



Media Release

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## F.A.W.C! attracts world's media to Hawke's Bay

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Summer F.A.W.C! Food and Wine Classic has proven to be a compelling reason to visit Hawke's Bay, with media from New Zealand and a number of international destinations all descending upon the region to experience the 10-day long festival in November.

International media hailing from China, The United Kingdom, Australia, all writing for high profile titles including The Guardian UK, The Evening Standard, Good Food Australia, will be attending events at The Urban Winery, FunBuns, Black Barn Vineyards and a secret location lunch.

The group will also be attending tourism activities in the region including Napier Maori Tours, Art Deco, Hawke's Bay Farmers' Market, and Juliet Harbutt's 'Hunter Gatherer Tours'.

Broadcasting their experiences to millions of potential visitors worldwide, the group have a combined audience of 28 million through print and digital platforms.

Making the journey from China is Key Opinion Leader and highly regarded author, Anthony Ma, and his crew. With an established audience of 3.16+million across China's most popular apps, Weibo and WeChat, Anthony will be also be including Hawke's Bay in his upcoming book set to be released in 2019.

Hosting media is an incredibly cost-effective way to promote Hawke's Bay to a huge audience says Hawke's Bay Tourism General Manager, Annie Dundas.

'Hosting this media will deliver huge coverage for us, with only a small investment from Hawke's Bay Tourism to cover logistical costs. We have to give a huge thanks to Tourism New Zealand, Air New Zealand and the very generous local operators for their contributions so this can happen.'

Domestic media includes writers from Otago Daily Times, Dish Magazine, New Zealand Women's Weekly, and New Zealand Wine Growers.

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