

Tourism e-update September 2006

Don't miss it!

Tourism Auckland and Manukau City Council invite you to join them for a **Manukau Tourism Update**. **But, if you haven't already responded to earlier, you must register your interest by return!**

Date: **Tuesday 12 September 2006**
Time: **6.00pm to 8.20pm**
Venue: **Formosa Golf Resort
110 Jack Lachlan Drive
Beachlands, Manukau**
r.s.v.p. **Jeanette Shuttleworth, Tourism Auckland
email: shuttleworth@aucklandnz.com**

Speakers will include Graeme Osborne, Tourism Auckland and Leigh Auton, CEO Manukau City Council

Also note that Tourism Auckland Update presentations are now added to the Corporate Section of www.welcome2manukau.com but you can also access them on the Tourism Auckland website www.aucklandnz.com under Travel Trade/Industry Updates.

Congratulations Seafields

Seafields, the newest, luxury bed and breakfast to open in Whitford, has been awarded five stars following a recent inspection by Qualmark - New Zealand Tourism's official mark of quality.

The waterfront property, which offers guests stunning views over the Hauraki Gulf, underwent an onsite assessment using criteria made up of over 400 quality checks. The assessment criteria, which have been developed with the tourism industry are based on research into what travellers want and consider areas such as cleanliness, safety, facilities, customer service and business operations. As a result of the onsite assessment, Seafields was awarded a five star grade in the 'Guest & Hosted' category.

Co-owner-host, Stephanie Snelling comments, "We are delighted to have been awarded the five star Qualmark rating. We believe it is important to have a standard that is recognised by domestic and international visitors as an assurance of quality and service".

Congratulations Wairoa Bar & Restaurant, Clevedon Hotel

The Wairoa Bar & Restaurant are the Regional Winner of the 2006 Monteiths Beer & Wild Food Challenge – Restaurant category. Well done!

Free tourism workshops in Auckland

A series of workshops for tourism operators is being held in Auckland as part of the Enterprise Training Programme delivered by WHK Gosling Chapman. The workshops come with the option of follow-up coaching. Workshop attendance and follow-up coaching is fully funded by New Zealand Trade and Enterprise.

Auckland central workshops

Effective marketing using the web for tourism operators
9.00am – 12.00pm, Tuesday 12 September

Effective email marketing using the web
1.00pm – 4.00pm, Tuesday 12 September

Customer service for tourism operators and their team
9.00am – 12.00pm, Monday 25 September

Effective budgeting and cashflow planning for season businesses
9.00am – 12.00pm Tuesday, 10 October

For further information or to register, contact Rachel.bowden@whkgoslingchapman.com

What's On in Manukau?

A new, expanded Events brochure will be hot off the press this week. The new look publication contains maps highlighting key venues with directions and full information on events being held in Manukau over the next six months. Future brochures will be available three times each year ensuring you can keep visitors fully informed on the exciting happenings in Manukau. Please email vallan@manukau.govt.nz if you would like to receive copies of the brochure.

You can also add your event to the events section of the tourism website – go to www.welcome2manukau.com/tourism/eventSubmit

From the Tourism Industry Conference 2006

Wellington was the host city for this year's conference which attracted over 350 participants. A highlight of the conference was the opportunity for delegates to contribute to the mid-term update of the New Zealand Tourism Strategy 2010. This document, which sets the course for the tourism industry, is being updated to take account of new challenges facing tourism through to 2015. Tourism Industry Association CEO, Fiona Luhrs, said that the tourism industry is in good heart and there is widespread support for the approach laid out by the NZ Tourism Strategy 2010. The strategy sees New Zealand positioning itself as a niche destination for high-end travellers who have the time and money to appreciate what we have to offer. "We do not want to become a mass-market, low-cost destination", Ms Luhrs said.

Some key tourism statistics

- Tourism is the world's fastest growing industry
- New Zealand tourism arrivals have doubled in size since 1994 to 2.38 million
- Forecast annual growth is 4.7% on average for at least the next five years
- Tourism is New Zealand's single largest export sector and international tourism contributed \$7.4 billion dollars to the economy in the year ended March 2004. That is 18.5% of exports.
- Domestic tourism contributes \$9.8 billion to the economy each year
- Tourism directly and indirectly employs 10 percent of the work force. That is one in 10 jobs in New Zealand.
- Tourism represents 9.4% of gross domestic product and generates nearly \$500 million in GST returns from international visitors each year. Tourism is the only export sector whose international clients pay GST. (source Tourism Industry Association).

From the team at Manukau City Council