

Auckland

NEW ZEALAND

TRENZ 2007 goes to Rotorua

TRENZ will be held in Rotorua for the first time in 2007, taking place at Rotorua's new Energy Events Centre from 21-24 May 2007.

Tourism Auckland chief executive Graeme Osborne congratulates Rotorua for securing the event, but adds that Tourism Auckland is disappointed that Auckland was not given the chance to formally bid for TRENZ 2007 - the New Zealand tourism industry's biggest annual event.

"We would have liked to have been given the chance to put Auckland's case forward to host TRENZ, particularly as it has been held in Christchurch for the past two years, and will be in Christchurch again this year," he says.

TRENZ last took place in Auckland in June 2003, at the ASB Showgrounds (formerly Auckland Showgrounds). Mr Osborne says a major refurbishment is currently underway at the ASB Showgrounds, including construction of a new hub with food courts, function rooms, a wine bar, entry and registration areas, and extensions to two exhibition halls. The full transformation is expected to be complete by April 2007, which, Mr Osborne says, would have made it the ideal location for TRENZ 2007.

Mr Osborne says Tourism Auckland will be pushing to see Auckland host the event again.

"We look forward to working with Tourism Rotorua at TRENZ 2007, and wish them the best. However, we will be doing all we can to see this event back in Auckland," he says.

Auckland scoops two major Australian conferences

Auckland Business Tourism Bureau, a division of Tourism Auckland, recently assisted in securing two large Australian business conferences to be held in Auckland.

A conference of Australian frontline travel agents representing most of the 600 Travelscene American Express offices from throughout Australia will take place in September 2006, bringing 500 delegates to the city.

The conference will be held at the Auckland Convention Centre at THE EDGE®, and delegates will be accommodated at various Auckland hotels.

A 'New Zealand showcase' evening and post-conference educationals will also be incorporated into the overall event, providing the opportunity for delegates to meet New Zealand product operators and help expand product knowledge.

In addition, a large conference has been secured at SKYCITY Auckland Convention Centre, which will take place in early 2007. The conference will include an activity day where delegates will enjoy a range of Auckland activities, including sailing, canyoning, quad biking and a trip to Waiheke Island.

Rugby World Cup 2011 update

Planning is underway at both a national and regional level for Rugby World Cup 2011.

The New Zealand Rugby Union has formed a National Tourism Working Party, which will be meeting regularly to look at the nationwide logistics of the event.

The group includes representatives from Tourism New Zealand, ITOC, Air New Zealand, Auckland International Airport, Qantas, THL, RTONZ and Auckland City Council. Tourism Auckland chief executive Graeme Osborne will also be attending the meetings.

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Tourism Auckland Industry Update

The next Tourism Auckland Industry Update will take place on Thursday 20 July 2006 at the Rangitoto Ballroom, Langham Hotel.

Confirmed guest speakers at the update are George Hickton, chief executive of Tourism New Zealand and Trevor Mallard, Minister for Sport and Recreation, Minister for the Rugby World Cup 2011 and Minister for Economic Development.

Invitations will be sent out in July. For more information contact Jeanette Shuttleworth, email shuttleworth@aucklandnz.com

Tourism New Zealand/ Tourism Industry Association

In conjunction with the next Tourism Auckland Industry Update, two seminars will take place on the morning of Thursday 20 July, selected from the tourism industry seminar programme for 2006. The exact seminars are yet to be decided, but will be led by either the Tourism Industry Association or Tourism New Zealand. Further information will be sent out with the invitations to the Tourism Auckland Industry Update.

This follows on from the recent highly successful meeting facilitated by Tourism Auckland, between the Tourism New Zealand executive team and several Auckland operators, to discuss key market considerations and regional issues.

Invitation to attend China Product Development workshop

Tourism New Zealand and Air New Zealand are holding an afternoon workshop focused on the Chinese travel market on Monday 8 May at the Heritage Hotel. The workshop will provide a forum to discuss opportunities from this market and provide information on Chinese buyer expectations.

For more information on this event please contact Charlotte Johnson at Tourism New Zealand, email charlottej@tnz.govt.nz

Rugby World Cup 2011 update continued.

At a regional level, preliminary planning meetings have been held, involving representatives from Tourism Auckland, local city councils, transport providers, stadiums and the NZRU.

Eden Park is holding a series of Open Days to advise of its

expansion plans for the event. It is expected that Eden Park will host a number of games, including the opening match (featuring the All Blacks) and the final. The redevelopment of Eden Park will see the capacity expanded to achieve 60,000 seats, including a total replacement of the South Stand.

