



Venture Southland Tourism

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

Happy New Year to all! I trust you had an enjoyable Christmas and New Year, however brief your break may have been over this busy season.



Well, it's back to business here at Venture Southland for 2008 and the team is busy getting its teeth into lots of projects already lined up for this year - some of which include media famils, the Sustainable Tourism Project, domestic and Australian marketing campaigns and the new-look Southern Scenic Route brochure. We are also looking to redo the Southland Trade Manual for 2008/09 so we will be in contact soon.

Kind regards  
Kathryn MacDonnell

## **Marketing**

### **Avis publication advertising opportunity**

Avis is offering a marketing opportunity that will give you the chance to align your business with the prestigious Avis brand and consequently its extensive range of clients. POINT MEDIA is producing an exciting new publication for Avis, which will be placed in 50,000+ of its vehicles rented by tourists and travellers.

The publication will be released in September this year and will be an interesting and informative read, as well as offering the Avis clients incentives to visit your business. The publication will include maps, local directions and relevant information for the travellers.

Venture Southland Tourism is assisting POINT MEDIA compile editorial on the region.

A page will cost \$1650 + gst. This is a one-off cost, which includes design, and your advertisement will be valid for a whole year from September 08 - September 09.

The initial print run of 50,000 copies will be placed prominently in every vehicle rented through Avis.

For further information please contact -

Fran McDermott  
POINT MEDIA LTD  
Ph 09 845 6955  
Fax 09 845 6941  
Mobile 021 557 170  
18A Raymond Street  
Pt Chevalier  
Auckland

### **101 Must-Do's for Kiwis Campaign**

Following the success of last years '101 Must-Do's for Kiwis' campaign, the AA is soon to launch

a large-scale update to the 101 website, online advertising, radio campaigns, a television campaign, point-of-sale material and outdoor advertising. They will also have a strong presence in print, including New Zealand Woman's Weekly, New Zealand Listener, AA Directions magazine and The New Zealand Herald.

The domestic tourism market is Southland's largest so Venture Southland Tourism will once again be participating in the campaign. We will be looking to give domestic marketing a real push and encouraging Southlanders and New Zealanders to explore our great region. Keep an eye out as the campaign takes shape and get behind the initiative that AA is leading.

If you would like more information about the campaign, please contact Lisa Buckingham on 03 211 1424 or [lisab@venturesouthland.co.nz](mailto:lisab@venturesouthland.co.nz)

### **Listing on Tourism New Zealand's Website**

A recent check of [www.newzealand.com](http://www.newzealand.com) brought to our attention the fact that many operators are either not listed or have out of date information sitting on the site.

[www.newzealand.com](http://www.newzealand.com) is Tourism New Zealand's website dedicated to consumers so it is a great place to promote your business. Tourism New Zealand also has a site dedicated to trade, [www.newzealand.com/travel/trade](http://www.newzealand.com/travel/trade). If you are actively working with trade you should also ensure you are represented in the trade section.

Tourism New Zealand's websites attract a huge amount of traffic with average monthly user sessions for 2007 reaching almost half a million. Tourism New Zealand does a lot of advertising and other activity in core markets, directing consumers to [www.newzealand.com](http://www.newzealand.com) so we strongly encourage you to promote yourselves online with them.

If you are not currently listed or need to update or edit your details, go to [www.register.nzta.co.nz](http://www.register.nzta.co.nz) to do so.

### **Trans-Tasman Dunedin Flights**

From the 30 March 2008 Air New Zealand is ceasing Freedom Air flights and trans-Tasman services are commencing under the Air New Zealand brand. From April to October 2008 there will be seven direct flights from Australia – three from Sydney and four from Brisbane.

Venture Southland Tourism feels this is something our region can capitalise on and will be taking part in an online campaign that Tourism Dunedin has initiated. The initiative will be part of Tourism New Zealand's 'What's On' campaign in Australia and will see us on sites such as Nine MSN, Sydney Morning Herald, Brisbane Courier Mail, Lonely Planet and as a landing page on the [www.newzealand.com/australia](http://www.newzealand.com/australia) site.

Venture Southland will be encouraging Australians to fly to Dunedin and then incorporate Southland in their itineraries.

