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REGIONAL PRODUCE HAMPERS A HUGE SUCCESS

Regional produce proved a popular Christmas list item in December, with close to 200 hampers ordered.

The Griffith Tourism Team was delighted with the outstanding growth in regional produce sales and hampers in 2022, specifically over the festive period.

Griffith Visitor Information Centre Coordinator Vicki McRae said that over the past couple of years the tourism team have seen an increased demand for locally-produced products, with locals and visitors alike, valuing the authentic regional produce.

“Retail is not the Griffith Tourism Hub’s core business, however the diversity of the regionally produced offerings assists in promoting our region and contributes significantly to the city’s identity and “brand Griffith”, she said.

“These beautifully presented hampers show off the regional produce so well, promoting Griffith as a premium destination for food and food production.”

Ms McRae said it is always pleasing to see locals supporting locals by purchasing Christmas gifts from the area, with money going straight back into the local economy.

“There may not have been many visitors walking into the Griffith Tourism Hub during December due to flooding in surrounding areas, but there was certainly plenty of locals dropping by to purchase our regional produce hampers, which is extremely valuable in itself,” she said.

Many locals purchased these hampers or produce for friends and family sending them all over Australia, assisting the promotion of Griffith.

The objective in curating these pre-made hampers was to represent as many regional producers as possible, to show the diversity in what Griffith has to offer.

“We have worked hard over the past couple of years to grow our regional-produce offering, and are now so fortunate to have such an extensive and diverse range of regional producers, with over 25 suppliers and more than 120 different products, all sourced from within a two-hour radius of Griffith,” Ms McRae said.

The Griffith Tourism Hub is always looking to support the regional producers, so if you have any products that you think may be suitable to sell, get in touch with the Griffith Tourism Team on 1800 681 141 or visitgriffith@griffith.com.au

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Media Information:

Tanya Pattison
Integrated Planning and Reporting Coordinator
Griffith City Council
02 6969 4827
Tanya.Pattison@griffith.nsw.gov.au
www.griffith.nsw.gov.au
www.facebook.com/griffithcitycouncil

Vicki McRae
Visitor Information Centre Coordinator
Griffith Tourism Hub
02 6962 8252 / 0436 033 155
Vicki.McRae@griffith.nsw.gov.au
www.visitgriffith.com.au
www.facebook.com/visitgriffith