

Auckland

NEW ZEALAND

New visitor survey captures what visitors think

Research conducted over the last six months, is providing Tourism Auckland with the ability to monitor and meet visitor expectations.

The Regional Visitor Monitor (RVM) is a joint venture between Tourism Auckland, the Ministry of Tourism, Tourism New Zealand and five other Regional Tourism Organisations.

The study provides quarterly snapshots of the regions involved and will enable Tourism Auckland to gauge visitor satisfaction and identify key areas in need of improvement for the Auckland region.

Although still in its infancy, the study will eventually provide invaluable information on visitor motivation and satisfaction.

Early indications from this study show that Auckland is succeeding in meeting visitor expectations.

The region's beaches, unique flora and fauna and warm climate are held in high regard by those visitors surveyed.

Topping the list of experiences were beaches and natural landscape, ferry rides, shopping, dining out, Sky Tower and the Auckland Museum.

Tourism Auckland chief executive Graeme Osborne says the RVM is a crucial tool for the major regions of New Zealand to gain feedback on visitor perceptions.

"It is encouraging to see that visitors to Auckland have a high level of satisfaction, the RVM will enable us to monitor trends in visitor perceptions so we can better meet the ongoing needs of our visitors.

The next six months of data will be instrumental in forming a balanced picture of how visitors view the region throughout all the seasons," he says.

Auckland rates in top ten of global courtesy survey

Auckland has rated seventh out of 35 cities in a survey conducted on the helpfulness and courtesy of residents.

The survey was conducted by Readers Digest who sent undercover reporters from its editions in each country to assess politeness in their most populous city. In every location, they staged scenarios to see if people would hold open a door, say "thank you" after making a sale in a shop, and help someone pick up papers dropped in a busy location.

Aucklanders made the grade in 67 per cent of cases with the global average sitting at 55 per cent. Shop assistants were especially polite in Auckland, with small businesses hitting 100 per cent for thanking the undercover reporters after they made a purchase.

Auckland finished in the top ten in all cases except when it came to holding open a door for others. Aucklanders ranked at 45 per cent for door holding, below the global average of 53 per cent.

While the test was not a scientific survey, it has provided a great insight into the behaviours of the residents in the cities tested.

Tourism Auckland chief executive Graeme Osborne says it is encouraging to receive positive feedback about perceptions of Auckland and its people.

"The Readers Digest Survey shows that Aucklanders haven't lost the art of courtesy. It shows that in most cases, visitors can be assured of an enjoyable visit to Auckland, with friendly and helpful residents," he says.

www.aucklandnz.com

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.

For more information contact Jeanette Shuttleworth, email shuttleworth@aucklandnz.com

Promote your business online

The Tourism New Zealand website offers free listings for promotion of tourism products and events. To register your business or event to appear on www.newzealand.com, visit www.register.nztb.co.nz and fill out the online application.

Study Auckland to offer multi-lingual website

Study Auckland, a division of Tourism Auckland is about to provide international students with the ability to learn about Auckland in their native language. The Study Auckland section of www.aucklandnz.com will offer translated information about Auckland and its educational institutes in Chinese, Japanese, Korean and other key languages. The study Auckland portion of the website can also be viewed at www.studyaukland.com

Taste Auckland

Tourism Auckland tempted the taste-buds of Australians in June, at the Melbourne and Sydney Good Food and Wine Shows. Tourism Auckland participated in the events as part of the Tourism New Zealand 100% Pure Senses Experience stall. Representatives from Tourism Auckland were onsite with some Auckland delicacies and palatable Auckland wine.

Tasters available for consumers to sample included hoki from the Auckland Fish Market and Manuka honey from Beesonline Honey Centre and Cafe. Auckland wines on offer over the course of the shows included chardonnays from Westbrook, Nobilo and Twilight Vineyards.

The shows which are Australia's premier food and wine showcase events, attracted around 27,000 consumers in Melbourne and 30,000 in Sydney.

The Tourism New Zealand stall was created as a sensory tunnel, where consumers would first see and hear adventure and adrenaline experiences in New Zealand followed by the touch area of the tunnel where they could feel grass, wood carvings and wool. This was followed by the taste area, where consumers could taste Auckland food and wine along with culinary offerings from four other regions of New Zealand.

Extend your business opportunities using the Auckland Business Tourism Bureau

The Auckland Business Tourism Bureau is a division of Tourism Auckland and promotes the Auckland region as a destination for conferences, corporate meetings and incentives.

