

News Caledonia

Auckland – Tel. : (09) 578 0021 - Fax : (09) 578 0023 - info-akl@nctps.com

November 2005

Contents

- Pilot Committee :
Two options to consider
- The Ramada Noumea sure to impress
- Escape to paradise
- Twin hospitality
- Cruising
- NZ Market : Jazz Festival, Shows,
Advertising, TV, Brochures.
Change of contact details.
- Clipboard

The Ramada Nouméa sure to impress



Located in the Anse Vata area, the Ramada Plaza Nouméa has 188 rooms designed and decorated with elegance in the chic-urban style. From the spacious studio to the three bedroom suite, this new hotel

has a large range of comfortable features with a magnificent view from the top floors. On the 18th floor there is a revolving restaurant with panoramic views (le 360), refined décor and sumptuous meals which you can savour as you admire the lagoon... Tourists, seduced by the hotel's modernity whether they are staying at the Ramada for a few days or a few weeks, will be able to enjoy many attractive features : 24 hour room service, business centre, heated private swimming pool surrounded by a white sand beach, children's club, sports room, spa and activity and leisure office...

Tel : 26.06.00 - Fax : 26.06.01
www.ramadaplaza-noumea.nc

Article : Sophie Tiphagne



Pilot Committee : Two options to consider

As a follow-up to the presentation of the inventory of the destination last August, KPMG delivered its devised tourist development plan at the end of October. This stage represents 80 % of the mission, and signals the beginning of the development of the action programme. Explanations by Christiane Gambey, Chairperson of New Caledonia Tourism.South.

"Politically, the validation of the devised tourist development plan represents the most important stage of the work so far undertaken to stimulate tourism, as this document will outline the main strategic axis for the next ten years. All the professionals concerned have been involved in the work completed in the past year. The aim of the pilot committee is to validate the plan, to determine a definite programme of action and then



to go into the operational phase at the end of 2005. During this committee, two main options will be available to us. We can either choose a policy of continuity, using the same strategies in the hope of attracting a few more tourists, while other countries of the region enjoy the "manna".

The other alternative is to go down a different path and rather than promoting the destination in terms of provinces, concentrate on the diversity of sites, the most beautiful places in New Caledonia, thus supporting the destination and stimulating the establishment of quality hotel infrastructure which correspond to the requirements of tourists, as seen in the surveys. This second choice, which sees the New Caledonian archipelago as a whole, seems to me to be the more intelligent course of action and I hope this one will be chosen".

Article : Sophie Tiphagne



Escape to paradise

Situated in Sarraméa on a small, lush and exceptionally beautiful property near the river, the "Évasion" hotel has just opened. Having ten individual colonial style bungalows with terraces as well as five rooms on the first floor of the main building, this three star establishment has been designed with the greatest care by Gillette and Yves Favan -. Furnished in the old French style which is both refined and pays great attention to detail, the hotel has its own very special charm. Open at midday and in the evening every week day, the restaurant serves dishes prepared with delicious regional produce. For clients passing through, a sandwich bar sells snacks to take away or eat there. There is also a tearoom which serves refreshments at afternoon tea time. In addition to the pleasures of the table, you will also find a piano, a swimming pool with a deck overlooking the river, tennis court, petanque court, helicopter pad for VIPs and an activity office.

For information and reservations please call 44 55 77

Article : Sophie Tiphagne

Twin Hospitality !

Bernadette Watton and Appolonie Kasovimoin have just opened a country restaurant situated within a garden full of flowers in Sarraméa. Les Jumelles - translated as "The Twins" (which they really are !) will welcome you with smiling faces to the faré for lunch and dinner (reserve 48 h in advance). On the menu : Seafood, sumptuously cooked quality farm chickens, carpaccio of venison, bougnas (a local speciality), etc.!

information and reservations please call 43 46 65

Article : Sophie Tiphagne





Clipboard

Christmas in New Caledonia

In New Caledonia, imagine Christmas in the tropics, a family reunion with French and Oceanic traditions. If you happen to be in Nouméa on Christmas Eve, you will see **thousands of children standing on "Place des Cocotiers"**, excitedly awaiting the arrival of Santa Claus. He will arrive, not on his sleigh, but by sea or via some other original way. Whereas the location of his arrival is announced in advance so that everyone can be present, the means by which he arrives is kept secret until the last minute.

