



Venture Southland Tourism

E.UPDATE - Vol. 40

February 2008

## INSIDE

### **Editorial**

From the Manager's Desk

### **Convention Bureau News**

From the Convention Bureau Manager

### **Marketing**

Mountain Scene Supplement

Southland Trade Manual

Trade Newsletter

TNZ UK/Europe Product Workshop

### **Sustainable Tourism Project**

New Opportunity for Southland Businesses

### **New Operators**

Safari Lodge Luxury Heritage Accommodation

Chaslands Farm Cottages

### **Events**

Event Time

Southland Events Calendar

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

The month of February is the peak tourism season and we do hope that your businesses around the region are reaping the benefits of promotional and development work carried out throughout the year.

Feedback from our frontline colleagues at the Invercargill *i*-SITE has been extremely positive with large numbers of visitors using the centre. While many are from overseas, there has been a remarked increase in New Zealand visitors at the centre particularly from the North Island.

As with many parts of the country during February, accommodation in the South is in high demand so do encourage your visitors to book ahead to avoid disappointment - keeping in mind some big events in the calendar over the coming weeks will affect availability.

Hoping that our good weather continues through into March!

Kathryn MacDonnell  
**Group Manager Tourism & Marketing**

## **Convention Bureau News**

### **NZ BUREAU MANAGERS MEETING**

New Zealand Bureau Managers met in Wellington late January, and I returned to my desk as keen as ever to tackle this busy year of 2008.

The NZ Bureau work together on a number of joint ventures with media and also we have a joint website [www.nzbureau.co.nz](http://www.nzbureau.co.nz)

For more information please contact Amanda Dowling (03) 211 1423 or email [amanda@venturesouthland.co.nz](mailto:amanda@venturesouthland.co.nz)

### **CINZ STRATEGY**

CINZ (Conferences and Incentives New Zealand) is in the process of finalising a new strategy for the convention and incentive sectors of New Zealand tourism. This has involved looking at the current state of the industry within New Zealand, and coming up with strategies for improving New Zealand's share of the inbound international convention and incentives sectors of global tourism.

Key-stakeholders in the industry haven given their feedback on the strategy, and it is intended to finalise this project by 31st March 2008, with implementation from 1st July 2008. The NZ Bureau Managers have the opportunity to go over the draft CINZ Strategy on the 13<sup>th</sup> March.

Hopefully the strategy will produce not only a road-map for CINZ, but also for both the convention and incentive sectors of New Zealand tourism.

For more information please contact Amanda Dowling (03) 211 1423 or email [amanda@venturesouthland.co.nz](mailto:amanda@venturesouthland.co.nz)

## **Marketing**

### **MOUNTAIN SCENE SUPPLEMENT**

A writer for the Mountain Scene (free Queenstown newspaper) has contacted Venture Southland about a

special feature they are putting together. The 12 page feature is going to encourage readers to experience new activities in Queenstown and neighbouring regions.

Venture Southland will be assisting with the publication as we are very keen to encourage readers to travel to nearby Southland.

The feature is being published on the 27<sup>th</sup> of March and Mountain Scene is also keen to hear from operators who wish to promote themselves over the shoulder period following this date.

If you are interested in this initiative, please contact Chris Stephenson from Mountain Scene on 03 442 7000 or email [chriss@scene.co.nz](mailto:chriss@scene.co.nz).

## **SOUTHLAND TRADE MANUAL 2008/2010**

Planning and preparation of the Southland Trade Manual is now well underway in order for the publication to be ready for presenting to buyers at TRENZ 2008 in May.

If you operate a tourism business that is export ready and are willing to work within the commission structure, please contact Alisha Watt for further information on listing in the manual.

Alisha Watt (03) 211 1425 or email: [alisha@venturesouthland.co.nz](mailto:alisha@venturesouthland.co.nz)

## **TRADE NEWSLETTERS**

Venture Southland produces a Dunedin Southland trade newsletter as part of an International Marketing Alliance (IMA) initiative that is distributed to long haul international trade and another Southland trade newsletter that is distributed to Australian trade and New Zealand inbounders.

Both trade newsletters are sent out twice a year and the newsletters are currently being worked on.

If you have any product update news that you feel would be relevant for the trade newsletters, please send the information by email to Lisa Buckingham ([lisab@venturesouthland.co.nz](mailto:lisab@venturesouthland.co.nz)) by Friday 7 March.

