



Media Release

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Hello Winter, Hello Hawke's Bay

Hawke's Bay's newest seasonal tourism campaign is proving Winter is no time for hibernation, with so much to discover throughout the region for even the most seasoned travellers.

Led by a suite of Hawke's Bay Playlist videos, the campaign is headlined 'Hello Winter, Hello Hawke's Bay' and tells the story of a region flush with opportunities to rug up and discover by day, before retreating to fireside dining and deluxe accommodation by night.

Annie Dundas, General Manager of Hawke's Bay Tourism, says the Winter campaign highlights the diversity of experiences to savour when visiting Hawke's Bay.

"The Hawke's Bay Winter experience is one where you embrace the shorter days with a tour of our galleries, shopping our fashion boutiques, or discovering our short walks and easy-riding cycle trails.

"Then trade in the Hawke's Bay sunshine for the warmth of dinner beside a roaring fire at one of our many winery or urban restaurants, followed by a luxurious night's sleep in our cosy lodges, vineyard cottages or B&B's."

The Winter events programme in Hawke's Bay also heats up with the famous Winter F.A.W.C! Food and Wine Classic delighting tastebuds throughout June, before local and visitors alike have a Deco dalliance with the Winter Deco Weekend in mid-July.

Ms Dundas says one of the key objectives behind the 'Hello Hawke's Bay' message involves demonstrating Hawke's Bay's progression as a visitor destination.

"Hawke's Bay has grown up a lot over the past few years. We've long been recognised for our wine and Art Deco and more recently as a foodie destination. However, we also want prospective visitors to associate us with seriously good cultural, retail and outdoor experiences – all done in that Hawke's Bay way where there's a little more time to savour each moment."

The campaign microsite at www.hawkesbaynz.com/winter showcases the range of Winter opportunities, and encourages visitors to create their own Playlist of all the Hawke's Bay experiences they would like to treat themselves to this Winter.



Ms Dundas says the region's seasonal tourism strategy, made possible by funding from Hawke's Bay Regional Council, has proven successful over a sustained period in growing the visitor economy year-round.

For more information contact:

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