



20 days to go and still so much your business can do

The Rugby World Cup is here. The 85,000 visitors (and more) will be starting to arrive, the campervans will be filling up, last minute bookings are coming in and it's our chance to shine. By ANNIE GRAY.

Whatever the outcome of the games during the Rugby World Cup, the NZ2011 Office, Rugby New Zealand 2011 and local councils and central government all want this event to provide a real legacy for New Zealand. Something our visitors will talk about for years to come and, most importantly, tell all their friends about.

The tournament is going to provide unprecedented opportunities to connect and network with global business people and show the world that here, way down at the bottom of the Pacific Ocean, we really know how to treat our visitors.

You will, of course, have your business primed, toned and ready to roll when the first visitors arrive. Hopefully you've got decent bookings in place and your staff are motivated and excited. If you haven't quite got there yet, now is the time to start pulling every marketing string you have got to ensure you get your share of these visitors.

As Trish May, of May Marketing, points out for many tourism businesses, particularly those that are typically not pre-booked in advance, the last days are really important to capture the RWC visitor.

"It is all about visibility; whether this be physically around your business or online," she says.

So here are tips on what to do over the next 20 days to ensure your visitors get the very best experience from you they possibly can.

1. Tourism New Zealand's Kevin Bowler says if he owned a small tourism business he would be talking to i-Sites to reinforce with them what product you have available and to ensure you are top of mind with i-Site staff. As Bowler points out there will be a lot of rugby fans with time on their hands looking for things to do. He suggests going in with muffins and reminding i-Site staff what you do and that you are ready for any fans they can send your way.
2. With this in mind too, businesses away from the centres where the games will be held, would probably benefit from talking to i-Site staff in the larger centres, to remind them that you are only a couple of hours away and are a great place for RWC visitors to head to between games.
3. TIA's Tim Cossar says if he was a business owner, he'd want to attract as many of those rugby fans as possible to his business so he'd make sure he was listed on all the relevant websites, such as www.newzealand.com (it's free) and anything the local RTO and business organisations have set up.



“Get your house in order, have staff well trained and prepared to host effectively - learn some basic greetings in different languages.”

4. He'd also be reinforcing to staff the importance of delivering outstanding service to ensure visitors have a great New Zealand experience, tell their friends about it and come back for more. That includes recommending other attractions and activities on offer in your region, including REAL New Zealand Festival events.
5. Rebecca Cherry, the general manager of marketing at AA Tourism, reiterates those suggestions noting that the spotlight will be on NZ and your role in creating that unique and quality visitor experience is in your hands. She says you should have your visitor must-do list ready - going the extra mile to provide pre-arrival information will show guests you care.
6. She also recommends finding other operators to work with - cafes, beauty therapists, bars. “Think outside the box when it comes to offering specials or value-added benefits for visitors.”
7. Trish May of May Marketing says that in the online environment as well as the free exposure on *newzealand.com* there is also the dedicated rugby site that is connected from that home page.
8. She also notes that your own website should be current, including details about your product during the RWC period and that your optimisation strategy should be targeting key markets associated with RWC – that also suit your product. “If you've not already done so, now is the time to review your site and ensure its compatibility for mobile digital devices, such as mobile phones and ipad/tablets.”
9. Kevin Bowler says it is not too late to get your name into Tourism New Zealand as a possible contender for a famil visit for the hundreds of overseas media that will be descending on New Zealand. The media figure is put at 2,000 but that includes technical staff so actual journalists will probably be in the hundreds.
10. Craig Wilson, of Quality Tourism Development, says you can improve your return by offering a premium experience or package for rugby lovers and other lucky travellers e.g. a special guided tour or a themed food and beverage offering.
11. He also notes you can manage your yield without gouging the market e.g. offering premium experiences with an incentive for small groups of visitors such as four in a car or campervan.
12. Wilson also suggests joining the Business Club 2011 www.nz2011.govt.nz/business to host international business owners and managers as well as going to games, local events and places where visitors are likely to be.
13. On ways to build your brand, Wilson says that supporting your RTO and Tourism NZ in hosting any last minute media who discover they have a half day or day to try something new is worthwhile, as is ensuring your website is up to date, optimised and suitably advertised online e.g. Google adwords.
14. He also advocates double checking that your brochures are well distributed and perhaps promoted more prominently in i-Sites offering blackboard promotions.
15. Trish May asks if business owners have taken the time to famil hotel concierge and reception staff? If not try and schedule some famil visits to your business soon. These people are likely to be asked or generally be in discussion with guests in New Zealand during the RWC. They can be important influencers and the more they know about your business the better.
16. She says business owners should also remember to keep your promotional activities and marketing within the guidelines set out in the Major Events Management Act.
17. If you haven't done so already, it is also not too late to put yourself and your staff through the two hour online customer care programme that the NZ2011 Office has on its website. www.nz2011.govt.nz. First Impressions free online training “gives New Zealand's frontline organisations the chance to upskill for RWC 2011 and deliver an exceptional welcome to our international guests”.
18. If you are in Southland you might just be in time for a training scheme for frontline staff run by the Southern Institute of Technology Workforce, in conjunction with Venture Southland. The Southland Ambassador Programme aims to leverage from the RWC opportunity to increase the skills of frontline staff in Southland. The programme consists of three-hour workshops running until August 23.
19. Rebecca Cherry also recommends empowering your staff. “Get your house in order, have staff well trained and prepared to host effectively - learn some basic greetings in different languages.”
20. Get the REAL NZ Festival widget on your website and show your visitors how they can follow the festival events around the country. You can download it from www.nz2011.govt.nz/resources/widget
21. Commit to ensuring that every guest over the next six weeks will leave your property happy – no matter what it takes.
22. If your guests are travelling as a group of just two or three – rather than in a large group – take them to one of the fanzones yourself or invite them to watch a game with you and your mates – personalise the experience.
23. Kevin Bowler notes that straight after the Rugby World Cup, Rotorua will host more than 200 members of Australia's premier body for travel writing, the Australian Society of Travel Writers. The three-day event, beginning on October 29, will see Australian travel writers and PR professionals converge on the city for the AGM, annual awards dinner and various travel ‘familiarisations’ around Rotorua.
24. He also suggested businesses keep in mind the Society of American Travel Writers (SATW) convention (hosted by Tourism New Zealand, Positively Wellington Tourism and Air New Zealand) in Wellington in November. Some 500 American travel writers are expected and they will be looking for stories and participating in tours of New Zealand to experience the local culture. ■

