

MEDIA RELEASE

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New Partner for Spring Tourism Campaign

Nelson Tasman Tourism's annual domestic marketing campaign has received a major boost thanks to a new partnership between the regional tourism organisation and Tasman Bays Promotion Association (TBPA).

TBPA has come on board as a partner in Nelson Spring 2008, investing \$30,000 for additional promotion specific to Tasman Bays within the campaign.

Nelson Tasman Tourism domestic marketing manager Angela Moriarty said the partnership was an exciting evolution for Nelson Spring, which would be incorporating television advertising this year.

"This partnership will effectively double the exposure for Nelson Spring and enable us to introduce a second TV advertisement focusing on the Abel Tasman."

TBPA chairman Mark Chapman said Nelson Spring presented the ideal opportunity for the organisation to promote Tasman Bays beyond its borders.

"Combining our resources gives everyone involved more bang for their buck as well as presenting a united front for the region."

Nelson Spring aims to increase economic viability of local tourism and associated businesses by increasing spring domestic guest nights and visitor spend. Last year's campaign message 'Spring Clean Your Soul' focused on promoting the region as the ultimate lifestyle destination, Miss Moriarty said.

"This year we will be working on refining the concept to have impact across the new variety of media."

Nelson Spring 2008 will be launched in August.

For more information contact:

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Notes for editors:

1. Nelson Tasman Tourism is the regional tourism organisation jointly owned by Nelson City and Tasman District councils. The company operates as a private/public sector partnership, promoting Nelson Tasman internationally and throughout New Zealand.
2. Nelson Spring was developed by Nelson Tasman Tourism in 2006 to bring synergy to marketing activities by various organisations in Wellington surrounding the Montana WOW Awards. In 2007 it developed into a membership-based group comprising 37 tourism, arts, retail and hospitality businesses.
3. Nelson Spring 2008 is a partnership between Nelson Tasman Tourism, Nelson Tourism Services and Tasman Bays Promotion Association.
4. Tourism is Nelson Tasman's third largest employer, with 2215 FTE tourism jobs in 2006.
5. Visitors spent \$302m in Nelson Tasman's economy in 2006.
6. Domestic visitors spent \$191m in the region's economy in 2006. This is forecast to grow 22.2% to \$234m by 2013.
7. International visitors spent \$111m in the region's economy in 2006. This is forecast to grow 57.1% to \$174m by 2013.

For further information about Nelson Tasman Tourism visit www.NelsonNZ.com. For information about Nelson Spring 2007 visit www.NelsonSpring.co.nz.