



March 2016

It is hard to believe that in a weeks' time our beautiful island will be filled with tourists yet again as we celebrate Easter!

Holiday rentals all over the island will be bursting at the seams with happy holiday makers, not to mention our own homes, as friends and relatives that we haven't heard from in some time, decide to descend upon us. It feels like only yesterday that we were saying "Happy New Year"!

Great Jazz bands will be entertaining the masses as part of the Jazz Festival, the vineyards, cafes and restaurants will be humming and we will all be over indulging again. That's the good news. The downside to all of this is that after Easter our "golden days" as local businesses will be reduced considerably as the tourist dollar heads to warmer regions. We are attempting to overcome this by offering great rates for autumn and winter stays and by focusing some of our marketing budget at our European visitors, who love to experience the natural beauty of our gorgeous island all year round.

If you are in the service industry and are planning on doing special promotions during the autumn and winter months, let us know about it and we will let our guests know. It is a win-win. We can enhance their experience here and you can increase your low season income.

Interesting Info..

The Auckland Tourism Events and Economic Development Department (or ATEED), conducted a survey on Waiheke Island last year and came up with some very interesting visitor statistics, two of which I have included below. The purpose was to gain an understanding of visitor behaviour while on the island and visitor perceptions about their Waiheke experience. A total of 211 completed interviews were conducted over three days spread over a five week time frame and included a week day and two weekend days. The interviews were conducted at a number of locations; the two main ferry terminals and in the main town of Oneroa.

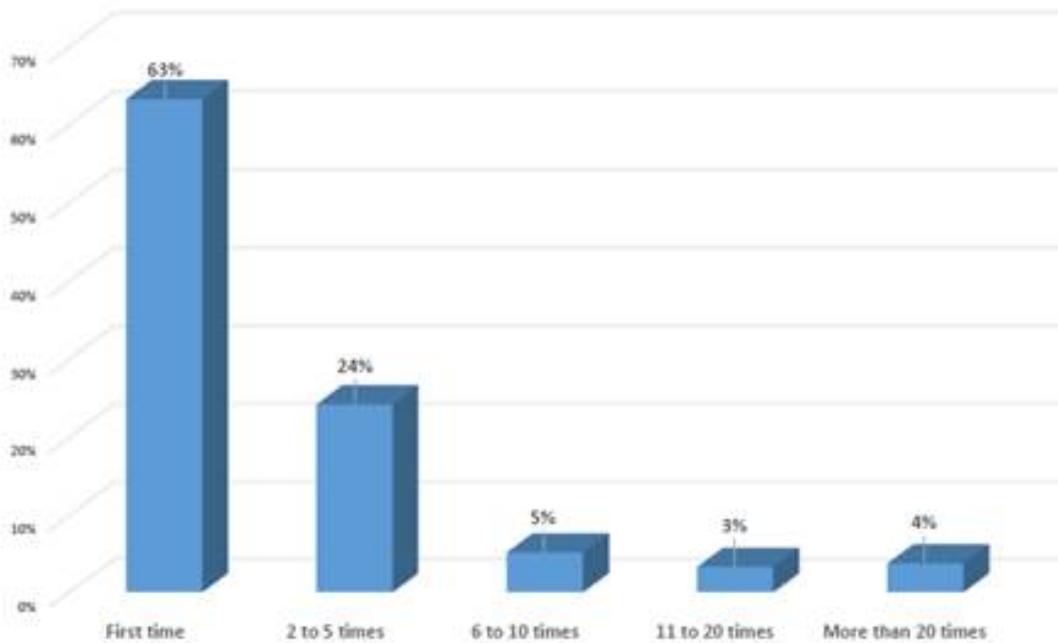
The news was all very positive for Waiheke Island and will hopefully continue this way for years to come. This sort of information can help us all when we are trying to plan for extra visitors to the island and to assist with making sure that we continue to exceed their expectations.

We only get one chance to make a lasting impression with nearly 50% of our visitors. You may not think that your particular business is affected by an increase in tourism numbers, but if you provide services to local householders, then you also service the accommodation market.