Where to go for help

There are a myriad of sources of information for help around the Rugby World Cup whether you are wondering what to do about temporary employees or getting a temporary liquor licence for a regional event or just what you can and can't do under the Major Events Management Act.

First port of call for any help should be the New Zealand 2011 office (www.nz2011.govt.nz) run by the Ministry of Economic Development. But there are several other useful places too. The Hospitality Association of NZ has put together a number of these sites on their website (see www.hanz.org.nz) and we list the main ones here - courtesy of Hanz.

Guidelines on the Major Events Management Act (MEMA): The MEMA provides a number of protections for the owners and sponsors of events that are declared 'major events' by the New Zealand Government. For general guidance to ensure your business activities and the RWC 2011 event run smoothly you can download the RWC 2011 guidelines from the Rugby World Cup site at www.rugbyworldcup.com/mm/Document/Tournament/0/MEMAGuide10232.pdf

Maps of RWC 2011 clean zones and clean transport routes: The MEMA also provides for clean zones and clean transport routes, which were declared around the tournament match venues. Auckland 2011 explained that the Ministry of Economic Development released more information in May about advertising your business during RWC 2011 in the updated MEMA guide.

The MEMA places restrictions on advertising, street trading and some other activities in the areas around stadiums and fanzones (known as clean zones) and along the main thoroughfares leading to them (known as clean transport routes). You can find these on the Ministry of Economic Development website, search under MEMA.

Department of Labour RWC2011 factsheet - temporary employment: There will be a number of employees, both foreign nationals and New Zealand citizens, who will be on short-term employment contracts that fill the gaps during the RWC 2011 tournament. The Department of Labour provided a two page fact sheet on the employer responsibilities to temporary workers and advice on acquiring additional workers, temporary working visas, and wages. Just Google Employers RWC factsheet and it should pop to the top of the search results (it is a very long url, but under www.immigration.govt.nz)

Regional events and special licence information: The Hospitality Association recommends that if you think you might want a special liquor licence for a regional event

during the RWC, then you should apply early under the Sale of Liquor Act.

The association says that as a last resort you can apply under the Rugby World Cup 2011 (Empowering) Act that is a temporary process to apply for a special licence during the RWC 2011.

REAL New Zealand Festival Widget: We have highlighted before the REAL New Zealand Festival widget which is a free and user-friendly interactive tile that will let your website display the wealth of RWC 2011 information that includes match schedules, fanzones, REAL New Zealand Festival and Showcase events. It is very simple to upload from www.nz2011.govt.nz/resources/widgets.

All the information on the festival around New Zealand is in the nz2011.govt.nz website and they also have a comprehensive map of the games as they move around the country.

Keeping visitors safe: We reported in our last issue that The New Zealand Transport

Authority has updated its *What's different about driving in NZ* brochure (and you received a copy in the last edition of TBM). It is in 10 different languages too and you can download it from www.nzta.govt.nz or order more copies for your guests from the same website.

The New Zealand Police have also produced a brochure on keeping safe (in general) in NZ.

NZ2011 Bunting: Any bunting must not be used in a way that is likely to suggest an unauthorised commercial association with the RWC 2011. If you are unsure, please refer to the 'Guidelines on the Major Events Management Act 2007'. You can order bunting from the www.NZ2011.govt.nz website.

