



Why you should be a member of Lake Wanaka Tourism

Lake Wanaka Tourism's primary objectives are to enhance the Wanaka region's profile as a year-round visitor destination, to increase visitor numbers and their length of stay. Doing so includes:

- promoting the Wanaka region, which includes Cardrona, Lake Hawea, Luggate and Makarora,
- co-ordinating and directing the co-operative marketing of the Wanaka region in order to achieve consistent and sustained growth of the region's economy,
- developing promotional material which is distinctively designed and effectively utilised and distributed,
- improving public relations and co-operation with the Wanaka Business Community, Queenstown Lakes District Council, the wider community and the industry at large,
- monitoring and encouraging continual improvement in the quality of service and hospitality offered to visitors,
- actively encouraging growth in both the number of visitors from New Zealand and overseas, and the average length of stay.

What does Lake Wanaka Tourism do?

Lake Wanaka Tourism:

- attends overseas trade shows and training initiatives with Tourism New Zealand on behalf of the Southern Lakes macro region,
- attends travel and trade shows in New Zealand and Australia to collectively represent the Wanaka region (many of these shows cannot be attended economically by individual tourism operators),
- creates, prints and distributes generic information brochure and map which highlight the many features of the Lake Wanaka region,
- utilises a wide variety of tools/vehicles to market the Lake Wanaka region ie: the Internet, e-mail, media campaigns, visiting media and travel agent familiarisation trips, magazines and publications, brochures etc.,
- liaises with and informs the media, Wanaka Community Board, New Zealand Tourism Board, QLDC, Department of Conservation, Lake Wanaka Tourism members, Inbound Operators, Wholesalers and the tourism industry etc. on events, issues and new and existing products relating to tourism in the Lake Wanaka region,
- supports and encourages local events,
- encourages visiting media to publish articles on the Wanaka region (this generally represents excellent value for money in terms of advertising),
- markets the Wanaka region in order to create a viable business climate by the promotion and improvement of our natural and created attractions whilst safeguarding our natural heritage for future generations,
- holds seminars and training for local operators,
- organises Industry Nights, providing members with an opportunity to network with other operators,
- produces a fortnightly member's e-newsletter,
- holds a quarterly *Industry Update* for members on our activity and plans.
- operates the Visitor Information Centre (VIN) in Wanaka.

How do you join?

By completing one of our Application for Membership forms. Copies are available from the Lake Wanaka Tourism office - we are happy to post one to you on request.

If you pay commercial rates, you are eligible for membership and do not have to pay a subscription. If you operate from your home or elsewhere and do not pay commercial rates or the new Mixed Use Differential, a subscription fee will be payable before you become a member. For those leasing commercial space, you may be contributing towards promotion through your rent or lease - please check this with your Landlord.

We ask all new members to check with the appropriate controlling authorities that they have all the necessary consents and safety audits to operate their business.

The subscription is for a full 12 month period from 1 July to 30 June. Membership entitles you to nominate one person who will have voting rights and be able to stand for the Executive Committee.

We require members to have current financial membership status to be included in brochure material and to be able to vote at an Annual General meeting or stand for the Association's Executive. The Annual General meeting is held in November each year.

General Information

There are six paid staff members of Lake Wanaka Tourism. James Helmore is the General Manager, Geoff Marks is the Business Development Executive, Gizelle Regan is the Media Advisor, Tess Hellebrekers is the Online Executive, Jessie Byrne is the Marketing Executive and Carlene Cram is our Accounts Manager.

For the 2019 / 2020 year, the Board of the Lake Wanaka Tourism consists of:

Matt Wood (Chair)

Mike Barton (Deputy Chair)

Mark Morrison

Andrea Kendrick

Ramash Swamy

Megan Williams

We believe that it is in your best interests to become an active member of Lake Wanaka Tourism and assist our endeavours to unify, improve and promote the quality product that the Wanaka region represents.

If you have any queries regarding Lake Wanaka Tourism and its role, please do not hesitate to contact James or any of the board.

Kind regards

LAKE WANAKA TOURISM

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