

MEDIA RELEASE

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THE SUN RISES ON A WORLD FIRST WELCOME FROM NEW ZEALAND

In a global gesture of welcome, New Zealanders are opening their hearts and home towns to the world, with locals from across the entire country sharing a 'Good Morning World' welcome message from their very own sunrise, every day for the next year.

Taking advantage of the fact they're the first in the world to see the sun, more than 300 New Zealanders will be taking part, embracing the stunning morning landscape and sharing the things and places they love most with the world.

For broadcast quality footage and high-res images, please visit the Multimedia News Release:

<http://news.medianet.com.au/tourism-new-zealand/sun-rises-world-first-welcome-new>

The content series is part of Tourism New Zealand's new brand marketing campaign – '100% Pure Welcome – 100% Pure New Zealand' – launched today.

Showcasing what makes New Zealand unique as a holiday destination – its warm and welcoming people, stunning landscapes and variety of things to do - the series traverses the top of the North Island, to the bottom of the South Island, and is set in some of the most beautiful spots in the country.

"This new approach to our storytelling brings to life the unique nature of New Zealand," says Tourism New Zealand Chief Executive, Stephen England-Hall. "We set out to treat our visitors like whānau [family] which is underpinned by the Māori concept of manaakitanga, creating deep connections between people, extending hospitality, care and respect.

Often visitors come to New Zealand for the landscapes, arriving as strangers, but leave as whānau, talking about the warm and welcoming nature of our people."

The series launches with a feature film starring 8-year-old Parearau and one of her elders Hinetu, standing together as they witness the beauty of the world's first sunrise atop their sacred Maunga [mountain] Hikurangi in Gisborne. The mountain is one of the first places in the world to see the sunrise.

"Did you know New Zealand is pretty much the first place in the world to see the sun? Because we're first to rise and shine each morning means we've got a bit more time up our sleeves. So, we always have time to say 'kia ora' [hello, good health].

We've got time for the little things, to show people around the place, not just as guests, but as whānau – our family. Pass on our local knowledge, and you know, do whatever it takes to make everybody feel our welcome," says Hinetu.

Hikurangi is also the place for a new world-first tourism experience – Greet the Dawn – which allows visitors to experience the sacred maunga [mountain] and see for themselves one of the first sunrises in the world.

Among the first welcome messages to be shared with the world are an adventure-seeking Southlander waking up with a canyon swing, a wannabe hobbit, a shoulder-nibbling horse, a

group of teenagers in Northland giving lessons for an early morning jetty jump and a very enthusiastic parasailer.

The first 'Good Morning World' welcome message will be shared tomorrow morning [17 June 2019], you'll be able to view it on Instagram from 0730am NZT at [@goodmorningworldnz](https://www.instagram.com/goodmorningworldnz)

Australia will be the first market to drive the global campaign launch across television, cinema, out of home, YouTube, Facebook and Instagram, as well as Tourism New Zealand's digital and social channels.

It will roll out across all of Tourism New Zealand's key markets.

- ENDS -

To view or download the campaign assets and images, see link [here](#)

Creative Agency:

Special Group New Zealand & Australia

Production Companies:

The Sweet Shop

For more information please contact:

Lauren Blank

PR Manager - Australia

lauren.blank@tnz.govt.nz

0409 074 493

About Tourism NZ

Tourism New Zealand is the organisation responsible for marketing New Zealand as an international visitor destination.

Its mission is to boost New Zealand's economy by growing the value of international visitors.

Tourism is the beating heart of New Zealand and crucial to the health of the New Zealand economy.

As the number one export earner tourism delivers over \$16 billion to the economy each year and employs nearly one in seven Kiwis.

Tourism New Zealand is making sure tourism gives back more to New Zealand than it takes by taking an increasing role in guiding visitor behaviour through initiatives like [Tiaki – Care for New Zealand](#), [responsible camping](#) and [driver safety](#) campaigns.

The major tool we use to do this is the 100% Pure New Zealand marketing campaign, a campaign that has evolved over the past two decades to make New Zealand one of the world's most well-respected tourism brands.