

Tourism News Waratah-Wynyard

Sept/Oct 2015

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It's been a while!

Things have been very hectic in the Tourism world over the last few months—and as I have been in contact with you all several times with advertising opportunities and meetings agendas and notes—I didn't feel the need to put together the Tourism News. We missed our last Tourism meeting though, so I thought it was time for a bit of a catch up. Please let me know if there is any important news I have missed out and I will include next edition!

Recent advertising

Tasmania Travel Guide

Council offered a subsidised rate for local operators in the 2016 'Welcome to Tasmania' Travel Guide. We had an excellent response—ending up with 2.5 full pages for our municipality—creating a significant presence which raises the profile of our destination and brand. I believe that this is an important publication to be included in from an operator level—as it is distributed on the Spirits of Tasmania, at airports and in accommodation and eateries around the entire state. This is one opportunity that Council will be offering the subsidised rate for next year—so if you didn't participate this time (or if you did and want to again) make sure you allocate around \$600 for the 2017 guide—this will be put together around May/June next year. You can view the on-line version at <http://tasmaniatravelguides.com.au/>

WIN TV

Ads were produced for the Tulip Festival and Wonders of Wynyard 10th Birthday Celebration, and a co-operative ad with Linx Café, Leisureville and Yolla Tavern—airing on WIN TV in the weeks leading into the Festival. Response was outstanding to the WOW 10th Birthday Celebration with over 1800 visitors to the centre in that week alone! We also had over 986 visitors specifically coming to view the Car Collection in October (as compared to 267 last year).

- **Caravanning Australia**—Spring edition—Wynyard feature with advertising
- **Caravanning Australia** Summer edition—FREE Wynyard and surrounds/WOW ad
- **Caravanning Tasmania—2016**—Wynyard and surrounds branding/WOW
- **7BU/SeaFM** radio advertising—Wonders of Wynyard 10th Birthday /Tulip farm co-operative
- **Sharp Traveller** magazine—FREE feature story on Boat Harbour and surrounding beaches
- **Wonders of Wynyard new website**—www.wonderofwynyard.com
- **Wynyard and surrounds maps** taken to North-West expo at Hobart VIC
- **Wynyard and surrounds maps** on Spirits and at Launceston Airport

Tourism News is a Waratah-Wynyard Council bi-monthly email newsletter covering local tourism news and events
For more information on articles in this newsletter contact:

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

or

Rachael Hogge
Tourism Project Officer
Waratah-Wynyard Council
64438363
rhogge@warwyn.tas.gov.au



Wonders of Wynyard Visitor Information Centre figures

| Wonders of Wynyard | July-Sept 2014 | July-Sept 2015 | % Difference |
|--|----------------|----------------|--------------|
| TOTAL INCOME | 6494 | 7629 | +17% |
| Visitor Information Centre Utilisation | 4016 | 4577 | +14% |
| Ransley Car Collection Visitors | 322 | 364 | +13% |

| **Note: Special promotion 10th Birthday WOW 1 week 5-11 Oct. Free entry to WOW | Oct 2014 | Oct 2015 | % Difference |
|--|-------------|-------------|--------------|
| TOTAL INCOME | 4988 | 5863 | +17% |
| Visitor Information Centre Utilisation | 2531 | 3759 | +48% |
| Ransley Car Collection Visitors | 267 | 986 | +269% |

Waratah-Wynyard Tourism Network facebook group

Waratah-Wynyard Tourism Network has a closed group facebook page where you can find news of local interest and reach other operators with your own stories and information. You could use it to notify seasonal changes in opening times, special events, information for tourists that can be passed on through accommodation operators—or just local happenings of interest. If you would like to join please contact either Rachel Arnold or Justin McErlain (both administrators of the group) or just find the page and request to join!

Local news:

2016 Regional Tourism Awards Submission

Wynyard and surrounds Local Tourism Network entered an expression of interest to host the 2016 CCA Regional Tourism Awards. Venues were inspected by CCA Board representative and we are awaiting an outcome of the CCA deliberations....

Regional news:

2017 Australian Masters Games

Along with delegation from the Cradle Coast Authority and local councils, Cradle Coast Tourism attended the 2015 Australian Masters Games in Adelaide to promote Tasmania as the host destination for the 2017 games. With over 9,000 competitors attending the games, the response to the games being held in Tasmania for its 30th Anniversary was extremely positive. The official handover of the flag occurred at the closing ceremony followed by a 90-second motivational video of Tasmania.

State news:

2015 Tasmanian Tourism Awards

The Awards were held in Hobart on the 6th November at the Wrest Point Hobart.

Congratulations to Wynyard's Alexandria B and B for making the finals and receiving a Silver Award!

Congratulations also to Cradle Coast Tourism who also made the finalist list.

A full list of winners can be found at www.tict.com.au/ta2015

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Waratah-Wynyard Council
64438363

