

# Tourism Bay of Plenty Operator Toolkit

## Rena Incident Response

Updated 11 January 2012

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## Dear tourism operator

As a direct result of the Rena incident, Tauranga and the Bay of Plenty have received significant media coverage that has made national and international headlines. As tourism operators, this provides us with both a challenge and an opportunity.

On one hand, Tauranga and Bay on Plenty is now firmly on the world map, but on the other, it is for all the wrong reasons.

We need to work to change the emerging negative public perception of the Bay of Plenty to a more positive and balanced view. This requires:

- a common message
- proactive communication and marketing
- collaborative efforts, not just within the tourism industry but the wider communities and government – all of whom have some degree of dependence on the tourism industry
- getting positive information into the media about the rapid clean-up efforts, community spirit, pride in the region and the thriving business community

This toolkit has been developed to help you train your staff, proactively market your business and provide you with the information you need to keep your business progressing.

Should you need any additional information or wish to discuss these materials, please contact Linda Macpherson at Tourism Bay of Plenty on 07 577 6234 or [linda@bayofplentynz.com](mailto:linda@bayofplentynz.com). We welcome all feedback regarding this toolkit, as we endeavour to keep it relevant and update the contents over time.

Kind regards,  
Glenn Ormsby, General Manager, Tourism Bay of Plenty

## Suggestions for training your staff when faced with enquiries

Incoming enquiry	Proposed responses - phone / email / face to face	
<p>“I want to cancel a booking”</p>	<p>The Rena incident has affected only a small area of the coastal Bay of Plenty. It is not as bad as media is reporting - in fact the beaches are all open and beachgoers are encouraged to swim between the flags and seek guidance from their local surf lifesaving club if they are concerned about debris in the water. Almost all Bay of Plenty activities and attractions are operating as normal – most marine activities are operating (some with restrictions or from different locations) and others are unaffected.</p> <p>We encourage you to hold off cancelling – this is business as usual.</p> <p>We encourage you to reconsider your decision to cancel your booking as the community here is committed to be doing everything in our power to restore the region to (what you know and have come to expect our region to offer ) / (ensure we remain a fantastic holiday destination).</p> <p>There are so many activities on offer, you can do as much or as little as you like!</p>	<p>For information about activities and events in the region go to <a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a></p>
<p>“Is your business still operating?”</p>	<p>Our business has not been affected by the Rena incident. It is ‘business as usual’ for us, and for most businesses in the Bay of Plenty.</p> <p>In fact the beaches are all open and beachgoers are encouraged to swim between the flags and seek guidance from their local surf lifesaving club if they are concerned about debris in the water. Almost all Bay of Plenty activities and attractions are operating as normal – most marine activities are operating (some with restrictions or from different locations) and others are unaffected.</p> <p>If anything changes I will make contact with you immediately, advise what the situation is and what options we have. This information will also be put on our website.</p> <p>In the meantime, if you wanted to plan your holiday activities and see what events and attractions are in the region, go to <a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a></p>	<p>You can access further information on <a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a></p> <p>For information about Rena go to <a href="http://www.maritimenz.govt.nz">www.maritimenz.govt.nz</a></p>

## Suggestions for training your staff when faced with enquiries

Incoming enquiry	Proposed responses - phone / email / face to face	
<p>“What is happening in the region?”</p>	<p>For most of the businesses in the region it is ‘business as usual’. Almost all Bay of Plenty activities and attractions are operating as normal – most marine activities are operating (some with restrictions or from different locations) and others are unaffected. Bay of Plenty continues to be a great place for a holiday as well as a vibrant business community. There are plenty of activities happening over the summer period. These are all listed on the Tourism Bay of Plenty website at <a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a>.</p>	<p>For information about activities and events in the region go to <a href="http://www.sportbop.co.nz">www.sportbop.co.nz</a> <a href="http://www.tauranga.govt.nz">www.tauranga.govt.nz</a> <a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a></p>
<p>“Can I do an interview with you” (media request)</p>	<p>I can only talk about my business operations and give you my own perspective on the impact of the Rena on my business. For information about the tourism industry in general, you should talk with Linda Macpherson at Tourism Bay of Plenty. She can be contacted on +64 7 577 6234 or by email using <a href="mailto:linda@bayofplentynz.com">linda@bayofplentynz.com</a>. OR I’m not really the right person to give you a media interview and would like to suggest that you talk with Linda Macpherson at Tourism Bay of Plenty. She can be contacted on +64 7 577 6234 or by email using <a href="mailto:linda@bayofplentynz.com">linda@bayofplentynz.com</a>.</p>	<p>To coordinate an interview with the tourism industry spokesperson, call Tourism Bay of Plenty on +64 7 577 6234 or email <a href="mailto:info@bayofplentynz.com">info@bayofplentynz.com</a></p>

