

MEDIA RELEASE

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MORE AUSTRALIANS TO VISIT MARLBOROUGH

Marlborough will feature in a \$2 million consumer marketing campaign in Australia being launched by regional partner Positively Wellington Tourism (PWT) in March 2010.

Wellington led a \$1 million application for matched funds from the \$5 million unlocked by central government last month for boosting joint venture regional marketing offshore through regional gateways. The Wellington pool comprises of \$790,000 from PWT and \$210,000 contributed by industry and regional partners, including Destination Marlborough and Interislander.

Destination Marlborough General Manager Tracy Johnston said, “while Wellington will very much be the core message of the campaign, Marlborough would feature as part of the broader regional offering to complement the city’s positioning. This is an incredible opportunity for Destination Marlborough to talk directly to Australians about our region. This partnership has allowed us to step into the consumer marketing space which we simply couldn’t afford to do on our own.”

Destination Marlborough and Interislander join partners Positively Wellington Tourism, Destination Wairarapa, Venture Taranaki, Wellington International Airport, Museum of New Zealand Te Papa Tongarewa and Hutt City Council, who are all contributing to the campaign, which will position Wellington as a creative, innovative urban hub surrounded by iconic landscapes and experiences.

PWT Chief Executive David Perks said “Wellington’s proximity to two of New Zealand’s finest wine regions is a key selling point for us internationally.”

Over 113,000 Australians visited Marlborough last year. “While the market is performing well for New Zealand and is our largest international market, there is still plenty of scope to attract a larger share of the 10 million people living on the country’s eastern seaboard” Tracy Johnston said.

Campaign planning is already underway which will include price-point driven television and online advertising designed to plug gaps left by softened long haul markets in the short term, while a PR and media programme will build reputation and desire foundations for the long term.

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Tracy Johnston says “Destination Marlborough will be taking full advantage of every opportunity this campaign will offer including hosting Australian media and working with operators to develop offerings to lure Australians to Marlborough through Wellington. As well as creating a platform for Marlborough tourism operators to showcase their experiences, we will be working more closely with the Marlborough wine industry to draw the link between enjoying the wine and visiting the region.”

Destination Marlborough is the regional tourism organisation responsible for marketing Marlborough as a visitor destination both domestically and internationally.

For more information contact:

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Background:

Campaign contributors

- Central Government: \$1,000,000
- Wellington City Council: \$500,000
- Positively Wellington Tourism: \$290,000 (reallocation from current activities)
- Regional and industry partners: \$210,000 (comprising of Wellington International Airport, Museum of New Zealand Te Papa Tongarewa, Interislander, Hutt City Council, Destination Wairarapa, Destination Marlborough and Venture Taranaki).