

Tourism e-update August 2006

Manukau Famil a success!

On Tuesday 20th June Manukau City Council hosted a famil of Clevedon Coast and Country for 20 guests.. The group included staff from Tourism Auckland, information centres and inbound operators.

The famil focussed on Clevedon: Coast and Country. Guests were able to experience a true taste of the area on a lovely winter's day! The purpose of the famil was to introduce the area to potential buyers and build business. It was also a chance for networking. A big thank you to all those who helped with the famil: Pine Harbour Ferries, Ayrles Garden, Whitford Bird Garden, Twilight Vineyard, Vin Alto, Clevedon Village, Formosa Golf Resort, Pine Harbour Marina and Greg Paul Coaches. The next famil is planned for mid October – more information on this in a future update.

The accommodation sector

Manukau's tourism industry continues to outperform its regional and national counterparts. Annual growth in guest nights has risen steadily over the past year, bucking the negative trend evident at the regional and national levels. At around 60 per cent, occupancy rates in Manukau's commercial accommodation far outstrips that for the Auckland region (45 per cent) and New Zealand as a whole (29 per cent). Over the year visitor nights in commercial accommodation in Manukau have grown by approximately 8%. It is this spend by visitors on accommodation, and on food/beverage and retail, which generates the major economic benefit to our local economy.

Tourism Earnings up 52% in 5 years – prediction

Tourism Industry Association Chief Executive Fiona Luhrs told a media conference at TRENZ 2006 that New Zealand's tourism industry is getting set for a "cracker period of growth" next year. She went on to say that her vision for the tourism industry in five years would see it delivering export earnings of more than \$9.5 billion, up 52% on today. This would be generated by an increase in the average spend and in the number of visitors to New Zealand..

New marketing publication launched by Tourism New Zealand

A new Tourism New Zealand publication 'Give It 100%' was launched at TRENZ. It is a guide to marketing a tourism business, providing information to new or developing operators on how the tourism industry works, what TNZ

does and how you can market your product. The publication also references the latest research and industry details.

Give It 100% is available for downloading at
http://www.tourismnewzealand.com/tourism_info/industry-resources/give-it-100/give-it-100_home.cfm

New Zealand in 5th Place in Lonely Planet Poll

In the latest Lonely Planet poll of British backpackers and independent travellers New Zealand has ranked 5th in the place these travellers would most like to visit next. Australia ranked in 1st place followed by the US, Thailand and Spain.

Research shows that travellers, in particular backpackers and independent travellers, use the internet to research and plan their holidays. The official Manukau tourism website www.welcome2manukau.com lists tourism experiences and attractions in the area and it is free for you to update your listing with more information / images / specials etc.

Quality our strongest tool – Hickton

New Zealand's strongest marketing tool will always be the experience it provides, says Tourism New Zealand CEO George Hickton.

"We have been committed to getting Qualmark into this industry for five years and we now have all the major players lined up with that sign. In the future if you do not have some form of independent quality stamp you simply won't be able to be represented anywhere."

From 2007 Tourism New Zealand is requiring that all operators be Qualmark-rated if they are to be represented by TNZ offshore.

For further information on Qualmark, visit www.qualmark.co.nz.

New brochures

The family of Manukau brochures will soon have two new additions as work on the Howick and Mangere brochures progresses. These will be in the same style as the main Manukau brochure but whereas the main guide is intended as a motivational guide, the individual destination brochures will offer much more detailed information to help the visitor get the most out of their stay and hopefully stay longer and spend more in the Manukau area.

Promotional opportunities

As we run in to the season, Manukau City Council is making the most of opportunities to showcase Manukau's attractions. Subject to support from operators on a similar level to last year, Clevedon: Coast and Country will feature in the 2007 Auckland A – Z, Free Visitors Guide. Similar plans are in hand for Howick.

The cut off date of 11th August for advertising in the Tourism Auckland Guide incorporating Auckland touring routes is fast approaching. The A5 size guide will include seven colour coded driving routes which branch out into all regions of Auckland. Detailed maps and suggested two-day itineraries will also be included. The guide will provide visitors with the ultimate travel tool for the Auckland region and Manukau will be taking space in this publication to promote locations around the designated touring routes.

The Manukau entry in the AA Auckland & Wider Districts Visitor Guide incorporates a full page information display showing the four areas of Manukau: Airport & Central, Clevedon: Coast & Country, Howick and Mangere.

We also secured a double page spread for selected Clevedon: Coast & Country visitor attractions in the Auckland Magazine. This publication is placed in approximately 6000 hotel rooms in and around the airport and Auckland City.

We've Got you Mapped!

The www.welcome2manukau.com website is currently undergoing a makeover and the new site will come complete with zoom-in maps featuring all locations.

Your listing will soon show where you are located, with a pop-up map. Please note, however, that if you edit your own details, you must ensure your location is shown as Howick, or Whitford, Clevedon, Mangere, or wherever, and not Auckland - otherwise the map will relocate you!

For your Diary

The presentation given by Jacqui Lloyd at the successful Tourism Update held at Villa Maria on 28th June, can be found at http://www.welcom2manukau.com/content/library/manukau_presentation_1.pdf.

The next Update will be held on **Tuesday 12th September** at Formosa Golf Resort. This will be an evening event starting around 6.30pm.. Invitations for the event will be sent out by Tourism Auckland in early September.

From the team at Manukau City Council

