



9 Guinness Street
Greymouth

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MEDIA RELEASE

Is the West Coast ready for the Indian Traveller?

With a strong economy and consumer confidence high, Indian travellers are seeing New Zealand as an increasingly popular destination to spend their tourist dollars. Tourism West Coast is working to ensure West Coast businesses see their share of this emerging market.

Organised by Tourism New Zealand, Tourism West Coast will be participating in Kiwilink India visiting New Delhi and Mumbai later this month.

Anita Gillespie of Tourism West Coast says “This key trade training event provides a fantastic opportunity to educate frontline sales staff, wholesale and retail travel companies and airlines selling West Coast tourism product throughout India. With the recent visit of the Prime minister John Key to India and also cricket favourite Stephen Fleming, I’m sure there will be plenty of enthusiasm for New Zealand as a destination. The Indian market are a great fit for the West Coast, traditionally travelling during their summer, our off season, so we have the availability and whether it’s honeymooners, groups or a family on a self drive itinerary, we really want to make sure the West Coast is a ‘must see’ for them.

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