

Inside Nigel Coventry Tourism



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The rise of Te Puia!

ROTORUA'S New Zealand Maori Arts And Crafts Institute on Monday launched its new name - Te Puia. Meaning 'geyser' or 'geothermal'. Te Puia is the name of the hill behind Pohutu, reportedly the world's most easily accessible geyser.

CEO Andrew Te Whaiti says Te Puia has always been a place of sanctuary and now its name is used in association with protecting traditional Maori arts, crafts and culture.

The name brings with it an entire rebranding, where Te Puia becomes the umbrella for the three distinct experiences on offer. The branding brief required looking from within and the past, to find the path forward, he says.

TNZ CEO George Hickton says developments such as Te Puia are welcome. "The sorts of people Tourism New Zealand is targeting to attract to New Zealand are very interested in Maori culture, and are seeking an authentic and genuine exposure to it. Te Puia offers the kind of experience these visitors are looking for."

The rebranding will help the attraction stand out. "I would like to congratulate the team behind Te Puia for the research and development they have done to further develop their way of standing out from the crowd."

ITOC pleased with Minister's comments

ITOC supports the views of Tourism Minister Mark Burton on the China market, that we should develop as a boutique destination, rather than go for "bulk" (IT538). CEO Peter Lowry says ITOC has met TNZ, TIANZ, the Ministry of Tourism, MFAT and NZIS to find solutions.

Brash lambasted for "land grab" claims

HOW can National Party leader Don Brash accuse government of a land grab, when the government already owns the land, wonders Forest and Bird conservation manager Kevin Hackwell.

AirNZ long haul product due August

AIRNZ has unveiled the dates its new long haul product will be rolled out on dedicated routes.

Price war fears

QUEENSTOWN hoteliers are preparing for a possible price war, thanks to the arrival on the market of several hundred luxury apartments to be used for short-term accommodation.

Bewilderment at Massey decision

AT a time when employers are experiencing difficulty in recruiting staff, Massey University's decision to can its tourism courses is a hard one to understand, says ATTTO CEO Gayle Sheridan.

"Advice from training providers offering ATTTO qualifications is that their graduates are sought after. Perhaps Massey's decision is a reflection on their move several years ago to offer their own diploma programme," she adds.

Her comments follow reports to *IT* that Massey has confirmed to staff that tourism will be closed at the end of this academic year in November.

Nats told to commit to DoC budget

FOREST and Bird is urging the National Party to commit to increasing DoC's budget after the party's conservation spokesman Simon Power criticised the department's efforts to save threatened species.

Councils should plan for tourism

TNZ CEO George Hickton says local government needs to realise the potential that tourism holds for regional economic development - and should be planning for it. He emphasised the importance of tourism to an audience of local government authorities at the Regional Development Conference in Napier this week.

Luxurious oasis ready for opening

THE \$85 million five star SkyCity Grand Hotel and new signature restaurant - Dine by Peter Gordon - are on track to open on April 6.

The property features 21 levels and 316 rooms. Operations manager Paul Gallop says the hotel will offer a luxurious oasis in the central city.

Little to leave shipshape BoP

AFTER more than four years as Tourism Bay of Plenty CEO Jim Little has decided to move on. "My first responsibility is to ensure a smooth changeover and after that I will decide the next move," he tells us.

National park's aim is niche tourism

PM Helen Clark has disputed a claim by Stewart Islanders that a \$1.7 million 50 percent Health Ministry subsidy for sewerage works does not constitute special funding. The sewerage scheme fund was specifically for smaller regions, she says.

"It's not as though nothing's been done."

Education and tourism closely linked

EDUCATION and tourism are closely linked in Palmerston North. "In a sense they have a symbiotic relationship," says Destination Manawatu CEO Kathy Gibson.

Ms Gibson, says international students have a direct and positive impact on Palmerston North.

"They make the city more cosmopolitan and a huge numbers of businesses have and events have resulted directly from this - ethnic restaurants; Japanese bars; Asian nightclubs; ethnic food, grocery outlets, goods and services; ethnic/Asian outlets at the city's Saturday and Sunday markets."

It started in a caravan!

WHAT started in a humble onsite caravan now has an \$8 million public facility and is a household word around the globe: bungy.

AJ Hackett Bungy was launched at Queenstown's Kawerau Bridge 18 years ago.

Since then the company has split with founder A.J.Hackett running his own franchises overseas - where he lives - and New Zealand-based Henry van Asch operating AJ Hackett Bungy New Zealand. The same brand - just different companies. It's called "tenancy in common." **Full story inside.**

TV crews follow 20 Japanese students

SOME 20 Japanese high school students are helping to change Japanese perceptions of New Zealand.

They are being brought here by TNZ as a tie-in with the opening of the World Exposition (Expo) in Aichi, Japan. They will be accompanied by two TV crews.

Summer WAS a boomer!

INTERNATIONAL tourism's economic importance has increased again on the back of a booming summer season. StatisticsNZ figures show there were 806,000 international visitors in the December to February quarter. These contributed around \$2,500 million to the economy, an \$84 million increase from the same quarter 2003/4.

There were 2.3 million visitors in the February year, - up 10.2 percent.

AirNZ defends its "specials"

AIRNZ has special promotions going on all the time. At present there are specials every month, either related to slower days of the week, or for particular routes depending on demand. "Because April, May, June are the lowest months for Japanese visitors to NZL we have a number of autumn promotions in place at pricing which compares favourably with off season to Europe," says communications manager Mark Street. Mr Street was commenting on complaints from readers that AirNZ fares out of Japan are too high and thus uncompetitive compared to destinations such as Canada and Europe.

Ski areas focusing on youth market

QUEENSTOWN snow sport areas The Remarkables and Coronet Peak are serious about ensuring the best possible experiences for freestyle enthusiasts and have set up a "specialist youth action snow sports department" to develop the sector.

Industry not happy with Act - HANZ

MORE than 80 percent of 528 operators who responded to a survey by the Hotel Association (HANZ) describe the Holidays Act as having a "negative" or "extremely negative" effect on their businesses, while 79 percent describe complying with the Act as "difficult." The businesses employ a total of 10,000 staff.

RVA upset at MasterCard

THE BNZ is the only organisation in any country to challenge MasterCard's decision to ensure that charges for damage or loss must be processed separately and with the cardholder's authority. But the Rental Vehicle Association (RVA), which first objected to the bank and MasterCard about the new rule, says it is not being treated with any urgency. "MasterCard is reviewing the decision but we are not expecting any rapid outcome. Other banks are supporting our position."

Total buy out of SkyCity Grand

THE prestigious Gartner Premier Global Reward "Winners Circle" Incentive Programme will be held at SkyCity Auckland in April next year. It will attract 850-900 from around the world and promises to be New Zealand's largest pure incentive programme.

Ms Coplestone says they have confirmed a total buy out of the 316 rooms SkyCity Grand Hotel with an over-flow of around 100 rooms at Skycity's 344 room sister hotel. It is said to be the first complete buy-out of a five-star hotel in New Zealand.

DoC gets fundings - to research thefts!

DOC has received funding to research vehicle break-ins on land it administers. This is a result of lobbying by a range of government agencies as well as the tourism industry. The department hopes to find the extent of the problem, the effect on victims and costs to operators - and some solutions.