



Venture Southland Tourism

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INSIDE

From the Manager's Desk

Marketing

New Look southlandnz.com launched this week
TRENZ 2008
New Guides Offer Practical Ideas For Tourism Businesses
Tourism NZ seeks ex-pat Europeans
Online Deals to add to the AA Travel Website
Initiative Will Help Attract Tourists
Marketing Pays Off
Crafty Marketing by Hike South
Stewart Island Experience Make Tourism Award Finalists
New Southland Merchandise

Trade News

Canadian Ensemble Agent Famil
Trade Famil Invoices

Energy Initiative

FREE Efficient Lighting Assessments for Hotels & Motels

Upcoming Courses / Conferences / Competitions

Creating a Positive Image through Effective P.R.
Compliance for Accommodation Businesses
IIOC Conference in Queenstown
Bringing New Zealand to the World, and Bringing the World to New Zealand
Enter International Tourism Photo Competition

Advertising Opportunities

**Register Now for Explore New Zealand
TNT Magazine's Independent Travellers Guide To Australia, New Zealand & Fiji!**

Events

**Southland Events Calendar
Event Time**

From the Manager's desk:

The big news this month is the launch of the new look southlandnz.com website. We've been working on this for a few months so it's great to finally get it launched online. The web is so critically important for all tourism businesses, particularly those targeting overseas and out of region clients, that it's a good time over the winter period to have a look at your website and see how you can improve your web presence. Websites require constant monitoring and up-dating, so do take the time to do this and also add the new southlandnz.com link and logo!

I'd also like to welcome a new staff member, Simon Henshaw, who will be taking over the role of Marketing Co-ordinator. Simon comes to us from Nelson with a varied background in the tourism industry, having managed his own touring business and worked in a range of other tourism businesses in Queenstown and Nelson-Tasman areas.

Kathryn MacDonnell
Group Manager Tourism & Marketing

Marketing

New look southlandnz.com launched this week



If you logged onto Southland's regional website this week, you'd be forgiven for doing a double take and hitting the refresh button! Following a major overhaul to give it a fresh new look, the new look [Southlandnz.com](http://www.southlandnz.com) website has been unveiled.

The site has been completely redeveloped to give it a fresh vibrant look, giving Southland that all important online impact, and it is the next step in strengthening Southland's regional brand.

The site focuses on three main categories for users interested in visiting, doing business or living in Southland. It includes features like video footage showcasing the landscape, lifestyle and events as well as maps, an events calendar, online booking, images, weather reports and details of projects and industry in the region.

Businesses have the opportunity to list their details and be part of the online booking function provided through Vianet. There are currently 60 businesses (predominantly accommodation providers) listed in Southland and we would encourage more to register. Please contact Terry Davis for more info Tel: 021 413 909 terry.davis@vianet.travel

Currently, businesses listed in the Southland Trade Manual have been included in the listings and we will also be including businesses that display at Invercargill i-SITE in the operator listings.

If you would like your businesses listed, log on to the following link and “add and operator listing” <http://www.southlandnz.com/VisitSouthland/IndustryInformation.aspx>

A significant amount of work has gone into the site thus far. However, we intend to continue to grow the site and increase our activity in the online space.

TRENZ 2008

Kathryn MacDonnell, Kerryn Smith and Lisa Buckingham recently attended TRENZ 08 in Rotorua from 26 to 29 May.

Kaka Cottages Island Paradise, Hike South (including Tuatapere Hump Ridge Track, Stewart Island Guided Walks & Kiwi Wilderness Walks products), Stewart Island Experience (with Real Journeys) and Ruggedy Range Wilderness Experience all exhibited at TRENZ 2008.

Venture Southland Tourism met with a range of buyers from various markets, particularly the UK, Germany, the Netherlands, North America and Australia. Buyers were keen to learn about any new product in the region and there was a lot of interest in ‘experience based’ activities.



*Evan Bloomfield from Hike South and
Ralph Davies from Bottom Bus at TRENZ*

Venture Southland Tourism is now following up on the meetings with buyers to meet their various requests. In the next few weeks we will be sending out specialised itineraries, trade manuals, promotional DVDs and image CDs and encouraging buyers to consider more Southland product in their new itineraries and brochures.

If you would like to know more about TRENZ and Venture Southland Tourism’s involvement in the event, please contact Lisa Buckingham lisab@venturesouthland.co.nz or (03) 211 1424.

New Guides Offer Practical Ideas For Tourism Businesses

New guides to the New Zealand Tourism Strategy 2015 offer tourism operators practical ideas on how to enhance their businesses, as well New Zealand’s wider tourism industry.