First Impressions training: The First Impressions online training programme will be available from 1 August 2011 and is available on the www.nz2011.govt.nz. The online training programme only takes two hours and is free. ■

Events within the event

Regional economic development agencies and tourism organisations around the country are doing their utmost to lure visitors to their attractions between games. Here are a few of the events on offer.

Tourism Coromandel



They might not be hosting games but ...

Despite not hosting any rugby teams or games the Coromandel is providing plenty of reasons for travellers to visit the region which lies within two hours of 21 of the world cup games.

Visitors are being encouraged to enjoy a road trip around the Coromandel (dubbed Good for your Soul) for a grassroots New Zealand experience in between games. The campaign, administered by Tourism Coromandel, has galvanized a region excited about the chance to become part of the whole experience. Locals with affiliations to Thames Valley rugby clubs have been captured on film showing off their backyard. The series of videos has been posted on YouTube, Facebook and the Tourism Coromandel website and includes iconic scenes with baches and BBQ's, a kiwi traffic jam, Hot Water Beach and Kuaotunu killer ice creams.

The region will also host more than 15 events such as the Paeroa Antiques Weekend, K2 Cycle Race and the iconic Whitianga Scallop Festival, which has been moved to September to coincide with the REAL NZ Festival.

Tourism Coromandel's marketing manager, Hadley Dryden, says the local tourism industry is committed to keeping prices fair. In turn, visitors who book in the Coromandel region and sign up to the consumer newsletter go in the draw to win \$5000.

Subscriptions to the consumer newsletter have increased by 300 percent since the cash offer was introduced.

Dryden believes the work that has gone into this campaign will pay off beyond the world cup.

"The film series is more aspirational, than viral, in nature. Once the world cup is over we can use the footage to promote other aspects of the region such as the Hauraki Rail Trail."

"We hope to retain the majority of this audience post world cup and encourage them to share their experiences with others. Most of the events will occur in the future so hopefully they'll benefit from the exposure and referrals."

"Because we're not defined as a host region (for the world cup) we've been restricted in our promotions, requiring a different approach to other regions. Despite this we're committed to being part of the REAL NZ festival and providing an experience that will be good for your soul." See www.thecoromandelroadtrip.com ■

SportPhotography.com.au



Reuben Thorne

A titanic contest promised

Queenstown will celebrate the country's rich rugby heritage with a "titanic contest" between the Classic All Blacks and the French Classics, on September 18 at the Queenstown Recreation Ground.

Destination Queenstown says the feature match promises to be a great day out for families, locals and visitors with a Classic All Blacks lineup starring Christian Cullen, Andrew Mehrtens, Reuben Thorne and Jeff Wilson among a host of other well-known 'names'.

Destination Queenstown general manager of marketing, Graham Budd, urged fans to secure their tickets early to avoid disappointment.

"This match is lining up to be a superb day out for rugby fans of all ages and with most tickets priced at just \$10 it's a steal.

"We're expecting a strong contingent of international fans and many are keen to snap up tickets early to guarantee their spots. It's the perfect time for them to come to Queenstown, enjoy the game and then stay on to enjoy our award-winning food and wine, buzzing nightlife, friendly people, and cosmopolitan shopping. We also have a range of accommodation options available, from budget to five-star, so there's plenty to suit all tastes."

The Classics event is part of the REAL New Zealand Festival and is being organised by Destination Queenstown in conjunction with Classic All Blacks convener Andy Haden and the Sevens with Altitude committee.

During Rugby World Cup 2011, Queenstown will also be an official team training venue for four teams – Ireland, England, Romania and Georgia.

see www.classicallblacks.com. ■





Where the field meets the forest

Living Legends is a community conservation project coordinating 17 native tree planting projects throughout New Zealand during Rugby World Cup 2011. Each planting is dedicated to a Rugby Legend, someone who has made a significant difference to New Zealand rugby.

During 2011 Living Legends will plant 85,000 native trees and shrubs. The organisers say the planting events will be a unique experience for both New Zealanders and international visitors.

"Everyone is welcome to help us 'muck-in' and make a positive difference to New Zealand's landscape." See www.livinglegends.co.nz ■

All at sea

TUI Travel's Specialist & Activity Sector has teamed up with leaders in Sport Tourism to launch The World Sport Tourism Congress (WSTC) which will take place on October 10-14 on the luxury cruise ship – the P&O Pacific Dawn.

The four day congress themed "Sharing the Sport and Tourism Boom", presents "an ...opportunity to network and engage with industry's elite, gain invaluable insights from the world's leading experts and meet face-to-face with the key sport tourism buyers as deals are brokered for future sporting events," according to a press release from the organisers.

The fully-inclusive cruise package departs from Queen's Wharf, Auckland on October 10, returning on October 14 in time for the Rugby World Cup semi finals and will cruise around the Bay of Islands prior to returning to Auckland. ■

see www.wstc.co



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