



Venture Southland Tourism

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Event Time – what's coming up?

From the Manager's desk:

It seems to have come around pretty fast but yes, it's time for TRENZ 2008!

TRENZ is New Zealand's biggest tourism business event and is being held for a second time in Rotorua next week. Almost 320 tourism operators from throughout the country will be exhibiting and meeting with over 300 travel and tourism buyers and media from all over the world. Southland will be represented by Venture Southland where we will be busy promoting the many small tourism businesses and natural attractions around the region. We welcome businesses to get in touch with us if you are interested in feedback on the region and we will have a special TRENZ report to accompany next month's newsletter.

On a staff note, I'd like to bid farewell to Angela Halliday, Tourism Projects Co-ordinator, who has been with Venture Southland for the past 4 years. In her time here Angela has been involved in a wide range of projects ranging from developing and distributing print material, creating and maintaining websites, hosting industry in the region, working with community groups and organisations and contributing to destination management projects. Over the last 3 years Angela has been the driving force behind the Environmentally Sustainable Tourism Project and has been working tirelessly with businesses around the region to assist them in incorporating sustainable practices into their businesses. Angela is embarking on her much-awaited OE so we'd like to thank her for her contribution and wish her the best of luck with her adventures in the UK & Europe!

Best regards

Kathryn MacDonnell
Group Manager Tourism & Marketing

Marketing

AA 101 Must Do Weekends Update

The AA '101 Must-Do Weekends' domestic marketing campaign is now in full swing. A recent 'I Love You New Zealand' supplement came out in the NZ Herald (on 29 April) and was also distributed in a targeted mail drop in major cities. The supplement included a great story on Ulva Island bird sanctuary and there was also a mention of Gore in a 'Capitals of New Zealand' two page spread.

On the 19th of May the NZ Listener will also be supporting the campaign with an arts and culture feature and Venture Southland Tourism understand that the AA Destinations magazine will have an article on Eastern Southland in early June. All this coverage is great for encouraging Kiwis to explore their own back yard.

Be sure to check out the AA website too. Go to www.aatravel.co.nz and click on 101 Must-Do Weekends. You can have your say, upload images and might even be lucky enough to win something!

If you would like more information on this, please contact Lisa Buckingham on 03 211 1424 or lisab@venturesouthland.co.nz

ITOC/RTO Trade Day

Lisa Buckingham and Kerryn Smith travelled to Auckland and attended an ITOC/RTO Trade

Day on Wednesday 14 May.

The event involved most Regional Tourism Organisations (RTO) from around New Zealand meeting with and presenting to a variety of inbound tour operators. Each RTO had their own stand and had 10 minute sessions with various Inbound Tourism Operators Council (ITOC) companies. The inbound tour operators sent both product managers and reservation staff to learn more about each region and gain product updates.

The event offered a good opportunity to promote the region and our product. It also provided good networking opportunities.

If you would like to know more about this event, please contact Lisa Buckingham on 03 211 1424 or lisab@venturesouthland.co.nz

Southland Trade Manual 2008 - 2010

The latest version of the Southland Trade Manual covering the 2008 - 2010 seasons has recently been produced and published. The Trade Manual is similar in format to previous years but the design incorporates the new re-brand colour schemes to give it a fresh, vibrant look. The manual also includes updated information and product.

The manual features over 50 operator listings, useful facts and information, regional information and enticement itineraries enhanced with stunning imagery from around the Southland region.

The manual is sent out to overseas wholesalers in key markets such as Australia, the UK, Europe and North America along with Australia and New Zealand based Inbound Tour Operators, official i-SITEs and Visitor Information Centres and selected Travel Agents throughout New Zealand. It will also be sent to TRENZ and Kiwi Link contacts developed by Venture Southland as well as Tourism New Zealand international trade and media programme departments.

For further information please contact Lisa Buckingham, ph 03 211 1424 email: lisab@venturesouthland.co.nz

Tourism Holdings Destinalional Expert Training

Lisa Buckingham recently conducted staff training at Tourism Holdings in Auckland. The training involved Customer Service Representatives from Tourism Holdings rentals division – largely campervan rentals.

The visit provided a good opportunity to educate staff on all that Southland has to offer and encourage them to include Southland when suggesting itineraries to their clients. Following the success of the training, Venture Southland is now looking to extend the training to staff in Christchurch and Queenstown.

Environmental News

Sustainable Tourism

Recently we hosted Susi MacLean of Glasstower Communications, Geoff Gabites from Adventure South and Evan Bloomfield from the Tuatapere Hump Ridge Track at a networking evening for the Sustainable Tourism Project. For those that could not make it, we have their powerpoint presentations available, please contact Karyn Owen karyn@venturesouthland.co.nz phone (03) 211 1801.

The Sustainable Tourism Project is nearing an end now, so this is really your last chance to take up this opportunity. I strongly encourage you to get in touch with Karyn Owen if you would like to be involved.

Whilst this particular project will be nearing an end, it will dovetail into another project that Venture Southland is undertaking 'to promote the development of sustainable businesses in Southland'. The Sustainable Tourism Project has proved very beneficial as a pilot project and we have learnt a lot from the process.

I would like to thank all the operators that have been involved in the project since its inception, you have all done some great work and this will definitely be used to inspire other businesses in the future. As some of you may know I finish up here at Venture Southland at the end of May and heading over to London (offsetting those carbon emissions of course) so Karyn Owen will be the contact point for the project from here on in.

