

# **Hamilton City Council Annual Report**

**1 July 2014 - 30 June 2015**

Hamilton & Waikato Tourism  
August 2015

# International Arrivals 2.9m +7.4%



Aus 1,427,184 +3.8%



China 313,376 +30.3%



USA 233,344 +10.2%



UK 198,080 +1.9%



Japan 84,432 +11.8%



Germany 81,088 +7%



Korea 60,608 +14.2%



Canada 50,512 +4.3%



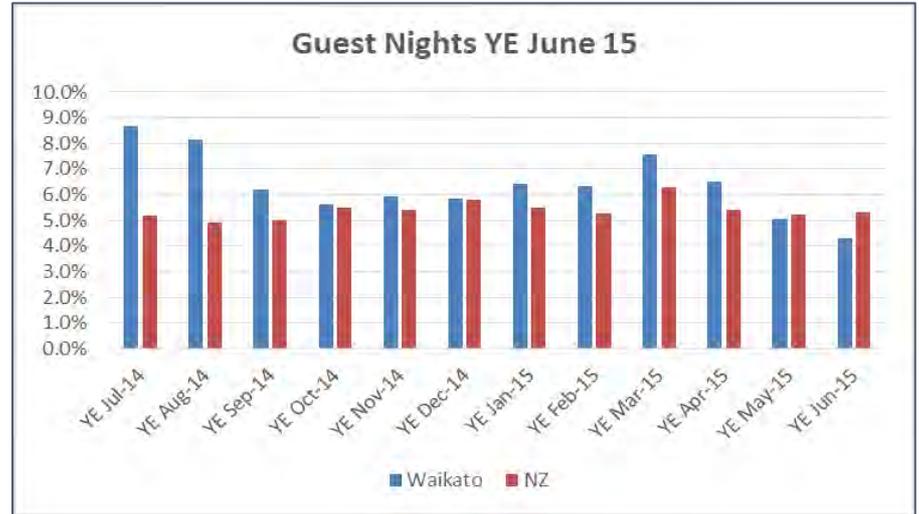
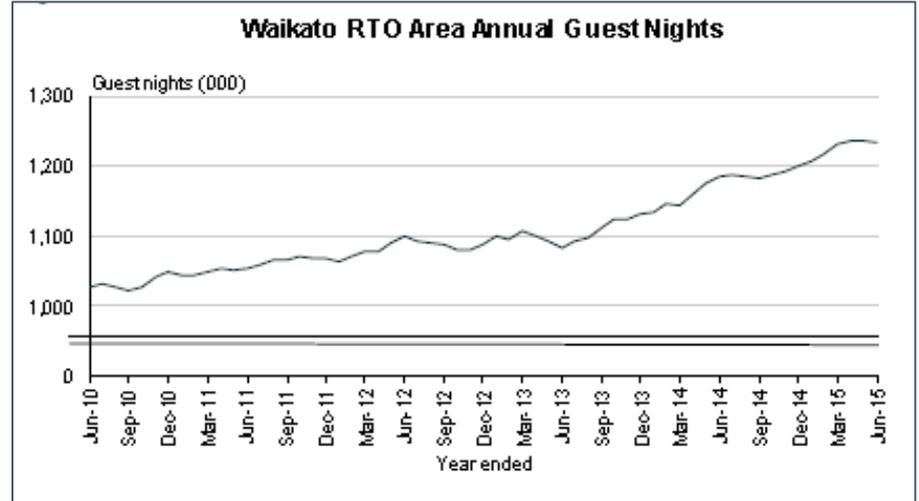
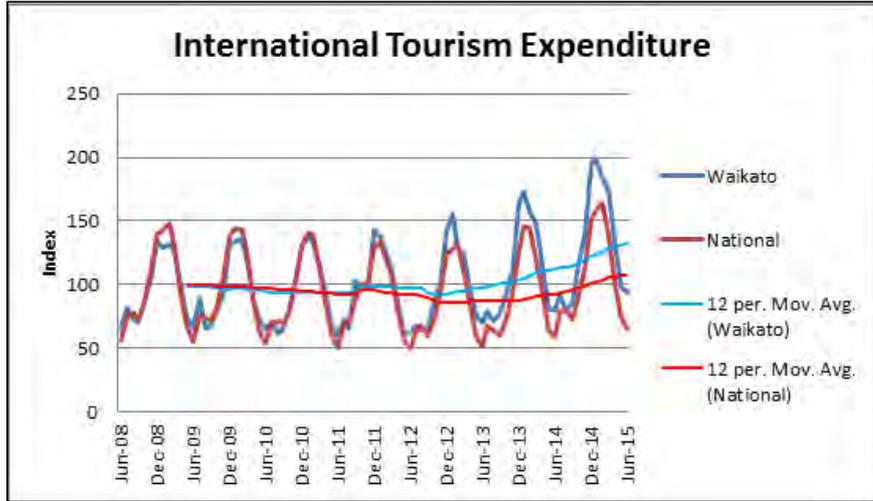
Singapore 47,280 +5.8%



India 42,672 +25.9%

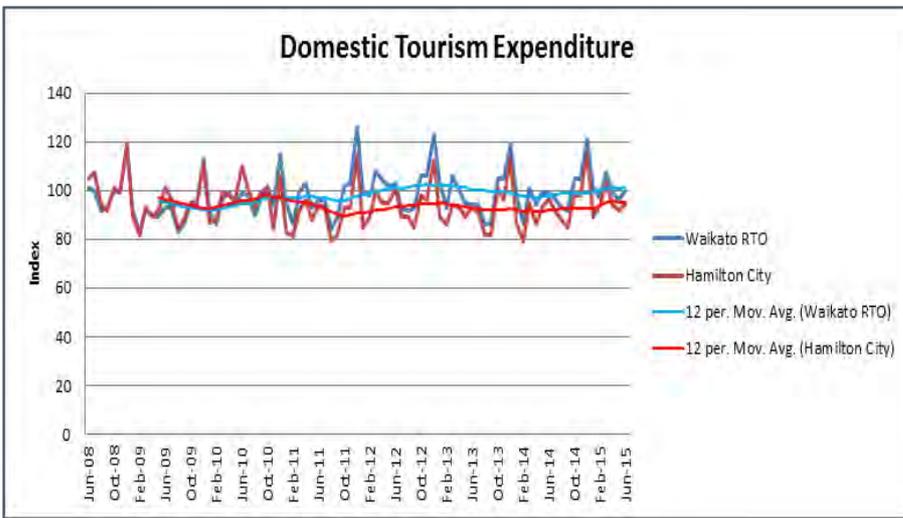
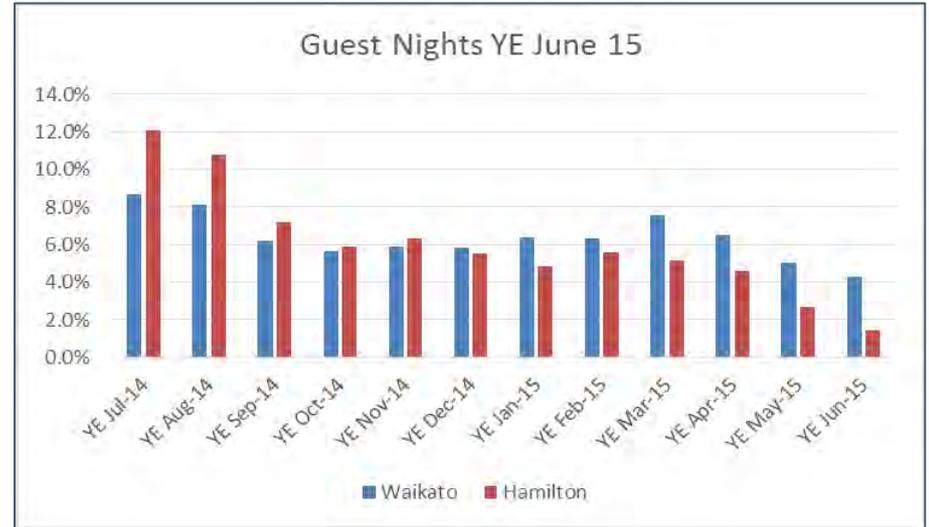
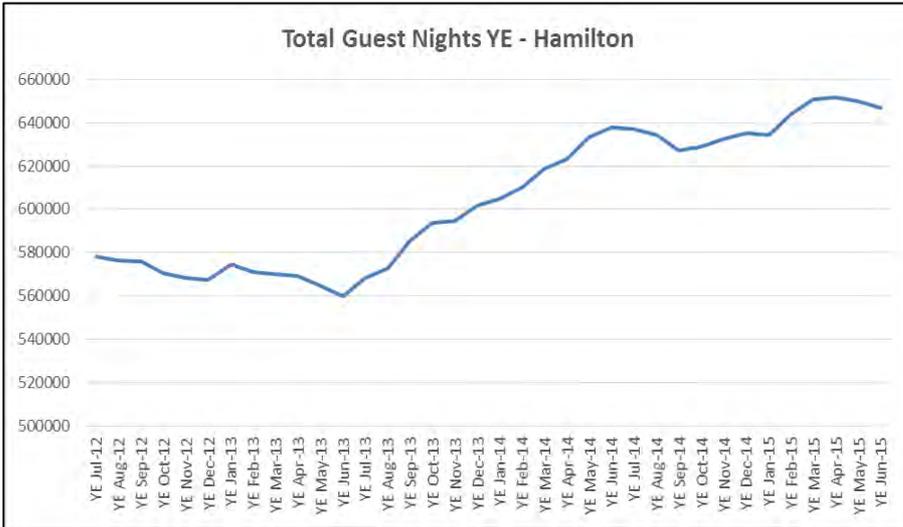
International Visitor Arrivals (Year Ending June 2015, Stats NZ)

