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

October Edition

Accolades for North West Tourism operators at Tourism Industry Council State Awards

Congratulations to the operators who achieved outstanding results for North West Tourism at the recent Tasmanian Tourism Council Awards. The North West featured heavily on the winners' podium – proving that the industry is rising to the challenge of meeting the expectations and needs of the market. Winners include:

- Festivals and Events: Queenstown Heritage & Arts Festival
- Specialised Tourist Services: Austrips
- Major Tour and/or Transport Operator: Spirit of Tasmania
- Tour and/or Transport Operator: Cradle Mountain Canyons
- Adventure Tourism: Cradle Mountain Huts Walk
- Destination Marketing: Cradle Coast Authority's Regional Tourism Organisation
- Tourism Restaurants and Catering Services: Cable Station Restaurant
- Tourism Wineries, Distilleries and Breweries: Ghost Rock Vineyard
- Standard Accommodation: Strahan Village

For full list of gold, silver and bronze winners go here: <http://www.tict.com.au/winners>

Advocate story <http://www.theadvocate.com.au/story/1896825/coast-steals-limelight-at-tourism-awards/>

FREE BUSINESS DEVELOPMENT OPPORTUNITIES

Digital Enterprise Program – 11am – 1pm Wednesday 15th January 2014

As part of the federal government's *Digital Enterprise Program*, Council has again engaged 3P Consulting to host a **free group training seminar** tailored specifically for tourism operators. This workshop will be a repeat of the session run in September. The session will help you take advantage of and understand online opportunities such as Search Engine Optimisation (SEO), Facebook and integrating social media with your website. Participants are also offered **free one-on-one follow-up coaching** (up to 4 hours each) tailored to their business needs. **Reserve your place** with Rachael Hogge via rhogge@warwyn.tas.gov.au or 64438321 and tell us which areas you'd like to learn more about.

Cradle Coast Booking Button Workshop – January Date TBA

Following advice accommodation operators received from WOW, we're running a workshop to help you find out how to add the Cradle Coast Booking Button to your distribution channels. **Register your interest** for a Booking Button workshop with Rachael Hogge via rhogge@warwyn.tas.gov.au or 64438321.

Lunch + Launch: 11am – 12 noon Wednesday 27th November at the Wonders of Wynyard

Please join us at the launch of the new Waratah Wynyard Tourism website (www.visitwaratahwynyard.com.au). As well as providing a fabulous networking opportunity for all operators in the region, it will be your chance to provide view and provide feedback on the site prior to the commencement of the tourist season. **Please RSVP by Monday 25th November to wowreception@warwyn.tas.gov.au** or phone 64438330.

Maternity leave coverage for Stephanie Hudson

Stephanie's last day will be Wednesday 13th November, and we wish her all the best with the impending arrival! Whilst Stephanie is on leave Rachael Hogge will be filling the role of Tourism Project Officer. Rachael can be contacted via email at rhogge@warwyn.tas.gov.au or phone: 64438331

WOW Visitor Numbers

August	October '12	October '13	% Difference
Visitation	3799	4085	+7.5%

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

WOW Art Gallery Exhibitions

November's exhibition is *Fury & Serenity - Nature's Extremes* by Virginia Saward (in collaboration with Greg Saward). A stunning exhibition of glass artefacts inspired by the extremes of nature. On display from 7 November- 31 December.

Follow-on from the Wynyard and Surrounds Tourism Network (LTN) meeting

Promoting locally grown produce

At the recent LTN meeting two suggestions were made for promoting the produce of this region:

- The compilation of a list of farmers who grow tulips - as a starting point for perhaps looking at a 'tourist map' that could be available real-time on the new council website so that visitors can more easily find and view tulips in season.
- Information on local farmers, their stories and interesting facts about the crops that they grow – this list might form the basis of a series of fact sheets promoting what we grow in our region that could be placed on the website or distributed as 'local stories' through the WOW.

If you know of anyone who would be interested in being on the database of farmers, please email information to Rachael at rhogge@warwyn.tas.gov.au

Have you heard about 'Tulpi' Chairs? Yes 'Tulpi'.

Information was requested about the Tulpi Chairs being organised by Cr Alwyn Friedersdorff, and the suggestion was made that local businesses may be interested in having a collection tin for donations towards the cost of the chairs. Cr Friedersdorff was delighted with the groups' interest - and noted that two chairs have been ordered and are expected to arrive prior to Xmas – with the total cost being \$4400 (including transport). She advised that she is hoping to raise another \$1700 – so would be grateful for any assistance with collection tins for donations. If you or anyone you know would be happy to assist – please contact Cr Friedersdorff on afriedersdorff@warwyn.tas.gov.au or on 0408 421 166.

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

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or

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