

Hawke's Bay Bucks the National Trend. Hawke's Bay International visitor numbers increase by 8.1% versus the National average of 2.1% during the last 6 years.

Hawke's Bay has come of age offering visitors a sophisticated wine and gourmand food experience with the result that tourist numbers are increasing. It offers a truly unique, world class experience, where everything is easily accessible, just 30 minutes from anywhere. Napier, regarded as the Art Deco architectural capital of the world; stunning, unspoilt, varied scenery and long white empty beaches; Cape Kidnappers Gannet Colony, the world's largest, most accessible mainland Gannet nesting place; over 40 wineries with many award winning wines; Cape Kidnappers Golf Course, New Zealand's highest ranking golf course; a rich heritage in Maori culture which can be experienced first hand from the Kaumatua themselves; blessed with an array of art forms from local artists, many known around the globe; an abundance of epicurean delights in local cafes, restaurants, markets, packed with flavour from local gourmet produce harvested under the plentiful sunshine in the kindly climate.

New Zealand and Hawke's Bay are receiving accolades all the time. American Julian Robertson, responsible for developing New Zealand's top two golf courses, Cape Kidnappers and Kauri Cliffs said "my trip to New Zealand and Hawke's Bay was truly amazing. I couldn't tear myself away. I simply fell in love with it, invested and brought a place here".

Announcing www.yhb.co.nz – experience Hawke's Bay's best!

Y Hawke's Bay www.yhb.co.nz brings together six of Hawke's Bay's leading tourist facilities focused on providing the discerning traveler an exclusive, authentic experience.

The combined local knowledge and experience of the Y Hawke's Bay members makes travel to Hawke's Bay easy for the discerning traveler. Members include: Greenhill The Lodge, an opulent and private retreat; Cobden Villa, luxury bed and breakfast "Art Deco Style"; Cape Kidnappers Golf, ranked 27th in the World by the prestigious Golf Magazine; Gannet Safaris Overland, for a totally unique Cape Kidnappers experience; Long Island Tours, providing guided, personalised tours of the best of New Zealand's wine, food, history, art and Maori culture; Church Road, award winning winery, restaurant and museum.

Y Hawke's Bay can provide packages, suggested itineraries, activities and accommodation options. They can simplify travel arrangements for visitors and tourism operators. Y Hawke's Bay enables people to see places they would otherwise not see and meet people they otherwise would not meet, ensuring an unforgettable experience.

Media representatives are invited to enter the **YHB prize draw for a Hawke's bay itinerary with a value of \$5,000**. Simply visit either Greenhill The Lodge or Church Road Winery in the Hawke's Bay arena at TRENZ write YHB on the back of your business card and place it into the container and Good Luck!

For more information contact Y Hawke's Members:

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Brent Pilcher Church Road Winery [Booth 3069]

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