lead role in protecting and enhancing the environment as outlined in the New Zealand Tourism Strategy 2015 (NZTS 2015).

For further information please contact:

Sarah Berry
Manager, Strategic Communications and Policy
Tourism Industry Association (TIA)
(04) 494 1845
027 246 5650
sarah.berry@tia.org.nz

Conference Bureau

MEETINGS 2008

The Invercargill and Southland Convention Bureau was represented at the industry's annual event called, MEETINGS 2008, on 30 and 31 July by Amanda Dowling and Lisa Buckingham. Venture Southland attended the tradeshow with the ILT and Ascot Park Hotel.

It is a very important event because it's a chance to connect with new conference organisers and book conference and incentive business for the province for the next 12 months. Good results are already being seen from the highly acclaimed two-day tradeshow.

The conference market is a huge money earner for Invercargill and the wider Southland region, being worth approx \$10 million dollars annually. The Invercargill and Southland Convention Bureau represented the region's venues, accommodation and conference service providers, as well as tourism activity operators.

For more information contact:

Amanda Dowling
Venture Southland
(03) 211 1423
amanda@venturesouthland.co.nz

i-SITE Happenings

Yet again, there are plenty of people perusing our brochure stands and making onwards reservations for upcoming holidays and many international travellers to our fair region.

With snow and visits to friends and family being amongst the main reason for visiting our remarkable city, this month we have been kept busy with enquiries.

Enquiries are steadily coming through for the upcoming Burt Munro Rally, so this is encouraging for numbers for this November's event. Upcoming sporting events have also kept us on our toes finding suitable accommodation for visiting teams.

Regards
The Invercargill i-SITE team

New Accommodation Module at the Invercargill i-SITE

Sick of the phone calls checking availability for your property? The Invercargill I-SITE now has a new accommodation module up and running, so you are only a few clicks away from setting up your availability on-line.

Accommodation providers in the region have already been sent a letter with information regarding the new module, including a password for access, so if you have not been contacted please contact them.

If you need any further information, contact:

Karley Henderson-Te Tai
Invercargill i-SITE Visitor Centre
Ph. (03) 211 0895
karley@venturesouthland.co.nz

National Database for accommodation and activity operators

What better way to promote your tourism business than through the newly released IBIS National Database. All i-SITE's that use IBIS software have joined forces to promote and share information operators within their region.

This is a free service for tourism operators so be quick to register your interest! For further information on this, contact:

Karley Henderson-Te Tai
Invercargill i-SITE Visitor Centre
Ph. (03) 211 0895
karley@venturesouthland.co.nz

Brochure Display

Any operators wanting to display their brochures at the Invercargill i-SITE, it's time to register your interest! This is an awesome opportunity to advertise your business. Prices remain the same as last year and this includes a free listing on www.southlandnz.com

If you would like to display your brochure, contact:

Joyce Fuatavai
Invercargill i-SITE Visitor Centre
Ph. (03) 211 0895
joyce@venturesouthland.co.nz

Awesome, Attractive, August Weekend Unwinders.....

Doubtful Sound Cruise with Real Journeys amazing value at a mere \$185.00. Cruises depart Manapouri daily and sights include Manapouri Power Station and of course a two-hour cruise in Magical Doubtful Sound.

Mega Milford Tours

Meander the Milford Road and take in a cruise at Milford Sound with a yummy free lunch. Tour includes multiple stops enroute with short walks galore and a 2 1/2hr cruise. Experience this Milford Mega Deal for a mere \$140.00 per person.

Let the team at i-SITE arrange your weekend get-away and include these amazing deals.

For more information contact:

Invercargill i-SITE
(03) 211 0895
Email: invercargill@i-site.org

Southland/Fiordland i-SITE familiarisation 2008

In October, Venture Southland, the Invercargill i-SITE and Destination Fiordland will host 20 frontline i-SITE staff for the combined Southland/Fiordland i-SITE familiarisation.

The Southland section will include the Catlins, Invercargill, Stewart Island and Western Southland.

The group will stay overnight in Invercargill on Monday 13th October and Stewart Island on Tuesday 14th October. We would be happy to hear from any operators who are interested in providing accommodation for these nights. Due to the size of the group, preference will be given to those who can offer the best industry rates and FOCs.

Local promotions groups will be contacted closer to this time and operators who are not used during the famil will be welcome to come along to give a brief talk about their products during allocated times.

If you are interested in providing accommodation for this famil, please contact:

Karley Henderson-Te Tai
Invercargill i-SITE Visitor Centre
Ph. (03) 211 0895
karley@venturesouthland.co.nz

ADVERTISING OPPORTUNITIES

Opportunity To Showcase Your Business In 08/09

Southland's Official Visitor Guide is about to be updated for the 2008/09 season. Sales reps will be coming to your area soon and will be offering the opportunity to showcase your businesses directly to our lucrative visitor market in the official publication to market Southland.

The Southland and Fiordland Visitor Guide's distribution is both extensive and in many cases exclusive. It focuses on key feeder points into Southland and Fiordland assisting visitors in their decision making process. MarketSouth produce and distribute the guide and its focus on distribution is very targeted. They have a joint venture with Jason's Travel Media to ensure the best possible representation for their publications is available.