During November, the downtown **Christmas lights** are put up and are officially switched on the first Monday of December. The town becomes illuminated in Christmas colours, shopkeepers decorate their windows and Santa Claus' workshop is set up at the Town Hall. On the main square "Place des Cocotiers", you can find a multitude of Christmas markets where craftsmen come to present their products made of wood, shell, basketry, stones....

A **letterbox** is installed below a Christmas tree where children come to post their letters. On 23 December, a myriad of balloons are set free taking these letters with them to Santa Claus.

Take your place in **the little Christmas train** which runs from the Anse Vata Bay to the town centre. An original way to admire the illuminations and Santa Claus' house, and be entertained by Christmas carols at the same time.

A number of restaurants offer **special menus on Christmas Eve, inspired by New Caledonian cuisine**, which draws its wealth and diversity from the mix of people who prepare it. Along with the traditional French

Christmas fare which includes "foie gras", smoked salmon and roast turkey, the Christmas Eve menu is also the time to sample the best local produce such as: **crayfish, New Caledonian prawns and oysters.**

December

From 29 November to 17 December : robot exhibition at the *Rivière-Salée* media library

Thursday 1st December : 14h : Father Christmas' letterbox will be installed below the Christmas tree, *place des Cocotiers* - 18h45 : the Christmas lights are turned on.

From 1st to 24 from 19h to 19h30 : entertainment in the courtyard of the town hall.

Saturday 3 : from 7h to 12h30 : Christmas "Brocant'art" (secondhand, art) *place La Constantine* at the *Vallée du Tir*.

Tuesday 6 : from 13h30 to 17h : afternoon tea dance for seniors (reservation necessary) at the Town Hall.

Wednesday 14 : 8h15 : special Christmas storytime - 14h : Christmas stories at the *Rivière-Salée* media library.

Thursday 22 : 18h30 : Posting letters to Father Christmas at the *place des Cocotiers*.

Saturday 24 : 19h : Father Christmas arrives at the *place des Cocotiers*.

Saturday 31 : 20h : fireworks from the Maritime History Museum. Meet at the *quai Jules Ferry*.

Events

<http://www.newcaledonia-tourism-south.com/calendar/>

Cruising

The port of Nouméa which will host around 70 000 cruiseship passengers per year is the subject of a development plan by the town hall, the first part which should finish mid December 2005. The work has consisted of the creation of areas reserved for buses and the "Little Tourist Train" (*Petit Train Touristique*), the opening of future entertainment areas, green areas and picnic sites, a boardwalk through the grass areas and the extension of the terrace in koku (local wood) of the restaurant/snack bar. Barriers with ISPS norms will be installed to isolate the wharf during passenger disembarkation.

In 2006 the autonomous port of Nouméa is planning the extension of the area open to shops on the first floor of the harbour station and the installation of a lift for people with reduced mobility.



NZ Market

Change of contact details

Please note a change in telephone and fax numbers for New Caledonia Tourism.South.

Phone number : (09) 578.0021
Fax number : (09) 578.0023

All other details remain the same :

P O Box 4300, Auckland
Tollfree : 0800 Noumea
info-akl@nctps.com
www.visitnewcaledonia.com

Gypsy Jazz Festival

From 18-20 November, jazz musicians from around the world will park their caravans in Noumea, the capital city of New Caledonia, to celebrate the 3rd annual Gypsy Jazz Festival in the spirit of gypsy jazz masters Django Reinhardt and Stephane Grapelli. Packages are available for this festival from \$1099 per person for 7 nights. The day pass for the jazz festival is \$48 per person per day.

Shows

New Caledonia Tourism.South will be participating in the Senior Lifestyle Expo in Auckland 11/13 November. New Caledonia is the perfect destination for this niche market due to the proximity to New Zealand, the modern infrastructure, safety and security and the relaxed lifestyle.

Advertising

Our TV campaign on Prime TV continues through to the end of November featuring on the popular Getaway programme. At the same time a series of different holiday packages will be advertised in the NZ Herald every Monday.



Brochures

We have supplies of our 2005 Visitors Guide - a wallet sized brochure with practical information on the destination. We also have limited supplies of the recently produced Traveltrade New Caledonia supplement which provides trade updates on New Caledonia.

TV

Recently on TV3, Gulf Harbour Outdoors featuring bone fishing in New Caledonia on their TV programme. This is the first of a series of 3 programmes to be screened between now and early next year on the destination. This is the second series of programmes on New Caledonia filmed by the Gulf Harbour Outdoors crew and once screened all 6 programmes will be available for sale on a DVD - especially for those fishing enthusiasts !