

Tourism e-update

Welcome to Manukau City Council's online tourism newsletter, providing you, the tourism operator with up-to-date information. To subscribe or unsubscribe, click on the links at the bottom of the page.

Tourism in New Zealand – Who does what?

There are a number of different organisations that promote and assist tourism in New Zealand. Highlighted below are the key organisations and their respective roles.

Tourism New Zealand www.newzealand.com

- Markets New Zealand offshore under the “100% Pure New Zealand” brand.

Tourism Auckland www.aucklandnz.com

- Markets the Auckland region offshore, working closely with Tourism New Zealand, and markets Auckland domestically. Participating TLAs include Manukau City, Auckland City & North Shore. Direct marketing support is no longer provided for Rodney, Waitakere, Franklin or Papakura- although Tourism Auckland will continue to work directly with operators in these areas

Manukau City Council www.welcome2manukau.com

- Manages long term and strategic direction of Council tourism policy
- Works with Manukau tourism operators and Tourism Auckland to ensure Manukau secures its share of the Auckland region market

Enterprising Manukau www.enterprisingmanukau.co.nz

- Provides specified business support services to tourism operators on behalf of Manukau City Council

Manukau – 2006 initiatives

Manukau City Council's tourism focus this year has been on growing awareness of Manukau as a destination for national and international visitors and supporting new product. Council is committed to developing Manukau as a high-quality destination for national and international visitors. During the forthcoming year this commitment will be progressed through the following initiatives:

- Ensuring Manukau presence in key destination and visitor information and working with Tourism Auckland to deliver Manukau product to the national and international market.
- Provision of specific business support services for tourism operators via Enterprising Manukau
- Coordination and facilitation of specific initiatives to support small tourism operators and emerging product
- Major initiatives such as the Gateway Heritage project – a long-term cultural heritage project based around the Otuaatua Stonefields and Mangere Mountain
- Further development of the tourism website www.welcome2manukau.com

Manukau – Visitor Nights increase

The Commercial Accommodation Table (www.stats.govt.nz) shows that Manukau has increased its visitor nights over the last 8 months. This follows a decline over the previous 15 months or so.

An 8% increase in visitor nights was recorded during the period March to May 2005, and a further increase of 12.6% over the period June to August 2005, according to Statistics New Zealand. The increases are partially attributed to the opening of TelstraClear Pacific and the conferences, events and expos being held at the facility.

Over the same period (March to August 2005) some areas of New Zealand experienced a decline in visitor nights.

To read the 2005 "Regional Rap" produced by Tourism New Zealand please follow the following link to the Corporate or Travel Trade Section of the website. The Corporate or Travel Trade section has useful information for operators such as presentations, statistics and press releases.

<http://www.welcome2manukau.com/tourism/corporate>

The importance of technology in tourism – what you need to know and do!

One of the main marketing strategies underway by Tourism New Zealand is around the "Interactive Traveller". The Interactive Traveller is a visitor who looks for a wide range of tourism products / services which offer new experiences. They also really value authentic and cultural product. The Interactive Traveller offers a great opportunity for Manukau to capitalise through the products and services we already offer.

However, the Interactive Traveller is reliant on technology (email and internet) to pre plan much of their holiday prior to arrival. In recognition of this Manukau City Council has created a Tourism Website www.welcome2manukau.com which lists all tourism products and services in the region.

Operators are encouraged to update their individual listings on the website by following the easy steps detailed in the Corporate and Travel Trade section on www.welcome2manukau.com.

If you have a website you should also link to www.welcome2manukau.com to ensure you are receiving as much exposure as possible.

The Interactive Traveller is interested in a range of tourism products, services and experiences, including cultural heritage. Manukau City Council is developing the Gateway Heritage Avenue Route which will link the many significant cultural landmarks around Mangere. Updates and information will be available in 2006.

Promoting Manukau through events.

Ellerslie Flower Show was held 16-20 November at the Auckland Botanic Gardens in Manurewa and over 70,000 people attended the show. The award-winning Manukau City Council Cultural Performance Garden at Ellerslie Flower Show is being relocated to Pou Kapua, adjacent to the TelstraClear Pacific. This will now be a permanent feature for visitors to Manukau to enjoy!

The Tourism Marquee at the Ellerslie Flower Show was a great success and was again present at the Puhinui Three Day Equestrian event alongside the Tourism Auckland mobile unit. The intention now is to take the Marquee out to most of the MCC sponsored major events.

We are encouraging operators to help us with the Marquees – we always need volunteers and it is a good opportunity to promote your own product/service - although we do ask that you represent other tourism operators as well! If you are interested in participating please contact Kirsty Attenberger on (09) 262 8900 ext 8660

Connect and Grow!

One of the best ways to promote your tourism product is to network with other operators. Some simple and effective ways to do this:

- Know who the other tourism operators are in your area – go and visit them and make sure they know what your product is
- Ask local Bed & Breakfasts to stock your flyers
- If you have a website – link to other operators and ask them to link to you

Kick off 2006 by attending the Tourism cluster meeting on 31 January at Valeside Gardens, 226 Point View Drive, Howick at 5.30pm. Although this primarily started as a Howick cluster it has grown to include other operators so you are more than welcome to come along and then perhaps look to starting a similar initiative in your own area.

Why?

Tap into new ideas, fresh contacts and great opportunities

Purpose?

To provide a forum geared to link operators in the region to promote initiatives to attract even more tourists to the Manukau region.

Clusters Work!

The Clevedon area has been working together as a cluster for the past year and have created not only a Clevedon brochure but also a Clevedon Map.

Email Susan Sims at howickinfo@manukau.govt.nz to register your interest for this January Tourism Cluster meeting at Valeside Gardens.

Santa Claus is coming to town – but will you be here?!

The Christmas period means a lot of people will travel away from home on holiday. If you are planning to close or reduce your hours over the festive period please update your opening hours on www.welcome2manukau.com

The Howick information Service is open over the busy Christmas period to ensure operators and visitors can access information easily. At this time of year it is imperative to promote Manukau and maximise the number of visitors and visitor spend.

Merry Christmas and Happy New Year!

From all of us at Manukau City Council we wish you and your families a very happy Christmas and a safe and prosperous New Year. We look forward to updating you monthly in 2006 with information to assist your tourism operation.