# Key messages for use

## OVERARCHING MESSAGES:

- Almost all Bay of Plenty activities are operating as normal – land-based activities are unaffected and most marine operators are operating.
- The beaches are open and the clean-up is progressing very quickly.
- We've been here before when Rena first grounded and came out the other side very quickly, thanks to the experts' response and our passionate and motivated community.
- The community is committed and passionate about restoring our coastline and beaches as quickly as possible.
- There are so many activities on offer, you can do as much or as little as you like.
- Come and enjoy Bay of Plenty – we aim to provide you with the experience that you know and expect Bay of Plenty to deliver.

## ABOUT THE RENA INCIDENT:

- This latest sinking incident is a blow but rest assured we'll work around the clock to clean it up as fast as humanly possible.
- The beaches are being cleaned up almost as fast as debris comes ashore.

# Key messages for use

## **ABOUT THE CLEAN UP EFFORTS:**

- This is the very first time volunteers have been used, anywhere in the world, to assist with the clean-up of an oil spill. New Zealand once again leads the world!
- The situation on our beaches is not as bad a media is reporting. In fact, with the dedication and commitment of the 8,000+ volunteers, the beaches have been largely returned to their former beauty ready for the holiday period.
- Any affected beaches are being assessed on a daily basis with each section being reopened to the public as they are deemed clean and safe

## **ABOUT TOURISM ACTIVITIES IN THE REGION:**

- The coast and the ocean are extremely important to tourism in the area. We remain positive Maritime NZ and the army of volunteers are working to ensure a speedy recovery for our region so that minimal impact is experienced by any of our tourism operators.
- A significant number of our tourism and recreational activities are marine based and include operations such as dolphin watching, fishing tours and alike.
- Most marine activities are operating (some with restrictions or from different locations) and others are unaffected.
- All other activities and events are fully operational.

## Key messages for use

### ABOUT THE CLEAN UP EFFORTS:

- This is the very first time volunteers have been used, anywhere in the world, to assist with the clean-up of an oil spill. New Zealand once again leads the world!
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### ABOUT TOURISM ACTIVITIES IN THE REGION:

- A significant number of our tourism and recreational activities are marine based and include operations such as dolphin watching, fishing tours and alike.
- Most marine activities are still operating (some with restrictions or from different locations) and others are unaffected.
- Apart from these operators, all other activities and events are fully operational.
- We encourage people to come to the region and experience the best the Bay has to offer
- Detailed information about accommodation and activities in the region can be found at the Tourism Bay of Plenty website [www.bayofplentynz.com](http://www.bayofplentynz.com)

## Proactively marketing your business – what you can do

- In any crisis, communication to your customers, clients and potential visitors is vital to reassure them that you value them and the business they bring.
- Proactively marketing and communicating your business can help build trust, credibility and strengthen the relationship you have with your customers, clients and visitors (past and present).
- Your communication content, style and tone is important as it builds on your credibility and enhances the trust you have already established in your relationship.
- The following pages detail some suggestions for proactively marketing to your customers, clients and visitors.

## Proactively marketing your business – what you can do

### ***Suggested copy for those customers with current bookings***

Dear **XXX**,

We have you booked in to stay with us for **[X]** nights **[next month]** and are looking forward to welcoming you to **[insert business name]**.

We are writing to you now to provide you with an update on the Rena incident and to reassure you that our business remains unaffected by the events off our coastline. The beaches are open and people are back in the water and the clean up efforts are progressing well.

The grounding of the Rena and the subsequent break up of the vessel impacted a narrow and contained stretch of the Bay of Plenty coastline. The local community rallied quickly to provide support to Maritime NZ in a coordinated clean up effort. This is the first time ever, anywhere in the world, that volunteers have been used to assist in recovery operations to return our beaches and surrounding environment to pristine condition in record time.

As you may be aware, the salvage operations are continuing well in difficult conditions. For more information to help plan your holiday break, information about events and activities in Bay of Plenty are available at [www.bayofplentynz.com](http://www.bayofplentynz.com) or [www.sportbop.co.nz](http://www.sportbop.co.nz)

Kind regards,  
**XXX**

## Proactively marketing your business – what you can do

### ***Suggested letter or email for past or previous customers on your database***

Dear **XXX**,

*Recently you were a (guest) with us and we would like to thank you for your custom.*

*We are writing to you now to provide you with an update on the Rena incident and to reassure you that our business remains unaffected by the events off our coastline. The beaches are open and people are back in the water and the clean up efforts are progressing well.*

