

HAMILTON & WAIKATO REGION WELCOMES FUNDING PARTNERSHIP

An extra \$250,000 worth of Government funding has been secured by the Hamilton & Waikato region for regional tourism.

This funding is part of the \$10 million partnership fund announced today by Prime Minister and Minister of Tourism, John Key, between regional tourism and Central Government.

Hamilton & Waikato's \$250,000 is being matched by Central Government to form a \$500,000 fund for marketing activities in Australia over the next six months.

Hamilton & Waikato will be partnering in this joint venture with Hamilton International Airport, Pacific Blue, Tourism Bay of Plenty, Destination Waitomo, Ruapehu Alpine Lifts, and Tourism Dunedin.

Hamilton & Waikato Regional Tourism Manager Kiri Goulter said she believed this was an unprecedented opportunity for New Zealand in the Australian marketplace.

"We congratulate the Government and Tourism New Zealand for implementing this new initiative. It will enable regions to collaborate and collectively maximise opportunities to showcase regional diversity, and we welcome the chance to participate" Ms Goulter stated.

Tourism Bay of Plenty CEO Tim Burgess agrees it is important for regions in New Zealand which don't have such a high profile in Australia to work in partnership.

"There is much more that can be achieved by working together than working in isolation" said Mr Burgess.

When asked about the campaign messaging Ms Goulter stated the opportunity would be used to build awareness of the regions involved and promote Pacific Blue services into Hamilton.

“The core positioning of our campaign will be around soft adventure with reinforcement messaging around city life experiences. We will look to leverage off the firmly established 100% Pure New Zealand brand which Tourism New Zealand has successfully built over the last 10 years” Ms Goulter said.

Hamilton International Airport Chief Executive Chris Doak said the Airport and Pacific Blue were very supportive of this joint venture.

“We see it as an ideal way to help raise the profile of the services and increase the number of Australians flying in to Hamilton to experience the wider region” Mr Doak stated.

“This is a prime example of the real benefit being delivered to the Hamilton & Waikato region, and demonstrates marketing and promotion value to our partners. In time we would like to think that we can participate in future campaigns given continued support from industry and partners.”

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