

Auckland

NEW ZEALAND

Tourism Auckland prepares for Rugby World Cup 2011

Although the Rugby World Cup 2011 (RWC 2011) is four years away, Tourism Auckland is proceeding to work with key industry partners and stakeholders to prepare for what will be a hugely important event for the region.

In terms of planning, there has been an Auckland regional structure developed around RWC 2011 that ensures a smooth and straight forward road to the world cup. Tourism Auckland's CEO Graeme Osborne sits on the regional steering group and is leading the Visitor Market workstream, while additionally Tourism Auckland is participating in a further five of the eight workstreams that comprise the overall strategy. The Visitor Market work stream is coordinating regional efforts to manage brand communications to the fan base and around the event and then to support this tactical work by monitoring potential visitor pressure points and ensuring plans are in place to ensure the visitor experience in Auckland is both positive and memorable. One of the remaining workstreams is the communications work stream, which aims to

build up brand awareness of Auckland as a key RWC destination, demonstrating our ability to host mega-events.

Although the finals are earmarked for Eden Park, RNZ 2011 Ltd has developed a competitive bid process to determine where the pool games, quarter finals, and possibly the semi finals will be hosted. Regions that are able to deliver the correct mix of training facilities will also be invited to bid for team base allocation. Tourism Auckland is assisting with the development of this bid to ensure the maximum number of games are played in Auckland.

Meanwhile, with the Rugby World Cup 2007 (RWC 2007) in France upon us, Tourism Auckland is partnering with Tourism New Zealand, Air New Zealand, Auckland Plus and Auckland City Council to co-host a function showcasing New Zealand and the road to RWC 2011 in Auckland within 'La Balle' - the TNZ venue that will be sited right under the Eiffel Tower for the duration of the RWC 2007.

Repeat performance of popular Carbon Neutral Workshop

Another Carbon Neutral Workshop will run prior to the Industry Update on 20 September. Topics include carbon footprints, the challenge for tourism businesses, and the carboNZero programme. The last workshop was enormously oversubscribed, with 60 operators indicating interest and only 25 places, so register quickly by emailing Susan Sawbridge on sawbridge@aucklandnz.com.

www.aucklandnz.com

Tourism Auckland Industry Update

The next Tourism Auckland Industry Update will take place in the afternoon of Thursday 20 September 2007 at the Rangitoto Ballroom, Langham Hotel.

Invited speakers include George Hickton of Tourism New Zealand, John Duthie of Auckland City Council, John Bartlett of Pacific Blue, and Norm Thompson, chair of TIA.

For more information and registration contact Jeanette Shuttleworth on shuttleworth@aucklandnz.com

Study Auckland Update

North Shore Local Agent Forum

Study Auckland, with funding from North Shore City Council, will be organising North Shore Local Agent Forum for North Shore institutions on 5 September 2007. All participating institutions will be asked to nominate up to 3 local education agents who will be invited to the local Agent Fair. This will be a great opportunity for the North Shore institutions to network with local agents and it will provide the local agents with the opportunity to meet each institution's International Education Director, to learn about what a unique and leading edge living and learning environment the North Shore region offers, and to experience the beautiful scenery surrounding the venue. For more information, contact Esther Somers on study@aucklandnz.com

New Arrivals at Tourism Auckland

Tourism Auckland Head Office has undergone a few staff changes recently, which we would like to keep you up to date with.

Anna Hayward, previously Director of Sales and Marketing – Corporate Sales at Accor Hospitality, has been appointed as General Manager Auckland Business Tourism Bureau, and started with us in early August.

Susan Sawbridge has changed roles, from Business Development Manager – Australia, to Major Events. Jennie Watts is the new Communications Manager, Christine Gold is the new Marketing Executive, Gemma Thompson moves into the new role of Online Marketing.

The team at Tourism Auckland is pleased to have these staff on board, and we look forward to continuing to work closely with our industry partners.

