
** Welcome2Manukau Newsletter **

TOURISM E-UPDATE OCTOBER 2006

DID YOU KNOW?

Worldwide, tourism now represents 40 percent of all exports of services. Revenues from service exports continue to grow faster than those from international trade. Source United Nations World Tourism Organisation.

NEW ZEALAND, A COOL PLACE TO BE

According to Britain's latest CoolBrands project, New Zealand is leading the destination brand stakes. We edged out Morocco and Fiji for the top spot, with our cousins across the ditch coming in fifth place. In response to the win, George Hickton, CEO Tourism New Zealand commented, "It's very important that we keep cool".

GOOD NEWS FOR B & B OPERATORS

In July 2006 Manukau City Council changed to an 'Annual Value' system for determining rates. This means that bed and breakfast businesses are no longer charged an excess. This is good news, especially as visitor numbers increase to the rural areas.

IT'S ELLERSLIE FLOWER SHOW AGAIN! (15-19 NOVEMBER)

This is one of Manukau's premier events. We will be there to promote Manukau to the many visitors who come to the show from across New Zealand. Further information on the show is available at: www.ellerslieflowershow.co.nz (www.ellerslieflowershow.co.nz/)

VOLUNTEERS NEEDED

With summer on its way, Manukau gears up to a lively programme of events across the city and we aim to have a tourism presence at the key events to promote Manukau to visitors but also to local people. Most events are at weekends and we invite you to come along and assist us on the stands. If you might be able to help then please contact Irene Steiner on 262 8900 ext 8656 or email Irene at isteiner@manukau.govt.nz

WALKS IN AND AROUND MANUKAU

Visitors continually request information on walks in and around Manukau. There is a range of leaflets published by Manukau Parks but we would like to compile a booklet of key walks, written as though you were accompanying a visitor on the walks and pointing out things of interest. No doubt, many of you have favourite walks ranging from a gentle amble to those requiring a much higher level of fitness. Let us know what these are - even better if you can draft something up! Please email your suggestions to isteiner@manukau.govt.nz

CULTURAL TOURISM

The number one reason for tourists visiting our country is the beautiful scenery and the second is heritage/culture. The latest Lonely Planet guide to New Zealand highlights Maori traditions as well as contemporary Maori culture as being important to visitors. You can also find out from the guide what Maori tourism opportunities are available in each region - unfortunately not too many in our area - certainly a market opportunity!

TOURISM TRAINING

WHK Gosling Chapman delivers free training programmes for tourism operators. For further information and to register, go to www.whkbusiness.growth.com (www.whkbusiness.growth.com/). Upcoming workshops include Effective Marketing Using the Web for Tourism Operators and Effective Email Marketing for Tourism Operators.

A NEW TOOL FOR YOUR BUSINESS

Tourism Business is a new magazine and website set up to assist you in your business. Launched by long time columnist, Annie Gray, the magazine will offer you a different perspective on your business, highlighting fresh ideas, innovative thinking and wider tourism trends. There will also be practical tools to use in growing and enhancing your business. If you would like to receive a complimentary copy of the magazine, email subs@tourismbusinessmag.co.nz with your name and postal address and you'll receive a copy in the mail.

ARRIVALS UP 3% IN AUGUST

For the month of August, New Zealand welcomed 5,000 more short-term overseas visitors than in the same month last year. Latest Statistics New Zealand figures show that more visitors came from Australia and China, but fewer from Japan and the U.K.

KIWI DEPARTURES DOWN 5%

New Zealand residents departed on 163,800 short-term overseas trips in August in 2006, down 5%. There were fewer trips to Australia and Japan, but more trips to the UK. In the year ended August 06, there were 1,861 million New Zealand resident short-term departures, up 1%.

USEFUL WEBSITES

www.biz.org.nz (www.biz.org.nz/) This site provides:

Regulatory information including quick help with taxes, ACC, workplace safety and employing staff; information on free training programmes; other resources useful when starting up, running, growing a business.

>From the team at Manukau City Council