Included in this email is a PDF information pack on the distribution of the Southland and Fiordland Visitor guide for you to review. For more information on showcasing your business in Southland's Official Visitor Guide, contact:

Carla Forbes
MarketSouth
(03) 214 4455
carla@marketsouth.co.nz

CONGRATULATIONS

NZ 2008 Trade & Enterprise Export Award

Congratulations to Real Journey and Stewart Island Experience who have won the New Zealand Trade and Enterprise Export Award for 2008.

One of the criteria for this award is the percent of earnings that come from export operations and over 70% of Real Journeys' customers are international. They have healthy projections for their future growth, especially after the recent purchase of Stewart Island Lodge, on Stewart Island.

Operating now for over 54 years, Real Journeys' remains locally owned and operated, and they play an active part in local sustainable tourism initiatives.

BRAND

A major upcoming Southland Spirit of a Nation focus is Clean up NZ Week running from 5th to 12th September under the theme of a spring clean to have the province looking smart for the tourist season.

Brand manager, Gerry Forde, is working with council groups to define the project with the focus likely to be on major clean ups in key areas, plus widespread involvement of schools and businesses sprucing up around their vicinity.

Brand involvement at key community events remains high with Gerry involved in the ministerial launch of the Healthy Eating Healthy Action programme and the Fresh Futures campaign that will make funds available to Southland Hospital's children's ward. Other grassroots involvement included speaking at the vetco sheep and dairy seminars, and the launch of the new showrooms at Southland Vehicle Sales.

Gerry Forde
Venture Southland
(03) 211 1421

gerry@venturesouthland.co.nz

What's New on www.southlandnz.com

Check out the latest media results on www.southlandnz.com from the Peugeot Hokonui Fashion Design Awards in Gore last month.

Upcoming Courses

Venture Southland Up-coming Courses

For the following courses plus others offered by Venture Southland, check out the following link: www.southlandnz.com/BusinessinSouthland.

How To Get The Most Out Of Your Employees

Employees are the most valuable asset in any business. This workshop will provide you with some great tools to ensure that your employees are working towards the success of your organisation, while feeling valued.

Date: 21 August 2008
Presenter: Sarah Greaney, Richardson Management Consultants
Location: Te Anau Hotel & Villas
Time: 1.00pm – 4.00pm

Southland Food Star Programme

Held every Thursday for six weeks, this high impact programme has been specially developed to assist food businesses to improve their management skills enabling them to thrive in national and international markets. The programme combines the knowledge, experience and expertise of relevant industry presenters to mentor and assist those businesses wanting to succeed. The Southland Food Star programme is aimed at small to medium size food businesses that have a desire to grow.

- | | |
|--|---|
| 1. Strategic business planning: | 4. Marketing for food businesses |
| 2. Operational systems and procedures | 5. Expanding your Market Horizons |
| 3. Product development and growth | 6. Financial systems and reporting for success |

Date: From 21 August 2008 – 25 September 2008
Presenters: Glen Stridiron, Food Talk Design; Lisa Crosswell, Crosswell Communications; Andee Gainsford, QFS Ltd; Marie McDonald, Marie McDonald Consultancy
Location: Venture Southland
Time: 9-12pm

Packaging Your Tourism Product

Putting together packages for different target markets has advantages for the tourism operators involved, the customer and the booking agent. In this interactive workshop you will learn how to put together successful packages and work with other tourism operators and have a go at putting a package together yourself.

Date: 26 August 2008
Presenter: Marijke Dunselman
Location: Tokanui Bowling Club
Time: 9.00am - 12.00pm

Pricing, Targeting And Marketing Your Tourism Product

You have a new or existing tourism product. Now you need customers/visitors to buy your product or service. Learn how you can identify who your customers are or could be and how to reach them at what price (and commission).

Date: 26 August 2008
Presenter: Marijke Dunselman
Location: Tokanui Bowling Club
Time: 1.00pm - 4.00pm

To register for any Venture Southland courses, contact:

Kendyl Kennedy
Venture Southland
(03) 211 1804
kendyl@venturesouthland.co.nz

Events -

[Air NZ Cup](#)

Date: Thursday, 28 August 2008
Venue: Rugby Park Stadium

[Southern Farmers' Market](#)

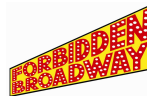
Date: Sunday, 31 August 2008
Venue: Southland Boys' High School

[Invercargill Symphony Concert](#)

Date: Sunday, 31 August 2008
Venue: First Church, Tay St, Invercargill

[Forbidden Broadway](#)

Date: Saturday, 06 September 2008 - Saturday, 13 September 2008
Venue: Rep House, Jed Street, Invercargill



[Chamber Music New Zealand - Tamas Vesmas](#)

Date: Sunday, 07 September 2008
Venue: Civic Theatre

[Jazz Club](#)

Date: Thursday, 11 September 2008
Venue: Sopranos on Tay Street

['Kaitiaki Maori' Secondary Schools Wearable Arts Festival](#)

Date: Friday, 12 September 2008
Venue: Civic Theatre

[Southern Farmers' Market](#)

Date: Sunday, 14 September 2008
Venue: Southland Boys' High School

[Child Cancer Foundation Charity Auction](#)

Date: Thursday, 18 September 2008

Venue: Ascot Park Hotel Doors open 7pm with the event starting at 7.30pm

[Shane Cortese Jukebox Tour](#)

Date: Thursday, 18 September 2008

Venue: Stadium Southland, Invercargill



[Southern Farmers' Market](#)

Date: Sunday, 21 September 2008

Venue: Southland Boys' High School