



For immediate release  
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#### HAWKE'S BAY TOURISM CHIEF CALLS FOR INCREASED EFFORT

Newly elected chairman of Hawkes Bay Wine Country Tourism Association Sam Orton is calling on the local visitor industry to lift performance as the new holiday season approaches. Acknowledging things have been very tough following record fuel prices last year, then the economic downturn this year he believes it is essential visits to Hawke's Bay are made a really positive experience.

Mr. Orton points out that competition from other areas is increasing; especially now many competing destinations such as Rotorua have direct access to the Australian cities. While the local industry and has seen some softening in visitor numbers Hawkes Bay has much to offer and must try harder. No visitor can be allowed to go home with anything other than great experiences and great memories of our hospitality. All the good work of many can be undone by the carelessness or lack of attention to detail by just a few, and technology offers so many options for the dissatisfied to spread bad stories.

The new Everything Under the Sun television and internet advertising campaign by Venture Hawkes Bay, plus TV ad campaigns from the Napier and Hastings Councils over the next few months, are targeting domestic visitors from around the North Island. These campaigns will increase awareness of the things we have to offer, but getting people to actually come here relies heavily on the industry, especially the accommodation sector which is often the first point of personal contact.

Making the best possible impression is the job of everyone that comes into contact with visitors because that is what visitors will remember, and tell others when they return home. These people have the potential to become repeat or even frequent visitors to the area.

Visitor spend can significantly boost our economy providing employment, retail spending, and making Hawke's Bay a more exciting and rewarding place to live. We must all get involved and do our bit Mr. Orton says.

For further information please call Hawke's Bay Wine Country Tourism Association

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