

9. ***"WALK CHRISTCHURCH: 60 SHORT WALKS THAT EXPLORE YOUR CITY":  
A BEST SELLER!***

RR 9130

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Corporate Plan Output: Recreation Promotion and Programmes	

The purpose of this report is to brief Councillors on the book "Walk Christchurch: 60 Short Walks That Explore Your City" which was launched in October 1998.

Although two years in production, "Walk Christchurch" sales to date have illustrated that a publication with wide appeal, good design and well researched material will be attractive to the public.

Due to the popularity of walking in Christchurch as a leisure activity, "Walk Christchurch" has become a primary resource for walkers in the city and an informative guide for visitors.

Sales to date total 4800 copies. A reprint was required within one month of launch date and another reprint is currently underway. Numbers are expected to continue at a steady rate throughout the remainder of the year.

A revised and updated edition, containing additional material, is planned for release in early 2000.

**Chairman's**

**Recommendation:** That the information be received.