

MEDIA RELEASE

Friday 8th August , 2008

Nelson Tasman Launches First TV Campaign for Four Years

Minister of Tourism Damien O'Connor launched Nelson's first TV campaign in four years tonight.

The 2008 Nelson Spring campaign '*In Nelson Every Day's a SUNDAY*', designed by Downing Design, goes to air on TVNZ tomorrow and will be supported by print advertisements in The Dominion Post over the next eight weeks.

Nelson Tasman Tourism domestic marketing manager Angela Moriarty said the campaign was designed to position the region as the ultimate lifestyle destination.

"We're not just bragging about our fabulous weather, although obviously it's a play on that. It's about Sundays being a great day to catch up with friends and family, do and visit new things, relax, and indulge. Sunday is one of the best days of the week, and with 26 vineyards, 20% of the country's national parks, over 350 working artists and countless walking and mountain bike trails, Nelson Tasman is one of the best places to spend them."

With a total budget of \$60,000, the campaign was "smallish but perfectly formed", Miss Moriarty said.

"We've had to do it Nelson-style and be resourceful, creative and hands on. I can't stress enough how imperative the support of our partners Tasman Bays Promotions Association and Nelson Escapes; sponsors Downing Design and Air New Zealand; and the 21 members has been in making this happen."

Within the current economic and environmental climate, the tourism industry's spotlight is on the domestic market and regions are marketing aggressively accordingly, Miss Moriarty said.

"It's vital for us to be proactively in that space again and it's only because so many different businesses and organisations have come together that we are."

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. Visitors spent \$302m in Nelson Tasman's economy in 2006.

3. Domestic visitors spent \$191m in the region's economy in 2006. This is forecast to grow 22.2% to \$234m by 2013.

4. Nelson Spring is a partnership campaign managed by Nelson Tasman Tourism and supported by Tasman Bays Promotions Association, Nelson Escapes and the private sector.

For further information about Nelson Tasman Tourism visit www.NelsonNZ.com.

Visit the Nelson Spring website at www.NelsonSpring.co.nz