

## Tourism e-update January 2006

Happy New Year from Manukau City Council! We hope that 2006 is a wonderful and prosperous year for you.

Thank you to all operators who were open over the Christmas / New Year break. The area did seem much busier than previous years. Howick Information Service certainly noted an increase in visitors over the festive season and there were more of international enquiries, especially from Australia and also from UK visitors to friends and relatives. Howick Information Service also reports that they are very busy at the moment - which is great news! Statistics show that the number of visitors to Manukau is increasing.

### What's on for 2006 in Manukau?

2006 is promising to be an exciting year for the city of Manukau. Large events attract visitors to Manukau and by knowing in advance what is happening you can plan to capitalise on visitors in the region. You can view a full listing of upcoming events on the new Tourism website; [www.welcome2manukau.com/events](http://www.welcome2manukau.com/events)

If you have an event you would like to list on the website you can submit this online via the website. Online listing is free and is a great way to promote your event. 'Events' come in all shapes and sizes and cover everything from markets and wine tastings to musical performances and major festivals. So, if you have something to promote please add it to the website!

### Maori Tourism - The Next Big Thing in Tourism

An article in The New Zealand Herald (07/01/06) under the heading "Maori Culture - next big thing in Tourism" highlighted that visitors to New Zealand were keen to experience and gain a deeper understanding of Maori Culture.

The article states that "cultural tourism that shows off the country's Maori heritage is gaining ground as another big money maker".

Manukau City Council recognises this growing tourism trend and has long-term plans for developing the Mangere Gateway Heritage Area as a visitor destination. First and foremost, however, the Mangere Gateway Heritage Area is important as a place where local people and the wider Auckland community can discover and celebrate their heritage and identity.

Linking the points of interest in the Mangere Gateway Heritage Area is the Gateway Avenue Route - a scenic drive alongside the Manukau Harbour taking in the Otuataua Stonefields, Ambury Regional Park, Kiwi Esplanade, Mangere Mountain and the Education Centre, as well as numerous other locations of historical, cultural and environmental interest. Within the next

few months, the entire 20kms of the Avenue Route will be planted with Pohutukawa trees and new signage will be introduced. We will keep you updated with progress on this new initiative!

An added attraction along the route is the new Villa Maria winery offering daily tours and wine tastings at 11am and 3pm.

A full copy of The New Zealand Herald article can be found at:  
<http://www.welcome2manukau.com/tourism/corporate>

## **2006 - Time to connect and cluster!**

A reminder that the first Tourism cluster group meeting for 2006 is being held on Tuesday 31<sup>st</sup> January at Valeside Gardens, 226 Point View Drive Howick at 5.30pm. Although this primarily started as a Howick Cluster it has become a wider group so you are more than welcome to come along and meet with other operators.

Please email Susan Sims at [howickinfo@manukau.govt.nz](mailto:howickinfo@manukau.govt.nz) to register your interest. There is no charge to attend.

Any items you may wish to place on the agenda for this meeting can be emailed to [howickinfo@manukau.govt.nz](mailto:howickinfo@manukau.govt.nz)

## **Promotional Opportunities for your business**

### Website Listing

If you are an accommodation provider you may like to promote your tourism business internationally on the following website:  
<http://aucklandaccommodation.net> There is a free trial offer to promote your business. Follow the above link to the site for more information.

### Brochure Display

THL Rentals and Jasons are offering a great promotional deal to improve the exposure of Manukau Tourism providers in the THL Rentals Auckland branch.

Jasons have installed a brochure display unit at the branch, with a dedicated section for local tourism operators. THL Rentals represents approximately 70% of the motorhome industry in New Zealand with a customer base predominantly from the UK, Europe, Australia and North America.

Manukau City Council will be taking space for generic brochures and visitor information but you may wish to display your own brochures. The cost is \$35+GST per month (per site) - a heavily discounted rate. Please contact Clive Jimmison at Jasons on 09 912 8409 for more details.

## **Expect to hear from us!**

We are on a mission to clean up our database and get all your details correct - especially your **postal** address, so over the next few months you can expect to get a phone call from us.

Your listing on the [www.welcome2manukau.com](http://www.welcome2manukau.com) tourism website displays your **location** address, together with email, telephone number and website link so please check the above site to make sure that we have this so visitors to the site can contact you. You can either make changes yourself (see <http://www.welcome2manukau.com/tourism/corporate/>) or let us know what needs to be changed by email - [info@welcome2manukau.com](mailto:info@welcome2manukau.com) or when we phone you.

## **Happy Lunar New Year!**

For those who are keen to keep the festive spirit alive and celebrate the Lunar New Year (29<sup>th</sup> January 2006) the International Buddhist Trust is offering a range of celebrations including a Vegetarian Food Fair and Cultural Festival (featuring a Lion Dance and Lotus origami making) between 15 January and 30 January.

For details and more information please call Jane Lees on 09 535 7680 or email [nzlees@gmail.com](mailto:nzlees@gmail.com)

From the team at Manukau City Council