

Media Release

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Tourism and industry 'marry up' to promote Hawke's Bay Weddings

The flourishing reputation of Hawke's Bay as a destination wedding region for domestic and international visitors is behind recent enhancements to the way in which Hawke's Bay Tourism supports the industry.

Fresh from winning the Industry Alignment category at the New Zealand Tourism Awards for the region's new digital visitor gateway, Hawke's Bay Tourism has completely rebuilt the Weddings section on www.hawkesbaynz.com to better represent the way in which the local weddings industry is positioning itself in the highly competitive market.

This has also been supported by the development of a Hawke's Bay Weddings 'look book', which showcases the capabilities of the region to host stunning wedding events in show-stopping locations with the support and guidance of high quality suppliers. The book will be distributed locally, nationally and internationally by the industry to further promote and educate prospective wedding parties about the merits of a Hawke's Bay wedding, and is also available for download at www.gethitchedinhawkesbay.com.

Hawke's Bay Tourism General Manager Annie Dundas says it should come as no surprise to anyone that Hawke's Bay has become a highly desirable region for non-locals to bring their weddings to, and for ex-pats to return with family and friends.

"We all know the pedigree of Hawke's Bay's wedding locations, whether it's a gorgeous vineyard or restaurant, architectural venue or iconic natural landmark. But it's also the remarkable talents of our wedding vendors who add a tremendous amount of value in staging a memorable and treasured event."

Nearly 80 Hawke's Bay wedding vendors are already represented on the website, with expectations of more to come, providing bridal parties with a considerable range of options to stage their wedding.

Speaking on behalf of the newly formed Hawke's Bay Wedding Collective, photographer Eva Bradley says the industry is encouraged by the additional support from Hawke's Bay Tourism.

"The overall calibre of wedding suppliers in Hawke's Bay has grown extensively in recent years, with a host of new talent joining our long-established operators to provide bridal parties with extensive options for staging the Hawke's Bay wedding of their dreams.

"The recognition by Hawke's Bay Tourism of the wedding industry's increasing value to the region's visitor economy is gratifying as it reflects positively on the collective efforts by all of us to develop something special here in Hawke's Bay. We're very much looking forward to seeing further growth on the back of our enhanced profile as a destination wedding region."

An upcoming milestone is the Wild Hearts Wedding Expo at Black Barn Vineyards on 21 October, where attendees can look forward to creative inspiration from a wide array of suppliers, as well as live music, food and wine, and a fashion runway.

For more information:

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About Hawke's Bay Tourism

Hawke's Bay's Tourism's vision is for tourism to be a vibrant and valued contributor to the region's economy. Hawke's Bay Tourism's mission is to get more visitors here, doing more, staying longer and coming back.

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