# Visitor Statistics – H&W Region



Regional Tourism Indicators MBIE June 15  
Commercial Accommodation Monitor Stats NZ June 15

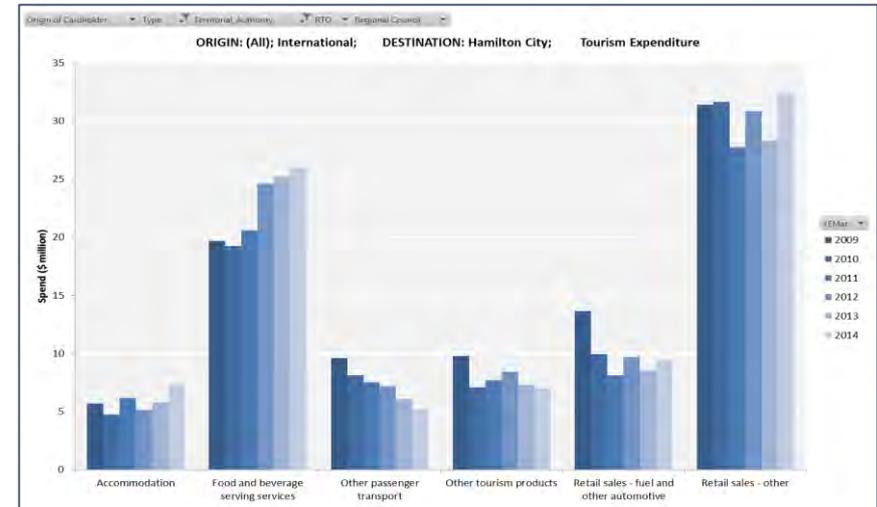
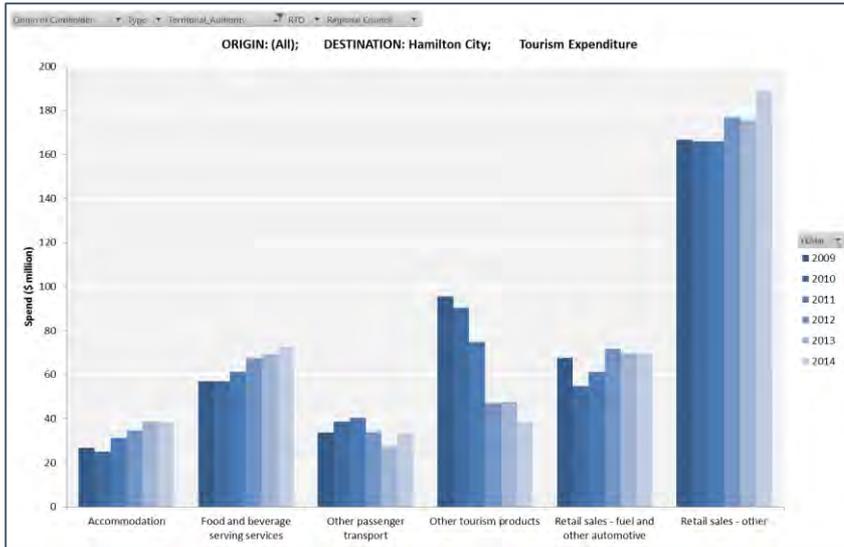
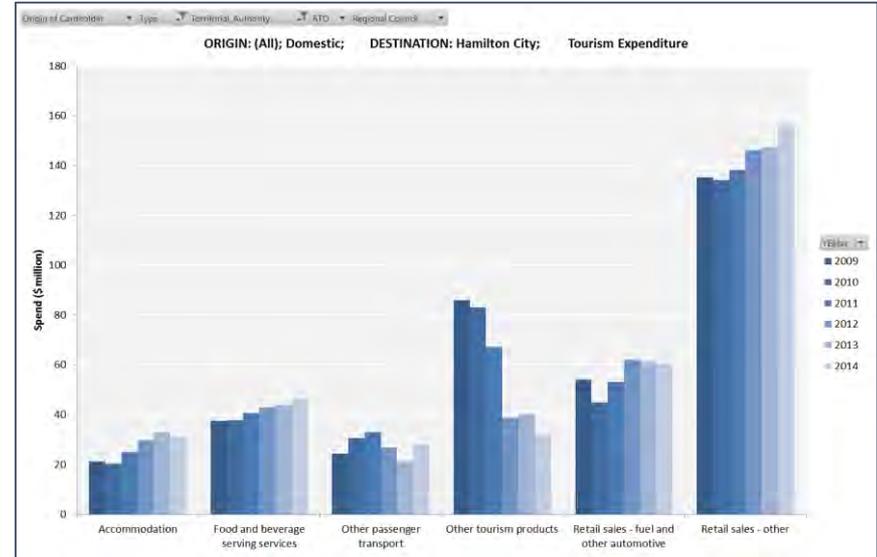
# Visitor Statistics – Hamilton City



Regional Tourism Indicators MBIE June 15

Commercial Accommodation Monitor Stats NZ June 15

# Visitor Statistics – Hamilton City



Regional Tourism Indicators MBIE June 15  
Regional Tourism Estimates MBIE March 14



# Domestic

## Short Escapes Jan-Mar 15

### Campaign Objectives

- To leverage off key events in the region & encourage those visiting the region for a particular event to stay longer & do more activities.

### Channels

- Online – display, adwords, social media
- Print – newspaper insert
- TVC – Specific Sky channels

### Campaign Results

- Total advertisement impressions: 7.2 million
- Total landing page views: 53,535

**Hamilton & Waikato Summer Escapes**

While you're enjoying a summer event in the region, why not combine it with some of the many great activities, attractions and accommodation options on offer.

**HAMILTON ATTRACTIONS**

**HAMILTON GARDENS**  
Explore the 20th International Garden of the Year, Shalimar Gardens. Stroll the story of gardens through the history of time. 100 hectares of lush greenery, 100 years of history, 100 years of garden artistry. 100 years of garden artistry. 100 years of garden artistry.

**WAIKATO RIVER EXPLORER**  
Take a scenic river cruise along the Waikato River through unspoiled and scenic surroundings with an expert commentary.

**WAIKATO MUSEUM**  
Waikato Museum has a focus on local history, the area around Waikato and the Waikato region. It's a place where you can learn about the history of the Waikato region.

**THE BASE**  
The Base is the ultimate escape for anyone looking for a weekend getaway. The Base is a place where you can relax and enjoy the view.

**ZEALAND TEA ESTATE**  
Join us for a day of tea and relaxation at the Zealands Tea Estate. Enjoy the view and the tea.

**DISCOVER WAIKATO**  
Experience Waikato with guided walking tours through Aotahi, Bunker and Mission. Discover the history and culture of the region.

**OTIROHANGA KIWI HIKES & NATIVE BIRD PARK**  
See New Zealand's native birds in their natural habitat. Enjoy the view and the birds.

**ADDITIONAL MOVIE SET**  
See a movie set along the Waikato River. Enjoy the view and the movie.

**TE ANORA MINERAL SPAS**  
Relax and unwind with the soothing properties of Te Anora Mineral Spas. Enjoy the view and the spa.

**WAIKATO ADVENTURES**  
Experience Waikato with guided walking tours through Aotahi, Bunker and Mission. Discover the history and culture of the region.

**SANGSTATY HIGHLIGHT**  
Experience the highlights of the region. Enjoy the view and the highlights.

**GET closer TO THE ACTION**

GREAT ACTIVITY OPTIONS IN Hamilton & Waikato this Summer

**GET closer TO THE ACTION**

SOUTH AFRICA V ZIMBABWE  
Seddon Park, Hamilton, 15th Feb

**Hamilton & Waikato Tourism**

Get closer to the action when India take on Ireland at Seddon Park on Tuesday 10th March

**India v Ireland: 10 March**

Get closer to the action when India take on Ireland at Seddon Park on Tuesday 10th March

WWW.HAMILTONWAIKATO.COM | BY HAMILTON AND WAIKATO REGIONAL...

**Hamilton & Waikato**

**GET closer TO THE ACTION**

Summer events in Hamilton & Waikato

**WAIKATO RIVER EXPLORER**

**WAIKATO MUSEUM**

**THE BASE**

**ZEALAND TEA ESTATE**

**DISCOVER WAIKATO**

**OTIROHANGA KIWI HIKES & NATIVE BIRD PARK**

**ADDITIONAL MOVIE SET**

**TE ANORA MINERAL SPAS**

**WAIKATO ADVENTURES**

**SANGSTATY HIGHLIGHT**

**Things to see and do**

**Accommodation & Dining**

**Getting around**

**Hot Deals & Discounts**

**Bowling**

# Domestic

## Short Escapes

### Jan-Mar 15 - continued

#### Products Profiles include

- The Base & other shopping
- Hamilton Dining
- Hamilton Gardens
- SKYCITY Hamilton
- Novotel & Ibis Tainui Hamilton
- Sudima Hamilton
- Waikato Museum
- Bella Vista & Hygate Motels
- Waikato River Explorer
- Hamilton Airport

#### Events Profiled Included:

- CWC Matches
- Slash
- Ricky Martin
- Hamilton Gardens Arts Festival
- Kenny Rogers
- Eddie Izzard
- Balloons Over Waikato
- Sol3 Mio
- NZ Tattoo Expo
- Hullabaloo Music Festival
- Armageddon Expo
- Hamilton Fringe Festival
- Magic & Chiefs Games
- Pumpkin Carnival

