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

September Edition

Are you going to Wynyard's social event of the year?

The annual Bloomin' Tulips Festival Cocktail Party will bring in the spring season a top of Table Cape from 7pm this Friday 4th October. Held at Van Diemen's Quality Bulbs guests can indulge in fine food, great wine and fantastic entertainment including the Richie Benaud Allstars. Tickets are \$45 and are available at the Wonders of Wynyard (6443 8330) or at the door.

WOW Visitor Numbers

August	September '12	September '13	% Difference	Annual Visitation	FY 2011/2012	FY 2012/2013	% Difference
Visitation	2480	2817	+13.5%		39,478	35,801	- 9.3 (or 3,677 visitors)

Free Stuff

Link your business to the new tourism brand

Make the new tourism brand work for you and use Tourism Tasmania's creative assets toolkit produced for the spring campaign. The full range of campaign assets, including digital banners, colour guide, logos, fonts, print examples and itineraries can be downloaded free of charge from the [campaign assets website](#).

Help to understand your visitor

Take a look at Tourism Tasmania's 'Tourism Info Monitor' (a.k.a. TIM) to find out more about travelling Australians considering coming to Tasmania. TIM has insights into how visitors plan their trip, who they travel with and most importantly what influences their purchase decisions. This is really helpful to align your marketing dollars to the best return on investment areas when business planning or putting together a digital or marketing strategy. Access it [here](#).

Free customer service workshop

The Tourism Industry Council in partnership with TasTafe are offering free Customer Service Workshops to tourism accredited operators at the end of October 2013. Free places are available for accredited businesses to attend the workshop 'Provide Quality Customer Service'. The workshop will be of interest to tourism and hospitality workers, operators, managers and supervisors. Workshops will be run in Hobart, Launceston and Devonport. Places are limited, so book now. For more information see [Customer Service workshop](#)

Missed the Digital Enterprise Program?

Congratulations to Paradise House, Blue Hills Honey, Alexandria Bed & Breakfast and The Waterfront Wynyard who all secured up to 4 hours of digital coaching through the *Digital Enterprise Program* rolled out by 3P Consulting. Waratah-Wynyard Council and 3P Consulting hosted a free seminar last week covering Search Engine Optimisation (SEO), using Facebook as a business and developing your own digital strategy. If you'd like to attend another free session be sure to register your interest with Stephanie Hudson via shudson@warwyn.tas.gov.au or 64438321.

WOW Art Gallery Exhibitions

October's exhibition is Waratah-Wynyard Council's *Faces of Waratah-Wynyard: People, Pride and Passion* Photography Competition. The competition follows on from the success of last year's, which was about showcasing the best of the Waratah-Wynyard municipal area. The exhibition displays the finalists of each category and is on display from 1 – 31 October.

Waratah

Please note the Tarkine Interpretation Centre and Athenaeum Hall will open for the spring/summer season on Wednesday 9th

October 2013 until Saturday 31st May 2014. Hours of operation are 10.30am – 3.30pm, Wednesday to Saturday.

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

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**Wonders of Wynyard Exhibition and
Information Centre**
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