

# New Zealand Food and Wine Tourism Network - Activities



## Marketing

The "Taste New Zealand" feature on [www.newzealand.com](http://www.newzealand.com) attracts around 10,000 unique visitors per month. This feature is one of the most popular of its type on Tourism New Zealand's consumer website.

The New Zealand Food and Wine Tourism Network brochure is distributed by New Zealand Winegrowers and Tourism New Zealand at key international events. Potential visitors are referred to [www.newzealand.com](http://www.newzealand.com) as the main call to action.



Production of a second series of the successful Destination New Zealand is being supported by the NZFWTN after the first series attracted up to one million viewers per episode in Australia alone. The series also shows on Air New Zealand's inbound flights.

## Product Development

The NZFWTN with the support of the University of Otago and funding from New Zealand Trade & Enterprise has developed four written case studies of world's best practice in food and wine tourism. These cases are available in the sectors section on [www.nzte.govt.nz](http://www.nzte.govt.nz).

Two of the best practice case studies are available on DVD. These cases are currently being used in regional development workshops relating to food and wine tourism. The NZFWTN will be expanding its culinary tourism product development efforts in the near future.

**International Wine Visitors Where do they go?**

- Marlborough & Hawke's Bay attract most international wine visitors with 16-18% participation rate

Members of the NZFWTN are kept up to date with the latest research into food and wine tourism in New Zealand and overseas via bi-monthly email newsletters.

## Contact

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