**CALENDAR of EVENTS**  
FEBRUARY - APRIL 2015

**FEBRUARY**

- HAMILTON GARDEN ARTS FESTIVAL**  
20th - 25th February Hamilton Gardens, Hamilton
- THE WICKED TOUR 2015**  
Friday 20th February, Waipapa Wherry, Hamilton
- INTERNATIONAL TATTOO & ART EXPO**  
20th - 22nd February, Clevedon A, Hamilton
- INTERNATIONAL PAUL DAY**  
Saturday 20th February, Kibbi, Hamilton
- KIDDOS**  
Saturday 20th February, Clevedon St Theatre, Hamilton
- 100 GROUCKEY WORLD CUP 2015**  
20th - 21st February, Seddon Park, Hamilton
- KERRY ROGERS**  
Tuesday 24th February, Clevedon A, Hamilton
- SLASH**  
Thursday 26th February, Clevedon A, Hamilton
- EDDIE IZZARD**  
Friday 27th February, Clevedon A, Hamilton

**MARCH**

- INVESTIG SUPER ROBBY: CHIEFS V HIGHLANDERS**  
Friday 6th March, Waikato Stadium, Hamilton
- 100 GROUCKEY WORLD CUP 2015: INDIA V IRELAND**  
Saturday 7th March, Seddon Park, Hamilton
- HAMILTON FRINGE FESTIVAL**  
20th - 21st March, Hamilton
- 100 GROUCKEY WORLD CUP 2015: NEW ZEALAND V HAWKLANDERS**  
Friday 20th March, Seddon Park, Hamilton
- ARMAGEDDON EXPO**  
20th - 21st March, Clevedon A, Hamilton
- A DAY IN THE GOMER**  
Saturday 21st March, St. Anne's Domain, St. Anne
- ARC CRAFTWORKSHOP**  
Sunday 22nd March, Clevedon A, Hamilton
- BALLOONS OVER WAIKATO**  
25th - 26th March, Hamilton

**APRIL**

- INVESTIG SUPER ROBBY: CHIEFS V BLUES**  
Saturday 4th April, Waikato Stadium, Hamilton
- KIKIKIRI INTERNATIONAL HORSE TRIAL**  
10th - 12th April, Kikiki Domain, Hamilton
- THE GREAT NZ MUSTER**  
Saturday 18th April, St. Pauls
- THE RENEGADES**  
Saturday 18th April, Waikato Show Centre
- RICKY MARTIN**  
One Night Only  
Saturday 18th April, Clevedon A, Hamilton

**Hamilton & Waikato Tourism**  
Sponsored

Get closer to the action with the great line-up of Summer Events in Hamilton & Waikato

**Summer of Events**  
From the Hamilton Gardens Arts Festival, Balloons Over Waikato and the REV Cycle Festival to Slash, Kenny Rogers, Ricky Martin and more

WWW.HAMILTONWAIKATO.COM | BY HAMILTON AND WAIKATO... [Learn More](#)

**GET closer TO THE ACTION**

**SOUTH AFRICA V ZIMBABWE**  
Seddon Park, Hamilton, 15th Feb

**Hamilton & Waikato**

**GET closer TO THE ACTION**

**Summer events in Hamilton & Waikato**

**Things to see and do**

**Accommodation & Dining**

**Getting around**

**More Events & Destinations**

# Domestic

## Best Seats in the House Campaign & Hamilton Garden Arts Festival Promotion, March 15 (subset of Short Escapes campaign)

### Campaign Objectives

- To work with HCC to promote the Balloons Over Waikato Festival & the 'Best Seats in the House' competition as well as promote the Hamilton Gardens Arts Festival

### Channels

- Online – display, adwords, social media

### Campaign Results

- Total advertisement impressions: over 1.4 million
- Total landing page views: 53,535 as part of the wider campaign landing page
- Total competition Entries: 6,801 (Goal over 2,000)



**WIN Balloons Over Waikato**  
[www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)  
Nightglow VIP tickets, inc accom  
activities, other events & more

**Hamilton Garden Arts Fest**  
[www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)  
Summer activities & entertainment  
from 13-26 Feb at Hamilton Gardens

# Domestic Marketing

## Hobbit Campaign – Dec 14

### Campaign Objectives

- To leverage the final Hobbit film & promote the region as a key 'Middle-earth' location

### Channels

- Online – display, adwords, social media
- Radio – More FM

### Campaign Results

- Total advertisement impressions: 3 million
- Total landing page views: 13,066

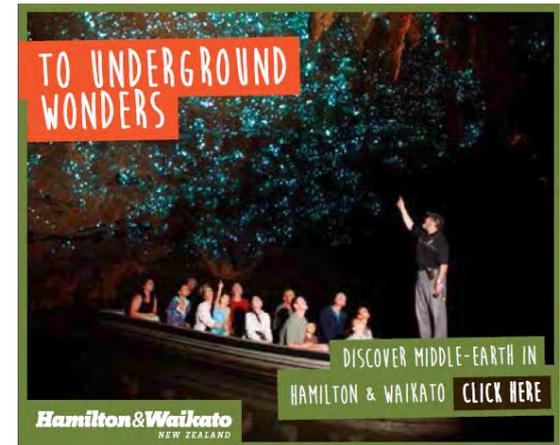
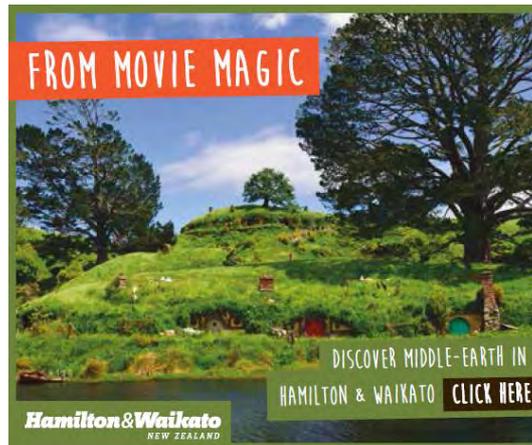
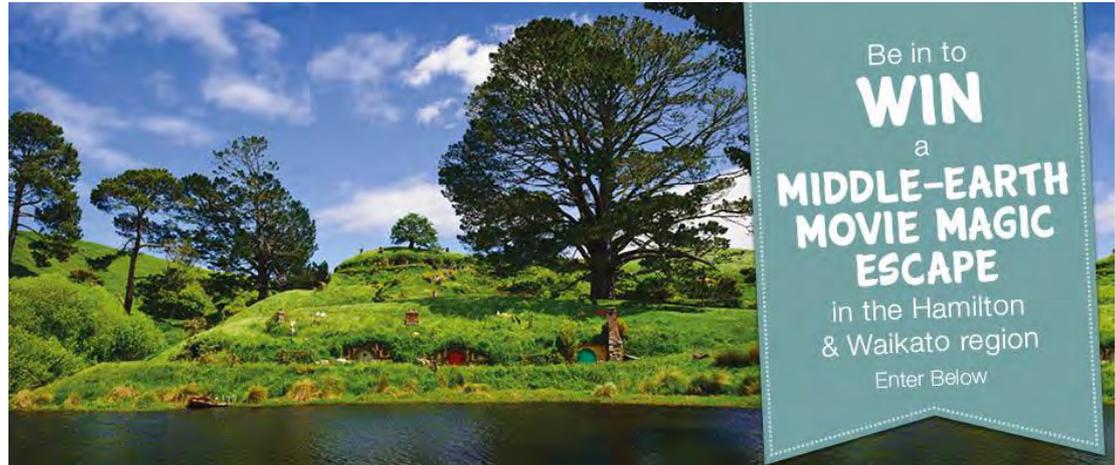
### Profiled:

Novotel & Ibis Tainui Hamilton

SKYCITY Hamilton

Hamilton Dining

Hamilton Gardens





# Domestic Marketing

## Explore Your Own Backyard Summer Campaigns Dec 14 – Jan 15 & Jun – July 15

### Campaign Objectives

- To encourage locals to enjoy the range of great summer & winter activity options in the region

### Channels

- Online - Social Media, GDN, Search

### Campaign Results

- Summer
  - Total advertisement impressions: 1.6 million
  - Total landing page views: 36,484
- Winter
  - Total advertisement impressions: 847,270
  - Total landing page views: 24,077

### Profiled:

Waikato River Cycleways, Waikato River Explorer, Waikato Museum, SKYCITY Hamilton, Novotel Tainui Hamilton, Sudima Hamilton, Ibis Tainui Hamilton, Bella Vista Hamilton, Best Western Hygate, Te Awa - the Base, Claudelands events, Hamilton Gardens, Hamilton Lake Domain, Hamilton shopping, Hamilton dining



**Explore Your Own Backyard this Summer**  
Explore Your Own Backyard this summer with great events and things to see and do in the Hamilton & Waikato region.



### Explore Your Own Backyard



**From underground adventure to middle-earth music magic – from the great outdoors to the great indoors, there are plenty of events to see the summer in Hamilton & Waikato.**



### Free Attractions



### Deals & Discounts



# Domestic Marketing

Chinese New Zealanders Campaign  
14-15 – undertaken throughout the year with extra activity around Chinese New Year

## Campaign Objectives

- To raise the Hamilton & Waikato region's profile among Chinese New Zealanders & promote the region as an attractive 'short break' visitor destination

## Channels

- Print, Online, Weibo (Social Media)

Profiled – operator partners:  
Novotel Tainui Hamilton  
SKYCITY Hamilton  
Hamilton Gardens  
Sudima Hamilton

