

Tourism e-update April 2006

Updates

Thank you to everyone who attended the Tourism Updates held in early April. The updates were a chance to catch up with other operators and hear about what is happening in Manukau, in the Auckland region and in tourism nationally. We plan to run these updates every quarter - so look forward to seeing you at the next one!

New Marketing Material for Manukau

Manukau City Council has produced a new Manukau brochure and a DVD.

The brochure, produced in association with Tourism Auckland, is a motivational guide of Manukau and tells the story of migration and settlement to Manukau. It features selected attractions, places of interest and information sources. It will be used to promote Manukau as a destination nationally and internationally, encouraging 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 website and also through separate guides for Clevedon-Coast & Country, Howick, Gateway and the City & Central area. The website and these supplementary guides will be developed over the next few months and will be ready for the new season.

The DVD is also motivational with strong images against excerpts from 'The Journey' an orchestral score composed for the opening of TelstraClear Pacific Events Centre last April and performed by the Manukau City Symphony Orchestra. 'The Journey', celebrates the peoples of Manukau City coming together as one.

If you would like to display the brochures or would like a copy of the DVD please contact Kirsty Attenberger - phone (09) 262 8900 ext 8660 or email kattenbe@manukau.govt.nz

Telephone enquiries

We have received comments from visitors, other operators and information centres that they have been experiencing difficulties with calls not being answered - or have left messages but had no response. Certainly this means that you may miss out on bookings - but it also lets Manukau down as a quality visitor destination committed to good service.

Please, please help us to grow our visitor industry by answering/returning calls, providing mobile numbers or arranging for your calls to be transferred. Also if you are busy or fully booked then please do pass on enquiries to other operators in the area.

Manukau Famil

Manukau City Council is working with Tourism Auckland to host a series of familis to selected operators and destinations in Manukau. The first famil is scheduled for June and will include information centre staff and inbound operators.

Interactive Traveller, the Internet and what you can do!

New research figures show that 57% of Interactive Travellers check out New Zealand on the internet before arriving and over two thirds of those book accommodation online prior to arrival.

So how do you reach your potential customers and provide them with the information they need?

- You must have a website - even if it's just a single page. We are exploring the possibility of creating website templates for use by operators. If this is something that appeals to you, please register your interest with Vickie Allan - phone (09) 262 5294 or email vallan@manukau.govt.nz
- Link your own website to www.welcome2manukau.com
- Update your listing on www.welcome2manukau.com
- Feature on www.newzealand.com - the second most visited website in New Zealand in January 2006. Visit www.register.nztb.co.nz for more information.
- The Internet is a powerful marketing medium and one of the advantages of a website is the ability to portray images. Get good images of your product and display them on your website.

Tourism Figures

For the twelve-month period ending February 2006 there was an 8.6% increase in the number of guests in commercial accommodation in Manukau. Most other areas experienced a decline over the same period. These figures exclude accommodation operators earning less than \$30 000 per year.

The Enterprise Training Programme

For Tourism operators and Business Owners... ..fully subsidised if you meet the criteria for attendance.

The Enterprise training programme is aimed at upskilling the owners and operators of small and medium enterprises to help them develop and grow their businesses.

The programme is delivered by specialist training providers and offers a range of training for managing a business, complemented by follow-up coaching designed to enable you to implement what you have learnt.

This next programme will focus on Business Planning and Marketing.

Enterprising Manukau invites anyone with an interest to grow their business, especially in the areas of business planning and marketing, to join us this year for this exciting programme. Workshop dates are 5th and 11th of May and we invite you to contact us for registration as soon as possible.

It's not too late.

Contact Details:

For more pre- registration, contact Lee Carr (09) 262 2244, Lee.Carr@em.org.nz or for more information contact Angerie van Wyk 0274 733 788 angerie.vanwyk@em.org.nz

From the team at Manukau City Council