The three guides released on June 23 were jointly developed by the Tourism Industry Association New Zealand (TIA), the Ministry of Tourism and Tourism New Zealand. They are aimed at operators working in three major sectors of the tourism industry:

- Accommodation & hospitality
- Visitor activities & attractions
- Transport – land, water and air.

Similar guides for other sectors are being developed.

“We know operators are already working hard to enhance their businesses but new ideas are always valuable. These guides have been designed to be easy to read and practical, so I strongly encourage operators to download a copy of their sector guide from www.nztourismstrategy.com,” says TIA acting chief executive, Oscar Nathan. “By strengthening their own businesses, operators also help enhance the wider tourism industry, so everybody benefits.”

Tourism New Zealand seeks ex-pat Europeans

Tourism New Zealand often have requests from European media to source fellow Europeans who have settled in New Zealand. We know there a quite a few working in the tourism industry here in Southland, so if you are interested in being included in this register, then

please email details about yourself and your tourism venture to kerryn@venturesouthland.co.nz or if you would like more information contact Kerryn on 03 211 1415.

Online Deals to add to the AA Travel Website...

By now most of you will be familiar with the AA '101 Must Dos' campaign. The AA is now encouraging RTOs to profile travel deals, specials, rates or packages within the aatravel.co.nz/travel deals section of their site.

Southland operators have the chance to submit special deals that Venture Southland can upload on the AA travel deals pages. Take a look at this link <http://www.aatravel.co.nz/travel-deals-packages>. If you search by Southland region you will see that we are not represented very well! Compare this to the likes of Northland and you will notice that we are seriously lagging behind!

SO – get your thinking caps on and send in your deals so that Southland has a great presence.

Deals will need to have an associated image and a start and end date (no more than 90 days).

Please contact Lisa Buckingham 03 211 1424 or lisab@venturesouthland.co.nz for more information on this marketing opportunity.

Let's get domestic tourism booming in our region!

Initiative Will Help Attract Tourists

Keeping the tourists coming to New Zealand is the driver behind a new environmental criteria launched by Qualmark at Trenz last month. Tourism Minister Damien O'Connor said Qualmark 'Go for Gold' initiative solidified Tourism New Zealand's 100 percent Pure New Zealand brand and was an important step in reaching the tourism industry's sustainability goals.

From August, all Qualmark-licensed operators will be required to meet minimum standards within the new criteria. Those who exceed the minimum standards within the new criteria will be eligible to apply for the Qualmark verification of their environmental performance = known as enviro-silver or enviro-gold.

Qualmark has developed a 48-page guide, which will be distributed to operators and also available on-line.

For more information see www.responsibletravel.co.nz

Marketing Pays Off

Marketing efforts were paying off for Stewart Island's tourism industry, Kaka Cottages manager Abby Aronsen said.

Mrs Aronsen's comments followed feedback she received at New Zealand's largest international annual tourism conference, Trenz, which is being held in Rotorua this week.

"It's been a really, really positive attitude towards Stewart Island (from buyers), there's a real change (from last year)," Mrs Aronsen said.

Buyers seemed more educated about what the island had to offer and were also realising that getting there was not difficult.



Abby Aronsen from Kaka Cottages speaks with a buyer at TRENZ

Crafty Marketing by Hike South

Hike South and the Tuatapere Hump Ridge Track are using some crafty marketing to promote their business to New Zealanders. With domestic travellers making up the company's biggest market, they are competing for the domestic dollar against places like Fiji and Australia.

"The company plans to monitor the Grab-a-Seat website, looking out for cheap flights, particularly from Auckland and Wellington, and alert its customers via e-mail when cheap deals arise. That's just one way that we can help the customer overcome that price barrier," Managing Director Evan Bloomfield says.

Standing apart from other operators was a key to overcoming tourism slumps and the internet played a major role, he said.

Stewart Island Experience Make Tourism Award Finalists

Tourism operators Stewart Island Experience and Real Journeys have been named finalists in the prestigious New Zealand Tourism Industry Awards.

Stewart Island Experience and Real Journeys have been nominated for the Department of Conservation, Conservation in Action Award, which in 2007 Real Journeys won, along with the Qualmark Tourism Mark of Quality Award.

Results of the 2008 winners will be announced on August 5 at the Tourism Industry Awards dinner in Christchurch.