# Major Events – Promotions & Media

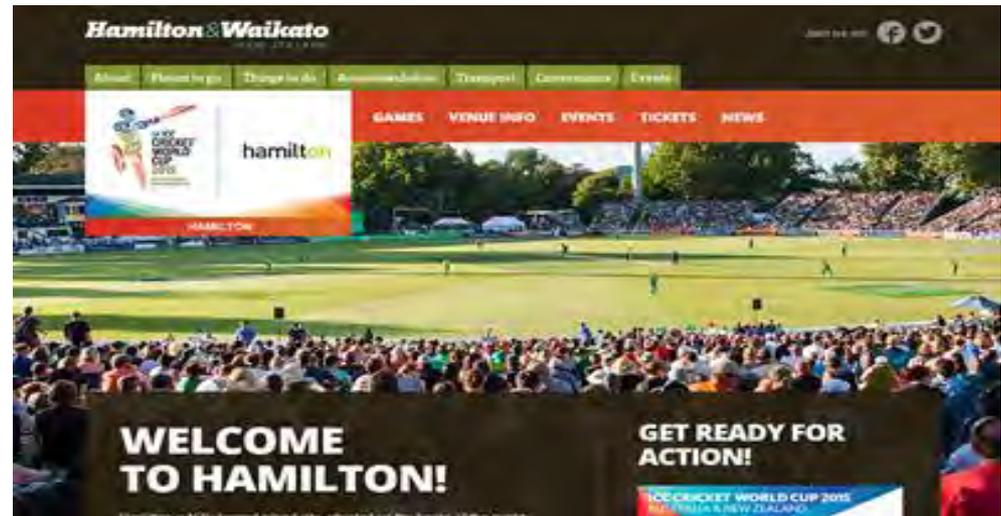
## Major Events

- Cricket World Cup 2015, Feb-Mar
- FIFA U-20 World Cup 2015, May-June 15

HWT worked closely with Hamilton City Council, Tourism NZ and the local organising committees pre and during the tournaments in terms of:

- Visitor information
  - Website portals
  - Collateral
  - Campaign inclusion
- Media leverage
  - Pitching stories
  - Media Famils (pre & during)
  - Hosting ie Hobbiton Cricket Cup
  - Media Centre
- Team engagement
  - Invitations to visit local attractions

*Profiled through major events media famils/coverage: Sudima Hamilton, Hamilton Gardens, Waikato River Explorer, Good George, Novotel Tainui Hamilton, Ibis Tainui Hamilton, Kiwi Balloon Company, Hamilton Gardens Arts Festival, Waikato Museum*



**NZ v Bangladesh**  
[www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)  
Family fun zone, fan trail, cricket festival, team celebrations & more



**Cricket Fan Events**  
[www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)  
From a cultural cricket festival to team celebrations, funzone & more



# Australia

## Tour the NI Campaign Aug-Sept 14

JV campaign between Tourism NZ, Northland, Auckland, Hamilton & Waikato, Rotorua, Taupo, BOP, Coromandel

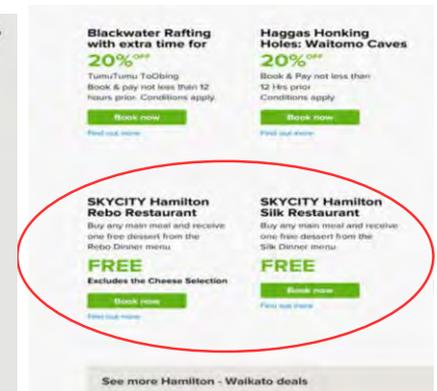
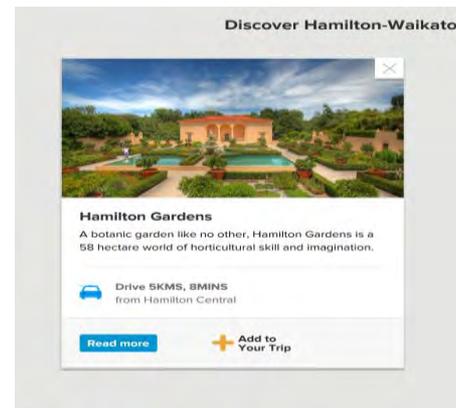
- \$1.6m campaign
- Audience: Eastern seaboard of Australia
- Trade partners Qantas & Flight Centre
- Online (over 116k clicks to newzealand.com)
- TVC
- Print – lift out (1,000,000 circ)
- Outdoor
- Media / PR (radio)

*Profiled:*

*SkyCity Hamilton*

*Hamilton Gardens also included as a H&W*

*'gem' destination*



# Travel Trade

Working with this influential travel distribution channel to raise awareness and educate them about the internationally trade-ready products on offer in the region

## Famils:

- Pre TECNZ Hamilton famil
- Pre TECNZ TNZ staff
- Australian Mega famil – Sweet As
- Time Unlimited
- Pre TRENZ ECNI ROT/HWT
- Post TRENZ Hallmark Travel
- Indian VIP CWC trade

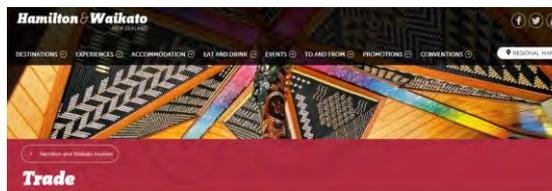
## Communications

Hamilton city products featured in

- Trade Product Update Document – used at trade shows & sales calls
- Trade website
- Newsletters (examples later on)

*Profiled internationally trade-ready + major events product:*

*Hamilton Gardens, Waikato River Explorer, Good George Brewing, Sudima Hamilton, Novotel Tainui Hamilton, Ibis Tainui Hamilton, Seddon Park, ICC CWC match, Claudelands*



Welcome to the Trade Site for Hamilton & Waikato Tourism. This site provides travel trade professionals with the latest news, product updates, images and resources relating to the Hamilton & Waikato Region.



The Waikato's home-grown tea is set to find its way onto lips throughout New Zealand.

This follows the inclusion of Zealand Tea in the new Artisan Collection range launched today (20 May) by premium New Zealand chocolate manufacturer Whitaker's.

Cardrona-based Zealand Tea Estate has locally grown refined tea (Whitaker's 100% Dark Chocolate) which went on nationally for the first time this morning.

It's a real coup for New Zealand's only commercial tea estate, with its product now being recognised by Whitaker's for the quality of its product.

Zealand produces five flavours of tea. It is the company's black tea which has been selected by Whitaker's as a great fit for one of its six new releases in its Artisan Collection.

Zealand marketing manager, Sam King says the inclusion of Zealand's tea in the new Whitaker's range is great news for a product grown and processed in the Waikato region.

"Whitaker's has a long and proud history of manufacturing quality chocolates in New Zealand. It's a family company and home-grown, just as Zealand is," he says.

"As an artisan producer with a similar vision and the highest possible standards, we're extremely proud of being selected by Whitaker's to be a part of this new range."

"We are sure the Kiwis will recognise the new Artisan Collection range of chocolates enthusiastically and will

### Product Updates

Tourism industry remains positive for the region

New Zealand's largest outdoor film destination

Just south of Rotorua, the Pink Lake

Hamilton Gardens awarded 2015

2014-2015's success with international

2014-2015's success with international

2014-2015's success with international

2014-2015's success with international

# Travel Trade

## Events attended and profiled Waikato products at

- TRENZ – largest NZ event for travel trade (250+ international buyers)
- Aussie Insights – event for Australasian travel wholesalers
- Inbound Tour Operators & RTOs event
- Sales calls to Inbound Tour Operators and wholesalers
- Auckland i-SITE training

## TECNZ Conference 25-27 August 2014

HWT put in a regional bid to host TECNZ 2014 Conference and won the bid.

Over 200 key travel trade industry representatives attended the conference. One of the scheduled pre-famil trips for buyers was based in Hamilton.



# Travel Trade

## Explore Central North Island

- Collective of 8 Central North Island RTOs
- Travel trade focus
- Coordinator employed

## Activities:

- Host region for TRENZ 2015
- Explore CNI Trade Manual
- Explore Expo – event for RTOs and tourism operators to promote themselves to travel trade buyers and inbound tour operators
- Newsletters
- Website
- Wholesaler brochures
- KiwiLink Events – India, China
- Mega Famil Training Days
  - Australia, Oct 14
  - South and South East Asia, Mar 15
  - India, Mar 15
  - North America, May 15
  - China, Jun 15



# Media Hosting (International & Domestic)

## Famils

Hamilton City was included in the following media famils:

- Neusseland News, NZ, 5,000 circulation
- NZ Today, NZ, 80,000 readership
- Weekend Herald, NZ, 583,000 readership
- The Garden Gurus, AUS, 500,000 viewership
- Kom Chad Luek, SEA, 900,000 circulation
- Warner Bros staff, Japan
- Trip Flip, USA, 1,500,000 viewership
- Womens Day + Yours Mag, AUS 350,000 circ
- Womens Weekly, NZ, 351,330 circ
- Madsack Media, Germany, 1,200,000 circ
- Hobbit Fan Contest, worldwide, 40pax
- TNZ GM PR & Major Events
- Linda Bently
- XYNZ, NZ, 28,238 Social Media fans
- TNZ Australian PR staff famil

## Profiled:

*Sudima Hamilton, Hamilton Gardens, Waikato River Explorer, City Centre B&B, Quest on Ward, Hamilton Zoo, Good George, Novotel Tainui Hamilton, Ibis Tainui Hamilton, Hamilton Airport, Smith & McKenzie Chophouse, Hamilton 150<sup>th</sup>, Chim Choo Ree, Victoria Street Bistro, Hamilton Farmers Markets*



IT'S ALL ON IN THE  
**TRON**

Four days in Hamilton proved to be a pleasure rather than a chore for Steve Hale, who uncovered a vibrancy and richness that once and for all smashes the well worn derogatory clichés to smithereens.

STORY AND PHOTOGRAPHY STEVE HALE

**W**hile being green tickmarks is supposed to be a term of endorsement, Hamilton like "The Trust" or "City Trust" have hardly represented Hamilton in the best possible light. There was actually a serious campaign in one stage to rename New Zealand's largest landlocked settlement "Waikato City".

Those ill-willed mariners hardly conceive up visions of grandeur, fessence and cultural panache. For too long now, Hamilton has been the unloved and best of many a few blues. Former Waihi and Otago-based Rudy Millock & Chris Latham infamously blamed his town's 2006 loss to the Chiefs in Hamilton on location. That was the final straw for me having a shocker dragger from across the ditch criticise a place as close to my heart.