Qualmark New Zealand launches new gradings in student accommodation

A new student accommodation grading system has been developed by Qualmark New Zealand, in conjunction with the University of Auckland.

The new 'Student Accommodation' category has been introduced in order to provide assurance to students, their parents and education agents of the quality of their chosen accommodation.

The grading system has a strong focus on individual student support and pastoral care.

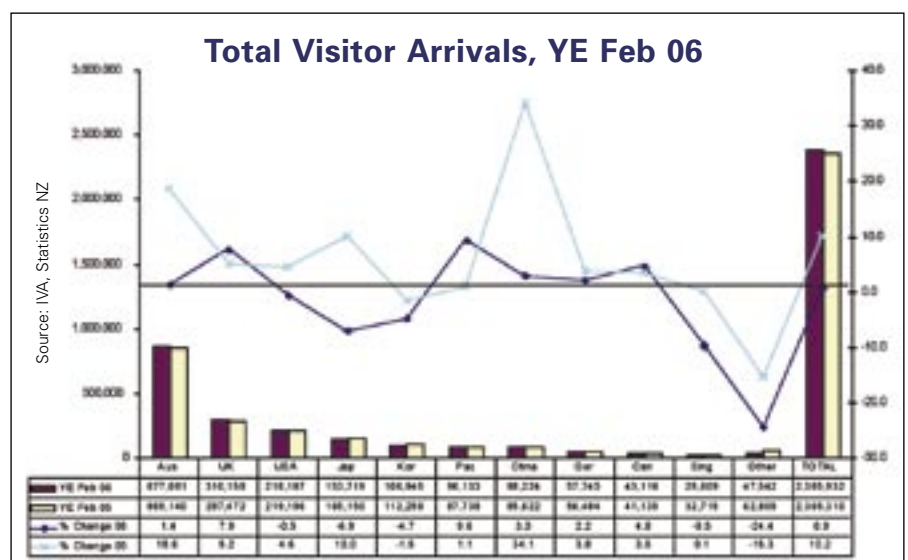
Qualmark Student Accommodation licences have been awarded to six of the University of Auckland's student accommodation providers, resulting in a mixture of three and four star properties.

Qualmark New Zealand will continue to expand within the student accommodation sector in conjunction with tertiary institutions throughout the country.

Growth shadowed by decreasing length of stay

Statistics show that while there has been positive growth in the number of international arrivals to New Zealand, visitors are choosing to spend less time in New Zealand.

Arrival figures to YE Feb 06 show a modest 0.9 per cent increase from the previous year, however the declining length of stay is resulting in decreased visitor days in New Zealand. Therefore, it is not surprising that some tourism businesses, particularly those with a larger than average exposure to the Asian markets, could be experiencing a decline in business support. For more information on length of stay, see the latest Industry Update presentation, located in the 'Corporate Information' section of the Tourism Auckland website, www.aucklandnz.com



Tourism Auckland sowing the seed at Chelsea

Planning is well underway for Tourism New Zealand's 100% Pure New Zealand Garden which will feature at the 2006 Chelsea Flower Show in London.

The garden has been designed by Aucklander Xanthe White and is inspired by the dramatic landscape of Auckland's west coast and Karekare beach.

More than 1500 native plants were recently sourced from the Waitakere region and flown to London. The plants, including 15 rare Apium White Denticles, will be nurtured at the Royal Horticultural Society's Wisley Garden, in preparation for the creation of the 100% Pure New Zealand garden.

As a co-sponsor of the New Zealand Garden, Tourism Auckland is planning a number of marketing initiatives to maximise opportunities at the prestigious event.

Tourism Auckland chief executive Graeme Osborne will be distributing thousands of seed packets containing native New Zealand cabbage tree and flax seeds. The seeds will be encased in a brochure containing information about destination Auckland.

Mr Osborne says the giveaway allows show visitors to take an enduring reminder of Auckland away with them.

"This garden will be a fantastic showcase for Auckland's landscape. We want to encourage visitors to Chelsea to come and experience Auckland for themselves - or at least take the seeds away and plant their own Auckland-inspired garden," he says.

In addition, Auckland information will be given to media attending the event and Tourism Auckland products will be included in VIP gift bags.

The Chelsea Flower Show will take place from 22-27 May 2006.

New and improved product offerings for Auckland

A number of major refurbishments and new developments are currently underway in Auckland.

The new Vector Arena at Quay Park is due for completion in August this year. The \$80 million project will seat 12,000 people and will feature state-of-the-art exhibition space. It will be a significant venue for hosting sporting and music events in the city.