If you would like more information about the trans-Tasman flights and the campaign, please contact Lisa Buckingham on 03 211 1424 or [lisab@venturesouthland.co.nz](mailto:lisab@venturesouthland.co.nz)

## **News**

### **Christchurch Motorhome and Caravan Expo winners visit Stewart Island**

Terry and Jocelyn Molloy from Ashburton, pictured, enjoyed a weekend on Stewart Island, a prize they won at the Venture Southland Tourism site of the New Zealand Motorhome and Caravan Expo held in Christchurch in early October 2007.



They were very impressed with the accommodation, which was donated by Kaka Cottages and enjoyed a trip on the Underwater Explorer. They travelled to the island by ferry, courtesy of Stewart Island Experience.

Venture Southland is exhibiting again at the North Island Motorhome and Caravan Expo held in Hamilton, in early March.

### **New water taxi for Ruggedy Range™**

In December 2007, Ruggedy Range™ Wilderness Experience launched Stewart Island's newest water taxi, Aihe (meaning dolphin in Maori). Aihe is Qualmark endorsed and carries 14 passengers including a skipper.

The Aihe provides small-group eco charters & cruises, sightseeing, sea bird watching, wildlife viewing and guided tours with natural and cultural history interpretation and is available on demand as a water taxi for walkers, trampers and hunters to various destinations.

Ruggedy Range™ is also running a new Inlet & Bays Discovery tour, a 3.5 to 4 hour tour of Paterson Inlet, including short walks (\$125.00 per person, minimum 6 persons). Tours are personalised to suit the interests of passengers.

Prior bookings are essential for all their services.

Birds & Forest Booking Office (Situated 20 – 30 minutes walk out of Oban Village)

170 Horseshoe Bay Road

P O Box 188

Stewart Island, NZ

ph: 64 3 219 1066

fax: 64 3 219 1078

mobile: 0274 784 433

[mail@aihe.co.nz](mailto:mail@aihe.co.nz)

[www.aihe.co.nz](http://www.aihe.co.nz)

### **Stewart Island Adventures**

Unfortunately the company operating as Stewart Island Adventures has gone into liquidation; the liquidators for Stewart Island Adventures are BDO Spicers in Invercargill.

If you have had any queries from clients in regards to activities on the island, which were previously operated by Stewart Island Adventures, then we would ask you to pass on details of other suitable operators that travellers can book with. We would like to ensure that anyone booked with the company is still able to have a great experience on the island.

### **Kaka Cottages**

After the recent liquidation of Stewart Island Adventures, Kaka Cottages is now operating with new owners and is under the management of Abby and Isaac Aronsen. Kaka Cottages Ltd offer a range of fully equipped cottages and studio units sleeping up to 10 people. The modern facility is three-star qualmark and transfers are also available. For enquiries please contact:

Abby and Isaac Aronsen  
Kaka Cottages Island Paradise  
c/- P O Box 161  
Halfmoon Bay  
Stewart Island  
Free-phone 0800 500 252  
Tel: 03 2191 252  
Email: [info@kakacottages.co.nz](mailto:info@kakacottages.co.nz)  
[www.kakacottages.co.nz](http://www.kakacottages.co.nz)

### **Bay Motel**

Bay Motel on Stewart Island has had a change of ownership. Venture Southland Tourism would like to thank Bev Cowie for her support and assistance and wish her well for her future endeavours. We would like to welcome new owners, Brett and Jenny Twaddle from Kaitangata - good luck for the rest of the busy season and your new endeavour.

Bay Motel offers 12 motel style units with views of Oban and Halfmoon Bay. All units are fully equipped and two units offer spa facilities. For enquiries please contact:

Brett & Jenny Twaddle  
Bay Motel  
P O Box 181  
Stewart Island  
Tel: 03 219 1119  
Email: [bay.motel@xtra.co.nz](mailto:bay.motel@xtra.co.nz)  
[www.baymotel.co.nz](http://www.baymotel.co.nz)

### **Waterside Studio Unit**

June and Murray Stratford, known for their farmstay accommodation Catlins Farmstay, have recently opened Waterside Studio Unit in Waikawa. The unit is fully equipped, sleeps two people and offers stunning views of the Waikawa harbour.