As a former resident who has spent an accumulated period building over a quarter of my life either living, working or residing in the city, I feel it is time to set the record straight and leap to the defence of Hamilton. During a week long reconnaissance mission, I was delighted to become reacquainted with several familiar faces and reveal the model of a phenomenal coach, embracing change that local residents and business alike seem to be embracing. I devoted my research for this story into two separate categories, with children and without. Both missions proved to be exceedingly successful and thoughtfully enjoyed by all concerned.

My first Hamilton sighting was family had so hotel up, extremely considerably may I add, on Quest on Ward in the heart of the City. The location of our digs was not lost on me. Twenty years earlier our apartment would have been brand new and hung in the centre of the dance floor of the old Legends nightclub, a

few long-standing icons. I was just as delighted to uncover a city in the midst of a phenomenal coach, embracing change that local residents and business alike seem to be embracing. I devoted my research for this story into two separate categories, with children and without. Both missions proved to be exceedingly successful and thoughtfully enjoyed by all concerned.



promise I used to frequent regularly back in the early 90s. Legends (possibly known to grey, more experienced Hamilton readers as Chick Family) was a real den of iniquity back in the city. The old personal server rather formidable chairman and the odd patron had their hair cut here when they were kids. They look at me wondering who this old hanger is," he smirks.

After wandering back across the road to Quest I peddled out the guide books to

I'm happy to say that there is absolutely no comparison in terms of dilapidation, presentation and amenities between Quest on Ward and its previous life as a frankly inhumane paraflex. Our adjoining apartments were immaculate, fully equipped and spacious. It's great to be able to sleep your bags, since the old truss of clothing across the floor and make yourself at home.

Franchisee Robert enthusiastically consented that any requests we had were met promptly. Nothing was a problem, talk about service with a smile! The secure parking building at the rear a real bonus, as was having Starbucks on the corner before us. Whenever enjoying a city escape, it's reassuring to have the peace of mind that your beloved vehicle is tucked up safely at night... not to mention fire of charge!

In need of a trim, I popped across the road from Quest to the West Street Barber & Tobacconist where I was greeted with "Kiddie Steve" which has a genuine just take a seat" by owner Don "Buff" McIlwain who I conversed with



plan my day. A real feature of Hamilton is the proximity of its attractions. The highly acclaimed Zodiak Tea Room in Cambridge is an easy 10 minute drive from the CBD while for pete health and petrol heads, the Classics Museum was just five kilometers away. Not wanting to waste a balmy mid-winter like sky day, we walked around to the car park building and clambered aboard our big red machine. Even that a quarter of an hour later we had arrived at the admission counter of Hamilton Zoo.



Peter Sergel  
Hamilton Garden Director





# Convention Bureau Activities

## Overview

Appointment of Lynn Briggs as Convention Bureau Manager, Nov 14

## CB Partnerships

- 61 partners

## Assistance & Enquiries

- 100 enquiries

## Database

- 2,089 buyers and prospects (30 Jun 15)

## International Conference Bids

- TNZ Conference Assistance Programme (CAP) - 7 bids / 1 win / 1 loss / 5 pending (30 Jun 15)

## Industry Engagement

- Attended 3 x NZ Convention Bureaux meetings
- Attended CINZ Conference
- Held 2 x CB Partner Updates



# Convention Bureau – Famil Activities

## Famils

Hosted 39 famils, 149 companies and 179 buyers  
(Year prior: 106 companies and 144 buyers hosted)

## National Buyers Mega Famil

- Annual event, hosted 17 buyers
- From Wellington, Auckland and Dunedin
- Corporates, associations, government, professional conference organisers and media - spent 2.5 days in region

## Waikato Buyers Mega Famil

- Annual event, hosted 28 buyers
- Local business event organiser from the Waikato
- Corporates, associations, government and professional conference organisers - spent five days in region
- *Hamilton City inclusions - Classics Museum, Claudelands, Clever Events, Ferrybank, Kingsgate, Hamilton Gardens, Hertz, Novotel, Phoenix, Quest Hamilton, SkyCity, Sudima, Lawrenson Group, The Verandah, Waikato Stadium, Wintec*

## Pre-MEETINGS Australian group famil

- Hosted six buyers, spent three days in the region
- *Hamilton City inclusions were Claudelands, Hamilton Gardens, Leisure Time Tours, Novotel, Sudima, Super Shuttle, The Verandah, Waikato River Explorer and Wintec*

## ‘May Day’ Famils introduced

- Hosted seven buyers



# Convention Bureau – Famil Activities

## Famils that visited in Hamilton City

No.	Company/Group	Date of Famil	No of Co.	No. of Buyers	Days in wider region
1	Eventuate (Immunisation Advisory Centre)	8-Jul-14	1	1	0.25
2	CIM Magazine	14-Jul-14	1	1	0.5
3	TNZ AMI	22-Jul-14	2	2	1
4	Plumbing World	29-Jul-14	1	1	1.5
5	NZ Institute of Quantity Surveyors	14-Aug-14	1	1	3
6	Bus & Coach Association	4-Aug-14	2	2	2
7	Conference Innovators (Royal NZ College of General Practitioners)	21-Aug-14	2	3	1
8	Fonterra (Commercial Conference)	8-Sep-14	1	3	0.5
9	Farmers Mutual Group (FMG)	25-Sep-14	1	1	1
10	Promag	6-Oct-14	1	1	1
11	Kerrie Hosken (Consider It Green)	7-Oct-14	1	1	0.25
12	TNZ SSEA	6-Oct-14	7	7	0.75
13	Kentera Events	24-Nov-14	1	1	1.5
14	Bus & Coach Association	16-Feb-15	1	2	2
15	Cheryl - Synergy Events	1-Mar-15	1	2	2
16	Mega famil - National Buyers	1-Mar-15	17	16	3
17	Sarah Alexander	1-Mar-15	1	2	2
18	Warehouse Stationery	29-Apr-15	1	1	1
19	NZ Psychological Society	7-May-15	1	2	1
20	May Days famil 1	1-May-15	7	9	1
21	May Days famil 2	1-May-15	7	11	1
22	May Days famil 3	1-May-15	4	5	1
23	May Days famil 4	1-May-15	4	4	1
24	Pre-MEETINGS AU famil	1-Jun-15	6	6	3
25	LTT international gardening convention	30-Jun-15	1	1	1
26	May Day Famil 5 - Mighty River	24-Jul-15	1	7	1
<b>TOTALS</b>			<b>60</b>	<b>76</b>	<b>22.25</b>



# Convention Bureau - Publications

## 2014-2015 Convention Planner

- 1,000 copies printed
- Distributed via mail out and at tradeshows, sales calls and famils

Profiled in Planner: Claudelands, Novotel, Quest Hamilton, Sudima, The Verandah, Wintec Venues, Ferrybank, Coopers, Abbots, Lakeside Hamilton Gardens, Palate Restaurant, Quality Hotel Ambassador, Quest on Ward, The Grandstand, The Lawrenson Group, Narrows Landing, Phoenix Group, University of Waikato, Vilagrad Winery, Waikato Museum and ArtsPost, Waikato Stadium, Classics Museum, Waikato River Explorer, Hertz, ForumPoint2, Leisure Time Tours, Montana Catering, and Vidcom

## Purchase and Supply Directory

## Other Domestic and International Publications/Online Features & Editorial

- Meeting Newz
- Convention & Incentives NZ
- CIM (Aus)
- Business Events News (Aus)
- Micenet (Aus)
- University of Waikato Staff News

**HAMILTON & WAIKATO**  
New Zealand

...for business events that are unforgettable

Award-winning venues. Easily accessible. A variety of accommodation options. World-renowned activities. Quality support services...  
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Hamilton & Waikato Convention Bureau  
+64 7 843 1850 | bureau@hamiltonwaikato.com  
www.hamiltonwaikato.com/conventions

**Hamilton & Waikato**  
NEW ZEALAND

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CONVENTION PLANNER 2014/15

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**Hamilton & Waikato**  
NEW ZEALAND

**meeting newz**  
THE CONFERENCE, INCENTIVE & EXHIBITION MAGAZINE

**Strong contender's popularity grows**

The Hamilton and Waikato region continues to grow in popularity as a business events destination, with a busy calendar of events well underway for 2015.

Discover Waikato  
Quest  
Sudima Hamilton

**meeting newz**  
THE CONFERENCE, INCENTIVE & EXHIBITION MAGAZINE

**What's trending?**

After the industry's broad recovery in 2014, meeting planners around the world are indicating they're back in business for 2015.

By Alanna Moore

**Hamilton & Waikato Venues Impress**

This year is shaping up to be another busy one for the city's major conference and event centres, Clarendon.

**HAMILTON POPULARITY GROWS**

The Hamilton & Waikato region continues to grow in popularity as a business events destination, with an exciting calendar of events well underway for 2015.