New Southland Merchandise

Southland branded merchandise extended to new outlets in Invercargill with the official opening of Quantum Print's regional clothing and memorabilia outlet on Wednesday 25th June. Invercargill Mayor Tim Shadbolt, fresh from his personal botox to eyebrow plucking makeover last week, will now add the sharp look of the new branded gear after he officially launched Southland merchandise sales at Quantum Print in Dee Street.

The range includes stylised versions of the new Southland branding on a range of clothing, including tee-shirts, scarves, beanies, hoodies and jackets. There will also be memorabilia such as key rings, lapel pins, bag tags and a range of pens.

H and J Smith Ltd launched the range several months ago and demand has been high. Shoppers in Gore and Te Anau will also be able to purchase items because the range is now being stocked in H and J Smith outlets throughout the region.

Trade News

Canadian Ensemble Agent Famil

Earlier this month, Kerryn Smith and Lisa Buckingham hosted a group of travel agents under the Ensemble Consortium in Canada, in conjunction with Air New Zealand. The group had six days in total in New Zealand, in which they spent three days in Dunedin and three in Southland.



During their time in the South, the group had a full day in the Catlins and were treated to stunning scenery and good weather. They spent their first night in Invercargill and were impressed by the range of accommodation on offer.

Day two was spent on Stewart Island and the group were guided on Ulva Island, enjoyed learning about the history of Stewart Island and very impressed by Island life. They overnighted on the Island. Their visit concluded with a trip of Invercargill highlights and a hearty Southern lunch.

As the Canadian market is an emerging one, this visit was very valuable for the region, to showcase what we have on offer. Feedback from the visitors has been extremely positive.

Air NZ's direct route Vancouver-Auckland is experiencing growing patronage and overall arrival numbers from Canada have seen steady increases.

Trade Famil Invoices

To all the operators who have been involved in Tourism New Zealand famils over the past few months who haven't yet submitted their invoices, can you please do so by the end of the month and forward to:

Monica Armesto
Tourism New Zealand
P O Box 95
Wellington

Energy Initiative

FREE Efficient Lighting Assessments for Hotels & Motels

Ecobulb, a brand of NZ-designed energy efficient light bulbs has also teamed up with the Electricity Commission to offer, for a limited time, free lighting assessments for hotels and motels.

Contact Rachel.montjo@energymad.co.nz for more information on this.

For information on the introduction of Responsible Tourism Operations criteria, refer to the [last Qualmark newsletter](#) or visit the [Responsible Tourism](#) section on the Qualmark website.

The Ecobulb website has a '[savings calculator](#)' to help you work out how much you could save by changing to energy efficient light bulbs.

Upcoming Courses / Conferences / Competitions

Creating a Positive Image through Effective P.R

An organisation's image is, arguably, its most precious asset. Once it's damaged, it can be very difficult to get back. Prevention is by far better than any cure – more cost effective, less time-consuming and decidedly gentler on the nerves. This workshop will explain the role of public relations, provide tools and tactics to help your organisation create and maintain a positive image.

Date: 31 July 2008

Presenter: Lisa Crosswell, Crosswell Communications

Location: Venture Southland

Time: 1-4pm

For more information contact training@venturesouthland.co.nz

Compliance for Accommodation Businesses

Compliance is an important part of every business. This workshop examines the requirements and procedures to make your accommodation business compliant.

Date: 13 August 2008

Presenter: To be Confirmed

Location: Stewart Island

Time: 9.00am – 12.00pm

For more information contact training@venturesouthland.co.nz

ITOC Conference in Queenstown

Businesses which are ITOC members can take advantage of the opportunity to attend their annual conference, which is being held on 19 -20 August in Queenstown.

To register online www.itoc.org.nz/eventinformation.asp

Tourism New Zealand has once again made the annual ITOC Conference its primary communication showcase for 2008 and many of its overseas based Regional Managers will be present to give delegates firsthand impressions of what's hot and what's not across our markets.

Registration closes on 8th August.

Bringing New Zealand to the World, and Bringing the World to New Zealand

What do - a noted business columnist, a man responsible for managing one third of New Zealand's land, a chief economist, a the guy who placed a 25 metre long rugby ball under the Eiffel Tower and the bloke who's running the 2011 Rugby World Cup have to do with your tourism business? Find out how the economy will impact on your industry, the latest trends, the future of sustainable business and how to maximise your business's online potential and much more.

This year's Tourism Industry Conference has quite a line up, including Rod Oram, Al Morrison, Brendan O'Donovan, George Hickton and Martin Snedden. It is being held at the Christchurch Convention Centre on 4-5 August. For registration and more information contact www.nztoursimconference.co.nz by 30 June or call 04 499 0104.

