



Media Release

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Napier Art Deco Festival 2019 attracts international attention

Napier Art Deco Festival 2019 is shaping up to be the biggest yet with more than 40,000 people participating in over 300 events at the five-day celebration.

Visitors to the festival make-up 25% of all visitors with many coming from overseas to enjoy this spectacular regional showcase. Hawke's Bay Tourism has this year invested in bringing key international travel buyers to the region to enrich their appreciation of the festival - the ultimate objective being to increase the number of Art Deco holidays being booked through travel agent channels.

Stuart Neels, General Manager AOT Group, says "the Napier Art Deco Festival is an iconic New Zealand event that is often requested by our international clients. Being a part of it first-hand is the very best way for us to educate our travel sellers to then sell it".

Media personality and Art Deco enthusiast, Kerre McIvor, will also be returning to the region to make this year's celebration her third Art Deco Festival experience.

"I've got all my outfits sorted and really can't wait to come down to Napier and get amongst the music, fashion and fanfare," says McIvor. "I keep coming back because it is simply the most extraordinary event."

Annie Dundas, General Manager of Hawke's Bay Tourism said the growing attraction of the Napier Art Deco Festival to celebrity personalities and media was testament to the quality of the festival and overall appeal of Hawke's Bay.

"The Napier Art Deco Festival is a key event for us, and it's not showing any signs of slowing down. Hawke's Bay Tourism is delighted to be able to use our resources to facilitate the attendance of international travel buyers and media personalities through our PR and Media programme."

The full Art Deco Weekend programme is available online at www.artdeconapier.com, and all the latest tips and ideas for visiting the festival at www.hawkesbaynz.com.



Fans can follow the Art Deco experience at the following social media channels or search for #adf19

<https://www.facebook.com/hawkesbaynz/>

Instagram: @kerremcivor

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