

## **Tourism e-update June 2006**

### **New Zealand wins silver-gilt medal at Chelsea Flower Show for Auckland Inspired garden.**

The '100% Pure New Zealand' garden won silver-gilt medal at the Chelsea Flower Show and attracted high profile visitors and international media to the exhibit. The garden was sponsored by Tourism New Zealand and Tourism Auckland with the aim of promoting New Zealand as a visitor destination. Auckland's untamed west coast beaches were the source of inspiration for the entry which was designed by Xanthe White.

Tourism Auckland chief executive Graeme Osborne attended the event and distributing thousands of seed packets containing native New Zealand cabbage tree and flax seeds. The seeds are encased in a brochure containing information about destination Auckland. Mr Osborne says the garden is a fantastic showcase for Auckland's landscape and the chance to encourage visitors to Chelsea to come to experience Auckland for themselves – or at least take the seeds away and plant their own Auckland-inspired garden.

Manukau plays host to The Ellerslie Flower Show which runs from 15-19 November 2006 and attracts about 80 000 visitors each year.

### **Another good month for the accommodation sector**

March was another good month for the accommodation sector in Manukau City. There were 46,211 visitors spending 70,951 nights in total in Manukau City in March 2006. This meant that guest nights in the March quarter 2006 were 4.4% up on a year before. This compared with 2.0% decline for New Zealand over the same period.

### **Do you want a free website?**

The Enterprise Triangle, which consists of Howick College, Aorere College and Onehunga High school needs your help to enable students to learn through real life learning situations.

As part of a NCEA assignment students need to produce a website for five businesses in the Auckland Region. There are no costs involved, just your time to meet with the students. The students will have a mentor to assist them as well as teachers.

A good website is a key marketing tool for your tourism operation with increasing numbers of visitors researching their holidays via the internet.

If a free website interests you, please email Scott Mackenzie at [smackenzie@chamber.co.nz](mailto:smackenzie@chamber.co.nz)

## **Minivan for sale**

Penny Claridge is selling the Clevedon Wine Tours minivan. The van is immaculate and in excellent condition. If you would like more information please contact Penny on 021 622 674 or email [pclaridge@xtra.co.nz](mailto:pclaridge@xtra.co.nz)

### **SPECIFICATIONS**

Toyota Hiace 2001 Minivan, white with tinted windows  
Diesel 3litre, Automatic  
11 seater. Is COF certified. Each seat has seatbelt, has emergency exit signs etc.  
Has Air Conditioning.  
Back seat folds up against seat in front giving heaps of storage space if needed.  
Approx 90,000km. Was imported and fitted out at end of 2004 and everything was done on it then - new belts, new everything.

## **New Website for popular tourist attraction**

Howick Historical Village have launched their new and improved website: [www.fencible.org.nz](http://www.fencible.org.nz). The new site features more detailed information for visitors, as well as maps, news and pictures.

Check out the new site!

## **Update your listing on the official Manukau City Council Tourism Website – it's free and easy!**

As a tourism operator in the Manukau region you already have a free listing on [www.welcome2manukau.com](http://www.welcome2manukau.com). It is important that you update your listing on the website to keep your information up-to-date – you can also add photos and specials.

Updating your listing is easy with our step-by-step guide which can be found on <http://www.welcome2manukau.com/tourism/corporate/>.

## **New Tourism brochures**

As we reported last month, Manukau City Council has produced a new Manukau brochure.

Produced in association with Tourism Auckland, it is a motivational guide of Manukau highlighting stories of migration and settlement. It features selected attractions and places of interest which will encourage potential visitors to seek further information. This guide will then be backed up by more detailed information on each of the 4 areas through the [www.welcome2manukau.com](http://www.welcome2manukau.com) website and also through separate guides for Clevedon-Coast & Country, Howick, Gateway and the City & Central area.

The Gateway brochure is also now ready for distribution.

If you would like to display either of the brochures please contact Kirsty Attenberger  
– phone (09) 262 8900 ext 8660 or email [kattenbe@manukau.govt.nz](mailto:kattenbe@manukau.govt.nz)