



**FOVEAUX***files*  
Venture Southland Tourism



**Southland**  
[www.southlandnz.com](http://www.southlandnz.com)

November 2008

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## From the Manager's Desk

Many thanks to those of you who made it to the Southland tourism workshop earlier this month. It was great to see so many of you there and take the opportunity to hear the different perspectives of our industry speakers.

With a significant amount of media coverage regarding the downturn in international arrival numbers, most of you will be aware of the predictions for the coming season. Businesses and regions throughout the country will start to feel the pinch if not this season then certainly next season. As discussed at the workshop, more than ever before, we need to make sure our customer service is impeccable. Right down to simple things like answering your telephone, introducing yourself and your business, returning emails and phone messages the same day, ensuring that local booking centres and other tourism businesses know about you and can get hold of you, ensuring that you maximise your online presence and keep your online availability calendars up-to-date. All these steps help convert those enquiries to bookings and none of us can afford to be complacent.

On a more personal note, I have resigned from my position at Venture Southland. The past four years have been rewarding and it has been my pleasure to promote the Southland region and businesses to national and international audiences. The industry has grown and matured significantly over the past number of years and it has been fantastic to follow the progress of the international trade in particular, many of whom originally needed a geography lesson on where Southland was! Now many ask specific questions and advice about properties and activities they are planning to brochure or book.

However, the time has come for me to move on and take up some new challenges in 2009. I leave a very capable and experienced team so don't hesitate to get in touch should you have any queries. Best of luck for the coming season and I look forward to hearing about continued growth in Southland tourism.

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## Marketing News

### Australian Market Visit

Lisa Buckingham and Toni Ellis, from Destination Fiordland, recently visited Australia to meet with product managers of various wholesalers and to train reservations staff.

The visit provided a good opportunity to further build on strong relationships with key trade and to update both the managers and staff on all that Southland and Fiordland has to offer.

Many product managers were relatively positive about forward bookings and were adopting a wait and see attitude rather than predicting doom and gloom. Most felt their companies had been through difficult periods in the past, such as SARS and 9/11 so they were preparing to ride out the current low. Several felt that New Zealand could do well out of the financial crisis as the country may be a more attractive option for Australians, rather than long haul trips.

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### TV3 and Stewart Island

Earlier this week, TV3's Sunrise breakfast show was aired live from Stewart Island. Locals gathered early on Monday morning for the show, where they announced the official Stewart Island weather button on the weather map and now Islanders can get more up to date local weather information. Locals were interviewed for the show and those involved included Stewart Island primary school children, Hille from the Kai Kart, local policeman Nick Wells and Ulva Goodwillie. For coverage go to [www.3news.co.nz](http://www.3news.co.nz)

For more information contact:  
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## Catlins features on web release of Dido album

Curio Bay in the Catlins has recently been featured on a worldwide web release of British singer Dido's latest album "Safe Trip Home".

Curio Bay is featured in a visual treatment of Dido's song "Look No Further". The film is featured alongside Rio, London and Mumbai! To check it out, go to [www.safetriphome.com](http://www.safetriphome.com) and drag the globe around to the Catlins!

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## Registering with Expedia

Expedia, the world's largest online travel marketplace, launched its New Zealand website in October 2007. Growing rapidly, the company is keen to promote New Zealand accommodation operators to the 70 million unique visitors that view its global sites per month. Expedia are encouraging accommodation operators to visit [www.expedia.co.nz](http://www.expedia.co.nz) and click on "Hotel Sign up" at the bottom of the home page to register their accommodation business. All operators interested in listing with Expedia must have a compatible reservations or channel management system, which will be confirmed by Expedia once you have contacted them through the NZ site.

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## Recent media visits

Recent media visits to the region have included Marlies Seifert, from 20 Minuten, a newspaper in Switzerland, which has a circulation of over 500,000 copies per day. Marlies visited Stewart Island and Invercargill during her stay, which was part of a 10-day tour of the South Island.

Also currently in the region are Tjeerd Visser and Sjiva Jansse, from ANWB Op Pad, a Dutch magazine about hiking and cycling. Tjeerd and Sjiva are walking the Tuatapere Hump Ridge Track and after that they head north to walk the Milford Track and then the Routeburn. Not for the faint hearted to conquer three of New Zealand's most spectacular walks in just over 10 days! We look forward to reading their articles in due course.

