

ECOTOURISM NZ

ROTORUA – 2 & 3 SEPTEMBER 2010

CONFERENCE

10



ECOTOURISM NZ ROTORUA – 2 & 3 SEPTEMBER 2010 CONFERENCE 10

The biggest event of the year for New Zealand nature-based tourism is coming up soon

The Ecotourism NZ Conference brings like-minded people together in an atmosphere of warmth and hospitality. It is a chance to celebrate our successes, share ideas, discuss latest issues and explore new opportunities.

The conference is also making a positive difference to our industry. By working together we are helping influence the direction of nature-based tourism, ensuring it is not only successful, but also evolves in a way we are happy with.

See you at Ecotourism NZ Conference 2010.

SOCIAL EVENTS / FIELD TRIPS / SMALL GROUP WORKSHOPS
IN-DEPTH DISCUSSION AND DEBATE / OUTCOMES

**FIND OUT MORE ABOUT THE ECOTOURISM NZ
CONFERENCE 2010 AT www.ecotourismnz.com**



New destination offers inspiration

This year we will be gathering in Rotorua – a region that embraces and celebrates its culture and heritage, and a place where communities and businesses are working together to improve and enhance their natural environment.

We're looking forward to getting behind the scenes and finding out why ecotourism is so successful here. There is a lot to learn.

This year's conference is proudly co-hosted by Tai Poutini Polytechnic and Waiariki Institute of Technology. It will be the first time the event is held outside the South Island and we are excited to be sharing it with our North Island counterparts.



Images courtesy of Destination Rotorua Tourism Marketing

Keynote speaker

“If you can do it or dream you can, begin it now – for boldness has genius, power and magic in it.”

Each year we present speakers who inspire and motivate us to do better and be better. This year is no different.

Our keynote speaker for the Ecotourism NZ Conference 2010 is Robert Swan – polar explorer, environmental leader and the first person ever to have walked to the North and South poles. Robert is an exceptionally gifted communicator and is regarded as one of the world's top motivational speakers.



Conference themes

THIS YEAR WE WILL FOCUS ON THE FOLLOWING KEY AREAS:

CULTURAL TOURISM

- Capturing and sharing our unique culture and environment
- Developing a cultural element to your business
- Providing authentic experiences with integrity and respect for our culture and heritage

CONSERVATION AND COMMUNITY

- Delivering on our promise of environmentally responsible tourism
- Taking sustainability beyond your backdoor
- Being a conservation advocate and leader in your community
- Practising environmental sustainability
- Working smarter by working with others

SMALL BUSINESS SUCCESS

- Standing out from the crowd and finding your point of difference
- Practical ideas to advance your business
- New Zealand tourism vs international tourism. How do we compare?
- The Adventure Tourism Review. What you need to know.



Images courtesy of Destination Rotorua Tourism Marketing

Our commitment

ECOTOURISM NZ CONFERENCE 2010 SETS OUT TO:

- Work with key stakeholders to develop and agree on strategies to support and advance the ecotourism sector in an ever-changing environment
- Raise tourism industry standards by promoting and highlighting the value of ecotourism education and training
- Offer practical ideas and positive examples to help ecotourism operators make their businesses even better
- Learn how to better protect and enhance our natural environment
- Inspire, engage and motivate conference delegates to not only be leaders in their industry, but also in their own communities



Images courtesy of Destination Rotorua Tourism Marketing

Programme

DAY 1 THURSDAY 2 SEPTEMBER

8.30 – 9.30am

POWHIRI AND REGISTRATION

9.30 – 10.00am

OPENING

10.00 – 11.00am

KEYNOTE SPEAKER – Robert Swan www.2041.com

11.00 – 11.30am

MORNING TEA

11.30 – 1.00pm

DEPARTMENT OF CONSERVATION – Open for Business. Doc is doing things differently, and they are keen to talk about it. Hear how they are partnering with like-minded businesses and communities to advance the cause of the conservation economy. Learn how this can be a sustainable business model for local communities with consistent social, natural and economic benefits.

1.00 – 2.00pm

LUNCH

2.00 – 6.00pm

WORKSHOPS – Choose one from the list on the following page.

7.00 – 11.00

DINNER AT THE BLUE BATHS – The Blue Baths is an historic attraction located in Rotorua's dress circle. Built in 1933 and described as one of New Zealand's most loved buildings, the Blue Baths have been faithfully restored to their unique 1930s ambience and are the epitome of glamour and style. With geothermally-heated sapphire pools, live entertainment, an expansive dining lounge and fine food, this will certainly be an evening to remember.

DAY 2 FRIDAY 3 SEPTEMBER

8.30 – 12.30pm

WORKSHOPS – Choose one from the list on the following page.

