

## INSIDE THIS ISSUE:

- ◆ **TRENZ 2008, register NOW!**
- ◆ **From the TCO Desk**
  - **Busy, busy. Busy!**
  - **Christchurch A&P Show**
  - **Jasons Taste Traveller Guide**
  - **Cromwell Community Plan**
- ◆ **Alexandra i-site wins national award**
- ◆ **Visitor Centre summer hours**

## TRENZ 2008 ONLINE APPLICATIONS NOW OPEN!

Tourism Rendezvous New Zealand (TRENZ) will once again be held in Rotorua from 26-29 May 2008. TRENZ is New Zealand's largest tourism trade show with approximately 700 international buyers (wholesalers), exhibitors (NZ operators) and international and domestic media attending the 4 day trade event.

Online Exhibitor applications are now open (until 19 November, midday) for NZ operators to register their attendance—full application details are available online on the TRENZ website—[www.trenz.co.nz](http://www.trenz.co.nz).

This year the number of exhibitors and buyers accepted to attend TRENZ will **decrease** to ensure quality of buyer to exhibitor ratio in appointment streams. Therefore the focus for TRENZ 2008 will be on NEW PRODUCTS and ENVIRONMENTAL SUSTAINABILITY & GREEN PRODUCTS.

The Tourism Industry Association (TIA) together with a panel of key industry representatives, will review the criteria attendance closely and prioritise applicants accordingly. Preference will be given to products with:

- \* Formal quality assurance such as Qualmark
- \* Environmental sustainability accreditation such as Qualmark, Green Globe or ISO 14001
- \* Membership of a regional sustainable tourism charter
- \* Established tracking of visitor satisfaction via research
- \* Operators with a sound track record of tourism business management
- \* A high level of Buyer appointment requests at previous TRENZ events or are NEW to TRENZ
- \* Appropriate & realistic product positioning given what is delivered

Exhibitor booth costs—New Exhibitor with TIA membership is \$3034 + GST, single booth exhibitor with TIA membership is \$4654 + GST. Attendance at TRENZ and associated costs (flights, accommodation, marketing material etc) would cost approximately \$5500-6500 per exhibitor.

Last year Central Otago had 5 operators (including Tourism Central Otago) attend TRENZ, two of which were new products attending for the first time. The regional area was themed (as in previous years) and we held a successful joint Happy Hour with Waitaki showcasing Central Otago wine and Waitaki Whitestone cheese.

It would be fantastic to have this many operators or more attend again. If you are interested in knowing more about TRENZ, please contact Michelle on email [michelle.kinney@codc.govt.nz](mailto:michelle.kinney@codc.govt.nz).

Online applications close on 19 November.

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[www.centralotagonz.com](http://www.centralotagonz.com)

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## FROM THE TCO DESK

### **Busy, busy, busy.....**

It has been a very busy October for the TCO team with lots happening on the media and trade front. Michelle spent a week in Auckland (with a day trip to Hamilton) visiting 21 inbound operators and airline representatives. Appointments were with Product or Operations Managers from each inbound operator and Michelle also conducted some staff training with inbound operators who have Central Otago operators in their reservation systems.

Feedback from the inbound is that the summer is looking healthy for international travellers to New Zealand particularly from the FIT market from UK and North America. The group market is looking a little soft. Seat capacity will be stretched from North America as its predicted that over 60,000 cruise passengers will start/finish their cruise in New Zealand over the coming 07/08 cruise season.

Many of the inbound operators are starting to create a website presence for trade (travel agents) and consumer as the use of the internet grows for travel. All Michelle spoke to are now working on the 2008/09 season and looking for pricing out to at least 31 August 2009!

TCO identified four opportunities to work with inbound operators who also work in the domestic market—mainly with travel agents through out the country. We will endeavour to develop joint venture opportunities that operators within the region may want to take advantage of.

### **Trade and Media visits**

Australian travel wholesale company, Kirra Tours, General Manager and Product and Operations Manager visited Central Otago in October to finalise contracts with Rail Trail operators. Rail Trail product now features on 4 pages of their specialised Walks / soft Adventure brochure, which is distributed throughout Australia and from their UK office. A dedicated 6 page brochure featuring the Rail Trail will also be produced for this season.

November will see several different international media and trade visiting Central Otago. The first in the region is a film crew from O'Live network in Korea. Ms Min Sun Kim a celebrity movie star from Korea will try her hand at curling, cruise on Lake Roxburgh, enjoy a Wine Experience and visit the Cromwell Farmers Market. A celebrity freelance journalist from Taiwan will visit a Cromwell winery of her choice in mid-November. A German freelance journalist will visit Central Otago in Mid-November to cycle the Rail Trail and to complete interviews with several personalities in the region.

