

Auckland

NEW ZEALAND

Team effort secures World Netball Championships for Auckland

Tourism Auckland is delighted with the news that Auckland has been named as the host destination for the International Federation of Netball Associations (IFNA) World Netball Championships.

Tourism Auckland worked in partnership with the Trusts Stadium and with the sanction and support of Auckland City Council to submit a joint bid to host the World Netball Championships in Auckland from 10-17 November 2007.

Tourism Auckland chief executive Graeme Osborne says Tourism Auckland is committed to supporting Netball New Zealand in hosting a successful and

memorable event in Auckland. "We are very pleased with the announcement and are looking forward to assisting in making this a profoundly successful event for the IFNA and Netball New Zealand," he says.

Early indications are that excluding any global media benefit, the event will generate in the order of \$7 million GDP for the region.

The Auckland bid for the event was a partnered effort between Tourism Auckland and The Trusts Stadium, with key contributions from Vern Walsh acting Mayor Auckland City Council, David Rankin CEO Auckland City Council, Bob Harvey Mayor Waitakere City Council and Shelley McMeeken and her team at Netball New Zealand.

Australia campaign

Tourism Auckland has confirmed involvement in Tourism New Zealand's 'What's On' campaign in Australia which is aiming to encourage travel to the region during Autumn 2007.

The campaign will run in Australia from the beginning of March until the end of April 07. It includes an Auckland specific television commercial, on-line advertising on strategically chosen websites and a 32-page supplement on New Zealand featuring Auckland that will be inserted into four of Australia's biggest selling Sunday papers.

A 14-second Auckland television ad will feature regularly over the period and will run in addition to the longer overall 30-second New Zealand television ads starring Robbie Magasiva and Petra Bagust. The print supplement features a full page of Auckland specific activities, attractions, dining and shopping. Additionally, Auckland deals and information will feature on www.newzealand.com and www.aucklandnz.com.

The campaign aims to increase Australian arrivals into New Zealand during the traditionally quieter shoulder season of late March to early May. The Auckland sections of this campaign will promote the region as a convenient short trip and demonstrate to Australians that Auckland is so much more than just another city. The television advertising features images Australians might not typically associate with Auckland including dolphins, islands, horse riding and sailing.

To view the Auckland television ad visit: www.aucklandnz.com. The first television ad will screen in Australia on 4 March 2007.

www.aucklandnz.com

Tourism Auckland Industry Update

The next Tourism Auckland Industry Update will take place on Thursday 17 May, at SKYCITY Auckland Convention Centre.

Invitations will be sent out in April, for more information contact Jeanette Shuttleworth, email: shuttleworth@aucklandnz.com.

Study Auckland to welcome new international students

The annual International Student Civic Welcome will take place on Wednesday 28 February at the Auckland Town Hall and is promising to be one of the best ever.

Around 1200 new international students will be present at the welcome where they'll be treated to a traditional Maori welcome by performance group Torotoro and enjoy entertainment by up and coming New Zealand artist Sarah Brown.

His Worship the Mayor Dick Hubbard will be giving a speech along with past successful international students.

The welcome will be emceed by NZ Idol host Dominic Bowden and all students will have the opportunity to win spot prizes including tickets to a range of Auckland activities and attractions. Students will receive a 'goodie bag' containing Tourism Auckland collateral and kiwiana treats.

Every year around 50,000 international students take advantage of Auckland's world class institutions. International students are an important market segment and recent statistics show that they contribute over \$1 billion to the Auckland economy.

Study Auckland is a business unit within Tourism Auckland and is supported by and works closely with Auckland City, Manukau City and North Shore City. Study Auckland represents schools, tertiary institutions and private providers who enrol international students in the Auckland region.

Tourism Auckland publications in hot demand

The Auckland Guide which was published in October 06 has been a resounding success with 140,000 of the 200,000 printed having already been distributed. Due to the high demand of the guide, there will be another 100,000 printed in order to meet the supply needs.

The Great Barrier Island brochure has also recently been reprinted after 20,000 copies were distributed much faster than anticipated. An additional 10,000 are now in stock and are expected to last through until the brochure is updated later in the year.

