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From: Barbara Arnott
MAYOR OF NAPIER

MEDIA RELEASE

TOURISM

Napier City Council has made a further commitment to tourism in Hawke's Bay by allocating an additional \$100,000 to Napier marketing.

Mayor Barbara Arnott says "Napier Council has not been confident for some years that the regional tourism dollars (\$400,000 from Napier ratepayers alone) adds value to Napier businesses. Napier has always achieved best results by marketing itself and the extra funding will give tourism a boost this summer, but more importantly added impetus to the off peak periods."

Currently each year the city runs a marketing campaign for Napier as a lifestyle destination. New Zealand remembers the various competitions that have headed this over the years starting with the captivating "Win a Life" promotion and now the "Sisters" celebration looking towards the world cup. This destination budget also funded the hugely successful UK expo's which has attracted over 400 highly skilled migrants, business operators and investors.

Barbara Arnott says "All our marketing and tourism budgets are spent on directly targeted promotion not on wages and overheads and strategic documents. The new promotion will now be developed and is likely to target our domestic market and Australian tourism."



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