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NOMINATIONS FOR THE CENTRAL OTAGO AWARDS NOW OPEN

Nominations are now open for the newly revamped Central Otago Awards. This is an opportunity to recognise and honour those who are making a difference here in Central Otago.

There are a number of awards covering the following categories – tourism, business, customer service, development, apprenticeship, and youth and citizens community service.

For tourism-related businesses this is an excellent opportunity to be recognised as a leader amongst your peers for demonstrating sustained success, innovation and high service standards. It is also an opportunity to nominate any of your staff members for their excellent customer service.

We also have a newly created Development Award. This award is about celebrating design excellence that is in keeping with the Regional Identity values.

Each award category will be judged by a selection panel of eminent and impartial adjudicators. To get an idea of who the judging panel is, a profile of each of the panellists is attached to the nomination form.

Nomination forms are available from our Council office, all Service Centres, Libraries and Information Centres. Entries must be submitted by **5pm on Wednesday 18 April 2007**.

On June 27, all finalists and award winners will be recognised at a special Awards Ceremony. This will be about celebrating our champions and recognising those who contribute to the vitality of the region.

To find out more on any of the awards don't hesitate to contact Shirley Howden, Council's Brand Manager on (03) 4400 624 or email, shirley.howden@codc.govt.nz.

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Tourism Central Otago wish you all a very Happy Easter.  
Our office will be closed 6-9 April 2007.

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## DRAFT TOURISM STRATEGY PRESENTATIONS

Are you interested in the future of tourism in Central Otago? Would you like to know what could happen with visitor information centres, the Rail Trail, recreation opportunities or the future of arts and food in the region? If so, you are invited to a presentation on the draft Tourism Strategy. Presentations will be held in April throughout the region, come and find out what is proposed for tourism in Central Otago in the next five years. The draft Strategy is currently out for public comment with submissions to be received by 27 April 2007.

**Monday 2 April:** Roxburgh Memorial Hall, Roxburgh, 7pm  
**Thursday 12 April:** Maniototo Curling International, Naseby, 7pm  
**Tuesday 17 April:** Golden Gate Lodge Conference Centre, Cromwell, 5.30pm  
**Wednesday 18 April:** Cellar Door, Alexandra, 5.30pm

Please RSVP to Judith Whyte, District Development Administration Officer on telephone 03 440 0618 or by email, [judith.whyte@codc.govt.nz](mailto:judith.whyte@codc.govt.nz).

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FROM THE TCO DESK

Its been a busy start to the year that has seen a variety of media visit the region, Australian wholesaler staff cycle the Rail Trail, new marketing flyers produced and Central Otago featured in upcoming print and electronic media.

Four new flyers have been produced to compliment the current Central Otago Product Directory and assist trade in selling and packaging the region to clients. These include a sales material page, Central Otago images page and two double-sided itinerary pages.

International media from Australia and Sweden spent 3 days each in the region recently, and in early April media from The Times in the UK will also spend 3 days here. Central Otago will feature in two upcoming features: Jasons Explore, an electronic corporate newsletter which will also feature a Central Otago prize pack; and in NZ Life & Leisure Magazine (May/June edition) with a story on Naseby.

Five senior product and sales staff from Australian based travel wholesale company Kirra Tours have been in the region recently cycling the Rail Trail, and experiencing the game of curling. Following an initial scoping visit in December last year, Managing Director Richard Hubber was excited about the potential of the Rail Trail and curling for the Australian travel market. Kirra Tours is a travel company with 38 years experience sourcing New Zealand travel options for clients. The company brochures and sells a variety of options, including coach tours, campervan and free and independent holidays.

Tourism Central Otago staff completed a week of sales visits to Product Development staff at Australian based wholesale travel companies in early March. This was the first time that Central Otago has directly targeted these companies, and the region and operators product presented was well received.

Tourism Central Otago staff found that the visit had the additional benefit of gaining information on the many changes that have occurred in the Australian wholesale travel market, how best to work with the different companies, together with additional opportunities for Central Otago in Australia.

Upcoming activities include attendance at the RTO/ITOC Day in Auckland 9 May (training day for inbound operator staff to update them on regions prior to TRENZ) and at New Zealand's largest trade show - TRENZ in Rotorua 21-25 May.

OPPORTUNITY TO WORK WITH TRAVELOCITY AN ONLINE WHOLESALER

Travelocity - an online wholesaler owned by Sabre Holdings was amongst the wholesale companies that Tourism Central Otago (TCO) saw in Australia recently. There is a world wide trend moving towards more and more online bookings and TCO considered that developing links with companies such as this is important for tourism in the region.

Following a meeting with Erin Breed the Market Manager for Australia and New Zealand, the need to increase Central Otago's web presence to take advantage of online business was clear. Therefore we encourage you to read through the brief on Travelocity below and consider participating in their online programme.

Should you be interested in participating TCO have on file copies of the Contract, rate sheets and payment information that can be forwarded to you separately - either electronically or in hard copy. Dependant on uptake, Erin has indicated she would be happy to travel to Central Otago to provide a training opportunity for local operators that join.

Note that most of the material refers to Hotels, however this is also open to other accommodation and activities, although their system is not set up to sell multi day activity itineraries.

TRAVELOCITY

Travelocity has been appointed by ZUJI to contract hotel partners for their net rate hotel programme. Hotels participating in the Travelocity programme will be marketed in all Travelocity markets - USA, UK, Europe and via ZUJI sites in Asia Pacific, namely, Australia, Singapore, Hong Kong, Korean and Taiwan. (With India to follow)

There is no cost to participate in either the Travelocity or ZUJI, programmes you just need to provide us inventory and net wholesale rates which are the same as those you would give to other wholesalers working in your market. These are generally 25% off the best published rate for hotel only bookings and 30% off for packaged holiday programme.

Once we have the agreement and rate sheet we will build your hotel on our site and then train your reservations team in managing rates and inventory.

Bookings are confirmed via GDS, email or fax (your choice) and payment to you is via Travelocity's MasterCard upon guest checkout, so you have payment immediately the booking is consumed. No waiting for 45- 60 or more days.

Our major sites of distribution are;

www.travelocity.com

www.zuji.com – with local websites for Australia, Singapore, Hong Kong, Korea & Taiwan

www.lastminute.com

www.blueholidays.com.au

Any questions or to receive a copy of the contract, rate sheets and payment information please contact Alison Mason, Tourism Manager – Marketing on 03 440 0637 or email, Alison.mason@codc.govt.nz.

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