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EXPLORE NEW ZEALAND—REGISTER NOW!

Register now to include your tourism business in Tourism New Zealand's **Explore New Zealand** guidebook during 2009 and 2010. Registration runs from **1 July to 15 August** via www.tourismnewzealand.com.

This opportunity comes around just once every two years.

Explore New Zealand is a discount programme aimed at wholesalers, travel agents and media visiting New Zealand independently. Operators typically offer 50% off or "two for one" deals for the cardholder and their partner.

"This programme is a great way of helping the many media and travel industry who want to come to New Zealand," says Tourism New Zealand Chief Executive George Hickton. "By experiencing more New Zealand product they are better equipped to sell and write about our country on their return home, and that benefits everyone."

"I'd like to thank the New Zealand industry that took part in the programme in the last two years; they helped around 1,500 agents and media in total to increase their knowledge of our country."

While there is no upfront cost to participate, an operator must be prepared to honour their discount offer when approached by accredited agents and media over the two-year period from 1 January 2009 to 31 December 2010.

Please note that content is not taken across from one edition of Explore to the next. This allows companies to opt in and out of the programme and to change their offers. If you were involved in this programme in the past you will need to submit an offer afresh.

Participating operators will see a proof of their listing in the third quarter of 2008 and will be sent a copy of the **Explore New Zealand 2009/10** offer book in late December.

If you have any questions on Explore not covered on www.tourismnewzealand.com please contact Stephen Griffith in Tourism New Zealand's Wellington Office weekdays on 0508 868 747 or via stepheng@tnz.govt.nz.

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## FROM THE TCO DESK.....

Its been a busy time for TCO once again! Since the last newsletter (23 May) Michelle and Ali have:

- ≈ Attended TRENZ in Rotorua and completed correspondence; now following up on identified product and marketing opportunities
- ≈ Hosted the Tourism New Zealand International Media Programme Team on a 3 night/3 day famil of the region focussing on experiences that would suit targeted international media
- ≈ Produced and are now distributing the 2008/09 Central Otago Product Directory to industry in New Zealand and off shore
- ≈ Currently working on the Central Otago Visitor Guide 2008/09

And who said winter was a quiet time of the year!

Next time you are flying Air New Zealand into Dunedin from Sydney or Brisbane – look out for Central Otago featuring on the in-flight arrival programme – beginning in August 08. Watch this space for Queenstown in-flight arrival programme!

Did you know a *wheel chair friendly transport service* for the Central Otago region is now available. The service will run similar to a taxi service; it will accept vouchers from NZ citizens who are eligible for the mobility vouchers and run with a meter. Bookings will be essential. Contact Bill Overton on 027 4555 286 for more information or booking the use of the Mobility Service.

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CONFERENCES & WORKSHOPS COMING UP IN 2008

4-5 August—Tourism Industry Association (TIA NZ) Conference, Christchurch

This conference is open to TIA members only. The theme is 'Bringing New Zealand to the World and bringing the World to New Zealand'. Learn how the world economy will impact on our industry, learn about the latest trends in world tourism, the future for sustainable business, how to maximise your tourism business's online potential and more. It's also the opportunity to meet and talk with other tourism operators and share ideas. For more information or to register contact the TIA on 04 499 0104 or www.tourismconference.co.nz

5 or 18 August—Qualmark Green Workshop, Dunedin or Queenstown

Qualmark will be conducting a number of Responsible Tourism Workshops throughout July and August. **A Workshop will be held in Dunedin on 5 August at the Otago Museum from 1-3.30pm and in Queenstown on 18 August from 1-3.30pm at a venue to be confirmed.** These workshops are for Qualmark licence holders only. The aim of the workshops is to help tourism operators understand how the new Responsible Tourism Operations criteria will work – so you will be ready for your next assessment. All Qualmark assessments will start including this criteria from 1 August this year. For more information contact Michelle Kinney, TCO on 440 0645 or michelle.kinney@codc.govt.nz.

12-14 August—Ecotourism NZ Conference, Greymouth

This years conference will include business development workshops from industry leaders, case studies of successful ecotourism businesses with day trips to West Coast attractions. The workshops will deliver practical, hands-on training in the following areas—sustainability practice, how to monitor ecosystems, the internet and growing your business yield and Maori tourism research. The event will be of particular interest to ecotourism operators and supporting agencies, academics, students and planners and policy developers from central and local Government. To know more or register contact Angela Johnson, Tai Poutini Polytechnic, phone 0800 800 411 or register online www.ecotourismnz.com.

3-5 December—NZ Tourism & Hospitality Research Conference, Hanmer Springs

If you are interested in 're-creating' tourism then this would be the conference to attend! At the start of the 21st century tourism and hospitality faces numerous challenges and opportunities as the world undergoes a growing list of seemingly dramatic changes. The net effect of this potent mix will be the constant re-creation of tourism and hospitality. What is required are new ways to think about how tourism and hospitality might be re-created to adapt to this challenging set of factors in productive and sustainable ways. Registration forms and more information can be found at www.lincoln.ac.nz/nzthrc.

NEW ZEALAND ON A PLATE, SERIES 2

Destination Television are now in the pre-production stages of producing a second series of NZ on A Plate. This is screened on the Sky Food channel and Air NZ In Flight Entertainment.

Working closely with the New Zealand Chef's Association, in this second series Destination Television is taking the country's top chef's to the great outdoors of their region's to introduce local produce and wineries. The series targets domestic and international visitors keen to learn about and sample regional cuisine and viewers will get an insight to where local produce originates.

The series also introduces Air New Zealand in flight visitors to New Zealand cuisine and brands. Each programme will be presented by top chefs who live and work in the region, talking about local cuisine and showcasing local produce and wines. Each episode is 23 minutes in duration and there are 13 episodes.

A great way to have your produce featured and brand placement. The Chef talking about what he is using and local wines to match his dishes, also what the region has to offer.....

Destination Television are also working with Producer Boards and chefs to ensure that key product placement and correct preparation and background of each product is conveyed. Each Chef creates their own signature dish, and recipe and ingredient stockists will be shown at the end of each programme, along with matching wines to the Chef's dishes.

Filming is to take place end of September—early October 2008.

There is a cost involved, and will vary depending on product and placement. To register your indication of interest please contact Michelle Kinney on michelle.kinney@codc.govt.nz or 440 0645 by Wednesday 16 July 2008.

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