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Tukino News

ISSUE 1

MAY 2009

Marketing Our Tukino

Hi Everybody,

This newsletter is a result of a TMCA marketing meeting held in Taupo over the holidays, a way of letting all interested parties know about milestone TMCA meetings or events.

At the meeting we discussed how we can improve our marketing efforts for Tukino to attract more visitors and thus improve TMCA's financial position.

A number of initiatives and improvements to current systems are underway.

NEW BROCHURES & UPDATE TO WEBSITE:

New rack cards will be produced to replace the old bro-

chures for distribution to visitor information centres and ski shops for the 2009 season.

In conjunction with this we are also looking at upgrading Tukino's website—we will most likely be "tweaking" the website we have already for a minimum cost, and looking at a complete overhaul at the end of the season funds permitting, as our current website is outdated, cumbersome to navigate and can't be found very easily either!

There are a whole heap of new e-marketing tools available with a re-designed site, that weren't available when the old site was designed 6 years ago. One of the changes we will make now is that the website will direct all enquiries about accommodation to the club websites



TICKET OFFICE/DAY SHELTER

After the success of this new facility last year, (see photo next page!) we will continue to provide food and beverages along with ticket sales for the 2009 season. We hope to add some more tables outside (sorry Gary for running over the picnic table!) and improvements to the menu!

Cat Skiing?

A proposal to introduce Cat Skiing to Tukino has been progressing for over a year. Presentations have been made to DOC and further submissions will be required before we can get permission to start up a commercial Cat Skiing operation at Tukino. Unfortunately

this will not happen in time for the 2009 ski season—but we are working on it.. Work will continue on the project by Terry Dunn, Logan Reilly and Brett Palmer after the 2009 ski season is underway.,

PHOTOS

If anyone has any great photos of Tukino and its facilities—action shots in particular, we would really appreciate the material for marketing the website and for our brochures. So become world-famous in New Zealand and email your pics to awarua@ihug.co.nz

Road Works:



The Tukino Access-Road now looks like this... (!)

Signage on the Desert Road and on the Tukino Mountain Road is being reviewed to see how we can make the turnoff to Tukino more visible to the public. Bruce McGregor is also investigating an extra sign to provide more information about Tukino access to visitors once they turn onto the Tukino Access Road.

Maintenance—David, Ben and Mike have been

working incredibly diligently on repairing the Tukino Access Road so it now looks like the main highway (!). Culverts and surfaces have been repaired from Repeater Hill through the Cut, which should see us through this Winter. Over this season an eye will be kept on snow levels on the “old track”, as this could be a possible alternative to maintaining the Cut— maintenance required to keep the Cut in good repair is expensive and clearing high snow levels is a time

consuming exercise for our Bulldozer crews.

Driving Tip: To be environmentally friendly on the road, please always engage 4wd regardless of conditions, summer and winter from the 2wd carpark, as this will help protect the surface and lengthen the life of the road.

Staffing and Tickets

TMCA Staffing for 2009 will comprise Terry Dunn as Mountain Manager, Bruce McGregor as part time Snow Safety officer, Mike Leach will be Skifield Operations and Road Manager and we are still looking for a Full time Ski Patroller—any volunteers?

We will continue to utilize our base of existing volunteer ski patrollers (thanks you guys!) and propose to have an introductory ski patrol train-

ing weekend in conjunction with the “put the ropes out weekend” (last weekend in June weather permitting).

If you want to be a volunteer from DAC or ASC please get in touch with Bruce McGregor:

bruce.mcgregor@xtra.co.nz

Ticket Pricing—It is proposed that the prices of the Day Passes remain the same as

2008, with the exception of a small increase in the cost of Season Passes. Season Passes will be set at x4 the cost of the equivalent Day Pass—this means no change to an Adult Season Pass (\$180), Students Season Pass are up \$20 to \$140, and Child Season Passes will cost \$100 (up from \$60). Don't forget if you hold a RAL Season pass we offer a 50% discount on midweek ski passes at Tukino.

Volunteer Ski Patrollers—book now for the ski patrol training weekend—

Don't forget the Squad!



Upgrades & Lots of Snow!

A new tow motor has been installed in the bottom tow shed— the old one was falling to bits and this motor has come from RAL at an extremely good price. Thanks to David for modifying it and putting it together. There is a little bit of work left to connect up fuel lines and exhausts, but this operation has been hampered by the masses of snow falling on the mountain over this last week.—in fact as I write this the snow is falling! Looks like we will have a great start

to the season, so start making your bookings. Don't forget ski/board squad dates are:

24/25 July
7/8 August
21/22 August
4/5 September

Bookings to Steph Reilly 09 411 7095