Auckland wins bid to host International Reading Association World Congress

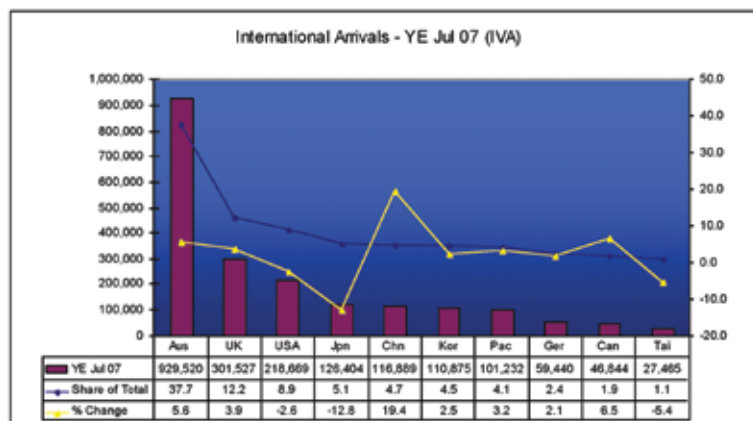
Auckland has won the bid to host the International Reading Association's 23rd World Congress in 2010.

The successful bid was a joint project between Conventions and Incentives New Zealand, SKYCITY Auckland Convention Centre and Tourism Auckland, working closely with Heather Bell, the principal of Rosebank School and respected leader in literacy and education.

The congress will take place at the SKYCITY Auckland Convention Centre in July 2010, utilising the infrastructure available during the off-season and bringing a boost to the industry in the winter months. With 1500 delegates attending from around the world, the conference will bring more than 7,300 delegate days and \$5.525 million to the region.

Both Singapore and Australia submitted bids for the International Reading Association World Congress.

Market Insights



- **Total Arrivals** 2,463,870, +3.7% on PY
- **Growing Markets:** China +19.4%, Thailand +10.9%, India +7.1%, France +7.0%, Canada +6.5%, Ireland +6.3%, Australia +5.6%
- **Declining Markets:** Japan -12.8%, Malaysia -8.5%, USA -2.6%, Taiwan -5.4%

There has been a modest increase overall in total arrivals, with the volume contribution of the Australian market and the continuing growth in Chinese inbound continuing to dominate YE July 2007 performance. While India Thailand and France are all delivering strong percentage growth figures, they are all off small bases and none of these are in our top ten markets.

The Japanese decline continues to be a major issue, with the US drop reflecting a flat year over all out of that market.

Special Auckland Spring Pass deals for Australian visitors

Tourism Auckland is offering Australian visitors a special deal this spring as part of a Tourism New Zealand promotion to attract our neighbours to New Zealand during the shoulder season.

The Spring Pass is free, and offers great deals on activities and accommodation around the region. The pass can be downloaded from the website or via mobile phone, or picked up at any of the i-SITES on arrival in Auckland. Deals can be booked online or at the i-SITES.

This specific marketing campaign comes out of the What's On campaign that aims to capture the appeal of an overseas holiday with the convenience of short trip. The concept is based on the successful autumn campaign, offering the same warm welcome but integrating exclusive value added travel offers. To see the spring deals available with the Spring Pass click the link on www.aucklandnz.com

Success at Meetings 2007

The Auckland Business Tourism Bureau (ABTB), a division of Tourism Auckland, has recently completed a hectic week of exhibiting at Meetings 2007, the convention and incentive tradeshow equivalent of TRENZ, held at the SKYCITY convention centre.

As Auckland was the host region for 2007, the ABTB hosted an artistic-themed networking function for buyers, and a regional dine-around to give Auckland exhibitors the opportunity to network with both domestic and offshore hosted buyers. The ABTB also

coordinated the Auckland stand at the tradeshow itself, which included 27 exhibitors with a good mix of venues, accommodation and tourism product to interest buyers. The ABTB stand was busy as always, with 36 hosted buyer appointments and many more enquiries from day buyers.

COVEC estimates the convention and incentive market is worth \$77m to Auckland annually. For more information on how your business can partner with the ABTB to benefit from this market, contact conventions@aucklandnz.com

Brochure Distribution change

Jason's Travel Media has taken over our brochure distribution from Holiday Connections. The change over was effective from the 1st August in all the i-SITES. In addition to the daily servicing of the displays, discussions have extended beyond the immediate business area to investigate further opportunities for both parties and our respective customers. Tourism Auckland has full confidence that this will be a smooth transition. We thank Holiday Connections for their good work in keeping i-SITE brochure racks up-to-date and looking after our many operator brochures.

