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NZ TODAY—'DESTINATION CENTRAL OTAGO'

Allan Dick—the editor of NZ Today magazine will be in Central Otago late January developing a major destination feature of 30—40 pages for issue 25. This is a quality 112-128 page magazine published bi-monthly with the unashamed aim of making New Zealanders more aware of the place that they live in. If you wish to participate in the major destination feature the contact details are on page 2.

NZ Today is largely the work of Alan whose role as a radio talk-back host, news editor and motoring journalist has given him a passionate interest and strong belief in his country.

Allan has forwarded the following information to TCO as way of background.

"When I moved to Dunedin with my parents as very little boy I was bewildered when I heard my school-mates talking about "going to Central" for their holidays. I had no idea what they were talking about. "But a year later my parents took the family on a camping holiday and it was my turn to learn about this place with such magical qualities. I've been in love with Central Otago ever since.

"When I left school I worked for the Dunedin-based stock and station agency Donald Reid and Co Ltd and this brought me into very close contact with Central Otago.

"In the early 1980s when I was the news editor and talkback host on Radio 4X0 in Dunedin, the station won the right to set up Radio Central and it was my task to set up a news room to cover the events that happened in the many communities scattered across this region.

"There is a magical quality about Central. Whether you enter it from the Lindis, up the Pig Route, through the Strath Taieri, through the Manuka Gorge or come up from Invercargill as soon as you sight the tan hills and the schist rocks you become aware of an aura that settles over you.

I have explored Central Otago, found the ruins of old gold-mining towns, camped on the Dunstan Trail, in the Nevis Valley, alongside the Clutha River and it is a place that has made an indelible mark on me.

"I live, reluctantly, in Auckland these days, but my heart is never far away from Central Otago — and, of course, Dunedin and it's with a great deal of pleasure that we've planned to come and spend a week or ten days in Central and going to devote 30 or 40 pages to the region in the next issue of NZ TODAY.

"We've identified the area that we will be looking at — it will encompass Lawrence, Roxburgh, Alexandra, Clyde, Cromwell, Luggate, Otarehua, Naseby, Ranfurly, Hyde, Middlemarch — plus the other smaller towns and spectacular areas that are encompassed by those places.

"I realise that Central Otago is on the cusp of change, perhaps major change — not to the same extent as Queenstown and Wanaka, but it's been "discovered" by the rest of the world.

Continued Page 2.....

"I get back "home" once or twice a year, but this visit will be a full scale search for people and places that I haven't met or seen and I want to share my enthusiasm and love for Central Otago with the rest of New Zealand."

Alan is also on radio Pacific every Saturday from 5-am where he discusses a variety of topics around travel, and invites callers from his next destination to ring up and have a chat about the local area. Please do take advantage of this opportunity to inform NZ listeners about Central Otago. It can be daunting to talk live on radio but it is really worth it in terms of free publicity

For more information and to enquire about advertising contact:

KATHY THOMAS
Cell: 021 540 085
Email: sales@nztoday.co.nz

FROM THE TCO DESK

TOP 20 'MUST DO' EXPERIENCES IN CENTRAL OTAGO—VOTE NOW!



Throughout 2008 Tourism Central Otago will be participating in the next stage of the AA's 101 Must Do's for Kiwis campaign. We now have the opportunity to provide the AA with this regions top 20 'Must Do' experiences to be profiled on their website and in media publications throughout the year. This is not just about a specific tourism product or operator—but also includes free stuff and events. We here at TCO have come up with our Top 20 and we would like to know if you agree. Check out our list on **PAGE 4** — let us know if you agree—and if not what your top 20 would be.

Send your feedback by email to alison.mason@codc.govt.nz no later than Friday 25 January 2008.

CENTRAL OTAGO PRODUCT DIRECTORY 2008—2009—BE PREPARED!

Work will begin on producing the updated Central Otago Trade Directory in late January '08. Tourism Operators who have commissionable product and work with 'Trade' should advertise in this publication.

This is a comprehensive directory of products and services within the Central Otago region. It is a key tourism industry publication and used as a primary destination selling tool by the major domestic and international travel trade. It is a high quality full colour A4 sized publication which TCO distributes to domestic and international 'Travel Trade plus Tourism New Zealand offices world wide, TRENZ delegates and to all Conference, Incentive or Special Interest Tour enquiries.

The advertisements will be in a standard layout format in 1/4, 1/2 and full page sizes. We will be looking for you to supply us with a high resolution images and your logo so now is the time to make sure you have these ready.

If you are unsure if this opportunity is relevant to your business then ask yourself the following question: Do you or do you want to be—selling your product to domestic and/or international visitors utilising the wider distribution capabilities of the New Zealand i-Sites, Travel Agents, Inbound Operators and/or International Wholesalers? If the answer is yes then you should advertise in the directory.

To ensure you do not miss out on this opportunity and/or if you have any questions regarding the Trade Directory—register your interest with Alison by email to alison.mason@codc.govt.nz.

CENTRAL OTAGO VISITOR CENTRES UTILISING NEW TECHNOLOGY

All four Central Otago visitor centres are now operating a computerised point of sale system as part of the upgrade towards the new IBIS national reservations and sales system. The installation of this part of the system will allow for transparent stock control and sales recording across all four centres. We will now know at any one time what level of specific stock items are held at each centre. To achieve this a substantial amount of work has been done to record individual stock items, code and standardise pricing. The Alexandra centre was the first to go 'Live' on 18 December, followed by Ranfurly, Roxburgh and Cromwell. Staff using the system report that they find it delivers a much quicker, more professional and better overall service to customers.

