

NEWS RELEASE FOR IMMEDIATE RELEASE

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INTERNATIONAL INTEREST IN TARANAKI GARDENS

Images of Taranaki's lush gardens are attracting the crowds at the Melbourne International Flower and Garden Show. There is huge interest in the Taranaki Arts Festival stand (TAFT) that is showcasing the Taranaki Rhododendron and Garden Festival.

Taranaki Rhododendron and Garden Festival manager Lisa Haskell said the expo is extremely busy with 100,000 visitors from all over Australia and overseas expected to attend the show which runs for five days.

She said the visuals of Taranaki's lush, green environment proved appealing to many visitors to the stall due to the drought conditions being experienced in Australia.

"Our gardens are a sight for sore eyes, and there is great interest in the fact that there are 50 gardens, mostly private ones, which are opened to the public - this does not happen in Melbourne," Mrs Haskell said. "Also, they consider the garden entry price to be extremely reasonable".

With support from the Venture Taranaki Trust other Taranaki attractions are also being highlighted to visitors and many are expressing an interest in visiting the region.

Mrs Haskell said that the challenge of getting to the show along with the demands involved with being there on a shoestring budget had proved worthwhile by the end of the first day.

"It is great to have access and exposure to 100,000 people who are all interested in gardening. We have our exact target market visiting our stall".

The Melbourne International Flower and Garden Show has been running for 13 years and is Australia's biggest flower and garden show. The event site covers 10 hectares.

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