*The grounding of the Rena and the subsequent break up of the vessel impacted a narrow and contained stretch of the Bay of Plenty coastline. The local community rallied quickly to provide support to Maritime NZ in a coordinated clean up effort. This is the first time ever, anywhere in the world, that volunteers have been used to assist in recovery operations to return our beaches and surrounding environment to pristine condition in record time.*

*As you may be aware, the salvage operations are continuing well in difficult conditions. For more information to help plan any upcoming holidays, information about events and activities in Bay of Plenty are available at [www.bayofplentynz.com](http://www.bayofplentynz.com) or [www.sportbop.co.nz](http://www.sportbop.co.nz)*

*I would be more than happy to answer any questions you may have and look forward to welcoming you back to our region where you can again experience Bay of Plenty.*

*Kind regards  
XXXXX*

## Proactively marketing your business – what you can do

### ***Suggested text for your website, Facebook page, blog and any printed collateral***

We are writing to you now to provide you with an update on the Rena incident and to reassure you our business remains unaffected by the events off our coastline. The beaches are open and people are back in the water and the clean-up efforts are progressing well.

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Our community prides itself on the natural beauty and environment that the Bay of Plenty offers and we are passionate about sharing the experience with you .... so come and enjoy the best of Bay of Plenty.

# Overview of recovery campaign

## Objectives

- Reposition Bay of Plenty
- Foster visitor numbers and spend
- Engender pride for Bay of Plenty
- Make sure we are known for more than just a beach

## Target audiences

- Local community, tourism operators, family and friends, inbound tourists (domestic and international)

## How will this be achieved?



The “**It’s not called the Bay of Plenty for nothing**” campaign concept has been developed and we are waiting on funding as well as the point in time that the Rena disaster poses no further risk to the public and our visitors before we deploy a full scale campaign. In the meantime the campaign tagline ‘It’s not called the Bay of Plenty for nothing’ is available for any business or organisation to adopt. Please contact Linda Macpherson at Tourism Bay of Plenty for more details and support to implement it. She can be contacted on +64 7 577 6234 or by email using [linda@bayofplentynz.com](mailto:linda@bayofplentynz.com).

## Further information

For information about:	Contact organisation:	Contact details:
Sporting events and activities	Sport Bay of Plenty	<a href="http://www.sportbop.co.nz">www.sportbop.co.nz</a>
Tourist information - accommodation, attractions, activities and events	Tourism Bay of Plenty	<a href="http://www.bayofplentynz.com">www.bayofplentynz.com</a> 0800 LOVE BOP (0800 5683 267) +64 7 577 6234
Local community information regarding facilities and activities	Tauranga City Council Western Bay of Plenty District Council	<a href="http://www.tauranga.govt.nz">www.tauranga.govt.nz</a> <a href="http://www.wbopdc.govt.nz">www.wbopdc.govt.nz</a>
Rena salvage operations	Maritime New Zealand	<a href="http://www.maritimenz.govt.nz">www.maritimenz.govt.nz</a>
Public health information regarding the Rena incident	Toi te Ora Public Health	<a href="http://www.toiteorapublichealth.govt.nz/rena_public">www.toiteorapublichealth.govt.nz/rena_public</a>
Volunteering information and updates	Bay of Plenty Regional Council	<a href="http://www.boprc.govt.nz">www.boprc.govt.nz</a>

## Tourism Fact Sheet

- There are over 500 tourism operators in the Bay of Plenty, encompassing:
  - Transport operators, accommodation providers, attractions and activities, marine and water based activities, arts and crafts, cultural events and activities, aviation activities, dining, hospitality and entertainment providers.
- The tourism industry is worth \$450 million per year to the Western Bay of Plenty's economy.
- The tourism industry is the 5th biggest contributor to Tauranga's GDP at 6.7%.
- The tourism industry employs approximately 10% of people in the Western Bay of Plenty.
  - A significant number of employees are taken on during the peak summer holiday period.
- The Bay of Plenty receives over 3.5 million international and domestic visitors each year.
  - Over 1.4 million of these visitors stay one night or more and over 2 million are day visits to the region (These visitors mainly come from the Waikato, Auckland and the wider Bay of Plenty or internationally, from Australia, the UK and USA.)
  - For domestic tourism, the average spend is: per day trip, \$199; per night, \$117; per overnight trip, \$353.
- We are heading into the regions busiest tourist period, with projected visitor numbers at ~300,000 for December/January.
- The Cruise passenger industry continues to be a vital component of our tourism industry.
  - Another 77 cruise ships are due into the Port of Tauranga over the next six months
  - This will bring another ~135,000 visitors to the region (over 200,000 in total across the cruise season).

## Mount Maunganui main beach – 18 October 2011

