



For immediate release
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Successful pitch brings international congress to Rotorua

The 6th Asia Pacific Occupational Therapy Congress (APOTC) in 2015 will be held in Rotorua, thanks to a collaborative pitch effort by the Rotorua Convention Bureau, the New Zealand Association of Occupational Therapists and Tourism New Zealand.

The success marks a series of firsts: the first time this event has been held in a Pacific nation, the first international congress hosted by the New Zealand Association of Occupational Therapists and the first successful bid for Rotorua using the Conference Assistance Programme (CAP).

It is also the second successful bid to come out of the CAP since Tourism New Zealand assumed management of the programme in July 2011.

The bid was made in Thailand during the 5th APTOC and announced at the closing ceremony in Chiang Mai on Thursday evening.

Rotorua Convention Bureau Manager Denise Siviter says the competitive bid was certainly a challenge, given the strength of the competition.

“Other Asian nations were in strong positions due to their proximity and affordability for Asian delegates,” says Denise. “However, our efforts in destination marketing paid off.

“We were able to highlight the ease of access through increased international airline capacity into Auckland and Rotorua, and emphasised how coming to Rotorua will result in a truly unique experience for delegates.

“They will get to enjoy our beautiful forests and lakes, and the inspiring cultural and geothermal activities available.”

Tourism New Zealand Chief Executive Kevin Bowler says this is a fantastic start for the dedicated Business Events team who joined the bid presentation in Thailand.

“Our involvement in this sector is part of Tourism New Zealand’s strategic objective to increase the number of high-value visitors and encourage them to stay longer.

“We know that international delegates can spend up-to three times more per day, than the average international visitor.

“The success of the bid is a reflection of the strength of the New Zealand 100% Pure experience on offer in Rotorua and all it can offer the international visitor.”

The New Zealand Association of Occupational Therapists president Rita Robinson says the international delegates were very impressed with the bid.

“With the past five events having been held in Asia, it is fantastic to win this bid for New Zealand. This is our chance to share ‘our place,’ our people and our processes with a Pacific influence.

“Around 600 delegates are expected to attend, with 275 of those coming from overseas.

“The congress is about knowledge exchange, new connections and sharing resources.

“The end result is occupational therapists better skilled to support people in (re)gaining their capacity to construct their own futures by participating in all aspects of daily life, regardless of age, ability, or any marginalising conditions,” says Rita.

As a regional congress of the World Federation of Occupational Therapists, the Asia Pacific Occupational Therapy Congress (APOTC) draws together eminent occupational therapists and health care professionals, from Asia Pacific and worldwide, to share the rich diversity of their research, skills and techniques.

Every four years since 1995, the congress has been held among the Asia Pacific countries.

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Rotorua Convention Bureau

The Rotorua Convention Bureau (RCB) is a free service offering unbiased, knowledgeable information to assist conference organisers in bringing conferences, meetings, tradeshows and incentives to Rotorua. Assistance is provided in sourcing venues, accommodation, activities and support services; coordination of hosted site inspections, coordination and preparation of bid documents; provision of promotional support material; and suggesting partner programmes, and pre and post tours.

New Zealand Association of Occupational Therapists

Founded in 1949, NZAOT represents the professional interests and concerns of occupational therapists in Aotearoa/New Zealand. The Association advances the profession of occupational therapy by providing resources, setting standards, serving as an advocate to improve health care, as well as educating the public.

Tourism New Zealand

Tourism New Zealand markets New Zealand to the world as a visitor destination. In the year ending October 2011, around 2.58 million international visitors arrived in the country. Tourism New Zealand’s work to attract higher value business visitors is driven and informed by the Government’s Economic Growth Agenda.