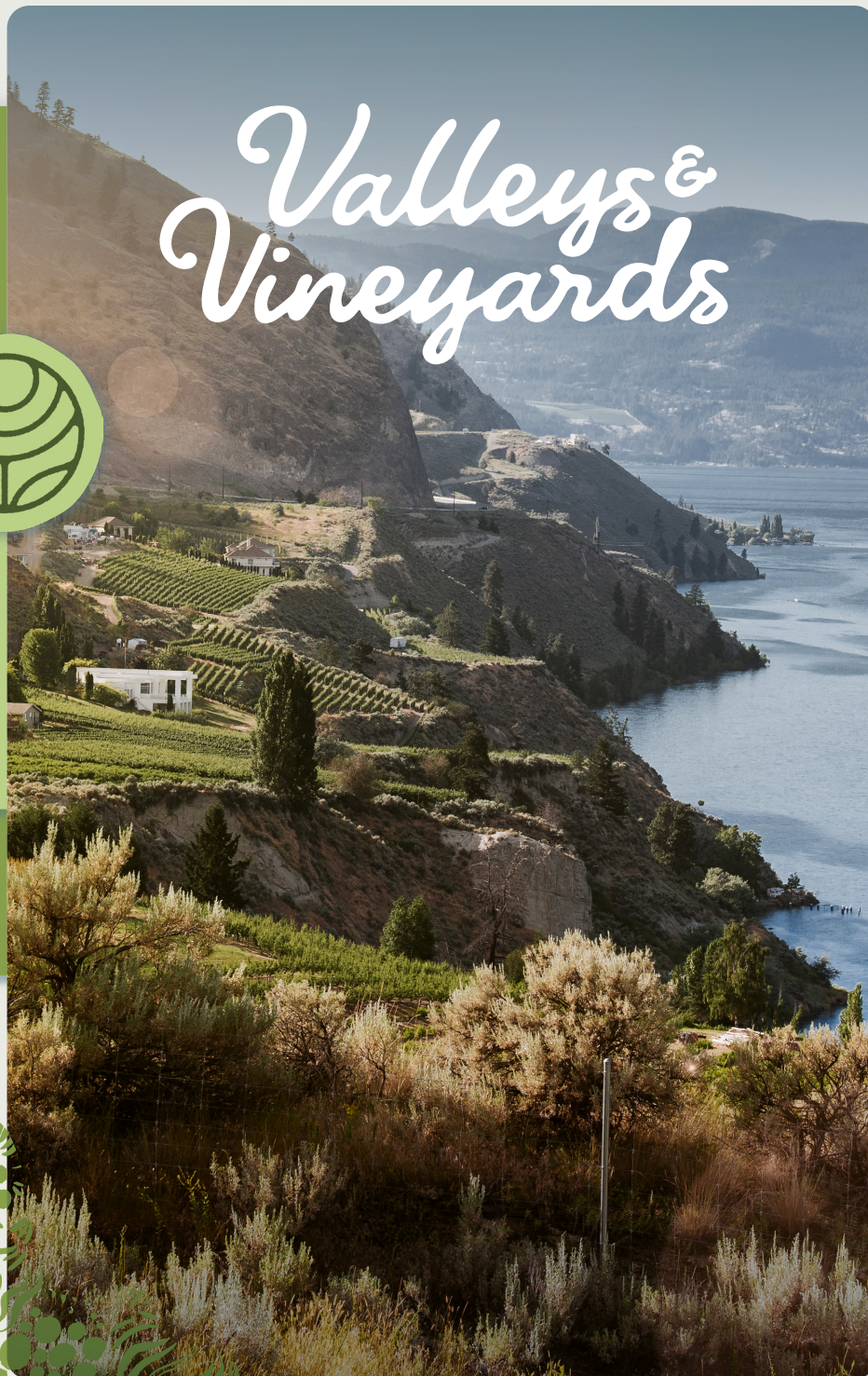


Valleys & Vineyards



POSITIONING STATEMENT

A GENEROUS LAND, WHERE LIFE-GIVING WATERS NOURISH BOTH SOIL AND SOUL

PILLARS

NATURE

HILLS, VALLEYS & SHINING WATERS

Life-giving waters: Deep, cooling lakes shape the land, nourishing soil and soul, and reflecting a deep history of Indigenous stewardship.

From desert to lush valley: An unexpected expanse of desert gives way to grasslands, groves and freshwater. Here, arid hills and lush valleys coexist, creating a layered and connected experience that transforms with the seasons.

Generous lands: The land's rich, volcanic soil has sustained life for generations, from the first Indigenous peoples to multigenerational wine growers—nurturing not only more than 200 vineyards but also orchards, honey, lavender, specialty crops, and wild foods, and fueling a vibrant wine and culinary scene.

CULTURE

A GATHERING PLACE

Sustainable innovation: A place where wine and food culture thrives, shaped by creativity and a deep respect for the land. Entrepreneurs and growers are committed to protecting their harvests for future generations, alongside Indigenous practices of sustainable harvesting. Home to the Seven Generations pledge, this is a place that honors its roots while embracing the future.

Savour together: Warm, welcoming locals and travellers connect around the table over shared meals, stories, and traditions. Here, food is more than sustenance—it is a form of storytelling, carrying the history, knowledge, and spirit of this uniquely giving land.

ADVENTURE

NATURAL MOVEMENT

Spontaneous and all-seasons: A relaxed, go-with-the-flow approach to adventure, where movement and wellness feel social and natural. An all-season place that connects us to nature's rhythms.

Soft adventure: Outdoor activities like hiking, cycling, and paddleboarding connect you to the land and waters. Adventure is rejuvenating or energizing depending on what you seek, with something for all activity levels.