ESSENCE OF CENTRAL OTAGO BOOKLET IS POPULAR

TCO has now distributed copies of 'The Essence of Central Otago' booklet to information centres throughout New Zealand, Tourism New Zealand offices worldwide, Inbound Operators and International Wholesalers. Orders are now coming in for additional copies and these are being sent far and wide—including Adelaide, London, Taiwan, Thailand, Auckland and Christchurch.

If you too would like more copies please send an email to adifferentlife@codc.govt.nz letting us know how many you require, plus your name, postal address and contact details.

ALEXANDRA AIRPORT IN THE NEWS

TV3 flew into Alexandra Airport with Mainland Air on Tuesday 14 January to film a news story about the new scheduled air services. The television crew spent about an hour filming and we expect the story to be shown within the next 2 weeks—most likely as a weekend news item.

Mainland Air is trialling the service with scheduled flights Monday, Tuesday and Friday and additional flights on demand. There are 2 flights per day travelling Dunedin, Alexandra, Queenstown return. This service provides passengers with a quick alternative to a 2.5 to 4.5 hour drive—it takes just 30 minutes to fly Dunedin to Alexandra and 15 minutes Alexandra to Queenstown. TCO encourage you to support this service to add options for visitors wanting an easy way to the region.

Further details on schedules and direct bookings can be found at www.mainlandair.com

'WHAT'S ON IN AUTUMN' CAMPAIGN

Tourism New Zealand will again be undertaking an intensive marketing campaign in Australia timed to encourage Australians to travel to New Zealand over the Autumn months. Beginning in the first week of February the campaign will run for approximately 11 weeks. TCO will supply seasonal text highlighting activities and events that would appeal directly to Australian market which will be uploaded onto the Australian frontpage of www.newzealand.com website.

Tourism NZ has requested regions work with Australian wholesalers to package Autumn Australian travel deals. If you are interested in working with TCO to produce a suitable package please contact Alison Mason Ph 03 440 0637 or email Alison.mason@codc.govt.nz

TRENZ EXHIBITORS CONFIRMED

May 2008 will see five Central Otago Tourism operators plus TCO attending TRENZ in Rotorua. The operators are:

- * Golden Gate Lodge—Cromwell
- * Goldfields Jet—Cromwell
- * Lake Roxburgh Lodge—Roxburgh
- * Kokonga Lodge—Kokonga
- * Trail Journeys—Clyde

NEW BOOKING SYSTEM LIVE ON WEBSITE

Our website www.centralotagonz.com now offers an additional booking option for operators. Central Otago Operators who utilise the Vianet booking system can now have their product booked directly from the Central Otago website. TCO has been working with Vianet to achieve this added service for it's customers and the Book Now option went live on Friday 21 December 2007. If you would like to talk to Vianet about utilising this service the local contact is Terry Davis Ph: 021 413 909 or email terry.davis@vianetinternational.com.

TOP 20 CENTRAL OTAGO MUST DO'S !

Number	Must Do Experience	Unique Features
1.	Otago Central Rail Trail Experience Central's heartland.	Otago Central Rail Trail, landscape
2.	Curling Encounter Chilly thrills in Naseby	Curling, Ice luge, Naseby
3.	The Big Picture Awaken your senses with a big wine experience	Interactive wine experience
4.	Old Cromwell Town & Farmers Markets Relive the charm of days gone by.	Old Cromwell Town, farmers markets and events, arts, dining
5.	Downhill Mountain Bike Riding ride wild and free	Downhill mountain bike trails, landscape, events.
6.	4 Wheel Driving in the Maniototo High Country go bush in the back country	Landscape, views, history
7.	Clutha River Cruising uncover gold-mining's historic secret treasures	River Cruise, Gold history, Doctors Point.
8.	Central Otago Wildflowers treasure an enchanting walk amongst nature's wild-flower canvas	Natural beauty, climate, environment, seasons, colour, variety
9.	Summerfruit savour sweet summer fruit	Flavours, textures, seasons, roadside stalls, PYO
10.	Pinot Noir enjoy the flavours of world-class pinot noir	Taste, scenery, vineyard settings / locations, quality, environment
11.	St Bathans Tread the pathways of goldmining history	St Bathans, town, history, buildings, history, goldmining, walk
12.	Clyde Enjoy the charms of Clyde	Clyde, character buildings, gold-mining history, Clyde Food and Wine festival, Clyde Dam, walk
13.	Heritage Places be inspired by a rich history.	Mitchell's cottage, Oturehua Gilchrist's General Store, Horseshoe Bend / Lonely Graves
14.	Ranfurly's Art Deco Celebrations Get into Art Deco glamour	Art Deco festival, buildings, walk.
15.	Alexandra Blossom Festival Celebrate Spring's promise of new beginnings	Family fun, spring colour, longest running festival, entertainment, community involvement
16.	Picnicking enjoy the simple pleasure of a picnic	Central Otago food and wine, Lake Dunstan, Manuherikia River, picnic spots, swimming, relaxing
17.	Alexandra's walkways make the most of a country walk topped with fine dining	Millennium Track, Rail Trail, Clock on the Hill combined with outdoor dining Orchard Garden & Maze, Packing Shed, Shaky Bridge.
18.	Brass Monkey Motorcycle Rally Take up the chilly challenge	Unique winter event, history, climate, seasons
19.	Fishing fish an angler's paradise	Variety of locations and techniques, landscape, lakes, rivers
20.	The great Easter Bunny Hunt join the rabbit round-up.	Community, sport, event, environment