

MEDIA RELEASE

7th September 2010



Drive campaign countdown

Tourism industry stakeholders on the NSW North Coast are on countdown to take part in a legendary drive campaign to profile the popular touring drive along and surrounding the Pacific Coast corridor - The Legendary Pacific Coast.

Sheridan Ferrier, Chair of Pacific Coast Touring Route and Executive Manager for Tourism Hunter said "Partnership Workshops have now been held across Regional NSW and the deadline is fast approaching for Partner Members to secure their spot with The Legendary Pacific Coast project".

"Industry and stakeholders were encouraged to take part in this project to strengthen the vibrant brand and maximize the economic potential for coastal and hinterland towns and communities along and surrounding this legendary stretch of road".

Leanne Cherry, Project Coordinator for The Legendary Pacific Coast project was on hand at each of the workshops and was excited by the participation from Regional NSW. Leanne says "it was really important to take the project direct to the industry on the Central Coast, Hunter, Mid North Coast and Northern Rivers. Each of the workshops communicated the exciting benefits for both individual businesses and the collective strength to profile legendary experiences, legendary towns and legendary people to increase the prominence of this popular touring route and establish The Legendary Pacific Coast as a top tourism drive in Australia".

The workshops were supported by a Travelers Technology Presentation thanks to the NSW Government's Industry and Investment's Business Growth Program. These fantastic presentations presented by Enigma, highlighted the importance technology plays both online and mobile for today's tourism businesses and travelers, as practically demonstrated by The Legendary Pacific Coast.

This drive campaign is a collaboration between the tourism industry and the four NSW North Coast Tourism Organisations. The Legendary Pacific Coast project is made possible and supported by funding of \$500k from the Australian Government's *TQUAL Grants* program and \$70K from the NSW Government Industry & Investment's Enterprising Regions Program (ERP).

Sheridan Ferrier added "The Legendary Pacific Coast Campaign will be launched in early November in collaboration with the tourism industry and supported by a suite of tourism initiatives. Booking Forms have been extended to 15th September. To request a booking form please email enquiries@pacificcoast.com.au".

Collectively The Legendary Pacific Coast accounts for nearly 31 million visitors to NSW, and over 56 million visitor nights. Total expenditure was \$7.7 billion in 2009.

Media Inquiries: Sheridan Ferrier, Chair, Pacific Coast Touring Route and Executive Manager of Tourism Hunter on 0437 478 393

SEE WHERE IT TAKES you