



9 Guinness Street
Greymouth

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MEDIA RELEASE

Tourism West Coast's General Manager Matt Ewen moved on to new challenges as of Friday the 13th May. The Board of Tourism West Coast would like to thank Matt Ewen for his efforts in securing a high profile for the West Coast region. Matt's departure allows him to concentrate on his own private business and dedicate time to his young family.

Although departing before the exciting roll out of the new TWC branding strategy, Matt will still take great satisfaction from seeing this progress. This new brand encapsulates many of the aspirational images we as West Coasters carry in our hearts daily. The images and "shout out line" within the branding epitomises these images; the synergies with Tourism New Zealand's branding will help in loudly projecting this out to the international and domestic market.

Chair of Tourism West Coast, Phillip Barnett looks forward to the year ahead and believes that with the work done, and the "irons in the fire", TWC and the tourism community are well placed in the current difficult climate and can expect to fare better than many other regions. Tourism West Coast has its regular six weekly meeting in Hokitika on June 8th where the recruitment of the TWC General Manager will be further decided.

ENDS:

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