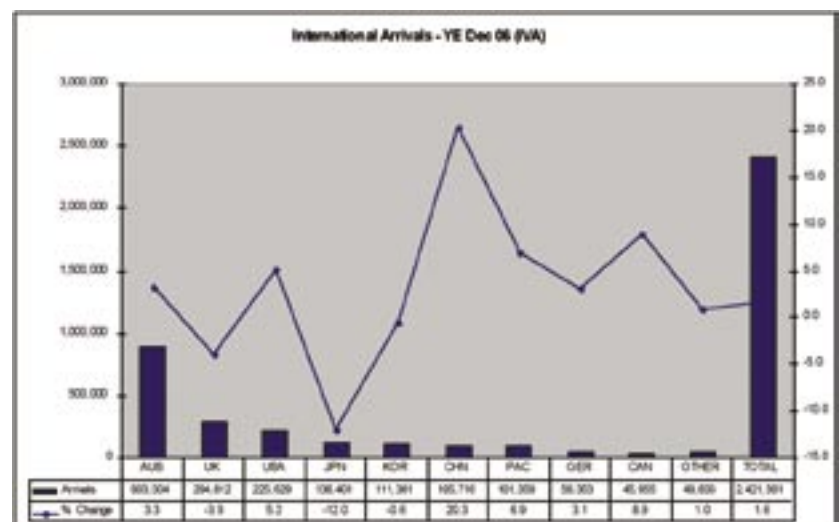
The Business Tourism Bureau's Convention, Incentive and Travel Planner was recently printed and distributed to all Professional Conference Organisers throughout New Zealand and Australia. The planner is a comprehensive tool used by conference organisers to find information about Auckland, its venues and activities.

For more information about any of Tourism Auckland's publications or to register your interest for either the next Great Barrier Island brochure or the next Auckland Guide please contact Tania Williamson, email: williamson@aucklandnz.com

Market insights

International visitor arrivals to New Zealand by country of origin

Major Market	Auckland	Wellington	Christchurch	Queenstown	Dunedin	Seaport	Total	AKL Share by Market	NZ Share by Market
AUS	500,105	89,794	241,266	20,785	15,540	5,212	903,504	29.9%	37.5%
UK	219,571	10,089	61,019	729	537	2,060	294,812	13.1%	12.2%
USA	181,705	3,781	29,915	930	112	8,937	225,629	10.9%	9.4%
JPN	87,763	1,079	46,866	185	48	397	136,401	5.2%	5.7%
KOR	81,305	692	28,965	329	0	48	111,361	4.9%	4.6%
CHN	94,276	2,641	8,437	133	22	166	105,716	5.6%	4.4%
GER	41,688	1,802	14,689	87	61	958	59,353	2.5%	2.5%
CAN	37,618	1,199	5,619	89	93	1,183	45,955	2.2%	1.9%
TOTAL	1,673,321	125,603	510,839	24,941	17,268	22,176	2,408,888		
Share by Port	69.5%	5.2%	21.2%	1.0%	0.7%	0.9%			



For the year ended December 2006 visitor growth was primarily driven by the key markets of Australia, USA and China. The biggest mover was the Chinese market which recorded a substantial growth rate of 20.3%; the Japanese market recorded the largest decline of 12%.

Visitor Information centre update

Tourism Auckland's Visitor Information Centres have undergone a variety of changes in the past few months.

All six centres now have a Digital Express booth which allows customers to download photos from digital camera onto disk.

In December the Princes Wharf centre welcomed the addition of a City Forex foreign exchange booth which from mid March will operate the same business hours as the centre, (Monday – Friday 8.30am – 6pm, Saturday - Sunday 9am -5pm).

The SKYCITY Visitor Information Centre now has 24 hour access. Customers can obtain information by way of brochures 24 hours a day. Travel consultants are on site for advice and bookings 12 hours of the day. Former Tourism Auckland Sales Executive Alice McCreedy began her new role as the SKYCITY centre manager at the end of December.

The International Airport centre has undergone a refit with new brochure racks and a new counter now in place. Whilst the Domestic Airport centre has been moved to its new permanent space located next to the main entry doorway and opposite the security check.

The Matiatia Wharf kiosk on Waiheke Island has been re-developed to provide visitors with a more user-friendly service. Feedback from visitors to the island confirmed that with public transport leaving the wharf promptly after each ferry arrival, there was insufficient time for a 'personalised' visitor information service to function effectively on the wharf. In order to better meet visitor needs, Tourism Auckland has converted the kiosk into a mini information centre full of brochures, maps and timetables. The new setup will allow visitors to browse and collect information in a timely manner.

For information about advertising in Tourism Auckland Visitor Information Centres please contact Jake Downing, email: downing@aucklandnz.com

International Marketing activity

Over the coming months Tourism Auckland will be representing Auckland at a number of international trade events.

From 25 February – 3 March Tourism Auckland will have a presence at Frontliner Training Asia, a Tourism New Zealand initiative that provides the platform to promote the region to 330 frontline sales and reservations staff from Singapore, Malaysia and Thailand.

From 11 – 16 March is Kiwi Link Japan also in conjunction with Tourism New Zealand. Tourism Auckland will be present to promote directly to Japanese wholesalers through training workshops in Tokyo, Osaka and Nagoya. Tourism Auckland will undertake direct one-on-one meetings with key Japanese travel staff and in a free flow forum to group sales, front-liner and planning professionals.

Kiwi Link North America and East Coast, another Tourism New Zealand

initiative will take place from 25-29 April. Tourism Auckland will be present alongside our international marketing alliance partner Destination Northland. Tourism Auckland will be promoting the region to approximately 200 frontline reservation and sales staff of wholesalers and airlines that sell New Zealand in USA, Canada and Latin America, and approximately 125 Kiwi specialist retail agents selling New Zealand in USA (predominately California).