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 Gemma Thompson, email thompson@aucklandnz.com

September

- Auckland Heritage Festival, various venues, 15-30 September
- Air New Zealand Fashion Week, Viaduct Harbour Marine Village, 16-22 September
- Auckland Seafood Festival, Viaduct Harbour Marine Village, 29-30 September
- Tempo – NZ Festival of Dance, various venues, 29 September – 28 October

October

- Coastal Classic Yacht Race, Auckland to Russell, 19-21 October
- Diwali Festival of Lights, Britomart East, 25-28 October
- WE WILL ROCK YOU – Musical by Queen and Ben Elton, The Civic THE EDGE®, starting 26 October
- Adidas Auckland Marathon, ends Victoria Park, 28 October
- Crowded House, Vector Arena, 28 October

November

- Parnell Festival of Roses, Parnell Rose Garden, 10-11 November
- Ellerslie International Flower Show, Auckland Botanic Gardens, 14-18 November
- World Netball Champs, Waitakere Trusts Stadium, 10-17 November

Auckland regional product update

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Tourism Auckland is the mandated destination marketer of the Auckland region, comprising 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.

Makeover for waihekenz.com

Waiheke Island's official Tourism Auckland website has received an energizing makeover in recent weeks. The fresh new look, inspired by the prospect of spring, is now super-easy to navigate. The website has speedy downloadable pages for accommodation, transport, and activities, as well as the informative 'About Waiheke' page, and there's even a food and wine section. All Waiheke operators are welcome to list on the website, just contact Hayley on 09 979 7060 or email barnes@aucklandnz.com.

Coast to Coast Tours adds eco element

Coast to Coast Tours now has its own carbon sequestration forest reserve situated on their Auckland based farm.

Tours culminate at the homestead of Coast to Coast Tours for afternoon tea, where visitors will have the opportunity to choose and purchase a New Zealand native tree from the farm's nursery. A certificate will be issued and a numbered tag assigned to the tree which will be planted in the carbon sink-tank forest reserve.

More information is available at www.coast2coastnz.com

See Vets in Action at Auckland Zoo's new Vet Centre

The New Zealand Centre for Conservation Medicine (NZCCM), opened to visitors in early August. This \$4.6m 980m² state-of-the-art centre, replacing the Zoo's former veterinary hospital, is for the first time in the Zoo's history, offering visitors the chance to observe vets and lab technicians in action, including seeing operations.

Its public viewing gallery, along with housing some dynamic interactive displays, will offer visitors a clear view into the centre's laboratory, large treatment room (for minor surgical procedures) and operating theatre. To maximise viewing, cameras above the operating tables in both the treatment room and the operating theatre will relay action (when appropriate) onto a large screen in the gallery.

More information is available at www.aucklandzoo.co.nz

Kourawhero Country Lodge opening

Kourawhero Country Lodge is officially opening on 14 September, and is already 80% occupied over its first weekend in business. The lodge sits at the top of a valley overlooking picturesque farmland with views of Kawau Island, Little Barrier Island and the other islands of the Hauraki Gulf. The lodge is an ideal gateway to the neighbouring Matakana Coast Wine Region. With only eighteen suites Kourawhero Country Lodge offers an intimate experience for those in search of peace and relaxation.

Check out the website at www.kourawhero.co.nz

The Westin Hotel

The brand new Westin Hotel overlooks the Viaduct Harbour, has just 172 rooms, and is built around an expansive central lagoon. The waterfront restaurant, café and bar open onto the public esplanades which face the Viaduct and Lighter Quay Marinas. Yachts will be permanently moored alongside the glass walls of the ground floor. Additionally, The Westin Auckland has adopted a non-smoking policy, underpinning their commitment to improve guest wellness.

You can learn more at www.westin.com

Waiheke art discoveries

Ignite your creativity with Waiheke Landing's artist-in-residence, Lyn Murray in September. Europe-based Lyn hosts intimate short courses for up to eight people staying at luxury Waiheke Island waterfront villa, Waiheke Landing. Based in a separate studio onsite Lyn will tailor intensive short art experiences for guests. Visit Waiheke's art studios or create your own masterpiece. Enjoy island treats whilst uncovering your own artistic spirit. This September only, enjoy art discoveries with Lyn Murray at Waiheke Landing.

More information is available at www.essencenz.com or Freephone: 0800 Essence

www.aucklandnz.com