A briefing and familiarisation visit for key advertising and media buying staff from China will be hosted in southern New Zealand late November. The aim for the briefing and famil is so they can get a true understanding of our values, objectives and core directions and how best to portray NZ in China. The group is expected to spend some time on the Rail Trail and finish the day with a Central Otago Wine Experience.

### **Central Otago features at the NZ MotorHome and Caravan Expo**

Alison and 2 of our Visitor Centre team spent 3 days promoting Central Otago at the South Island Motorhome and Caravan Expo in Christchurch early October. It was a busy few days with a lot of interest from people about Central Otago and what they could do here. Operators were invited to display their brochures for a small fee and this proved particularly successful. We were able to introduce many prospective visitors to this product. As expected a lot of interest was shown in the Rail Trail, curling, and wine – and being able to provide options and local knowledge meant that prospective visitors should be more prepared and informed before reaching our region.

### **Christchurch A&P Show**

Tourism Central Otago will be on site assisting the Cromwell Promotions group at the Christchurch A & P show 14 – 16 November. Alison Mason and Jill Wedding from the Alexandra i-Site will be on hand to help out, providing information to visitors about Central Otago, accommodation, activities and much more. This is approximately the 20<sup>th</sup> year that Cromwell Promotions have had a site at the A & P show. In recent years they have endeavoured to have a wider Central Otago presence, inviting other Promotions Groups and/or Tourism businesses to be involved. The marquee is set up profiling each of the regions with display panels and information supplied by each group. If you are in Christchurch for Show Week why not call in and see the team.

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## Jasons Taste Traveller Guide

Jasons is the largest travel publisher in NZ, Australia and the South Pacific with 45 print guides produced annually and 130,000+ web pages constantly being updated. In 2008 Jasons will launch NZ's first nationwide travel directory dedicated to the leisurely pursuit of find food, fine wine, craft shopping, art studios, café culture and authentic local dining experiences—*Taste Traveller*.

*Taste Traveller* will target local and international travellers seeking authentic local produce and crafts, 100,000 copies will be distributed through the Jasons Visitorpoint network and online. It will be launched to coincide with the 2008 harvest season. If you are keen to receive advertising rates (there are print and web combo options available) please contact Michelle, email [michelle.kinney@codc.govt.nz](mailto:michelle.kinney@codc.govt.nz) or Jasons directly on email [sales@jasons.com](mailto:sales@jasons.com). Advertising space selling until 14 December 2007.

## Cromwell Community Plan

For those in the Cromwell Area —YOU are invited to help create a community plan for Cromwell. A Community Workshop will be held **10am to 1pm, Saturday 10 November, Cromwell Sports Club, Anderson Park, Barry Avenue, Cromwell**. Take this opportunity to have your say, share your views and help shape the future.....

Things to think about before you come to the Workshop -

- ? Why do you live here and what do you see for the future of Cromwell?
- ? What are the challenges facing Cromwell?
- ? What changes might make our Community a better place?
- ? What changes should take priority?

Please RSVP to the Cromwell Service Centre, Tel 03 445 0211 or email—[megan.rae@codc.govt.nz](mailto:megan.rae@codc.govt.nz) ASAP.

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## ALEXANDRA I-SITE WINS NATIONAL AWARD!

At the recent national i-Site Conference held in Rotorua, Alexandra i-Site was presented with a special award.

Kerry Marshall, the Chair of VIN Inc. presented Jill, i-Site Manager, with the award on behalf of the Central Otago District Council. This award was in recognition of the council's continuing investment and expansion of the current business and for providing a greater tourism opportunity to visitors to Central Otago.

A proud moment for Jill, who was pleased to accept the award on behalf of the Central Otago District Council and all the staff who have contributed to the wonderful facility which we now have to deliver an exceptional service to both locals and visitors.

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## VISITOR CENTRE SUMMER HOURS

The Visitor Information Centres in Central Otago are on or about to switch to new summer hours, as follows:

**Cromwell & Districts Information Centre**, TEL 03 445 0212

9am-6pm - 7 days, from 1 November 07 to Easter 08

**Alexandra Visitor Information Centre**, TEL 03 448 9515

9am-6pm - 7 days, from 1 December 07 to Easter 08

**Roxburgh Valley Visitor Information Centre**, TEL 03 446 8920

10am-4pm—7 days, from Labour Weekend 07 to Easter 08

**Maniototo Visitor Information Centre**, TEL 03 444 1005

9am-6pm—7 days, from 1 November 07 to 1 June 08