The team offers advice and professional assistance to potential conference and meeting buyers in deciding on what products and

services the Auckland region can offer to them and their clients. The Auckland Business Tourism Bureau can provide assistance by promoting your business to these influential buyers.

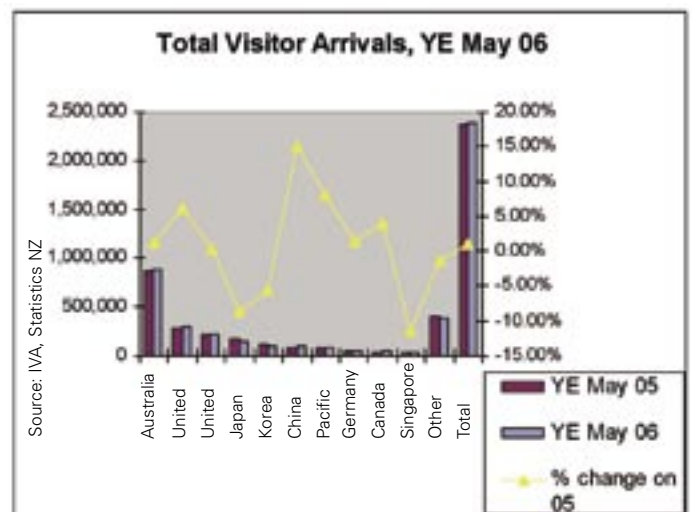
If you would like to know more about becoming a module member or would like a membership form please contact Anne Bickers, email conventions@aucklandnz.com or phone +64 9 979 7027.

Key visitor data

For the year ended May 2006, there were 2.38 million international visitor arrivals, up one per cent on the previous year. Total visitor days were up 3.7 per cent to 48.1 million, with the average length of stay up by 0.5 of a day to 19.8 days.

Visitor Arrivals from China, Pacific Islands and United Kingdom showed the greatest increases.

There has been a drop off in visitor arrivals from Japan and Singapore - two high yield Asian markets.



Auckland at TRENZ 2006

Tourism Rendezvous New Zealand (TRENZ) was held in Christchurch from 12 - 15 June, with a strong Auckland presence.

TRENZ is New Zealand's most significant annual tourism trade show and 21 Auckland operators registered as part of Tourism Auckland's themed regional area.

Despite some buyers and exhibitors being delayed due to the poor

weather conditions, the show provided a great platform for operators at the Auckland regional stand to meet with a range of potential buyers. More than 380 international buyers and 60 domestic and international media were present at TRENZ.

Looking ahead, Tourism Auckland is confident of a successful north island event in Rotorua next year and will be working to bring TRENZ back to Auckland for 2008.

Preparation underway for Tourism Auckland Guide

Tourism Auckland is currently working on 'The Auckland Guide incorporating Auckland touring routes'. The guide will provide visitors with the ultimate travel tool for Auckland.

Following demand from the travel industry and visitors to provide a more comprehensive publication, the guide will be a combination of the current Official Guide and Official Map.

It will contain general information about the Auckland region which is covered in the current 'Official Guide' but it will

also have a range of touring routes spanning the entire Auckland region.

The A5 size guide will include seven colour coded driving routes which branch out into all regions of Auckland. Detailed maps and suggested two-day itineraries will also be included, with advertising opportunities available.

If you have any queries regarding the new guide or would like to register your interest, please contact Tania Williamson, email williamson@aucklandnz.com or phone +64 9 979 7061

New brochure for Great Barrier Island

A new brochure for Great Barrier Island will be available at the end of July. The brochure produced by Tourism Auckland is the ultimate visitor guide to Great Barrier Island and contains essential information along with a range of business listings, walks information and a map.

The brochure will have an initial print run of 20,000 copies, with distribution primarily through the visitor information network within the drive zone of Auckland including Northland, Auckland, Coromandel, Bay of Plenty and Waikato. Other visitor information and travel centres will be able to order the brochure for display.

Tourism Auckland views this brochure as an essential publication to increase

the profile of Great Barrier Island both nationally and internationally as well as providing detailed information for all those planning to visit the island. If you would like a copy please send a request to: citysails@aucklandnz.com

The new brochure compliments the success of the new Great Barrier Island website launched by Tourism Auckland late last year. Since going online, the website www.greatbarriernz.com has received an exponential increase in website traffic and forecasts are for the numbers to continue increasing. The website now features as the number one listing on Google under searches for Great Barrier Island. Other search engines such as Yahoo and xtramsn are beginning to direct searchers to the website also.