Hamilton & Waikato Convention Bureau  
+64 7 843 1850 | bureau@hamiltonwaikato.com  
www.hamiltonwaikato.com/conventions



# Convention Bureau – Sales Calls & Events

## Tradeshows attended

- AIME, Australia Feb 15
- Convene, Apr 15
- MEETINGS, Jun 15

## Sales Training

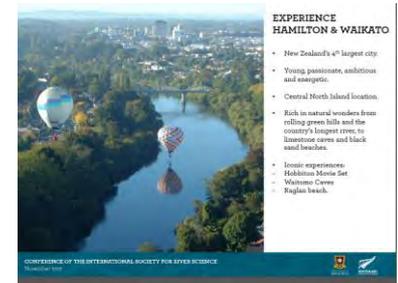
- Domestic - Auckland & Waikato
- International - Australia & Asia

## Hosted Events & Sales

- Presentation to 70 PAs - Auckland & Waikato
- Sales calls and group updates in Auckland & Waikato
- Joint events at Wintec and University of Waikato

## 'Miss Muddy' Event

- Secured event for the Waikato
- Est 5,000 attendees



# Activities – Online

## Website – hamiltonwaikato.com

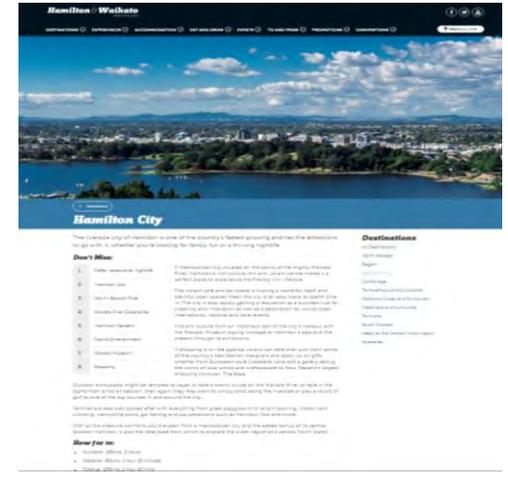
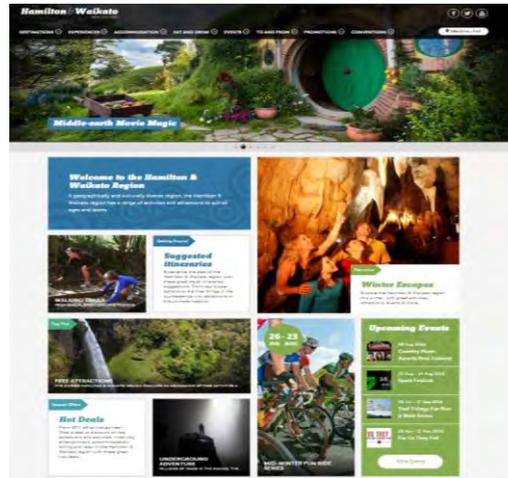
Hamilton related content views estimate: up 65.96% (excludes operator listing & event listings)

New content added/ increased coverage:

- Historic Hamilton Walking Tour
- Hamilton Lake Domain
- Taitua Arboretum
- University of Waikato Campus Walks

Full hamiltonwaikato.com website re-development project

- Launched Jul 15



# Online

## E-Newsletters

- Domestic NZ e-newsletter
  - Local residents version
  - Rest of NZ version
  - Total database of over 15,000
- Trade
- Media
- Industry
- Hamilton City events and activities profiled in the various editions including:
  - Various Hamilton Events
  - Cycleways
  - Hamilton Gardens SkyCity
  - Novotel
  - Sudima
  - Waikato River Explorer
  - Waikato Museum
  - Hamilton shopping
  - Hamilton dining

The screenshot shows the top navigation bar with links for 'View Our Website', 'Contact Us', 'Subscribe', and 'Find Us On' with social media icons. The main content area features a 'Season's Greetings' banner for December 2014. Below this, there are several news snippets:
 

- Season's Greetings and Welcome to our December 2014 Newsletter:** A welcome message to subscribers.
- Local residents version:** A list of local events including the Hamilton City Council Christmas Dinner, the Hamilton City Council Christmas Dinner, and the Hamilton City Council Christmas Dinner.
- Rest of NZ version:** A list of events for the rest of New Zealand, including the Hamilton City Council Christmas Dinner, the Hamilton City Council Christmas Dinner, and the Hamilton City Council Christmas Dinner.
- Total database of over 15,000:** A statement about the size of the email list.
- Trade, Media, Industry:** A list of other audience segments.
- Hamilton City events and activities profiled in the various editions including:** A list of specific events like 'Various Hamilton Events', 'Cycleways', 'Hamilton Gardens SkyCity', 'Novotel', 'Sudima', 'Waikato River Explorer', 'Waikato Museum', 'Hamilton shopping', and 'Hamilton dining'.
- New Products & Developments:** A section for new offerings, featuring an image of a building.
- Chandelands claims two major venue industry awards:** A news item about awards won by Chandelands.
- Hamilton is a destination on the rise:** A news item about Hamilton's growing reputation.
- Bees arrival sweetens up Hamilton attractions:** A news item about the arrival of bees in Hamilton.
- Waikato River: Tenth anniversary:** A news item about the 10th anniversary of the Waikato River.
- Waikato Business Excellence Awards:** A news item about the awards.

### To Awa receives Urban Cycleway Funding

A new section of To Awa - Great New Zealand River Foreshore will take shape this year thanks to a \$4.5M funding partnership between To Awa Trust, central government, Waikato District Council and the NZ Transport Agency. The 70km long cycleway project, which is being built in sections from Ngauruhia to Cambridge, is one of 13 projects nationwide to receive funding through the central government's Urban Cycling Fund. [Read more](#)

### African Football Action for Hamilton

Senegal and Mali will bring African footballing fun to Waikato Stadium this year as the countdown continues to the FIFA U-20 World Cup New Zealand 2015. The two West African nations have been confirmed for games in Hamilton, following the African qualifying tournament in March in Senegal, Ghana and Nigeria also qualified to play in New Zealand. [Read more](#)

### Hamilton is a destination on the rise

Hamilton has been named in the top 10 South Pacific destinations on the rise by the world's largest travel website, TripAdvisor.

The city came in at number 10 on the TripAdvisor list of Travelers' Choice Awards for Destinations on the Rise and the only other New Zealand destination named on the list being Wanaka in the South Island.

The recognition follows closely from Hamilton Gardens receiving the prestigious International Garden of the Year Award in the 2014 Garden Tourism Awards in October. [Read more](#)

### Bees arrival sweetens up Hamilton attractions

Three of Hamilton's most popular visitor attractions are about to get a whole lot sweeter.

Hamilton Zoo, Hamilton Gardens and Taita Arboretum are now home to two bees, installed through a new partnership between Hamilton City Council and local beekeepers Sweetness Honey. Honey is part of the Hamilton Farmers Market. [Read more](#)

Martin and Stephanie Lynch, owners of Sweetness Honey, have placed 45 bee hives across three publicly-owned facilities in a deal which will see Council on-board some of the honey produced by the hives' resident bees. [Read more](#)

The screenshot shows the 'Coming Events' section of the website. It features several event listings with images and brief descriptions:
 

- Hamilton Gardens Arts Festival:** An event celebrating the 2015 Hamilton Gardens Arts Festival.
- Hamilton City Council Christmas Dinner:** A festive dinner for the council members.
- Waikato District Council Christmas Dinner:** A festive dinner for the council members.
- Waikato Museum Christmas Dinner:** A festive dinner for the museum staff.
- Waikato River Explorer Christmas Dinner:** A festive dinner for the Explorer staff.
- Waikato Business Excellence Awards:** An awards ceremony for local businesses.
- Hamilton City Council Christmas Dinner:** A festive dinner for the council members.
- Waikato District Council Christmas Dinner:** A festive dinner for the council members.
- Waikato Museum Christmas Dinner:** A festive dinner for the museum staff.
- Waikato River Explorer Christmas Dinner:** A festive dinner for the Explorer staff.

The screenshot shows the 'Hot Deals' section of the website, featuring several promotional offers:
 

- 20% off at Discover Waikato:** A discount on Discover Waikato products.
- Suffina Hotel Eiko Package:** A package deal for the Suffina Hotel Eiko.
- 50% off Waikato Adventures:** A discount on Waikato Adventures activities.
- 2 for 1 entry to Otorohanga Koiwi House:** A special offer for the Koiwi House.
- 20% off your dining bill at SKYCITY Hamilton:** A discount on dining at SKYCITY Hamilton.
- FREE Hamilton Gardens Kiwi's Activity Swap:** A free activity swap for Hamilton Gardens.

# Activities – Online

## Facebook

Hamilton profiled to HWT's 23,000+ Facebook fans, with numbers increasing on a daily basis

**Hamilton & Waikato Tourism** added 4 new photos.  
August 11 at 8:00pm

When was the last time you explored Hamilton City? Not only home to great shopping, dining and entertainment options, Hamilton also boasts the museum, zoo, gardens, parks, plenty of indoor activity options and much more <http://goo.gl/dng3z>

**Hamilton & Waikato Tourism** added 3 new photos.  
October 8 at 8:00pm

Have you discovered the historic side of Hamilton City? With the Hamilton City Libraries free 'Historic Hamilton Walking Tours' app, you can take two self-guided tours of some of Hamilton's most historic locations, complete with audio, maps and images <http://goo.gl/DrBCGY> #WalkingWednesday

**Hamilton & Waikato Tourism** added 4 new photos.  
November 20 at 5:00pm

Who's excited for the Hamilton NZ 150th Birthday Party this Saturday? With everything from vintage markets, food stalls and a classic car show, to a petting zoo, fairground rides, fireworks and Benny Tipene performing live, this event is one not to be missed. Visit the [www.hamilton150.co.nz](http://www.hamilton150.co.nz) for a full programme of events.

**Hamilton & Waikato Tourism**  
March 7 at 8:00pm

From a multi-cultural cricket festival and Irish team celebration to a kids mini world cup, fun zones and more – check out the range of great events on around the sold out Hamilton ICC Cricket World Cup matches <http://goo.gl/Kp3M0>

**Hamilton & Waikato Tourism**  
Published by Regina Blogs  
June 11 at 6:00pm

Check out the 'Four of the best things to do on the southern road trip' article from [nzherald.co.nz](http://nzherald.co.nz) for great things to see and do in our region, including Hamilton Gardens, Hamilton Zoo, Waikato Museum and the Hamilton FIFA U20 World Cup New Zealand matches.

Four of the best things to do on the southern road trip - Travel - NZ Herald News  
There's more to check out while you're in the region for Fieldays  
NZHERALD.CO.NZ

**Hamilton & Waikato Tourism**  
August 21 at 8:00pm

Check out this great article from The Culture Trip - Which Hamilton & Waikato restaurants would you put on your top 10 list?

