

INSIDE THIS ISSUE:

◆ **Central Otago Awards**
Entries now open

◆ **From the TCO Desk**

- Just look at what we've
been up to!

- AA 101 Must Do's
Campaign:
Prizes needed!

- Visitor Guide
**Is YOUR free listing
updated?
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- TRENZ 2008

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THE 2008 CENTRAL OTAGO AWARDS ENTRIES ARE NOW OPEN

Nominations for the 2008 Central Otago Awards are now open.

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 by entering this year's **Central Otago Tourism Award**.

The Tourism Award judging panel are Marion van der Goes, Tara Druce, Dr Malcolm Macpherson and John Christie.

A further two categories added to this year's Awards are:

Brand Ambassador Award. This is about someone who is passionate about the brand and this Award is open to all approved brand users.

Pride of Workmanship Award, sponsored by Rotary. This is Award about giving recognition to individual achievement and commitment by employees who do their job very well and encourage good employer/employee relationships and a sense of community pride.

The other Award that may be of interest and gives you an opportunity to recognise your staff and the excellent front line work they do for you is the **Excellent Customer Service Award**. Other Award categories include – Business Excellence, Apprenticeship, and Youth and citizens Community Service.

If any of these categories sparks an interest—get an entry form. Nomination forms are available from the Council Office (1 Dunorling Street, Alexandra), Service Centres, Libraries and Information Centres and the Council's website: www.codc.govt.nz

Entries must be submitted by 5pm on Friday 4 July 2008.

On Thursday 25 September, all finalists and award winners will be recognised at a special Awards Ceremony.

To find out more or to get an entry form for the Tourism Award please contact Alison Mason on 03 440 0637 or alison.mason@codc.govt.nz or Michelle Kinney on 03 440 0645 or michelle.kinney@codc.govt.nz.

For the Business Excellence Award please contact Jonno Gadd on 03 440 0646 or jonathan.gadd@codc.govt.nz.

For any other award please contact Shirley Howden on 03 440 0624 or shirley.howden@codc.govt.nz.

FROM THE TCO DESK.....

The past few weeks have been particularly busy with lead up to TRENZ. The TCO team have;

- * Visited Australian wholesalers in Melbourne, Adelaide, Sydney and Brisbane;
- * Developed a 30 second Central Otago profile for inclusion on Air NZ In-flight Arrival Programmes into Dunedin from Australia;
- * Hosted a group of Chinese Media representing the major communication publications of Beijing and Shanghai
- * Hosted Tourism New Zealand Trade and Marketing staff from the Sydney office for a long weekend;
- * Updated Product Managers from major inbound operators in Auckland;
- * Hosted a group of top performing Australian Travel Agents for a key wholesaler who has just launched an Otago Central Rail Trail dedicated brochure into the Australian and New Zealand market for 2008/09;
- * Finalised the 2008/09 Product Directory and it is now at the printers, it will be available for distribution at the end of May 2008

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### Prizes required for AA 101 Must Do's campaign



Tourism Central Otago continues to participate in the **AA 101 Must Do's for Kiwis** campaign 2008, based around weekend escapes. We are now creating four (4) Central Otago prize packages for which we need **your** support with product. Thank you to those who have already indicated their support, we will be contacting operators within the next two weeks to confirm details.

If you are keen to provide a prize for these packages, please contact Alison Mason ASAP on [alison.mason@codc.govt.nz](mailto:alison.mason@codc.govt.nz) or phone 03 440 0637.

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Visitor Guide 2008/09

By now you should have received by mail from TCO your **free listing** proof and information regarding advertising costs and deadlines for the 2008/09 Visitor Guide. Please ensure you return the signed free listing proof and advertisement booking form (optional) by **Friday 30 May**. To meet the print deadline of 30 June, there can be NO extensions for inclusion.

To ensure you do not miss out on this opportunity complete your free listing proof and advertising form and get it back to us TODAY! If you have any questions regarding the Visitor Guide — call or email Alison Mason at TCO alison.mason@codc.govt.nz or 03 440 0637.

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### TRENZ, Rotorua 26-29 May

We are all packed and ready to go! Ali and Michelle are out of the office all next week (26-30 May), attending TRENZ in Rotorua with five other Central Otago operators. We are excited to have a large contingent from Central attending this year. Thank you to all who have contributed in providing product for our co-hosted happy hour.

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