

Media Release

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Busy summer tourism season beckons for Hawke's Bay

An unprecedented line-up of events and a bumper cruise schedule are promising to make Hawke's Bay a 'hot' summer destination for domestic and international visitors.

The return of international cricket to McLean Park and the sold-out Mission Concert lead a packed calendar of events that also includes a strong line-up of concerts at Church Road and Black Barn Vineyards, the Summer Cycling Carnival and of course the Napier Art Deco Festival, to name a few.

Hawke's Bay Tourism General Manager Annie Dundas says the region is going to be brimming with activity, as visitors and locals experience amazing concerts, sporting events and cultural festivals.

"We're expecting Hawke's Bay to be seriously busy this summer. The events line-up is so packed that we're even seeing drawcard events spilling out from traditional weekend slots into weekdays as well."

Ms Dundas says the cruise industry in Hawke's Bay also continues to add considerable value to the local economy, with January and February both scheduled to see 16 ships as part of the region's biggest ever cruise schedule.

"Annual cruise spend now exceeds \$23million per year – an important contribution to not only tourism operators but also the likes of Napier retail and hospitality who are often heaving with customers when the bigger ships are in port."

The visitor economy in Hawke's Bay was valued at \$646 million in the 12 months to October 2018, according to the Monthly Regional Tourism Estimate compiled by the Ministry of Business, Innovation & Employment.

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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