A Gourmet Guide to Hamilton, NZ | 10 Must-Try Restaurants  
Eat like a local in Hamilton, New Zealand, where these top 10 restaurants make...  
THECULTURETRIP.COM

**Hamilton & Waikato Tourism**  
March 24 at 8:00pm

Be sure to check out the Balloons over Waikato mass ascension from 7:30am tomorrow at Innes Common, Hamilton Lake – This great free event marks the start of the 5 day festival

**Hamilton & Waikato Tourism** added 10 new photos.  
September 12, 2014

We have a jam packed weekend of events ahead, from The Gallagher Great Race and the ReStyle Awards to film festivals, cycling events and much more. Check out the event details in the images below.



# Activities – Online

## Twitter

Hamilton & Waikato @HamiltonWaikato · Sep 10  
Congrats to Victoria Street Bistro in #HamiltonWaikato for winning the Montheith's Wild Food Challenge [stuff.co.nz/waikato-times/...](http://stuff.co.nz/waikato-times/) #lovethetron

Hamilton & Waikato @HamiltonWaikato · Jul 23  
Beautiful Winter sunrise this morning at Hamilton Airport #HamiltonWaikato



[View more photos and videos](#)

Hamilton & Waikato @HamiltonWaikato · Aug 27  
Check out this great video from @hamilton\_zoo about their Face2Face encounters [youtube.com/watch?v=D8p-2j...](https://youtube.com/watch?v=D8p-2j...) #HamiltonWaikato

YouTube



[View more photos and videos](#)

Hamilton & Waikato @HamiltonWaikato · Jul 15  
Ricky Martin is coming to Claudelands Arena in #HamiltonWaikato [claudelands.co.nz/events/upcomin...](http://claudelands.co.nz/events/upcomin...) #lovethetron @ricky\_martin

## You Tube

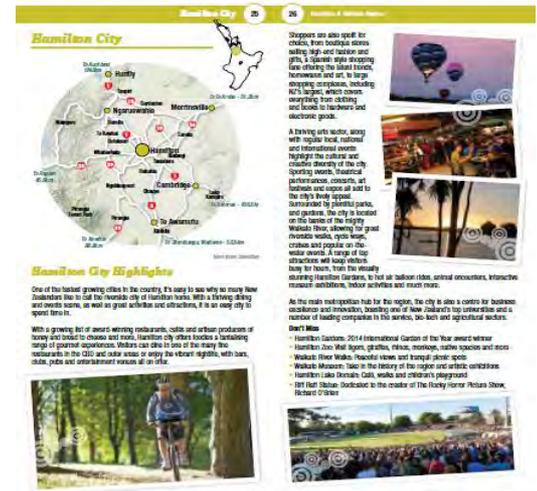
A Local's Guide to Golf courses in the Hamilton & Waikato region, NZ featuring:

- St Andrews Golf Club



# Activities - Regional Visitor Guide

- Annual publication
- 100,000 print run
- Distributed to:
  - NZ i-SITES
  - Jasons Auckland Transport, Waikato and Rotorua networks
  - National & International travel trade and consumer shows
  - Tourism NZ offshore offices
  - National & International HWT sales calls and tradeshows
  - Conference & event delegate and crew packs
  - Tertiary institutions
  - international student programmes
  - Industry engagements
- HWT's main piece of consumer collateral
- Hamilton City profile in editorial section and Hamilton City Highlights section also as well as through image selection



# Activities - Publications

Hamilton City attractions and facilities have received coverage in HWT produced editorial, advertorial and display ads

## SPRING INTO HAMILTON & WAIKATO

The warmer spring months are the perfect time to explore the great outdoors. With a large variety of walking, hiking and cycling trails, each offering their own uniquely spectacular views, along with caring adventures, water sports, fishing and great accommodation and dining to match, the Hamilton & Waikato region is bursting with outdoor recreational activity options.

Walking and hiking trails are abound in the Hamilton & Waikato region - from stunning waterfalls to mountain top views and picturesque waterways, with something for every fitness level.

Take an easy stroll to the spectacular Teahua Falls near Raglan, or opt for a more challenging hike to the Waikare Falls near Matamata. The Blue Spring at Te Waipoua walkway near Putaruru provides around 70% of NZ's bottled water and is a beautiful walk, while Mt Pirongia has a plethora of walking trails to keep you here for hours. For those looking for some peaceful bird watching, Sanctuary Mountain Matingatangi is a haven for native wildlife, with the canopy tower and clearing providing ample opportunity to catch some of the antics of the friendly Kaka and other birds in the specially designed, predator proofed enclosures. Other popular walks in the region include the Mangopuhi Natural Bridge near Waitemata, the Hakarimata Kauri Loop Walk near Ngatawhai and the Waioongai Valley walk near Te Anahu, just to name a few.

With a mix of the NZ Great Lakes in the Hamilton & Waikato region, plus a variety of supporting trails and mountain bike tracks, cycling enthusiasts are spoilt for choice. Enjoy a family ride along the Te Awa River Ride trail, or add a little more adventure on the varying graded sections of the 100km long Waikato River Trails, both of which provide great views of the mighty Waikato River. Take in some gold mining history along the Haaraki Rail Trail, with the added option of a relaxing mineral spa in Te Anahu in south Waikato, or follow the bush tramway of the Timber Trail as your ride through ancient native forest. Mountain bikers are also well looked after with the likes of Conga, Te Miro and Hamilton mountain bike parks or the Mount St Armbro tracks each offering their own unique rides. For something a little different, cycle the Pipewharaunui Trail near Raglan and get up close to the giant seal furrows of the Te Uru waka or the Mount Kauri Loop for awesome views over the west coast of the region.

There are also plenty of great attractions to fit in between the walking and cycling adventures. Visit Hobbiton Movie Set and take a tour through the new permanent set, marvelling at the intricate designs and attention to detail. The tour takes you past many welcoming-looking Hobbit holes including the famous Bag End, across the famous party field, past the mill and over the bridge to The Green Dragon Inn, where a relaxing Hobbiton beer awaits. Perhaps ascending through the amazingly themed Hamilton Gardens is on the agenda. With over 14 gardens that explore the context, history and meaning of gardens through



Sanctuary Mountain Matingatangi - Courtesy of Hamilton and Waikato Tourism

time, including New Zealand's first traditional Maori Garden, Te Parapara. It's easy to while away an afternoon, or head just north of Hamilton and enjoy high tea or a tasting experience at NZ's only tea plantation, Zealandia Tea Estate.

Known for its underground workers and adventures, from the heart-pounding black water rafting to awe-inspiring glowworms, those looking for a more adrenaline-fueled outdoor adventure are spoilt for choice in the Waikato Caves. About 100m down into the Lost World cave or try Black Water rafting through the underground passageways with Whitaker Adventures and for an equally memorable walking tour, the Waikato Glowworm Caves provides a spectacular sight as you take a boat ride under thousands of twinkling glowworms, and hear all about the history and geology of the caves to the east.

The region boasts a number of beautiful lakes, rivers and beaches. Enjoy a thrilling motorboat, bank or leisurely boat cruise on the mighty Waikato River or head west to the sparkling community of Raglan and try your hand at everything from surfing on some of the world's longest left hand breaks to stand up paddle boarding, windsurfing or kite boarding. There are lakes, rivers or just lakes available for most activities, or opt to just enjoy the springtime sunshine as you explore this somewhat unattached slice of Kiwi paradise.

For the fisherman among us, there is a good chance you'll pull out a brown or rainbow trout while showcasing the great fly fishing spots on the many trout lakes of the Waikato River, or the clear streams of the region. Trout are plentiful and guided fishing tours are also available.

The region's main city of Hamilton provides the perfect hub from which to base yourself while exploring the region and wider central North Island. A variety of accommodation from top hotels such as Novotel Tairāwhiti Hamilton or Suddon Hamilton, to motels and backpackers offering something to suit all budgets, while bike shops and outdoor gear outlets such as those found at SKYCITY Hamilton provide excellent comforts to end an eventful day in the great outdoors.

FOR MORE INFORMATION: visit what to see and do in the Hamilton and Waikato region visit [www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)

On Board Magazine, 20,000 copies per month on Interislander ferries and Kiwirail trains. Spring 2014

**AT YOUR SERVICE**

Please select the economic benefits of tourism in the Hamilton & Waikato region:

- ✔ \$1 billion of visitor expenditure each year (NZ's 5th largest tourism region by value)
- ✔ 5.8 million visitor nights each year
- ✔ At least 7,700 full-time jobs
- ✔ Ranked 3rd in NZ for market share of business event delegate days

**Hamilton & Waikato**  
NEW ZEALAND  
ADDING VISITORS. ADDING VALUE.

[WWW.HAMILTONWAIKATO.COM](http://WWW.HAMILTONWAIKATO.COM)

Waikato Times, Waikato Means Business feature alongside editorial, approx 77,000 readership

NZ Today Magazine, est 80,000 readership

From face-to-face animal encounters to river cruises, stunning gardens, a thriving arts scene, top eateries, events, entertainment and much more, Hamilton City has plenty to offer for your next break. For more information on accommodation, activities and attractions in Hamilton and the wider Waikato region, visit [www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)

**Explore Hamilton & Waikato**  
NEW ZEALAND

## HAMILTON & WAIKATO TOURISM

Hamilton & Waikato Tourism congratulates and wishes Hamilton City a very happy 150th birthday!

Contributing \$477 million of the \$1.07b in visitor expenditure to the Hamilton & Waikato economy each year, Hamilton is the hub for visitors to the region, providing a wide range of accommodation, entertainment, retail and activity options - from the visually-stunning Hamilton Gardens and the mighty Waikato River to the city's vibrant dining scene and top-class events.

