

27 March 09

Nature Coast Project ensures that the summer is a success

Latest accommodation figures from Statics New Zealand show that the Kapiti Coast district had a 5.6% increase in Guest Nights during January compared to national average of a 3.4% decline.

During that same period, the Horowhenua accommodation providers had the highest occupancy rate in the combined Manawatu District with motels reaching achieving a little over 54% followed by Rangitikei and Manawatu at 51%.

Nature Coast Enterprise Regional Tourism Manager Chris Barber attributed a lot of the success to the Nature Coast Project. "The Nature Coast Project has focused on marketing the region to New Zealanders and in particular, those that live in Wellington - in the current economic climate that was absolutely the right thing to do. I am so thankful to the more than 60 local businesses that have supported us to make it work –with out their support, our region may not have performed as well"

Neighbouring regions to the Nature Coast did not perform as well.

Wellington City – down 7.6%

Porirua City – down 3.8%

Lower Hutt City – down 13.1%

Carterton and South Wairarapa – down 7.3%

Figures relate to January 2009 and are compared to January 2008.

Source: Statistics NZ – www.tourismreaserch.govt.nz

The Nature Coast Project has involved a number of key initiatives including direct marketing of postcards to wellingtonians backed up by a central city billboard, the development of two visitor guides, a major web presence, promotions in the visitor centres as well as one on one interviews with professional writers and a photographer.

For more information, contact Chris Barber – 04 298 6611