12.30 – 1.30pm

LUNCH – At Waiariki Institute of Technology

1.30 – 2.30pm BREAKOUTS – SESSION 1

BREAKOUT 1 – Marketing opportunities

Tourism NZ and Benchmarking NZ against our competitors

BREAKOUT 2 – Sustainable success

The Rotorua Sustainability Charter and why it is working so well

BREAKOUT 3 – Customer safety

Managing risks and learning from mistakes

BREAKOUT 4 – Authentic experiences

Meet Dan Steele and hear about his business – Blue Duck Lodge

2.30 – 3.00pm

AFTERNOON TEA

3.00 – 4.00pm BREAKOUTS – SESSION 2

BREAKOUT 1 – Marketing opportunities

Tourism NZ and Benchmarking NZ against our competitors

BREAKOUT 2 – Sustainable success

The Rotorua Sustainability Charter and why it is working so well

BREAKOUT 3 – Customer safety

Managing risks and learning from mistakes

BREAKOUT 4 – Authentic experiences

Meet Dan Steele and hear about his business – Blue Duck Lodge

4.00 – 5.30pm

CONFERENCE CONCLUSIONS – Facilitators from each of the workshops will present their workshops and the key issues that were discussed.

5.30 – 6.00pm

CLOSING

7.00 – 10.00pm

TRIBAL LIGHTS MAORI THEATRE – theatre and buffet dinner.

Optional extra for delegates \$60pp (usually \$89pp).

Workshops

SELECT ONE WORKSHOP PER DAY TO ATTEND FROM THE FOLLOWING OPTIONS:

- **CYCLING TOURISM** – Go off the beaten track. Explore Rotorua's Redwood Forest by bike with Rotorua's Multiday Adventures cycle tour company, led by their experienced local mountain bike guides. Learn about the growth of cycling tourism and how you can capitalise on this trend.
- **WAIMANGU VOLCANIC VALLEY** – Enjoy Rotorua's prime geothermal attraction while learning about sustainability and adapting to change. Waimangu evolved after the 1886 eruption of Mount Tarawera and is the only geothermal system in the world completely created within written history. The valley supports native regenerating vegetation and many unusual geothermally-adapted plants. An experienced guide will lead you on a 4km walking tour of silica terraces, geysers and other geothermal highlights. Part of the trip is the Mount Haszard Trail, which follows the path taken by the first tourists to visit Waimangu Geyser in the early 1900s. For those who want an active field trip, this is it.
- **TE PUIA** – NZ Maori Arts and Crafts Institute – Te Puia is a highly successful and iconic indigenous tourism operation. It is home to the internationally renowned Pohutu Geyser, national carving and weaving schools and the world famous Whakarewarewa guides. Share in Te Puia's heritage – a living legacy of people, culture and place. Learn how effective interpretation and storytelling has contributed to the success of Te Puia over the past 45 years.
- **WHAKAREWAREWA THERMAL VILLAGE** – Find out what it's like to live and work in a tourism village when you meet the people of Tuhourangi-Ngati Wahiao. Be entertained by cultural performers and learn about the traditions of the local people. Hear how they have developed their legends and lifestyle into an independent tourism experience and a living village which continues to be a way of life. This field trip will cover tourism, iwi and community development, land and resource management and sustainability.
- **AGROVENTURES** – One of Rotorua's most established and successful tourism businesses, Agroventures offers a range of exciting and challenging activities with a focus on providing safe, fun and memorable experiences. Wind tunnels, super fast jets and bungy jumping are just some of the high-adrenalin experiences on offer. Hear how building strong and lasting partnerships, and focusing on collaboration has helped enhance and benefit this successful nature-based adventure business.
- **TE UREWERA TREKS** – Journey into the remote indigenous podocarp and beech forests of Te Urewera and Whirinaki, where indigenous Maori culture is alive and thriving. See firsthand how Tuhoë guides bring the forest alive with their colourful stories of the region's histories and mysteries. Hear how this unique eco-cultural tourism operation was established and how it meets the ideals of ecotourism.
- **RAINBOW SPRINGS** – Learn how to include conservation programmes into your business when you visit Rainbow Springs Kiwi Wildlife Park – a conservation area spread over 22 acres and established around a natural spring of fresh water. A favourite tourism destination since 1932.
- **RIVER RATS RAFTING** – Learn from the best in the business about how to ensure and improve safety in your tourism operation. River Rats Raft and Kayak have been offering quality rafting for over 25 years, priding themselves on their safety-first culture and attention to detail. Their trips range from gentle grade two scenic rafting to full-on grade five action over the world's highest commercially rafted waterfall. Prepare to get wet!

Registration fees

FULL REGISTRATION

Includes: All sessions, lunches, morning and afternoon teas*, conference handbook, workshops** and the conference dinner.

Full registration – Early (before 1 August) **\$420.00**

Full registration – Late (from 1 August) **\$560.00**

DAY REGISTRATION

Includes: All sessions, lunches, morning and afternoon teas*, conference handbook, workshops*. Please note that the conference dinner is NOT included in the day registration fee.

Thursday 02 September **\$280.00**

Friday 03 September **\$280.00**

FREE WITH CONFERENCE REGISTRATION

Operators are entitled to a free listing on the Ecotourism NZ directory worth \$145 with a full 2-day conference registration.

*At Waiariki Institute of Technology only

**Except River Rats Rafting

**TO REGISTER AND FIND OUT MORE ABOUT
THE ECOTOURISM NZ CONFERENCE 2010
VISIT www.ecotourismnz.com**



Conference co-hosted by:



Conference supported by:

