



Media Release
31 August 2016

Wine tourism boosted by Auckland Airport grant

Auckland Airport today announced their support for New Zealand wine tourism by awarding a \$50,000 grant to the New Zealand Wine Pure Discovery Project.

The New Zealand Wine Pure Discovery Project is a collaboration between New Zealand Winegrowers and Auckland Airport, and signals a broadening of support for wine tourism, and an increased interest in product development within the sector. New Zealand Wine also enjoys close working relationships with Air New Zealand and Tourism New Zealand to market New Zealand wine and wine tourism.

“We would like to thank Auckland Airport for their support and look forward to having them on board as we work to boost the enjoyment and participation levels of international visitors partaking in New Zealand wine tourism experiences,” says Chris Yorke, Global Marketing Director for New Zealand Winegrowers.

New Zealand Tourism figures show that international visitors who frequent wineries on their trip tend to spend more and stay longer than other visitors. The New Zealand Wine Pure Discovery Project aims to improve the presence of wine and winery experiences in key tourism channels, and to start the process of developing and promoting new premium wine experiences.

“This project will have spin-off benefits for New Zealand’s entire economy,” says Mr Yorke.

“Attracting higher value wine tourists is becoming increasingly important as New Zealand wine works towards its goal of \$2 billion of exports by 2020.”

“What better way to enjoy New Zealand wine than in the spectacular locations when it’s grown and made, with the people who have lovingly produced it. That’s the kind of experience that forms memories of a lifetime.”

-ENDS-

Notes:

New Zealand Winegrowers will be partnering with Quality Tourism Development Ltd to deliver the New Zealand Wine Pure Discovery Project.

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