



HURUNUI DISTRICT COUNCIL

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HUGE BOOST FOR WAIPARA VALLEY

The Hurunui District Council is delighted with the appointment of international hotel giant Accor to manage the Waipara Wine Village & Day Spa.

The appointment of Accor, by the creators of the resort, New Zealand company Latitude Group, brings with it a tremendous level of expertise not only in hotel management, but in the specialised field of wine tourism hospitality.

The \$60 million plus project will become part of Accor's Grand Mecure Collection, providing a 4 ½ star hotel experience, set amidst a backdrop of vineyards and North Canterbury hills. Completion of the project is scheduled for early 2009, which is supported by confirmation of land use consent from the Hurunui District Council.

Hurunui Mayor Garry Jackson says Latitude Group's decision to work with Accor brings a great deal of credibility to the project and reflects extremely well on the Waipara Valley as a rapidly emerging wine tourism destination.

"Now we have all the essential elements required to position Waipara Valley as the third major icon in the Alpine Pacific Triangle touring route. This Wine Valley will ride on the back of the top ten placings received for Hanmer Springs and Kaikoura in the recent AA "101 Must Do's" Competition."

“We’d like to go further and suggest that in 10 years time, Waipara Valley will also sit in the top ten favourite destinations for New Zealanders”, say Mayor Jackson.

The Waipara Wine Village & Day Spa project is expected to deliver a major boost for the local economy with flow on effects for employment, business growth and related visitor activities and services in the region.

The resort will have an integral focus on the wines of the Waipara Valley and will showcase these in a contemporary wine interpretation facility. The facility is being designed to complement the rural ambience of the region and the lifestyle associated with wine & food.

Managing this type of property is not new for Accor, which already has an impressive array of wine region hotels throughout Australia.

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