

Footprints Waipoua & Crossings Hokianga Newsletter #16

April – June 2009

April, May and June certainly have been very busy and exciting months. We look forward to the rest of 2009.

10/11 rates

These will be available from our office very soon. Please contact info@footprintswaipoua.co.nz for rates. Those of you who have requested them we will send them out to you asap.

Koro visits Zelandia: The Karori Sanctuary Experience

I would like to thank Nancy for inviting me to Wellington. Thank you to and your team for looking after me. I hope all goes well and keep up the good work. You know where I am.

Mainstay NZ FAMIL

Thank you to John and Rebecca from Mitchell Corp who brought a FAMIL group to the Hokianga. We are happy that you all enjoyed your stay at the Opononi Resort Hotel a member of the Mainstay NZ family, your sand buggy tour with Andrew and Diane from Sand trails Hokianga and your Footprints night walk. Thanks for the great feedback and for all your support. For more information about Sand trails Hokianga you can contact Andrew Kendall on akanddl@pcconnect.co.nz or Ph/Fax 09 4095 035.



Convene Auckland FAMIL

The Copthorne Hotel & Resort Hokianga hosted a Pre-Convene Auckland FAMIL. From all accounts it all went very well. For a conference, product launches, events, meetings, company functions, Christmas parties, staff incentives, seminars and other special events with a difference contact Brownie the GM on 09 4058737 or brownie@omapere.co.nz.

My friend Raewyn, Manager of the North Shore Visitor Information Network

It was nice catching up with you and Chris again. Happy to hear you enjoyed your Footprints experience.

Footprints involved in a World First – ‘Family of Ancient Trees’ to Boost Tourism

The following was the official Tourism NZ Media Release. You'll find this release at http://www.tourismnewzealand.com/tourism_info/media-resources/media-releases/family-of-ancient-trees-to-boost-tourism.cfm

Two of the world's oldest trees could help bring more Japanese visitors to New Zealand.

The two trees - Waipoua Forest's giant kauri Tane Mahuta and Jomon Sugi, a giant cedar on Yakushima Island off the coast of Japan - have brought the two countries closer in a ground-breaking 'Family of Ancient Trees' agreement that was signed in Northland on Thursday April 23rd.

The agreement, much like a sister city relationship, will see the two trees promoted together in both countries. Japanese travel agents are already planning products and brochures that will see Tane Mahuta promoted alongside domestic travel to Yakushima.

"Yakushima is Japan's most popular World Heritage Site in terms of domestic travel with around 250,000 Japanese visiting the island each year. The connection between the two trees will give Japanese nature-lovers a compelling reason to visit New Zealand," says Tourism New Zealand Chief Executive George Hickton.

"New Zealand's natural beauty is already the key attraction for international visitors and the Japanese market is no exception," says Mr Hickton.

Japanese officials arrived in New Zealand on Tuesday accompanied by media outlets Kyodo News, MBC TV, Nishi Nihon newspaper and Minami Nihon newspaper, which have a combined audience of more than 3.5 million. The agreement is also currently one of the top 10 listings on Yahoo Japan's homepage.

New Zealand guests including the Minister of Conservation Tim Groser, members of local iwi Te Roroa, local councillors and Tourism New Zealand representatives will also attend the signing.

Mr Hickton says Tourism New Zealand intends to expand the initiative to include trees of significance from other countries around the world.

"The family tree project is a living example of kaitiakitanga, or guardianship of the environment, a core value in the New Zealand Tourism Strategy 2015. This project fits well with Tourism New Zealand's work in Japan to promote walking holidays in New Zealand and provides an opportunity to share New Zealand's environmental attractions with others."

Japan is New Zealand's fifth largest tourism market and one of our highest spending markets. Though visitor arrivals from Japan have been in decline in recent years, average spend by visitors from Japan increased 16 per cent to NZ\$4,290 in the year to December 2008.

FAMILS to Hokianga and Waipoua Forest

Joanna from AbOriginal Bound Travel, Roy Pilott from the Waikato Times, Penny Jope from Getaway Travel, Yuan Yue from China, Jan from Greenspot, Steve from Choice Plaza Backpackers, Nona from Kirra Tours, Ana Nance from Marie Claire, Joe & Flora Loydd from OneWheelDrive.net, Dave Burgess from the Dominion Post, Tom Koppel a USA journalist, Tourism NZ USA Agents, Tourism NZ China Media and Tourism NZ UK Agents.

TNZ UK Agent FAMIL

A big thank you to Katherine for your help. It's onwards and upwards from here.

Tourism NZ UK & Europe Cultural Mission

Maori Tourism operators say they're already receiving bookings as a result of a Tourism New Zealand mission to the UK and Europe.

The six tourism operators visited travel sellers in London, Amsterdam, Switzerland and Germany to promote soaring mountains, fiery volcanoes, forest giants, brawling rivers, temperamental geysers and sparkling oceans.

The operators were from the North Island of New Zealand (known as Te Ika a Maui - Maui's fish - in Maori) representing Northland, Auckland, Rotorua and Taupo regions.

Their unique story-telling style of promoting New Zealand by connecting Maori stories to New Zealand's living landscapes and people has impressed travel sellers who were very interested in extending the range of Maori activities they included in their tours.

The operators provided a streamlined itinerary which could be used by any or all of the international trade.

The Maori tourism operators want to encourage trade and consumers to travel more widely and extend their stay by stimulating interest in Maori cultural experiences now available throughout all of New Zealand. This includes not just activities and attractions but transport and accommodation.