Good luck in the future!
Angela Halliday

Protecting Penguins in the South

The Department of Conservation and the Yellow-Eyed Penguin Trust have bought 50 hectares of farmland on the Catlins Coast to set up a reserve for the protected penguins. The area is home to 10 percent of the birds in New Zealand – or 50 breeding pairs. The Trust raised \$450,000 in six weeks for the project, including \$130,000 from Forest and Bird.

Venture Southland News

Farewell from Angela Halliday

Hi team

Well I am finishing up at Venture at the end of May to head over to London on an OE. Thanks to everyone whom I have worked with whilst I have been here (four years now by my calculation) it has been great working with you all! Tourism in Southland has certainly come a long way in this time and I am sure it is destined to grow even more (sustainably of course). Good luck with your businesses in the future – remember to keep that work/life balance and not run yourselves ragged over the season!

See you later
Angela

Media

Kaye Rankin – All Ways Pacific

During May, Kaye Rankin from All Ways Pacific from the UK was in the region reviewing their brochure products. Her time in the South was spent in the travelling along the Southern Scenic Route through the Catlins, on Stewart Island and Ulva Island and she had a night in Invercargill before heading up to Te Anau.

Accommodation News

Real Journeys purchases Stewart Island Lodge

South Island tourism company Real Journeys has purchased retreat-style accommodation on Stewart Island - Stewart Island Lodge.

Real Journeys CEO Dave Hawkey said the purchase was an important step for the company (which operates on the island as Stewart Island Experience), marking its debut in the land-based accommodation sector. In addition to the lodge, the company has also purchased adjoining land for future accommodation development.

“Stewart Island has an exciting future, particularly with the growing emphasis world wide on sustainability and the environment. We believe it has the potential to be both a leader and a showcase for environmental sustainability and conservation.”

Real Journeys and Stewart Island Experience are well known for their strong conservation focus. The company was celebrated as the tourism industry's top achiever in conservation matters at the most recent national tourism awards. The company will take possession of the lodge on 31 July 2008.

Events

Energy Challenges and Choices for Southland

On 6th June 2008, the Southern Institute of Technology along with Venture Southland, Environment Southland and the Southland District Council are hosting the Energy Challenges and Choices for Southland Conference.

Issues such as climate change, renewable energy, peak oil, farming industry, EU policies, food miles and carbon trading and credits will be discussed, by leading experts, Hon David Parker, Minister Responsible for Climate Change Issues; Professor Arthur Williamson, University of Canterbury; Professor Bob Lloyd, University of Otago; Professor Caroline Saunders, Lincoln University; Dr Ross Ramsay, Southern Institute of Technology; and Dr John Huckerby, AWATEA.

Registration closes on 28th May 2008, contact Judy Fleck at SIT for more details.

Southland Events Calendar

The Southland Events Calendar brochure is being updated for the period of July to December. If you have any events which you would like added to this brochure, please contact Karly Henderson-Te Tai at the Invercargill i-SITE on (03) 211 0895 or email karley@venturesouthland.co.nz for details.

What's coming up?

Log on to www.southlandnz.com for a complete list of up and coming events. 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.

MAY ARTS MONTH - "NOT BORED" WAYNE HILL EXHIBITION Wayne Hill Exhibition. A local Riverton Artist Let Loose! Riverton Community Art Centre	2nd May - 2nd June 12:00pm
MAY ARTS MONTH: SHOWCASING SOUTHLAND ARTISTS Selected works from our leading artists. Southland Museum & Art Gallery	2nd May - 29th June 9:00am
BLUFF OYSTER & FOOD FESTIVAL Bluff's celebration of the iconic Bluff Oyster Foreshore Road, Bluff	24th May 11:00am
MAY ARTS MONTH: Music in the Museum A variety of local performers and groups appear each Sunday for recitals. Southland Museum & Art Gallery	25th May 12:30pm
MURIHIKU MARAE 25TH ANNIVERSARY The 25th Anniversary of Murihiku Marae Murihiku Marae, 408 Tramway Road, Invercargill	30th May - 1st June 6:00pm
ANZ CHAMPIONSHIPS – SOUTHERN STEEL VS CENTRAL PULSE Go Southern Steel!! Stadium Southland	31st May 2:30pm
ANNUAL MATARIKI FUNDRAISER BALL Invercargill Workingmen's Club	6th June 7:00pm
ANZ CHAMPIONSHIPS – SOUTHERN STEEL VS MELBOURNE VIXENS Go Southern Steel! Stadium Southland	7th June 2:30pm
MATARIKI FESTIVAL Formerly known as the Fire & Ice Fiesta, this year incorporates Matariki - the Maori New Year. Civic Theatre	7th - 8th June 6:00pm
JAZZ CLUB Wild and woolly jazz for those who are brave enough to share it Sopranos on Tay Street	12th June 7:30pm
COLLEGIATE RUGBY CLUB 75TH REUNION Come help us celebrate this great occasion Various Venues	13th - 15th June 9:00am
FIVE BAND FUNDRAISER Featuring Paul Winders and Friends, The Detonators plus various supporting bands. Proceeds to Riverton Coastguard and to tune RSA piano Riverton RSA - Palmerston St, Riverton	21st - 22nd June 8:00pm

For more information please visit: www.southlandnz.com



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