

# Beach Hop 2010 Changes

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Monday, 23 June 2008  
Last Updated Wednesday, 26 August 2009

## Why Change the Dates?

Beach Hop has been held over the last weekend of April from 2001 to 2007. In 2008 Anzac Day fell on a Friday, and as the event is now too big to hold on a long weekend we had the choice of moving the festival forward 1 week or back 1 week. The week before Anzac saw the Hamilton V8 Supercars event, so the only option was to move the festival back 1 week to the 1st weekend in May. This met with negative response due to the opening of the duck shooting season, but also increased the risk of colder and wetter weather. The Beach Hop was also held during the school holidays, which not only reduces available accommodation, but also results in unsupervised youth in town. We had to move the Festival &ndash; there is no choice.

## Moving the Dates

We didn&rsquo;t made this decision lightly as the logistics of changing the dates are major. If we hold the festival later in May, then the risk of poor weather is just too great. So to get completely away from the school holidays we are forced to move the festival forward. First up we had to look at the calendar for the next few years &ndash; Anzac Day affects the last weekend in April for the next 3 years &ndash; so that weekend is out. Easter is also in April the next 4 years &ndash; so that weekend is out. The V8 Supercars in Hamilton & Bay Rodders Nostalgia Drags fall on the remaining weekends in April &ndash; so they are out.

When we looked at March 2009 there are other events on in Whangamata &ndash; the only clear weekend was 26-29th March. We consulted with the Council, Community Board, Police, St Johns, Rock&rsquo;n&rsquo;Roll Club and local business owners (83% support) about the new dates of the Festival. We are also aware of other events on the car calendar and have tried our best to notify them of the new dates to avoid any clashes.

## Advantages Of The New Dates

- \* Daylight Saving
- \* Warmer Weather
- \* More accommodation available
- \* Cheaper accommodation rates (supply/demand)
- \* Festival is daytime focused
- \* Nostalgia Drags the weekend after

## Four Day Festival

Beach Hop 10 will be reduced to a 4 day festival to help keep costs down for entrants. Unfortunately we won't be Cruising the Loop to Coromandel Town - the 220km trip is too expensive.

Thursday 25th March

Cragar Kick Off Party at Tairua

Friday 26th March

Onemana Thundercruise

Bands in Bars

Saturday 27th March

Rock'n'Roll Club March

Grand Parade (new routes)

Street Festival

Car Shows & Bands

Retro Beauty Show

Prize Giving

Vintage Fashion Show

Hop Idol

Sunday 28th March

Nostalgia Fair

Auto Trade & Swap Meet

Top 10 Shoot Out

Classic Car Show

60s Surf Fest

Rock'n'Roll Church Service

New Format For Saturday

We have been concerned for the past couple of years about the crowd size during the car show on Saturday. Although this makes for terrific photographs, it is becoming too congested and creating a potentially dangerous situation if an emergency were to occur. The Grand Parade is also taking longer to complete so we are forced to make some changes. With the Festival being held during daylight saving time the event will become more day focused.

Car Shows

Beach Hop 2010 will see the entrants split into 4 different cars shows that run from 8am to 6pm. The main street will only be closed from the Shell roundabout up to the former Caltex roundabout and only Ultimate Pass entrants, plus T Buckets, will be parked in this area &ndash; 3 stages plus marquees will be in this area. There will be Car Shows in 3 other reserves around Whangamata and all other cars will park in these areas. Each Car Show will have bands, trade stalls & toilets. Cars at each Show will be voted by the public for the Top 5 overall with the winners going forward to the Top 10 Shoot Out on Sunday. There will also be a Prize for the Coastguard & School Car Shows. This means more chance of winning a prize.

Registered entrants may choose to park at any car show if they wish &ndash; except the Ultimate Pass area which is exclusive. We will have a major give away at each reserve at various times throughout the day to encourag people to move around.

### Transportation Between Car Shows

We are providing a FREE bus service for entrants with a swing tag to move around Whangamata while the public can purchase bus passes. There will be buses every 5 minutes and they&rsquo;ll be travelling in clockwise & anti clockwise routes.

### Parade Routes

Pre-entered cars will assemble at the Sports Grounds from 8am. At 10:15am Ultimate Pass cars will take a short cruise into the Town Centre and park up. Standard Pass cars will then take the same route but drive through the Town Centre, along Ocean Road and park up for a Car Show along the Esplanade and Williamson Park where 3 stages will be set up. These changes should halve the time is takes for the Grand Parade.

### Entrant Numbers

Capped at 900 for the FULL Festival &ndash; only these cars can participate in all 4 days.

300 Ultimate Passes (strictly pre-1972)

600 Standard Passes (pre 1972 and up to 1985 USA origin on application)

Saturday Day Passes (pre 1972 & later USA cars at our discretion. Reserve Car Show entry only &ndash; no parade)

### Saturday Day Passes

We are aware of the increasing costs entrants can incur, so this year we are offering Day Passes for those that only want to attend for the main festival day. The Day Passes can be pre-purchased before the festival and entrants may select the Car Show they wish to park at. They can also be purchased on the day &ndash; but subject to numbers. Later model USA cars may purchase a Day Pass at our discretion. PLEASE NOTE - A Day Pass does NOT include the Grand Parade.

### Night Cruises

As Beach Hop 2010 is more day focused, we dropped the Friday & Saturday night road closures of Port Road in the Town Centre. The road will remain open on Friday night for public use. On Saturday the road will be closed from 7am for the day time Car Show and will then re-open at 7pm as the official car events for the day will finish at 6pm. This means any car is able to drive through the Main Street - it is not our responsibility. BUT PLEASE BE WARNED. Extra Police and Security will be present both nights.

### When Will Entry Open?

As the Festival is 1 month earlier we will open up entry earlier. We are well ahead with our planning so online ENTRY WILL OPEN SEPTEMBER 1st 2009.