



## MEDIA RELEASE

Tuesday September 18<sup>th</sup>, 2007

For more information contact Paul Davis on 03 545 6852 or 021 828 820

- Photo and interview opportunity with Sotokoto Magazine at the Resurgence, Riwaka Valley Rd, RD3 Motueka, this Friday 5pm.

### **Nelson Tasman selected for Japanese sustainable tourism booklet**

Nelson Tasman is one of only two regions selected to feature in a new booklet promoting New Zealand as a sustainable lifestyle destination in Japan.

Tourism New Zealand has commissioned Japanese magazine Sotokoto to create the booklet, which will be launched at an expo in Tokyo in November.

The booklet is part of a new TNZ project promoting New Zealand as a LOHAS (Lifestyles of Health and Sustainability) destination. Nelson Tasman and Northland are the only regions to be featured in the 32-page publication.

Latitude Nelson chief executive Paul Davis said the selection of Nelson Tasman recognised the local tourism industry's commitment to nurturing the natural environment from which it benefits.

"Sustainability is a key theme of both the Nelson Tasman Regional Tourism Strategy and the New Zealand Tourism Strategy. A number of Nelson Tasman businesses have operated under this philosophy for years and these strategies reinforce the importance of what they are doing and the need for others to follow their lead."

Tourism New Zealand chief executive George Hickton said the booklet was part of a busy schedule of activities planned around the New Zealand lifestyle festival in Tokyo in November.

"Promoting New Zealand as a creative country with great food, wonderful scenery, a vibrant cultural scene and as a wonderful place to relax and rejuvenate are key parts of Tourism New Zealand's strategy in Japan," Mr Hickton said.

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The magazine will be in Nelson for four days, visiting Pujjis Wellness Retreat, Awaroa Lodge, the Resurgence, Enriching Day Spa, Arcadia Organics, the Nelson Saturday Market and spending time in the Abel Tasman National Park with Abel Tasman Sailing, Kaiteriteri Kayak and Aqua Taxis.

The visit is one of a large number of international and domestic media visits to the region this month. Nine international media groups, brought to New Zealand for the Montana World of WearableArt Awards by Tourism New Zealand, have been hosted in the show's birthplace by Latitude Nelson. German news agency DPA, Australian television show The Great Outdoors, and a UK freelancer writing for Sunday Times Magazine and The Guardian are also visiting this month.

NZ Life & Leisure and New Idea were in town researching for travel stories over the weekend and Next magazine is visiting early next month.

Mr Davis said media visits were a key part of marketing the region as a tourism destination.

"Every year Latitude Nelson hosts hundreds of international and domestic media and trade visitors researching the region. Their visits are a vital component in profiling Nelson Tasman to the rest of New Zealand and the world."

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