With great facilities such as Claudelands Event Centre and Waikato Stadium, Hamilton is also making its mark in the business events sector. The region is ranked 3rd highest in the country for market share of delegate days, behind Auckland and Wellington, a testament to the strength of the city's offering.

Hamilton & Waikato Tourism plays a key part in the region's wider economic development strategy, promoting the city and region to domestic, international and business tourism markets.

As a fairly new organisation we're delighted to see growth in the region's visitor economy and believe we're in an ideal position to capitalise on our strengths, new developments and emerging visitation trends by continuing to work closely with Hamilton City Council and visitor-related businesses to promote Hamilton & Waikato as a great place to visit.

[www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)

**Hamilton & Waikato**  
TOURISM



Waikato Business News advertorial, est 70,000 readership

**Hamilton & Waikato**  
TOURISM

# Activities - Publications

Hamilton attractions and facilities have received coverage in HWT produced editorial, advertising and display ads

## Hamilton & Waikato

### NEW ZEALAND'S CYCLING HEARTLAND

A TRIP TO THE HAMILTON & WAIKATO REGION ISNT COMPLETE WITHOUT A FEW DAYS SPENT EXPLORING IT.

There are hundreds of kilometers of trails to discover offering riders a choice of routes at all skill levels. The region's picturesque scenery and fascinating past.

Whether its racing down lower-level hills or mastering a climb, the region offers a wide range of experiences for serious mountain bikers and families of all fitness and skill levels.

East coast riders may favour grassy hills with the signs of the Haurok Trail and the disquieting scenery of the Timber Trail, while the rugged Waikato River Trail offers excitement for serious mountain bikers and families of all fitness and skill levels.

There are other trails to enjoy too, from mountain biking on Mount Te Anau and in the Te Anau and Otago Mountain Bike Parks, to urban trails along Hamilton's city parks. So, whatever your level, New Zealand's cycling heartland offers great views, while those wanting a complete road experience should start in Hamilton Mountain Bike Park.

The region's cycling future is bright, with new trails and facilities being developed all the time. In New Zealand's cycling heartland, one site is never enough.

#### CYCLING SAFETY

Safety when cycling for you and other track, trail and road users is paramount. Please use the 'Slow your Ride' section of the **High Performance Trail Region Zone Cycle Trail** website for information on both 'on' and 'off' road cycling safety as well as taking cyclists' positions. [www.hamiltonwaikato.com/zonecycletrail](http://www.hamiltonwaikato.com/zonecycletrail)

#### GUIDE TO TRAIL GRADES

**GRADE ONE - EASIEST**  
Flat and suitable for all riders. Surface is either firm ground or tarmac and trails are wide enough for two people to cycle side by side most of the way.

**GRADE TWO - EASY**  
Predominantly level with some gentle climbs. Surface is either firm ground or tarmac and trails are wide enough for two people to cycle side by side most of the way.

**GRADE THREE - INTERMEDIATE**  
Can be steeper in sections and may include physically demanding climbs, narrow tracks, steep drop-offs and small river crossings.

**GRADE FOUR - CHALLENGING**  
More intense steep or narrow track, sections where treads are poor, and obstacles that are difficult to avoid.

**GRADE FIVE - EXPERT**  
Technically challenging and may include physically demanding climbs, numerous obstacles and narrow track. Some treads may be loose and carrying may be required.

#### MORE INFORMATION

There are many other riding options available in the region. For more information on these as well as the **Zone Cycle Trail** website please visit [www.hamiltonwaikato.com/zonecycletrail](http://www.hamiltonwaikato.com/zonecycletrail)

## A JOURNEY THROUGH TIME

### Central North Island Museums

Take a step back in time and unearth the history of this culturally rich and diverse area of New Zealand. Uncover the history and people of the Hamilton & Waikato, Coromandel and Waikato regions as the Museums and Heritage centres open their doors to share their remarkable collections, passions and stories with you.

With stories for nature-based learners, underground adventures and scenic Waikato views, the area also holds a historical significance for Maori, being the base for the influential Kingitanga Movement (Maori King Movement), the home of the Maori King at Turangawaewae and the final resting place of one of the great voyaging canoes many centuries earlier.

Many events within the region were also sites of battles during the Land Wars between Maori and the British, and the Waikato River (which translates means "flowing water"), has played a key part in many historical New Zealand events including being the birth place of the country's first mayor – the Waikato Herald.

Visitors and their descendants have also made the area their home, creating a pioneering heritage based on agriculture, mining, power generation and more recently economic and creative industries.

This guide provides a brief overview of the content that the Museums and Heritage Centres in the Hamilton & Waikato, Coromandel and Waikato regions offer visitors. Each one offering something a little different from the rest, whether it's showcasing the local gold and mining heritage, agricultural history, Maori culture, the region's geographical past, or collectables and artefacts from a bygone era.

Hamilton & Waikato  
WWW.HAMILTONWAIKATO.COM/MUSEUMS

Central North Island museum brochure

## TRACKS & TRAILS

### HAMILTON CITY RIVER RIDES

The great outdoors and scenic views for all through scenic riverbank trails and scenic views. The trails are well signposted and are suitable for all levels of cyclist. The trail is a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### AVANTHOKE - HOME

With a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### TE ANAU - THE GREAT NEW ZEALAND RIVER RIDE

The Te Anau River is a beautiful scenic river with a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### THE TIMBER TRAIL

The Timber Trail is a challenging and scenic trail with a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### HAMILTON MOUNTAIN BIKE TRAIL

The Hamilton Mountain Bike Trail is a challenging and scenic trail with a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### BLUSHBERRY

Located in the heart of Hamilton, the Blushberry trail is a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

### WAIKATO RIVER TRAIL

The Waikato River Trail is a scenic and challenging trail with a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

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The Waikato River Trail is a scenic and challenging trail with a mix of tarmac and gravel paths and is well signposted. The trail is a mix of tarmac and gravel paths and is well signposted.

<h4>AGRICULTURAL HERITAGE MUSEUM</h4> <p>Uncover the history of the region's agricultural heritage through a collection of artefacts and exhibits.</p>	<h4>DARFINS HISTORICAL ARCHIVES</h4> <p>Discover the history of the Darfins region through a collection of historical documents and photographs.</p>	<h4>NEW ZEALAND TIMBER MUSEUM</h4> <p>Learn about the history of the timber industry in New Zealand through a collection of historical artefacts.</p>
<h4>BELLA SYDNEY MUSEUM</h4> <p>Discover the history of the Bella Sydney region through a collection of historical artefacts.</p>	<h4>FIRTH TOWER MUSEUM</h4> <p>Learn about the history of the Firth Tower region through a collection of historical artefacts.</p>	<h4>OTIHOA DISTRICT HISTORICAL SOCIETY'S RAILWAY HOUSE</h4> <p>Discover the history of the railway industry in Otihoa through a collection of historical artefacts.</p>
<h4>CAMBRIDGE MUSEUM</h4> <p>Learn about the history of the Cambridge region through a collection of historical artefacts.</p>	<h4>OKAIHIA REGIONAL MUSEUM GALLERY</h4> <p>Discover the history of the Okaihia region through a collection of historical artefacts.</p>	<h4>PIPERA &amp; DISTRICT MUSEUM</h4> <p>Learn about the history of the Pipera &amp; District region through a collection of historical artefacts.</p>
<h4>CLOCK WORLD</h4> <p>Discover the history of the Clock World region through a collection of historical artefacts.</p>	<h4>MERCURY BAY MUSEUM</h4> <p>Learn about the history of the Mercury Bay region through a collection of historical artefacts.</p>	<h4>PIPIOPI &amp; DISTRICTS MUSEUM</h4> <p>Discover the history of the Piopio &amp; Districts region through a collection of historical artefacts.</p>
<h4>COMMANDELL MINING &amp; HISTORIC MUSEUM</h4> <p>Learn about the history of the Comman dell Mining &amp; Historic region through a collection of historical artefacts.</p>	<h4>MORRISVILLE HERITAGE CENTRE</h4> <p>Discover the history of the Morrisville region through a collection of historical artefacts.</p>	<h4>PIROHITA HERITAGE INFORMATION CENTRE - WAIKATO RIVER TRAIL &amp; ARAHAKA RIVER</h4> <p>Learn about the history of the Pirohita region through a collection of historical artefacts.</p>
<h4>THE ANAMITU MUSEUM</h4> <p>Discover the history of the Anamitu region through a collection of historical artefacts.</p>	<h4>THE TREASURY</h4> <p>Learn about the history of the Treasury region through a collection of historical artefacts.</p>	<h4>WAIKATO MUSEUM OF CAVES</h4> <p>Discover the history of the Waikato Museum of Caves region through a collection of historical artefacts.</p>

Regional cycling brochure – tracks & trails

# Activities – Industry Development

## Events

Hamilton tourism operators and wider business community members have had the opportunity to participate in the following events:

- HWT Symposium, Nov 14
- Nz.com operator workshop, Nov 14
- Travel Trade Workshop, Mar 15
- TIA Regional Summit, Jul 15

## Industry Communications

- Website
- e-Newsletters

## Product Development

HWT worked with Hamilton City Council and / or local operators on

- Te Awa – The Great NZ River Ride
- The River Plan
- Hamilton Zoo Master Plan



# Activities – i-SITE Charter

## Charter Activities

- Marketing activity inclusions including content suggestions, promotional involvement ie promo tiles and social media, HWT website
- Bi-monthly e-newsletter from HWT
- Regional Visitor Guide
- Regional cross-selling event, Jul 14, Nov 14, May 15



# Visitor Strategy 2015-25

## Goal

To grow visitor expenditure in the region from \$1b to \$1.35b by 2025

## How?

1. Increase investment to be more competitive and grow demand
2. Widen HWT's scope to focus on enhancing the visitor experience and strengthen the region's tourism proposition

Result: HWT's seven partner councils agreed to an increase in funding through their LTPs