For further information please contact:

June Stratford  
Waterside Studio Unit  
Waikawa  
Tel: 03 246 8843  
Email: [june@catlinsfarmstay.co.nz](mailto:june@catlinsfarmstay.co.nz)  
[www.catlinsfarmstay.co.nz/waterside](http://www.catlinsfarmstay.co.nz/waterside)

### **Website offers help with sustainability**

A new interactive website [www.sustainability.govt.nz](http://www.sustainability.govt.nz) aims to provide practical information and tips on how to reduce your impact on the environment and save money. The website includes online activities such as competitions, discussions, case studies, films and blogs.

Outcome three of the New Zealand Tourism Strategy 2015 (NZTS 2015) is that the tourism sector takes a leading role in protecting and enhancing New Zealand's environment.

### **Southlanders invited to have say on camping**

The Southland District Council is seeking public feedback on its draft camping control bylaw, which is aimed at ensuring freedom camping in the region remains well managed, sustainable and accessible for all. Council property officer Virginia Dillon said the draft would replace the 2000 bylaw and update guidelines for those camping in designated public areas, including reserves.

The original bylaw was designed to strike a good balance between giving people the freedom to stay in certain areas and the needs of others, as well as factoring in environmental, public health, safety and wellbeing considerations. A key change proposed in the draft bylaw centered on the length of time freedom campers could stay at one location.

"Essentially, the original bylaw allowed campers to remain in an area for 28 days per month. What's happening, in some cases, though, is that they stay for that 28 days, go away for a day and then return, which wasn't the bylaw's intention. So, to settle any ambiguity or misinterpretation, we're proposing the time allowance be changed to permit campers to stay in one place for 28 days per year." The amendment would give freedom campers clearer guidelines and also make sure access to designated areas was more fair and equitable, she said.

Copies of the draft bylaw and maps of areas open to freedom campers were available for viewing at all Southland District Council offices.

Submissions on the draft camping control bylaw close on **January 28**.

For further information, please contact:  
Virginia Dillon, Property Officer  
Southland District Council  
Tel: 0800 732 732

## **Event Time**

### **New Southland Events Calendar**

The new Summer-Autumn Southland Events Calendar for 2008 is hot off the press and there are plenty of great events ahead to keep you busy over the summer.

The Southland Events Calendar features a cross-section of destination events registered by local organisations on the Venture Southland events website [www.events.southlandnz.co.nz](http://www.events.southlandnz.co.nz) for the months of January through to July, as well as some future events scheduled for late 2008.

The bi-annual brochure features many of the upcoming, mainstay events in Southland such as the Southland Rodeo, Invercargill Summer Festival, Waimumu Field Days, Shakespeare in the Park, Hokonui Moonshiners' Festival, New Zealand Gold Guitar Awards and ILT Kidzone Festival, which are selected from the events website.

Some first-time events to feature in the calendar are the Colin Fry Psychic Experience on 23 January, the Town Crier Championships in Gore from 22 – 24 February, the Royal New Zealand Ballet's TOWER Season of Red on 4 March, the South Island Dairy Event from 23 to 25 June and the Invercargill Musical Theatre's season of Cats from 5 to 19 July.

## What's coming up?

For a complete listing of up and coming events, log on to the [www.events.southlandnz.com](http://www.events.southlandnz.com) website. If you are aware of other events coming up and you think that we don't know about them – let us know! 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.

- *The Colin Fry Psychic Experience, Civic Theatre, 23 January*
- *ILT New Year Track Carnival, ILT Velodrome, 25-27 January*
- *Southland Half Ironman, Gore, 26 January*
- *Highlanders v Chiefs, Rugby Park, 26 January*
- *Edendale Crank-up Day, 26 & 27 January*
- *Southland Rodeo, 3 February*
- *Invercargill Summer Festival, 9-10 February*
- *Surf to City Fun Run/Bike/Walk, 10 February*
- *Shakespeare in the Park, 13-17 February*



For more information please visit: [www.events.southlandnz.com](http://www.events.southlandnz.com)  
If you wish to stop receiving these newsletters, please reply with 'UNSUBSCRIBE' in the subject line.