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

July

- Twelfth Night - Auckland Theatre Company Maidment Theatre, 13 July - 5 August
- Telecom 38th Auckland International Film Festival, various venues, 13 - 30 July
- Warriors v Eels - rugby league, Ericsson Stadium, 15 July
- Ben Elton - Get a Grip! Aotea Centre, THE EDGE®, 18 - 19 July
- The Volvo Vikings - international touring exhibition, Auckland War Memorial Museum, 21 July - 8 October
- Swan Lake on Ice - The Imperial Ice Stars, The Civic, THE EDGE®, 26 July - 6 August
- Silver Ferns v South Africa - netball, Trusts Stadium, 31 July

August

- Donny Osmond - concert, Logan Campbell Centre, 1 August
- Trinity - Royal New Zealand Ballet, Aotea Centre, THE EDGE®, 2 - 5 August
- The Food Show, ASB Showgrounds, 3 - 6 August
- Pete Murray and The Stonemasons - The Opportunity Tour, St James Theatre, 5 August
- Don Pasquale - New Zealand Opera, Bruce Mason Centre, 5 August
- Menopause The Musical, The Civic, THE EDGE®, 11 August - 10 September
- All Blacks v Australia - Bledisloe Cup, Eden Park, 19 August
- Porgy and Bess, ASB Theatre, THE EDGE®, 23 - 24 August
- The Blonde, The Brunette and The Vengeful Redhead - Auckland Theatre Company, Maidment Theatre, 24 August - 16 September

September

- St Lawrence String Quartet, Auckland Town Hall, THE EDGE®, 6 September
- Auckland Home Show, ASB Showgrounds, 13 - 17 September
- Auckland Heritage Festival, various venues, 16 - 24 September
- Air New Zealand Fashion Week, Viaduct Marine Harbour Village, 19 - 22 September
- School holidays - primary and secondary school holidays, 22 September - 9 October
- INXS - Switched On Tour, Logan Campbell Centre, 23 - 24 September
- The Ocean Star - Auckland Theatre Company, Maidment Theatre, 28 September - 21 October
- Tempo 06, various venues, 29 September - 15 October

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

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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The Quadrant

The Quadrant is a new contemporary accommodation situated on Waterloo Quadrant. A business-friendly hotel, there is WiFi available in every room and throughout the building. There are 250 studio, one and two bedroom designer apartments - each featuring a private balcony and apartment-style amenities.

More info: www.thequadrant.com

ZOOM Cheetah experience

The Auckland Zoo has launched a new ZOOM backstage tour where visitors can meet and touch one of two Cheetah. Future plans involve the opportunity for visitors to see the world's fastest land mammal in action, by showing them running in a designated area of the zoo.

More info: www.aucklandzoo.co.nz

Hotel du Vin under new management

Hotel du Vin located in the Mangatawhiri Valley is now under the management of Heritage Hotel Management. The hotel will be operated under the name 'Heritage Hotel and Spa du Vin'.

More info: www.heritagehotels.co.nz

Minus5° has a new look

Minus5° ice bar has created a new interior, designed and developed by the leading ice sculpturing firm Ice Culture from Canada. The new fit-out took one month to build and seven weeks in transit before finally arriving ready for construction in Auckland.

More info:
www.minus5experience.com

Bush and Beach has a new tour option

Auckland's Untamed Island Tour is the new daily trip with Bush and Beach to Great Barrier Island. The one day tour will include flights to the island and a guided eco-tour.

More info: www.bushandbeach.co.nz

New branding for Kawau Kat Cruises

Kawau Kat Cruises has released a new brand called 360Discovery. All tours and cruises will now be marketed under the new brand name. Products available include Harbour Discovery, Coromandel Discovery, Wildlife Discovery, Golf Discovery and Island Discovery.

More info: www.360discovery.co.nz

Artisan Wines

Artisan Wines located in the Oratia Valley in west Auckland have recently opened a cellar door at their Tara Estate Vineyard. Also onsite is The Packing Shed café and meeting room facilities are available.

More info: www.artisanwines.co.nz

Potiki Adventures

Potiki Adventures Urban Maori Experience tour is now available seven days a week. The tour which offers visitors the chance to explore Auckland from a Maori perspective will now depart daily. The tour includes a visit to One Tree Hill and a stop at one of Auckland's west coast beaches.

More info:
www.potikiadventures.co.nz

New parking guidance signs for Auckland CBD

Overhead electronic signs are being installed on six key arterial routes in Auckland's CBD. The signs will advise motorists of the nearest available spaces in parking buildings and will be updated every few minutes.

More info: www.aucklandcity.govt.nz

www.aucklandnz.com