

Media Release

20 December 2018



Domestic marketing to hero Hawke's Bay summer road trips

Hawke's Bay is inviting visitors to pack up the car, get their snacks and music sorted, apply sunscreen to their driving arm, and take on one of the region's featured road trips this summer.

From the show-stopping beauty of Māhia, to the splendid isolation of Central Hawke's Bay's beaches, and many more points in between, Hawke's Bay Tourism has launched a summer road trips campaign which showcases opportunities to explore right across the region.

General Manager Annie Dundas says Hawke's Bay has an incredible diversity of experiences on offer, which go beyond the traditional visitor go-to's.

"We love our world-class wineries, easy-riding cycle trails and Te Mata Peak sunsets. But we also want visitors to know Hawke's Bay has 360km of coastline to explore, river rafting experiences as good as anywhere in the country, and a stunning collection of city murals, to name just a few," says Ms Dundas.

The road trips are all featured on an interactive addition to the region's visitor website at www.hawkesbaynz.com/summer-road-trips with new experiences to be added throughout summer. A library of top tips and things to do has also been developed in support of the road trips, with articles including best picnic spots, where to find real fruit ice creams, and even tips for packing a car boot.

The Hawke's Bay road trips website will be promoted throughout targeted New Zealand regions with a paid media programme which includes video, social media and native content.

Ms Dundas says the visitor website, which recently won recognition at the New Zealand Tourism Awards, continues to be a strong voice for the region, recently topping 400,000 sessions and one million pageviews in the 12 months to 30 November 2018 – the first time both milestones have been reached.

"We love being able to present a united Hawke's Bay story to prospective visitors, with our colleagues from the four territorial authorities, along with our core funders Hawke's Bay Regional Council, all being valued contributors to the content we publish."

For more information:

Annie Dundas
General Manager, Hawke's Bay Tourism
Tel: 021 630 408
annied@hawkesbaytourism.co.nz

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.

Contact: Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.

Telephone + 64 (0) 6 834 1918

www.hawkesbaynz.com
