

**Amazing Albany** – August 16, 2007

Welcome to the *amazingalbany* Industry Newsletter.

Included in this edition:

- **Mix 94.5 radio campaign finale`**
- **Amazing Albany at Western Australian Tourism Exchange**
- **Albany presence in food and wine publications**
- **SKAL celebrates a year of business among friends**
- **More exciting things coming up!**

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### **Mix 94.5 radio campaign finale`**

Rediscover Albany is the message that has gone out to our target market in Perth this winter. A final burst of radio advertising and “Win on the Web” competitions with mix 94.5 marks the end of the targeted campaign in August. Several competitions with mix 94.5 have helped hook our target market and show them a quality Amazing Albany experience, thanks to the generosity and support of many local businesses and services.

Mix 94.5 received an overwhelming amount of entries in the Amazing Albany “Win on the Web” competition that ran earlier in the Winter Campaign. In a one- week period 4, 437 listeners entered their details to win a holiday prize package in Albany. Promotions manager at mix 94.5 said that the Amazing Albany prize packages were “very much desired”!

**Please let us know how the winter campaign is working for you. Your feedback is vital! Email the tourism desk at [tourism@albany.wa.gov.au](mailto:tourism@albany.wa.gov.au) or call (08) 9841 9295.**

### **WATE**

The Western Australian Tourism Exchange was held at Burswood Convention Centre on August 8<sup>th</sup>-9<sup>th</sup>. Around 70 buyer companies each with one or two staff from the Eastern

States attended this year's workshop. The City of Albany had a very stylish booth at this trade show spreading the word on Amazing Albany. The Amazing Albany bags were a huge hit gaining a lot of compliments and helping buyers heave a lot of valuable information about WA around the convention centre. Albany and WA as a whole was a new destination for many and those unaware of the southern city were intrigued by our rich history, natural beauty and attractions. Many valuable new contacts were made and as a follow up, extra requested information has been sent to interested eastern state businesses and travel media, which will help maintain the interest and awareness of Amazing Albany.

**In 2008 the Australian Tourism Exchange will be held in Perth** and will be a great way to engage a broader market on the unique iconic experiences and allow greater awareness of Amazing Albany nationally.

### **Albany Presence in Food and Wine Publications**

WA Wine and Food Trails Odyssey media famil arrived in the Albany early this month and media representatives toured and tasted their way around the region. The success of the famil promises great coverage of the region as part of the WA Food and Wine Trail.

**The WA Food and Wine Trail will feature as a gloss magazine to be inserted in the Sydney Morning Herald and the Melbourne Age on the 28<sup>th</sup> September.** The gloss magazine is the key piece of collateral to be produced for the Innovative Partnerships Project of Wine, Food and Tourism Regions of Western Australia. The project is an initiative of Australia's South West, and the association has provided significant funding for the project. Amazing Albany will be advertising in this publication alongside regional information.

**Spice Magazine** journalist and photographer Jeff Atkinson visited Albany in July to report on the Go Taste Albany farm gate trail and other tasty experiences in the area. A full page Amazing Albany advertisement will feature in the next publication. Check it out to see our impressive local producers shining.

### **SKAL celebrates a year of business among friends**

The Albany Club was inaugurated on 9 August 2006 with 25 founding members providing them with an immediate network of like-minded professionals around the world to share ideas, opportunities and industry matters.

Les Bail, President of Skål International Albany, said 'Skål is all about friendships and fun. We currently have 31 members in our club, representing all aspects of tourism within the region, making it possible to pursue topics of common interest from a local level; "business among friends" is our motto.'

Founded in 1932, Skål is the only international group uniting all branches of the travel and tourism industry around the world, promoting global tourism and friendship and has approximately 22,000 members in 500 clubs throughout 90 nations.

**Skål International Albany meets on the first Wednesday of every month either for a breakfast, lunch or dinner and organisers are always on the lookout for new and unusual venues.**

Membership of Skål is open to managers or executives directly involved in tourism management, sales and promotions in specified travel and tourism businesses, including transportation, travel and tour operators and agencies, tourism organisations, governments and non-government tourism councils, hotels, convention centres and travel media. Although based in Albany, the club also invites involves operators from Denmark, Mt Barker and Kojonup to be truly representative of the region. **For an application form please contact club secretary Gaynor Clarke on 08 9845 1295.**

### **Other points of interest...**

- Australia's prominent wine writer - Mr James Haliday – has named **Wignalls** a 5 star winery, along with making the "Best of List" for our Sauvignon Blanc with James 2008 Wine Companion. The 2006 Pinot was also featured and highly rated even after only being in bottle one day. **Wignalls 2006 Pinot Noir** has just been awarded **a high GOLD medal** at the Melbourne Royal Show and just missed out on the overall trophy for Best Pinot of Show. CONGRATULATIONS!!!
- Amazing Albany Ambassador Ian Brayshaw visited **"Getaway"** producers in Sydney early this month and had some very positive feedback from the popular

travel show who are keen to visit Albany as early as October this year. Will keep you posted!

- **Leonardo's restaurant** has just reopened its doors with a new chef of only 25 years old, creating some sensational food. This restaurant now will open for lunch 3 days a week and high teas as well as dinner 6 days a week. If you are looking for a nice evening out with an opportunity to be amazed and ... not left hungry at the end! Give Mark, the chef the opportunity to prepare a memorable meal. The prices are reasonable too... Entree average \$ 10/20 Main \$ 20/30 and desserts \$12.
  - Have you checked out the awesome fly over view of the Albany Entertainment Centre concept design on show at the Albany Public Library or via the city's website [www.albany.wa.gov.au](http://www.albany.wa.gov.au).
  - Information Bays and Amazing Albany Street Banners are set to brighten the city's entrances and streetscape in the coming months.
  - Albany Visitor Information Centre website [www.amazingalbany.com](http://www.amazingalbany.com) will be live with a fresh look, and current information by the end of this month and will allow information to be updated regularly in- house!
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