

## INSIDE THIS ISSUE:

- ◆ ***Marketing your tourism product in Australia***
- ◆ ***Help for your tourism business***
- ◆ ***From TCO Desk***
- ◆ ***From the Promotion Groups Desk***

## MARKETING YOUR TOURISM PRODUCT IN AUSTRALIA

Australia provides New Zealand's greatest number of visitor arrivals. The Australian travel industry and associated distribution network has been through a period of change.

If you are currently working or intending to work in the Australian Market an upcoming seminar is for you. This seminar is designed to provide an overview and understanding of the Australian industry market. You will come away from this seminar with tangible opportunities to generate business.

The seminar will be held in Cromwell, at the Golden Gate Lodge on Wednesday 6 June 2007.

Want to know more? Want to register? Please email [michelle.kinney-wilson@codc.govt.nz](mailto:michelle.kinney-wilson@codc.govt.nz) for a copy of the registration form.

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## HELP FOR YOUR TOURISM BUSINESS

Setting up a tourism business is an attractive proposition, but in reality its hard work getting it off the ground and even harder work keeping it going. The Tourism Industry Association (TIA) have developed two exciting new resources for tourism business operators:

A workbook—***Tourism in Action***, a guide to starting and developing your tourism business

A CD—***Tourism in Action***, resources for successful tourism businesses—this available exclusively for TIA Full members

The *Tourism in Action* workbook has been developed to help people make an informed decision on whether they have what it takes to operate a successful tourism business. Tourism in Action has been designed as a companion to Tourism New Zealand's publication *Give it 100% - an introductory guide to marketing and developing your tourism product*, available at [www.tourismnewzealand.com](http://www.tourismnewzealand.com).

For more information on the workbook or CD, please email [michelle.kinney-wilson@codc.govt.nz](mailto:michelle.kinney-wilson@codc.govt.nz).

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## FROM THE TCO DESK

It continues to be busy with a variety of media and wholesaler familiarisations visiting the region and upcoming events which TCO will be attending fast approaching.

International media who have been in the region recently include an Australian journalist writing a daily blog for the Sydney Morning Herald. He spent 6 days in the region and you can read about his travels by checking out the website [www.smh.com.au](http://www.smh.com.au), click on travel and travel again, then click on Bruce Elder and scroll down until you see the Central Otago stories. Some great write ups!

Shortly a key US wholesaler with 16 of its premier agents will spend a day in Central Otago visiting specific product in Alexandra and Cromwell as part of its New Zealand familiarisation. This is a fantastic result for the region as TCO continue to work closely with inbound operators and wholesalers through sales visits and attending trade shows such as TRENZ.

Upcoming activities include attendance at the RTO/ITOC Day in Auckland 9 May (training day for inbound operator staff to update them on regions prior to TRENZ) and at New Zealand's largest trade show - TRENZ in Rotorua 21-25 May. These events are important as we continue to raise the profile of the region, nurture existing and develop new relationships with key trade in the industry.

TCO would like to introduce to you a new "From the Promotion Groups Desk" column in the newsletter. This will be a regular feature providing you with detail on what the four Promotion Groups are up to in their area. Hope you will enjoy this new addition.

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## FROM THE PROMOTION GROUPS DESK

### **Promote Dunstan**

Promote Dunstan is now approaching the time for its next Annual General Meeting. This is a time to look back at what it has achieved in the previous year, as well as looking forward to the projects and activities earmarked for the upcoming year.

In the first quarter of this year Promote Dunstan has run three successful main events: Clyde New Years Eve Street Party, Cavalcade Host Town Clyde, and the Clyde Wine & Food Festival. The latter surpassed expectations by showing a 50% increase in attendance over the previous year, and pumping an estimated over \$200,000 into the local economy through purchases of tickets and products supplied by local food & wine vendors, Clyde businesses, and various stalls and activities. The Group is both delighted and astounded by this success, and is well aware of the need to manage carefully the unprecedented growth of this event. Donations from the gate takings will be made to Clyde community groups.

Not all of our focus has been on Clyde, however, with website development – [www.clyde.co.nz](http://www.clyde.co.nz) & the forthcoming [www.promotedunstan.org.nz](http://www.promotedunstan.org.nz) - and brochure production being main activities. The Walk Around Clyde brochure has been expanded into a series with the release of St Bathans and Ophir brochures as companions, plus a new Self-drive Heritage Brochure through the Manuherikia and Ida Valleys. We look forward to another productive year.