



Media Release

Thursday 27 October, 2011

Australian Travel Writers to Tour Central Otago

A group of 13 travel writers from Australia will tour Central Otago from Sunday 30 October to Wednesday 2 November.

Tourism Manager Marketing – Alison Mason said “Central Otago is privileged to be one of only four New Zealand regions invited by Tourism New Zealand to develop a post conference tour for the Australian Travel Writers Conference being held in Rotorua this weekend. The brief from Tourism New Zealand and the conference organisers was to ensure that the group’s itinerary focuses on cycling and food and wine experiences where Central Otago excels.”

With this in mind the tour includes a visit to Naseby where they will try their hand at curling with the locals; cycling on the Rail Trail, a cruise down Lake Roxburgh where they will also see the route of one of the proposed New Zealand cycleway trails; a wine and arts tour around Cromwell and Bannockburn – with a special stop at Northburn Station to watch the running of the Melbourne Cup. They will dine at a range of local establishments – from a country pub to a winery restaurant – each of which specialises in local fare.

“This is a one-off opportunity to host a group of influential travel writers from New Zealand’s largest international market. We are looking forward to showcasing the very best of what Central Otago offers visitors and the subsequent media exposure that will result.” Mrs Mason said.

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