

Media Release

28/05/2021

For immediate release



TOM SAINSBURY FEATURES IN TOURISM WAITAKI'S WINTER CAMPAIGN

The campaign: 'Waitaki, the Sweet Spot of New Zealand' is designed to showcase the Waitaki and its place in New Zealand

The 16 week Sweet Spot campaign involves a 11 episode web series showing eclectic characters, predominantly filmed with locals, finding their individual sweet spots across the Waitaki District.

The premise of The Sweet Spot owns the diversity and eclectic nature of the Waitaki District, offering it up to hungry Kiwis and Australians, who are craving connection with a slow travel style destination they haven't (fully) discovered.

New Zealand actor and comedian Tom Sainsbury, most notable for his Snapchat videos satirising Kiwi characters, features in a special episode as a steampunk explorer, a Victorian woman, and sugar loving small child.

After hearing Mr. Sainsbury refer to Ōamaru as his "new favourite town" during an interview on *The Project*, Tourism Waitaki immediately contacted representation for Mr. Sainsbury with the idea of featuring the beloved comedian as a part of the Sweet Spot campaign. Mr. Sainsbury is also the face of Tourism New Zealand's 'Travel Under the Social Influence' campaign.

Tourism Waitaki's General Manager Margaret Munro stated it was a natural fit, "I believe the essence of our region has been captured, the video is light-hearted, quirky and Tom was such a lovely person to have involved, he holds a genuine interest in the area and this shows."

The characters created for Mr. Sainsbury in his episode were designed to reflect and showcase three notable pillars of Ōamaru: Ōamaru's iconic Victorian heritage, the town's association with steampunk, and its history as the home of the Pineapple Chunk.

Throughout the 2 minute video local businesses, such as Fleur's Place, Rainbow Confectionery, River-T Winery and Steampunk HQ are featured. The video also showcases some of the key Geosites that make up the Waitaki Whitestone Aspiring Global Geopark, the first Geopark in New Zealand.

Iconic restaurateur, Fleur Sullivan, owner of the internationally acclaimed Fleur's Place in Moeraki, said, "You can just watch it over and over. Tom was the cutest guy. I think it's the cutest and sweetest promotion you could ever wish to have to promote our District – Perfect!"

All of the videos across the 'Waitaki, the Sweet Spot of New Zealand' campaign will be available for viewing on Tourism Waitaki's website and social media. Watch the trailer for the Sweet Spot campaign [here](#) and Tom Sainsbury's episode [here](#).

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