

**Media Release**

21/07/2021 6.00pm

For immediate release



**TOURISM WAITAKI IS MOVING ITS “WAITAKI, THE SWEET SPOT OF NEW ZEALAND” NATIONAL AWARENESS CAMPAIGN TO ITS SECOND PHASE.**

General Manager Margaret Munro said the first phase of the campaign, aimed at raising awareness for the region, had been one of the most successful carried out. The quirky series of videos had a reach of over 2 million and received 77,578 views on Facebook, Instagram, YouTube and offshore accounts in the 8 week run.

The video series depicted eclectic story characters finding individual sweet spots across the Waitaki District, utilising local actors.

“Feedback both nationally and locally has largely been positive, but it has not resonated with some locals.” she said.

Over 40 businesses had participated in the campaign and only one had withdrawn their connection to it, but a number of businesses had also joined Tourism Waitaki’s membership as a result of the campaign.

Phase two will promote themes including accommodation, food activities and attractions utilising photographic content collected by the Tourism Waitaki Team.

Advertisements, editorials, and other digital content will focus on bringing in returns for local ‘Sweet Spot’ businesses.

Tourism Data collected by MBIE to date via the “Tourism Electronic Card Transaction” data showed a positive trend in domestic annual spend, Mrs Munro said.

“Between June 2019 and May 2020, the domestic annual spend was \$90,000,000, and between June 2020 and May 2021, the spend for the Waitaki District was \$101,000,000, this shows an increase of \$11,000,000 (up 27%),” she said.

“Accommodation data on lengths of stay in the district was 1.49 nights in July 2018-May 2019, and between July 2020-May 2021, this has increased 24% to 1.85 nights per stay.”

“The competition to attract national tourism to our region is intense—every other region is competing for the same customers—but we believe our campaign and our wider national marketing is paying off.”

ENDS

**For more information please contact:**

Natalie Whelan  
Tourism Waitaki  
Public Relations

P: 021 607 572

E: [Natalie@waitakinz.com](mailto:Natalie@waitakinz.com)