We use every type of trades person and most suppliers to keep our holiday homes running and our guests happy and we know the importance of community when we have to get things done. If you

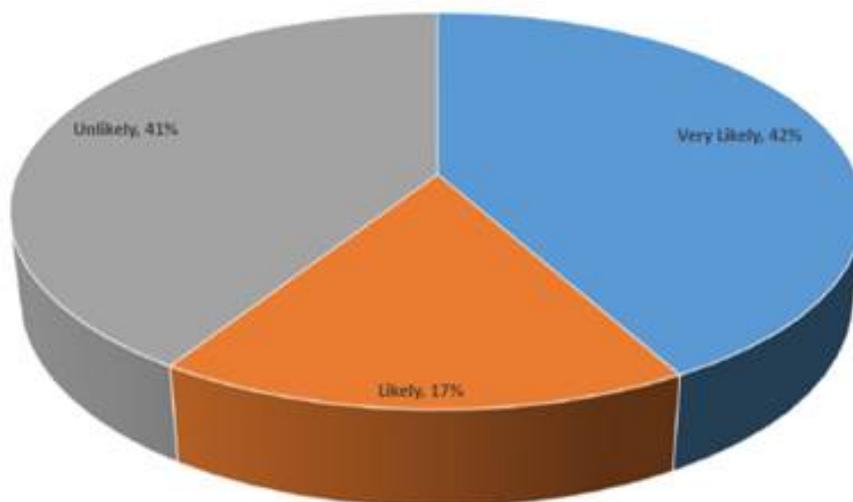
haven't already listed your business with us on our 'About Waiheke / Services' page, we would love to hear from you. Call in to our office at 1 Puriri Road, Oneroa to say hi or drop us an email info@waihekeescapes.co.nz and we will get your business up there ASAP.

How often travelled to Waiheke in last two years



Base n=211

Likelihood to re-visit Waiheke



Base n=211

Waiheke Escapes Gift Vouchers are now online!

A promotional graphic for Waiheke Escapes. The background is a soft-focus beach scene with a blue sky and green grass. In the foreground, there are two stacked brown leather suitcases. On top of the suitcases are a small brown teddy bear, a woven hat, and a pair of sunglasses. The text 'Waiheke Escapes' is written in a red cursive font at the top left, with a small bird icon above the 'e' in 'Escapes'. Below it, 'ESCAPE VOUCHER' is written in large, white, sans-serif capital letters. To the right of the suitcases, there is a white box containing the text 'to Danny & Sandy' and 'from The Pink Ladies'. To the right of this box, the amount '\$300' is written in large, white, sans-serif font. In the top right corner, 'WAI000EG' and 'Expires 01/12/2020' are written in small, black, sans-serif font. At the bottom, there is a line of small text: 'Please call us on +64 9 638 2551 to arrange your booking. View our properties at: www.waihekeescapes.co.nz'.

Waiheke Escapes
ESCAPE VOUCHER

This Gift Voucher is redeemable towards accommodation in one of our beautiful Holiday Rentals on Waiheke Island.

to Danny & Sandy
from The Pink Ladies

\$300

WAI000EG
Expires 01/12/2020

Terms and Conditions: Waiheke Escapes vouchers are redeemable for 12 months from the date of purchase and may not be exchanged in whole or part for cash. If stay dates are not booked at the time of purchase, then the recipients stay will be subject to availability and nightly rates at that time, which can change from season to season.

Please call us on +64 9 638 2551 to arrange your booking. View our properties at: www.waihekeescapes.co.nz

These are a great gift idea to give to friends and loved ones so that they can experience a bit of what you get to live in every day. Engagements, birthdays, anniversaries – whatever the occasion. You decide on an amount of your choice to go towards the lucky recipient's holiday accommodation and they get to choose where and when they spend it. Take advantage of the great Autumn/Winter accommodation rates and invite them to use it during our beautiful cooler months when they will get more 'bang for their buck' while enjoying gorgeous views in front of a cosy fireplace.

Visit our website to purchase one of these fabulous vouchers <https://www.waihekeescapes.co.nz/gift-vouchers/>

The good news just keeps coming!

We are currently running a new promotion and this could be the easiest money you make this month. If you refer a friend, relative or business associate to us and they list their property with Waiheke Escapes or Auckland Property Management, we will reward you with a \$100 Prezzy Card (that you can spend anywhere that accepts Visa) to say thank you. There is no limit to the number of these that you can receive either, so start harassing all those friends that you know are thinking about using their properties for holiday or long term rental.



thank you for helping us grow

If you refer a friend to us and they become a client of Auckland Property Management or Waiheke Escapes, we would like to say thank you.



\$100

Prezzy Card to you,
in appreciation of your
recommendation.

So if you have a friend, relative, business associate... anyone really...
refer them to us today and get rewarded.

*Some conditions apply

Waiheke Escapes



**AUCKLAND
PROPERTY
MANAGEMENT**
LTD HBK12

See you at the beach!

The team at Waiheke Escapes
www.waihekeescapes.co.nz