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\*\* Welcome2Manukau Newsletter \*\*

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TOURISM E-UPDATE MARCH 2006

FEEDBACK PLEASE!

This is our third edition of the Tourism e-update and we are interested in your feedback about the newsletter. The Tourism e-update is for tourism operators – to keep you informed of news, trends, events and specials.

To make this newsletter as relevant to you as possible we welcome your feedback. Please email Vickie Allan ([info@welcome2manukau.com](mailto:info@welcome2manukau.com)) with your comments and suggestions.

TOURISM OPERATORS MEETINGS

The first Tourism Operators meeting was held at the end of January and we thank those in attendance for making the effort to come along.

Vickie Allan, Senior Planner Tourism - Manukau City Council outlined the projects in place for 2006 and details of these are in the minutes.

Please click here ([www.welcome2manukau.com/tourism/corporate](http://www.welcome2manukau.com/tourism/corporate)) to access the minutes:

A special thanks to Valeside Gardens for hosting the meeting.

We've now decided to run separate events in Clevedon and Howick and these are provisionally scheduled as follows:

CLEVEDON COUNTRY: Tuesday 4th April, 7.00pm - 8pm  
Venue : The Wairoa Pub, Clevedon-Kawakawa Bay Rd.

HOWICK AND AROUND: Wednesday 5th April, 4.00pm-5.00pm  
Venue : Bucklands Beach Yacht Club, Ara-Tai Drive, Half Moon Bay.

There is no cost to attend. Please RSVP to Kirsty Attenberger:  
[kattenbe@manukau.govt.nz](mailto:kattenbe@manukau.govt.nz) or phone 09 262 8900 ext 8660

CLEVEDON COUNTRY BROCHURE

The Clevedon brochure has been hugely successful and we need to thank Alison Shrigley of the Clevedon Gallery and Information Centre for taking the initiative. Initially

intended for local distribution, the brochure went out to other Information Centres. Tourism Auckland have used it in promotion specifically to incoming cruise ships, and it was widely distributed at the Ellerslie Flower Show. As a consequence MCC assisted with a further reprint and is now working with operators to expand the scope of the brochure to incorporate Whitford, Beachlands and Maraetai.

This will be the official brochure for the Clevedon Country area and the deadline to advertise is 13 March. For more information on advertising please contact Abi Smith on (09) 262 8900 ext 8779 or [asmith2@manukau.govt.nz](mailto:asmith2@manukau.govt.nz)

## DIGITAL OPTIONS FOR TOURISTS

As reported in The New Zealand Herald 20/02/06, there is a new wave of technology available to tourists.

Information can be downloaded onto multimedia phones, PDAs and MP3 players, which can enhance the experience of the tourist. For example, in Venice tourists can take an audio and video guided tour of the streets delivered via their phone or PDA.

As we know, technology plays a strong role in the promotion of your tourism business. The official Manukau tourism website [www.welcome2manukau.com](http://www.welcome2manukau.com) lists your product or service and we encourage you to update your listing with information, pictures and promotions.

Manukau City Council will monitor the trend of pod casting for tourists over the coming months. To read the full article "Digital Options lighten load for tourists" please follow the link: [www.welcome2manukau.com/tourism/corporate](http://www.welcome2manukau.com/tourism/corporate)  
([www.welcome2manukau.com/index.cfm/corporate/](http://www.welcome2manukau.com/index.cfm/corporate/))

## PROMOTIONAL OPPORTUNITIES FOR YOUR BUSINESS: PRINTED

Tourism Auckland markets the Auckland region and produces a number of publications a year that you can advertise in. These include:

\* Auckland Official Guide and Map. Printed October 2006.

Contact Tania Williamson for details: phone (09) 979 7061 or email [williamson@aucklandnz.com](mailto:williamson@aucklandnz.com)

\* Major Events Guide. Printed March, July and September 2006.

Contact Heidi Worner for details: phone (09) 979 7039 or email [worner@aucklandnz.com](mailto:worner@aucklandnz.com)

## PROMOTIONAL OPPORTUNITIES FOR YOUR BUSINESS: WEBSITES

One of the best places to promote your product or service is online. As well as ensuring your listing on [www.welcome2manukau.com](http://www.welcome2manukau.com) is up-to-date there are a number of different places you can advertise for free or low entry cost.

We urge you to take advantage website listings for your product or service as research shows visitors doing more online research before reaching their destination.

Website Listing – Free offer

[www.multimap.com](http://www.multimap.com) is an International website specialising in maps that detail service providers in each area including tourism operations.

You can create a free listing on this site.

Directions:

\* Go to [www.multimap.com](http://www.multimap.com)

Enter in your location details to reveal your map

Click on 'link' button and follow the easy instructions from there.

Free Event or Activity listing

If you offer visitors to the area a free event to attend or activity to participate in you can list this (including a picture) at no cost on [www.hottraveller.com](http://www.hottraveller.com) ([www.hottraveller.com/](http://www.hottraveller.com/)).

Please contact Stefan Blake for more information:

Phone: 021 499 948 or email [Stefan.blake@hottraveller.com](mailto:Stefan.blake@hottraveller.com)

Low Cost Web Advertising

[www.hottraveller.com](http://www.hottraveller.com) offers advertising on its website from as little as \$10.00 per month and they promise 'you don't pay if you don't get results...it's completely risk free.'

Please contact Stefan Blake for more information:

Phone: 021 499 948 or email [Stefan.blake@hottraveller.com](mailto:Stefan.blake@hottraveller.com)

TOURISM AUCKLAND EMAIL NEWSLETTER AND INDUSTRY UPDATE

Tourism Auckland is promoting the Manukau region in their March email newsletter that reaches 11 500 consumer based subscribers.

The newsletter will promote Manukau as a region and will be sent out in March.

Tourism Auckland is also hosting their Industry Update on 16 March, 1.30pm – 5.10pm at the Hilton Hotel, Auckland City. The update is a chance to get the latest information on tourism trends and listen to issues relevant to your tourism operation.

For more information or to register please contact Tourism Auckland on (09) 979 7070 or email [register@aucklandnz.com](mailto:register@aucklandnz.com)

## THE ENTERPRISE TRAINING PROGRAMME

An invitation to the Annual Enterprise Training Programme for the tourism sector, hosted by Enterprising Manukau.

The Enterprise Training Programme is aimed at upskilling owners and operators of small and medium enterprises to help them develop and grow their businesses.

The programme is delivered by specialist training providers and offers a business assessment, group workshops and is complemented by follow-up coaching designed to enable you to implement what you have learnt. This year's programme will focus on Business and Strategic Planning and Marketing.

Enterprising Manukau invites anyone with an interest to grow their business, to join them for this exciting programme. Programme commences in April with workshops May June. Enterprising Manukau invite you to contact them for pre-registration. Numbers are limited and there is no cost to attend.

### Contact Details:

For more pre- registration, contact Lee Carr (09) 262 2244, [Lee.Carr@em.org.nz](mailto:Lee.Carr@em.org.nz) or for more information contact Angerie van Wyk 0274 733 788 [angerie.vanwyk@em.org.nz](mailto:angerie.vanwyk@em.org.nz)

>From the team at Manukau City Council