In addition the visit will be extended to include sales calls on the large east coast wholesaler Goway, to represent Auckland at a consumer trade evening in Toronto and undertake trade training sessions with New York wholesalers.

For more details on Tourism New Zealand's offshore events visit: www.tourisminfo.co.nz

Upcoming events

Tourism Auckland offers a number of ways to help promote events in the region, including a web-based events guide, and a regular e-newsletter to domestic consumers and selected international travel trade. If you have an event you want publicised, please contact Heidi Worner, email: worner@aucklandnz.com

March 2007

- Auckland Lantern Festival, Albert Park, 2-4 March
- Auckland Cup Week, Ellerslie Racecourse, 3-10 March
- CheeseFest, The Floating Pavilion, 7 March
- Auckland International Boat Show, Viaduct Harbour, 7-11 March
- Turbulence 3rd Auckland Triennial exhibition, Auckland Art Gallery, 8 March – 20 May
- Puhinui Three Day Event, Puhinui Reserve, Manukau City, 9-11 March
- Auckland Festival (AK07), various venues, 9-24 March
- Pasifika, Western Springs Park and Stadium, 9-10 March
- HSBC Round the Bays 2007, Auckland Central – St Heliers, 18 March
- Auckland Food & Wine Festival, Viaduct Harbour, 31 March – 3 April

April 2007

- Kumeu Scarecrow Festival, Kumeu, 1-21 April
- The Royal Easter Show, ASB Showgrounds, 5-9 April
- JVC Waiheke Island Jazz Festival, Waiheke Island, 5-9 April
- PlaceMakers V8 Supercars, Pukekohe Park Raceway, 20-22 April

Auckland regional product update

Update your details with Tourism Auckland

Please help us to keep our database current, if your details have changed please let us know. Email: contacts@aucklandnz.com

Editor:

email: rae@aucklandnz.com

Tourism Auckland is responsible for marketing the entire Auckland region as a visitor destination, from Wellsford to Bombay. Our mission is to increase visitor numbers, extend the average length of stay and encourage increased visitor spending.

Tourism Auckland thanks the following local authorities for their financial support: Auckland City, Manukau City, North Shore City.

PO Box 5561
Wellesley Street, Auckland
Phone: +64 9 979 7070
Fax: +64 9 979 7080
Email: citysails@aucklandnz.com
www.aucklandnz.com

Brick Bay Sculpture Trail

The new sculpture trail located in Matakana showcases New Zealand sculpture by both recognised and emerging artists. Sculptures are nestled amongst native nikau, kahikatea, puriri, totara, rimu and kauri trees, abundant with birdlife, as well as positioned in pockets of pastoral grassland beside a lake and overlooking a vineyard. Award-winning architect Noel Lane (designed the Auckland Museum extension and dome) created the unique building that acts as a gateway to the sculpture trail and includes a gallery and resource centre. All sculptures are for sale and Brick Bay wine tasting is also available.

More info: www.brickbaysculpture.co.nz

Island Escape

Island Escape is a new luxury ten berth cruise vessel running six-day trips around the islands of the Hauraki Gulf. There are five expedition boats onboard for shore excursions and fishing there's also a helicopter available for sightseeing, heli-fishing or island transport. The cabins are finished with rich timber panelling and furnished with Rose and Heather furniture, all berths fitted with video, audio, TV and are air-conditioned, most with doors opening to the outer deck.

More info: www.islandescape.co.nz

Auckland City Farmers' Market

The new City Farmers' Market operates in the centre of Auckland's Britomart Precinct every Saturday morning with a bounty of regional produce from the surrounding regions of Auckland. Every weekend fresh, seasonal, quality fruit

and vegetables, eggs, meat, olives and olive oils, condiments, coffee and artisan breads are sold direct from local growers, farmers and makers.

The market operates from 8.30am - 12.30pm every Saturday on the corner of Galway and Gore Streets, Britomart Precinct.

More info: www.cityfarmersmarket.co.nz

i-Plenish

A new medical spa located in the historic Ponsonby Post Office building. The spa offers state-of-the-art non surgical cosmetic procedures in a contemporary and unique facility.

More info: www.skininstitute.co.nz/Contact+Us/Ponsonby.html

Auckland Museum upgrade

The Auckland War Memorial Museum Grand Atrium Project is now complete, and includes a grand atrium building topped by a copper dome with panoramic views of Auckland and the harbour. Seven stories in all, the 9,500m² area has increased the museum's existing footprint by 60 per cent. The circular events centre has a cocktail capacity of 550 guests and seated dining capacity for 400 with two pre-function lounges.

More info: www.aucklandmuseum.com

Dolphin Planet

A new dolphin and whale watch tour of the Hauraki Gulf onboard an 18 metre catamaran. Tours depart daily at 10am from the Viaduct Harbour and return at approximately 4pm.

More info: www.dolphinplanet.co.nz

www.aucklandnz.com