New Zealand is a favorite long-haul holiday destination for British travelers and this sector remains one of our most important markets. Visitors from the Netherlands are some of the longest staying travelers while Switzerland is a market with potential. Germany is a valuable market for New Zealand with long-staying visitors who like to get off the beaten track while all share a common love and interest in the beauty of our natural environment and unique flavor of New Zealand's indigenous Maori culture. A further opportunity to meet with international travel trade representatives is scheduled during TRENZ 2009, New Zealand's largest international tourism event, taking place at Auckland's ASB Show Grounds from the 8th to the 11th of June.

The 100% Pure Cultural Mission delegation representatives were Hone Mihaka (Waka Taiamai Heritage Journeys), Koro Carman (Footprints Waipoua, Crossings Hokianga, Copthorne Hotel & Resort Hokianga, Opononi Resort Hotel), Diane Bradshaw representing Potiki Adventures, Patrick Tamati (Te Puia, Hells Gate Wai Ora Spa, Wai Ora Lakeside Spa Resort, Mokoia Island Wai Ora Experiences, Heli Pro Helicopter Adventures and Destination Rotorua), Steve Wall from Kaitiaki Adventures and Ngahuia Tahau (pureORAwalks).

"He herenga waka, he whitiwhiti whakaaro, he whiti whiti korero, e tu ko te maramatanga"

Wherever canoes are tethered, thoughts are provoked, dialogue is exchanged, and enlightenment comes forth.

Waipoua Forest Fun Run & Walk 2009

What a fantastic day the Waipoua Fun Run & Walk Event was on Sunday 24 May. The weather was absolutely stunning, the course incredibly unique, the food gorgeous and the hospitality again second to none and to boot a record 247 runners and walkers participated. This was truly an international event with participants coming from Japan, Canada and the Netherlands and from as far south of New Zealand as Nelson. Participant ages varied but the youngest was an amazing 4 years old.

Special thanks to the Far North District Council for being the primary sponsor of this event in particular Al Wells and James Bews-Hair for their initial belief and support. We would also like to thank our MC Steve Allen for entertaining the crowd and the sound technician Maude. There are many sponsors, organisations including volunteer groups that we need to thank. Without your support the event would not have been the success that it was.

Sponsors: Blah Blah Marketing, Te Roroa, Waipoua Forest Trust, Te Hua o te Kawariki Trust, Dave and June Paniora, Te Roroa, Kauri Cliffs, Living Nature, Waipoua Lodge, Northland Highway Patrol, Sport Northland, Ritchies Coachlines, Highways North, Hokianga Tourism Association, South Hokianga Maori Wardens, Natives Rugby Team & supporters, Opononi Lions Club, Te Kura Kaupapa Maori O Te Tonga O Hokianga, Mere Naera & Friends Masseuse Group, Angelika & John (Rawene St Johns), Copthorne Hotel & Resort Hokianga, Opononi Resort Hotel, Footprints Waipoua, Crossings Hokianga, The Dargaville Museum, The Woodturners Studio, The Copthorne Hotel & Resort Bay of Islands, Fullers Bay of Islands/Great Sights, Treggan Cottage Kerikeri, Beach Lodge Doubtless Bay, The Essentials-Coopers Beach, Natural Indulgence, Wairere Boulders, The Kauri Museum, The Boatshed Café, Labyrinth Woodworks & Maze, Waitangi National Trust, Culture North Night Show, Stirling Sports-Waipapa, Morrells Café - Waimamaku, Makana Chocolates, Hunting & Fishing Dargaville, Jack Links Extreme Beef Snack and The Warehouse Kaikohe, Antipodes, Pernod Ricard, Bluebird, Meadowfresh & Simply Squeezed.

If you are interested in becoming a major sponsor of a growing international eco sports event then please contact us on info@footprintswaipoua.co.nz or telephone 09 405 8207.

TRENZ 09

This was another fantastic opportunity and thank you to everybody who made it so. We were happy that some new operators from Hokianga and the Waipoua were able to attend the Industry Showcase. Andrew from Sand trails Hokianga and Wayne and Bev from Te Roroa. TRENZ certainly helps new operators to put everything into perspective.

Opononi Area School visit

Thank you Rowena and Pat for the invitation to spend some time with your tourism and hospitality class. I also wanted to take this opportunity to thank Charles from Great Sights and Daniel from Intercity for their help in making future class visits to the Bay and Rotorua a reality. I appreciate your support of our future tourism and hospitality leaders.

2011 Rugby World Cup filming with Tana and Petra

Koro spent the day with Tana Umaga and Petra Bagust. Petra enjoyed sand boarding and Tana the Waipoua forest. We look forward to seeing the outcome of their visit and the many visitors in 2011 pre and post the Rugby World Cup.

Spaceship Earth Filming

A Japanese film crew from Spaceship Earth have been in the Hokianga and Waipoua on a pre-production investigative trip. They will be back in July to film.

Spaceship Earth is a Japanese TV documentary sponsored by TOYOTA Motors Group. This programme highlights ecological issues from all over the world. It is broadcast on TV-Asahi, one of the 4 major TV networks in Japan. To date there have been 500 x 30minute episodes broadcast over a 10 year period. Each episode has a viewership of 10 million.

George Hickton Departs in December

Our very sincere thanks George for your support.

From the TEAMS at Footprints Waipoua and Crossings Hokianga