Oaks on Hobson is a new development in the central city, offering studios and one and two bedroom apartments. A new five-star hotel is being developed on Halsey Street, which will be run by a major international hotel chain, to be announced shortly.

Major refurbishments both recently finished and still under construction

will ensure Auckland's product offerings remain world class.

The Langham Hotel recently completed a \$12 million upgrade of hotel rooms along with the lobby area and signature restaurant, Partingtons.

The Auckland War Memorial Museum's \$64.5 million Grand Atrium project is due for completion by the end of the year and includes an expansion of the current building, increasing the museum's total floor space by 60 percent.

And the Auckland Art Gallery is also due for major restoration and expansion in a \$90 million project which will restore and protect the heritage building and expand exhibition space by around 50 percent. The project will start in early 2007 and will be fully complete by late 2009.

Upcoming events

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

May

- Acquisitions 06, programme of dance and film works, Auckland Town Hall, THE EDGE®, 3-7 May
- Auckland Harbour Offshore Powerboat Championship, Westhaven Marina, 6 May
- Donny Osmond concert, Logan Campbell Centre, 9 May
- Great Barrier Seafood Celebration, Great Barrier Island, 6-27 May
- The ODDFELLOWS NZ International Comedy Festival, various venues, 12 May - 4 June
- Blues v Chiefs Super 14 Rugby, Eden Park, 13 May
- Simple Minds - Black & White tour, Aotea Centre, THE EDGE®, 17 May
- Nancy Cartwright - My life as a ten-year-old boy, The Civic, THE EDGE®, 18 May

June

- Hutchwilco New Zealand Boat Show, ASB Showgrounds, 1-5 June
- Mum's Choir - Auckland Theatre Company, SKYCITY Theatre, 1-24 June
- The Auckland Festival of Photography, various venues, 2-24 June
- Best of British Festival, Bruce Mason Centre, 8 June - 2 July
- STOMP, Civic Theatre, THE EDGE®, 13-18 June
- Englebert Humperdinck, ASB Theatre, THE EDGE®, 17 June

Auckland regional product update

We'd like to hear your feedback - please email takayama@aucklandnz.com

Would you prefer to receive this newsletter via email? How often would you like to receive it? Is there enough information, or too much? Please let us know your views.

Editor:

Email: takayama@aucklandnz.com

Tourism Auckland is responsible for marketing the entire Auckland region as a visitor destination, from Warkworth 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.

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Cooking classes at Clifftops Retreat

Clifftops luxury retreat on Waiheke Island offers suite-style accommodation and an in-house cooking school.

A programme of day and residential cooking classes is available under the direction of Sarah La Touche, formerly of The Epicurean Workshop.

More info: www.clifftops.co.nz

Waipiata Lodge

Waipiata Lodge is a new luxury accommodation situated in Mahurangi, approximately 40 minutes north of Auckland City. This architecturally-designed lodge offers three guest suites, all tastefully finished with New Zealand-made furniture.

More info: www.waipiaata.co.nz

Lavender Hill - new luxury accommodation at Church Bay

Lavender Hill is a new luxury accommodation on Waiheke Island. The property was designed to emulate a rustic Tuscan farmhouse. There are two suites available, both separate to the main farmhouse with their own private patios.

More info: www.lavenderhill-luxury.com

Auckland Central Backpackers goes wireless

Beyond Backpackers has teamed up with internet communications specialists Global Gossip, to upgrade the internet café located at Auckland Central Backpackers. The upgrade includes fast wireless internet, webcam, CD burning and scanning and multimedia cards for digital photos.

More info: www.gobeyond.co.nz

THE EDGE® installs digital screens around Auckland

Large digital screens displaying comprehensive 'what's on' information have been installed in three locations around the city by THE EDGE®. Located at the Auckland Town Hall, The Civic and Aotea Square, the screens will provide information on what is happening at THE EDGE® for the current week, as well as up and coming events.

More info: www.the-edge.co.nz

New tourism website for Manukau

Manukau has a new and informative tourism website which features extensive information on accommodation, activities, transportation, events and more.

More info: www.welcome2manukau.com

Visitor information centre closures

Due to the seasonal nature of the tourism sector, Tourism Auckland has closed the visitor information kiosk at Matiatia Wharf on Waiheke Island and the information centre on Great Barrier Island. Phone calls have been re-directed to the Tourism Auckland call centre, 0800 AUCKLAND, where staff are kept well informed of product offerings on both islands. The visitor information centre at Oneroa on Waiheke Island will remain open throughout the winter period.

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