

MEDIA RELEASE

Nelson Tasman WOWs International Media

“International journalists visiting Nelson Tasman this week have the potential to reach an audience of well over 10 million” says Nelson Tasman Tourism’s International Marketing Manager Astrid Fisher.

The journalists, writing for 15 high profile print and online publications from Asia and USA, are visiting Nelson Tasman while in New Zealand to attend the World of WearableArt Show in Wellington.

Itineraries showcasing the birthplace of WOW, will allow the journalists to experience first-hand, the region’s art, culture, food and wine, and scenic beauty.

“The visit gives us the opportunity to appear in some very influential publications, reaching a very affluent target audience. The equivalent media value of this is phenomenal” says Ms Fisher.

Ends

For more information contact Astrid Fisher, International Marketing Manger, Nelson Tasman Tourism.

astridf@nelsonnz.com (021) 828 823