



Ambassador Program Funding Bay of Islands 2019/2020 Cruise Ship Visits

For the last ten seasons, the Bay of Islands Cruise Ship Committee has provided an Ambassador Program on days that there is a large cruise ship visiting the Bay of Islands. In the 2019/2020 season ahead, this will be on 64 days with 70 ships in total.

Facts to consider

- **There are now 16 ports in NZ actively searching for the cruise ships to stop in their port**
- **This year we have a 18% increase in passenger numbers to 150,000**
- **Whangarei is working hard to attract ships into Marsden Point – 3 already confirmed**
- **If we reduce the passenger experience, the warm welcome and efficient communication to ensure our cruise visitors really have the best day, our satisfaction levels will drop and this may result in a decline in numbers and ship visits**

Why do we need the cruise ship Ambassador Program?

Many years ago, the Bay had a very low rating and profile within the industry due to the lack of co-ordination and information for passengers arriving at Waitangi. The ambassador Program was introduced to give the passengers a friendly and informed welcome, polite and constructive assistance for directions, information and then ensure a safe and friendly flow to coaches, shuttles, tour operators, etc. This made a marked difference in our rating - pushing us into the top two New Zealand ports. Due to this highly improved rating, over the last four years, the Bay has achieved significant growth in passenger numbers compared to many other ports. We need to hold this rating. We need the Ambassador Program to help achieve this. We do not want to see the Bay lose opportunity and future business by the visitor experience being lowered due to the lack of the Ambassador Program.

A cruise ship day has become the Bay of Islands new 'normal' – But imagine how the season would look if they did not come in any-more?

Not only does your contribution meet the direct costs of running the program you also receive

- **As a contributor to the Ambassador Program you will receive an email notification and all details of upcoming cruise ships as well as immediate notification of any changes to the cruise ship arrival/departure**
- **A text message of any sudden and immediate changes/information**
- **Electronic notification via Facebook groups of all details to do with imminent cruise ship arrival**
- **An 'Ambassador Program Supporter' and a window sign will be provided**

To fund this we are seeking a contribution from **ALL** businesses and organisations that benefit from the business generated by cruise ship visits. Fees have been capped, being:

Small to medium enterprises:	\$150+GST, or 5 monthly payments of \$30 excl. GST
Medium to large enterprises	\$480+GST, or 5 monthly payments of \$96 excl. GST
Larger enterprises: 12 + Staff	\$900-\$1800+GST, dependent on business size

Please note that the stall holders on the Village Green contribute to the Program as well.

In anticipation of your support, we have attached an invoice for the first instalment, giving you the opportunity to pay a contribution over this extended period. We trust that this is acceptable. Your assistance is greatly appreciated, and we look forward to working with you during the season.

For alternative payment arrangements, please contact the Business Paihia Inc Treasurer

businesspaihiatreasurer@gmail.com

General enquiries around the Program and its operation, please contact **Irwin Wilson - 09 402 5659** irwin@fnhl.co.nz