## Upcoming media

Later this month, Kerryn Smith will be hosting four journalists for the **Burt Munro Challenge**. There has been plenty of interest from national media and this year those attending include Dave Cohen, from Kiwi Rider magazine, Fraser Davey, from Bike Rider magazine, Lawrence Schaffler, from Motorcycle Trader, and Steven Green, from Motoring Marketplace magazine. Over the weekend, they will attend all challenge events, as well as visiting some local attractions.

**Good Morning TV** will visit Invercargill on Tuesday 2 December. Locals are invited to join Brendon Pongia and homecoming queen Astar as they co-host a southern special live from Invercargill's beautiful Anderson Park.

They want Invercargill's finest to join their Southland celebration on their Great Southern Road Show. Locals are invited to bring along a slice of Invercargill – a treasured heirloom, a piece of kitsch or anything else that tells a southern tale – and they could be in to win some great spot prizes!

They'll be talking to Mayor Tim Shadbolt; City of Invercargill Highland Pipe Band members; chef Matt Jackson; and John Munro with the story of his famous father, Burt.

So if you want to get onto live national TV this could be your chance. Make sure to tell friends and family.

For more information contact:

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## Sustainable Tourism

### Sustainable Tourism Charter

Karyn Owen gave a short explanation of the Sustainable Tourism South charter program at the Venture Southland Tourism Seminar on 5 November. Following on from that, a number of people have expressed an interest in hearing more about the programme. Check out [www.southlandnz.com](http://www.southlandnz.com). Karyn is available to come and talk to groups about the programme.

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### Sustainable Business Practices

Thank you to those who answered Venture Southland's recent phone survey on Sustainable Business practices. If you haven't already checked it out, the results of the survey and outcomes of the subsequent workshop are available for downloading from [www.southlandnz.com](http://www.southlandnz.com)

Following on from this research, Venture Southland is in the process of developing a strategy which will identify ways in which we can help Southland businesses in the area of sustainability. Keep an eye on this web page, where the strategy will be posted later in November. If you are not already in regular contact with Venture Southland, let Karyn Owen know and she can add you to the business database so you can receive notification of our upcoming business training and also receive notification of other opportunities.

Thanks again for your participation.  
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## Trade News

### Successful Southland Tourism Seminar

Operators of more than 50 tourism businesses gathered on 5 November from all corners of the region to discuss issues facing the future of the industry.

The seminar featured presenters from Tourism New Zealand, Tourmasters South Pacific, Cabbage Tree Creative, Southland's Lodge at Tikana and Dunedin's Albatross Colony.

Local operators were educated on internet marketing opportunities and received practical ideas for making immediate improvements to their business at a time when the sector is vulnerable to a precarious world economic situation.

Tourism New Zealand provided forecasts for our major markets, including the UK, North America, Australia and emerging markets in Asia.

Seminar attendees received a fresh understanding of the increasing use of the internet by our international markets for research and booking. Overseas travellers are booking their whole holiday online, in a steady shift away from traditional travel agents and guide books. We have to recognize this and shift our strategies to match.

Greatly appreciated were presentations by Dave Lawrence (Lodge at Tikana) and Sam Inder (Otago Peninsula's Royal Albatross Colony), who discussed their experiences working with travel trade and media.

A large part of the seminar focused on websites, search engines, online booking engines and how to get the most benefit from them. Lawrence Smith, from Cabbage Tree Creative, also explained the rising influence of travel blogs, like TripAdvisor, and the ease with which travellers can put their stories, recommendations and video online for the world to see.

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## The Rise and Rise of Eco-Conscious Travel

It will come as no surprise to tourism operators that our main traveller markets (UK, USA, Australia, Japan) are increasingly considering eco-issues when making their travel decisions. A perfect demonstration of this change in behaviour is the growth of tourism portals that service these people.

Visit [www.responsibletravel.com](http://www.responsibletravel.com) for a British example that is a world leader. Closer to home, [www.organicexplorer.com](http://www.organicexplorer.com) is a New Zealand website that helps travellers find everything they need to travel lightly upon our environment. From organic cafes to eco-accommodation and eco-adventures, these websites are responding to travellers demand for eco-friendly, sustainable services.

These websites also offer an opportunity to promote your business. Check their website or contact them directly to see their listing criteria. It's a good way to see how you can improve your business and you may even reduce some business costs. Several Southland businesses are already listed on these websites. Why don't you join them?

For more information contact:  
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## Tourism Forecast to 2014

From the Ministry of Tourism come the latest forecasts for tourism in the Southland region:

- Total visits by travellers to Southland are expected to rise 6.4 percent to 1.56 million.
- International visits are expected to increase 28.1 percent to 229,600. The share of total visits generated by international visitors is expected to increase from 12.2 percent to 14.7 percent.
- Domestic visits are expected to increase 3.4 percent to 1.33 million in 2014. The share of total visits generated by domestic visitors is expected to decrease from 87.8 percent to 85.3 percent.
- Total visitor nights are forecast to rise 10.5 percent to 1.55 million.
- International visitor nights are expected to increase 26.2 percent to 615,500. The share of total visitor nights generated by international visitors is expected to increase from 34.8 percent to 39.7 percent.
- Domestic visitor nights are expected to increase 2.1 percent to 933,800. The share of total visitor nights generated by domestic visitors is expected to decrease from 65.2 percent to 60.3 percent.

Visit [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz) for more detailed information.

## "Tourism News" from Tourism New Zealand

"Tourism News" is a bi-monthly publication from Tourism New Zealand. It will keep you up-to-date with the latest tourism issues and stories: our off-shore markets, media activity, Tourism New Zealand promotions and more.

This publication is available by email or printed hard-copy. If you would like to subscribe please send an email to [www.comms@tnz.govt.nz](mailto:www.comms@tnz.govt.nz). Include your full postal address if you want a hard copy.

I fully recommend it, and it's free.

For more information contact:  
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## Ruggedy Range™ Wilderness Experience

Some changes for operators to note:

### New Booking Office

Ruggedy Range™ Wilderness Experience will soon be moving its "Birds & Forest Booking Office" to Oban Village in Halfmoon Bay for the convenience of visitors. All other contact details will remain the same. This move is hoped to take place prior to Christmas 2008.

The new office will be located at 1 Dundee Street, Stewart Island, on the corner of Main Road and Dundee Street. It will offer information and bookings for Ruggedy Range™ Wilderness Experience products and service, a travel agency, "Stewart Island Travel and Activities" for travel and accommodation and other activity bookings. Outdoor clothing and equipment will be available for hire and sale, along with some Stewart Island books, natural history books and gifts.

Due to various considerations, Ruggedy Range™ Wilderness Experience wishes to advise operators and visitors that all tour information and bookings for Ruggedy Range™ Wilderness Experience products and services and Aihe Eco Charters and Water Taxi, will only be through its Birds and Forest Booking Office and not through another information, operator or visitor centre in Stewart Island or Bluff.

### Guided Trips on Christmas Day

Ruggedy Range™ Wilderness Experience will be operating guided trips to Ulva Island on Christmas Day. Please contact Furhana Ahmad for further information. Advance bookings are essential.

For all enquires, please contact: Furhana Ahmad (Guide – Owner/Operator)  
Ruggedy Range™ Wilderness Experience  
Birds & Forest Booking Office and Stewart Island Travel & Activities  
P O Box 188, Stewart Island  
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ph: 03 219 1066  
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mobile: 0274 784 433  
web: [www.ruggedyrange.com](http://www.ruggedyrange.com)

## **Conferences and Events**

### **Media**

The Invercargill and Southland Convention Bureau has a column in the next edition of Meetings News. Meeting News is the main industry magazine for New Zealand conferences, incentives and exhibitions. The Southland region will then be featured in the January edition of Meeting News.

### **Southland Events Website**

Whether you are running an expo, exhibition, festival, concert, sporting event or conference, the Southland Events website is for you: [www.southlandnz.com](http://www.southlandnz.com) allows you to list your own events on-line, thereby obtaining some free publicity.

Most importantly, the events calendar allows people to find out what is coming up to see and do around the region - as a free noticeboard.

Public performances, festivals, exhibitions, productions, conferences, sporting fixtures and the region's major annual events are all included on the Southland Events website.

In conjunction with the constantly updating listings on-line, a hard copy calendar is produced twice a year. The Southland Events Calendar features an array of major and key events - selected from the website listings - and provide the date, venue, contact name and number, ticket prices and a description of the event that has been listed.

The events website and brochures are designed as a regional promotional brochure, as well as a community resource, and anyone is welcome to use them.

Anyone wanting to register an event can log onto [www.southlandnz.com](http://www.southlandnz.com)

For more information contact:  
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## **Local Pride**

### **Merchandise for Proud Southlanders**

Groups are taking up the option of free Southland Spirit of a Nation merchandise to help promote Southland when travelling outside the region. Among those responding to the sponsored radio campaign is Dionne Ryder, who is travelling to the United States on a rotary exchange and will speak to over 60 groups.

The brand has assisted the newly-formed Invercargill subsidiary of international organisation Friendship Force in hosting a group of over a dozen guests from Medicine Hat and Niagara Falls in Canada. The brand manager has continued to promote Southland at the grassroots level, with speaking engagements

including Winton Men's Day, Kids Expo, Focus Computers Business Seminar and the handover of a \$65,000 cheque to the children's ward of Southland Hospital by Progressive Enterprises under its Fresh Future's banner.

For further information contact:  
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## What's new on [www.southlandnz.com](http://www.southlandnz.com)

Check out [www.southlandnz.com](http://www.southlandnz.com) for the latest media results, including the Getaway travel show from Australia's Channel Nine on the Lodge at Tikana and Stewart Island.

Other recent articles include November's issue of North and South with an article on Western Southland, including the Tuatapere Hump Ridge Track and Wilderness magazine, which features the Wairauriheri River Jet boating trip. There's also a feature on Back Country Cuisine.

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## Events

### *The Dash Through Life art exhibition and silent auction*

**Date:** Saturday, 15 November, 2008 - Friday, 21 November, 2008  
**Venue:** Southern Automobile Showrooms, Invercargill  
**Contact:** Jeffienna or Michelle  
**Phone:** 03 248 7734  
**Price:** \$25 per pair  
Charity Art Exhibition and Silent Auction, for Hospice Southland

### *Southern Farmers' Market*

**Date:** Every Sunday, 9.30am – 12.30pm  
**Venue:** Southland Boys' High School  
**Contact:** Liz Terpstra  
**Phone:** 03 230 4144

### *Bluff Hill Grunt*

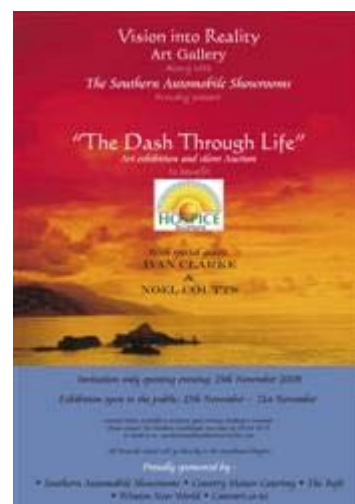
**Date:** Sunday, 23 November, 2008  
**Venue:** Bayview Hotel, Bluff  
**Contact:** Sport Southland  
**Phone:** 027 222 9469  
**Price:** \$10  
Fun Run/ Walk

### *Bluff Sunday Market*

**Date:** Every Sunday, 11am – 3pm  
**Venue:** 33 Barrow St Bluff  
**Contact:** Jan Oakley  
**Phone:** 03 212 7266

### *Burt Munro Challenge*

**Date:** Friday, 28 November, 2008  
**Venue:** Burt Munro Challenge Rally Site - Oreti Park  
**Contact:** Jasmine Beckett  
**Phone:** 03 211 1400  
**Price:** see [www.burtmunrochallenge.com](http://www.burtmunrochallenge.com)



## ***Turn Back Time***

**Date:** Invercargill Musical Theatre presents their 2008 Theatre Restaurant Friday, 28 November, 2008 - Saturday, 06 December, 2008  
**Venue:** Stadium Southland  
**Contact:** Craig Waddell  
**Phone:** 03 218 4440  
**Price:** \$49.50



## ***CCS Disability Action Christmas Tree Festival***

**Date:** Tuesday, 02 December, 2008 - Monday, 22 December, 2008  
**Venue:** Stadium Southland  
**Contact:** Carla Dunne  
**Phone:** 03 217 1200  
**Price:** Gold coin donation

## ***Kepler Challenge and Luxmore Grunt***

**Date:** Saturday, 06 December, 2008  
**Venue:** Te Anau  
**Price:** Challenge \$175 / Grunt \$125  
**Information:** [www.keplerchallenge.co.nz](http://www.keplerchallenge.co.nz)  
21st annual event sponsored by Nike ACG  
60km mountain run and 27km Luxmore Grunt mountain grind



## ***SANTA'S Surprise***

**Date:** Sunday, 14 December, 2008  
**Venue:** Stadium Southland  
**Contact:** Carla Dunne  
**Phone:** 03 217 1200  
**Price:** Gold coin donation  
Children's Christmas show featuring magicians and special guest personalities including...Santa Claus!

## ***ILT Christmas VARIETY SHOW***

**Date:** Thursday, 18 December, 2008  
**Venue:** Stadium Southland  
**Contact:** Carla Dunne  
**Phone:** (03) 217 1200  
**Price:** Tickets on sale mid October from Stadium Southland



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