



WAIUKU INFORMATION CENTRE 2017 STATISTICS

7th August 2017

Ph 09 235 6201

www.waiukutown.co.nz

HOURS OF OPERATION:

Open Tuesday to Sunday and Public Holidays.

Summer hours- 10am-4pm

Winter hours- 10am- 3pm

VOLUNTEER HOURS:

Currently 12 Regular Volunteers.

Volunteers do a half day shift of 2 ½ to 3 hours at least once per week.

Volunteer Hours January to July 2017: **167**

Extra Volunteer hours on Mondays during Summer: **78**

TOTAL HOURS: 245 hours

2017 VISITORS STATISTICS:

Month Total Info Ctr JP Council/WBDA

Jan	546	441	67	38
Feb	411	336	46	29
Mar	478	405	41	32
Apr	460	388	25	47
May	250	176	36	38
Jun	245	202	29	14
July	245	177	58	10

TOTAL 2017: **2,125** Seeking Visitor Information

BENEFIT TO LOCAL & REGIONAL BUSINESS

The Waiuku Information Centre significantly benefits the local business community and the entire region through the following ways:

- We provide visitor information on the whole of the Franklin region and local businesses and services available.
- From visitor feedback, our service increases repeat visitors to the area.
- We provide more options for activities and places of interest which they may not have been aware of when they arrived which increases length of stay.
- Repeat visits and extended stays, in turn, increases local retail and accommodation spend.
- Many of our visitors rely on brochures and speaking to a person about what to do in the area rather than the internet.
- We also deal with many business enquiries and direct people to local companies and retailers
- We are located in a very central location next to public parking areas and places of interest, making us very accessible to visitors and locals, with wheelchair access.
- We experience high numbers of foot traffic in the area, particularly in the summer period.

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