

In this issue:

- Your TigerTOUR and ADTW listing
- Digital opportunities
- WOW Visitor numbers

Tourism News is a Waratah-Wynyard Council monthly email newsletter covering highline, local tourism events and news.

June Edition

A Digital Enterprise Program just for you

Still trying to get your head around the online space? Then register your interest to participate in the federal government's *Digital Enterprise Program*. Council is investigating hosting a free group training seminar tailored for tourism operators to help them take advantage of online opportunities. Participants are also offered **free one-on-one follow-up coaching** (up to 4 hours each) tailored to their business needs.

Group session topics we're currently considering include:

- Having an online presence – why is it important?
- Social media – why and how?
- Creating a business webpage
- Better, faster, smarter – timesaving technology
- Doing business online.

Register your interest with Stephanie Hudson via shudson@warwyn.tas.gov.au or 64438321 and tell us which areas you'd like to learn more about.

Are you a LinkedIn user?

The "Australian Tourism Digital Distribution Community" has just been launched. The aim of this interactive community is to provide a trusted platform for likeminded industry professionals, business owners, company managers and sales and marketing staff to openly engage and share their experiences and knowledge in digital distribution and marketing. Join the conversation - www.linkedin.com/groups?gid=5076126&trk=myg_ugrp_ovr.

WOW Visitor Numbers

May	May '12	May '13	% Difference
Visitation	1426	2027	+ 42

June	June '12	June '13	% Difference
Visitation	2,193	1292	- 41

Annual Visitation	2011/2012	2012/2013	% Difference
	39,478	35,801	- 9.3 (or 3,677 visitors)

Did you miss out on the stats update?

Didn't register for the 'Behind the Stats Workshop' with Tourism Tasmania and Cradle Coast Authority? Council's tourism development coordinator attended the 3.5 hour workshop in Burnie on July 3 and is happy to share the handouts. Workshops help you make more informed marketing and business decisions based on visitor data from the Tourism Info Monitor (TIM) and Tasmanian Visitor Survey. Keep in mind there is some level of interpretation of the data required so be sure to use the presentation published **here** and send any further queries to statistics@tourism.tas.gov.au.

How do I update my ATDW and tigerTour listings?

Have you checked your listing on www.discovertasmania.com.au lately? Is it outdated and in need of a refresh to best present your product? Remember product descriptions must:

- be a minimum of 50 and maximum of 200 words; and
- have 4 landscape images only with minimum dimensions of 248x1536 pixels.

Send your updates to TigerTOUR@discovertasmania.com or call the staff at Tourism Tasmania on 6230 8229.

What's happening at WOW

Volunteer Training with Volunteering Tasmania

Waratah-Wynyard Council engaged Volunteering Tasmania to facilitate training workshops held on June 18th and 19th. The workshop content included communication, customer service and team work with over 40 volunteers attending the sessions.

WOW Art Gallery Exhibitions

The next exhibition in WOW's gallery is *Stitching for Pleasure* by the Burnie Branch The Embroiders Guild of Tasmania. A collection of exquisite works of embroidery will be on display from the 3rd of July until the 31st of July. The ladies of the guild will demonstrate their talents at WOW on from 10am to 3pm on Wednesday 10th and 24th of July.

Boat Harbour to be filmed in Singaporean TV drama series

Tourism Tasmania in conjunction with Tourism Australia will host a large scale media visit between July 5th and 15th for a 20-episode Singapore TV drama series. The director, script writer, and producers travelled to Tasmania for five days in May to scope out some possible film locations and are planning to film some scenes at Boat Harbour.

The drama series will use Tasmania as a backdrop to a romantic love story and aims to showcase various locations within the state in every episode. Tasmania will receive at least 5-10 minutes of coverage per episode scheduled to be broadcast over 4 weeks this September on Singapore's number one free-to-air Mandarin TV channel at 9pm (Mon to Fri) which is a prime timeslot.

For more information on articles in this newsletter or events at WOW please contact:

Stephanie Hudson
Tourism Development Coordinator
Waratah-Wynyard Council
64438321
shudson@warwyn.tas.gov.au

or

Wonders of Wynyard Exhibition and Information Centre
8 Exhibition Link, Wynyard
6443 8330
wowreception@warwyn.tas.gov.au