If you have any questions regarding the newsletters, please contact Lisa on 03 211 1424 or email her at the above address.

## **TNZ UK/EUROPE PRODUCT WORKSHOP**

Operators working with Wholesale Travel Trade in the UK market are invited to register your interest in attending a UK/Europe Product Workshop.

This event offers Regional Tourism entities and suppliers a cost effective and co-ordinated approach to training frontline sales staff and product managers from key direct sell and wholesale companies, and allows a more personal and tailored style of interaction and training.

### **Objectives:**

- To increase regional product knowledge amongst key partners' reservation and sales staff, focusing on the theme of nature, wildlife and Maori culture
- Instil confidence and motivation to sell New Zealand, its regions and products in order to increase yield
- Develop relationships between New Zealand suppliers/International Marketing Alliances and UK travel sellers
- To support the objectives of the 100% Pure New Zealand campaign by using interaction, emotion and storytelling to communicate the unique, inspiring and rejuvenating holiday experience offered by destination New Zealand

The participation fee for one delegate is **\$4,000 NZD** and includes venue expenses and lunches.

**Participation fee does not include:** Flights, Accommodation, Travel expenses, Collateral Shipping,

Audio Visual Equipment.

**Selection Criteria:**

- First preference will be given to suppliers whose core business focuses on nature and wildlife and/or Maori culture
- Suppliers must be Qualmark accredited
- Must offer wholesale commission rates
- Must have established in-market relationships
- Must have products already sold/brochure in UK trade

Please contact Kathryn MacDonnell (03) 211 1805 or email [kathryn@venturesouthland.co.nz](mailto:kathryn@venturesouthland.co.nz) before Thursday 6 March if you are interested.

## **Sustainable Tourism Project**

### **NEW OPPORTUNITY FOR SOUTHLAND BUSINESSES**

The Sustainable Tourism Project is heading into its forth and final phase. If you are interested in looking at your businesses economic, environmental, social and cultural aspects this is an ideal opportunity to get some free advice and an action plan created especially for your business. We will take up to 10 businesses through this process. You need to commit to coming to at least 2 workshops as well as being available for a site visit (up to half a day). If you are interested and would like to discuss this opportunity further please contact Angela on (03) 211 1414 or email [angela.h@venturesouthland.co.nz](mailto:angela.h@venturesouthland.co.nz).

## **New Operators**

### **SAFARI LODGE LUXURY HERITAGE ACCOMMODATION**

Recently opened in Invercargill is Safari Lodge, a beautifully restored Edwardian Bed and Breakfast owned by Trish and Ray Winter. The African themed lodge offers 4 luxurious rooms, formal dining, in house café, billiard room, theatre room and a large collection of African art collected whilst living in Mozambique.

Trish and Ray Winter  
Safari Lodge Luxury Heritage Accommodation  
51 Herbert Street  
Invercargill  
Tel: 0800 885 557  
Fax: (03) 214 6328  
Email: [safarilodge@slingshot.co.nz](mailto:safarilodge@slingshot.co.nz)

### **CHASLANDS FARM COTTAGES**

Recently renamed and under new ownership are the Chaslands Farm Cottages (formerly Chaslands Farm Motor Lodge). They are located on farmland, tucked away in the heart of the Chaslands forest and only a few kilometres from the sea.

The cottages are self contained with linen supplied, sleeping up to 7 people.

Dianne and Tony Miller  
Tel: (03) 415 8669  
Email: [greenloaning@woosh.co.nz](mailto:greenloaning@woosh.co.nz)

## Events

### Event Time

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

### *What's coming up?*

- **01 & 02 March**  
11am  
**Hokonui Country Music Festival**  
Gore RSA & Dolamore Park  
(Gore Town & Country Stadium if wet)
- **04 March**  
7.30pm  
**Royal NZ Ballet – TOWER Season of Red**  
Civic Theatre
- **06 – 07 March**  
7.30pm  
**Brendan Dugan sings Johnny Cash**  
Gore & Invercargill Centrestage
- **07 – 09 March**  
9am & 9.30am  
**National Motor Race Series & International Motor Racing**  
Teretonga Park
- **10 March**  
8pm  
**Official Civic Theatre Steinway Launch**  
Civic Theatre
- **11 – 12 March**  
8pm  
**Steady Eddy**  
Waikiwi Tavern

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



If you wish to stop receiving these newsletters, please reply with 'UNSUBSCRIBE' in the subject line.