Enter International Tourism Photo Competition

An online photo competition has been launched by the UN World Tourism Organisation (WTO), asking for photos featuring climate solutions in tourism. The deadline for submissions is 30 November 2008. http://www.unwto.org/wtd/photocompetition/en/photo_competition.php for full instructions on how to enter.

Advertising Opportunities

Register Now for Explore New Zealand

Register now to include your tourism business in Tourism New Zealand's Explore New Zealand guidebook during 2009 and 2010. Registration runs from 1 July to Friday 15 August via www.tourismnewzealand.com

This opportunity comes around just once every two years. Explore New Zealand is a discount programme aimed at travel agents and media visiting New Zealand independently. Operators typically offer 50% off or "two for one" deals for the cardholder and their partner.

"This programme is a great way of helping the many media and travel industry who want to come to New Zealand," says Tourism New Zealand Chief Executive George Hickton. "By experiencing more New Zealand product they are better equipped to sell and write about our country on their return home, and that benefits everyone."

While there is no upfront cost to participate, an operator must be prepared to honour their discount offer when approached by accredited agents and media over the two-year period from 1 January 2009 to 31 December 2010.

Please note that content is not taken across from one edition of Explore to the next. This allows companies to opt in and out of the programme and to change their offers. If you were involved in this programme in the past you will need to submit an offer afresh. Participating operators will see a proof of their listing in the third quarter of 2008 and will be sent a copy of the Explore New Zealand 2009/10 offer book in late December.

If you have any questions on Explore not covered on www.tourismnewzealand.com please contact Stephen Griffith in Tourism New Zealand's Wellington Office weekdays on 0508 868 747 or via stepheng@tnz.govt.nz

TNT Magazine's Independent Travellers Guide To Australia, New Zealand & Fiji!

TNT's Independent Travellers Guide is the only FREE travel guide of its kind, an A5 perfect bound comprehensive guide for independent travellers, packed with all the informative quality editorial you would expect from TNT Magazine. Grab the attention of tens of thousands of independent travellers while they are still at home planning their trip - BEFORE they make all those important decisions about where to go and where to stay.

- 50,000 copies are distributed throughout the UK, Ireland & Europe
- 35,000 are distributed in Australia, New Zealand & Fiji
- 15,500 guides are also distributed to the US via adventure travel operators and youth hostels

Existing advertisers are welcome to their previous rates. New advertisers are welcome to an introductory offer of 20% off, if booked before the end of August.

For more information contact Luke O'Brien email luke@tntdownunder.com

Events

Event Time

For a complete listing of up and coming events, log on to the website – <http://www.southlandnz.com/Home/Events.aspx> and if you are aware of other events coming up that we don't know about – 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?

Event:	Basics of Marketing Workshop
Date:	Thursday, 26 June 2008
Venue:	Venture Southland, 143 Spey St, Invercargill
Time:	9am - noon

Event:	ANZ Netball Championships – Southern Steel vs Waikato/BOP Magic
Date:	Monday, 30 June 2008
Venue:	Stadium Southland
Time:	7.00pm

Event:	REAP – Introduction to Computing
Date:	Wednesday, 2 July – Wednesday, 6 August 2008
Venue:	The Lighthouse Youth Centre, Te Anau
Time:	7.00pm

Event:	CATS: The Musical
Date:	Friday, 04 July – Saturday, 19 July 2008
Venue:	Civic Theatre
Time:	7.30pm

Event:	Kepler Challenge and Luxmore Grunt - On-line entries
Date:	Saturday, 5 July – Saturday, 6 December 2008
Venue:	Te Anau
Time:	6.30am
Event:	OPSHOP: Big Energy in a Can Tour
Date:	Sunday, 6 July 2008
Venue:	Stadium Southland
Time:	7.30pm
Event:	ILT Kidzone Festival
Date:	Friday, 11 July – Tuesday, 15 July 2008
Venue:	James Hargest College Senior Campus, 288 Layard Street
Time:	10.30am – 3.30pm
Event:	Centenary Celebration – Rugby League
Date:	Saturday, 12 July & Sunday, 13 July 2008
Venue:	Ascot Park Hotel & Rugby Park
Time:	6pm & 11.30am
Event:	35th Riversdale ArtsMixed Media Exhibition
Date:	Saturday, 19 July – Sunday, 27 July 2008
Venue:	Riversdale Community Centre
Time:	11am daily – late night Wednesday 23/7 until 7pm

