

MEDIA RELEASE

20th August 2010



Drive campaign opportunity for regional tourism

Tourism industry stakeholders on the NSW North Coast are invited to take part in an exciting new initiative, to promote 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 “collectively industry and stakeholders are encouraged to be involved in The Legendary Pacific Coast project to strengthen the vibrant brand conceptualised for the road itself and in turn maximize the economic potential for the coastal and hinterland towns and communities along this legendary stretch of road”.

“Together, as part of the self drive campaign, travelers along The Legendary Pacific Coast will be encouraged to travel at their own pace and create personal memories and legendary experiences to increase the prominence of this popular touring route. Establishing, The Legendary Pacific Coast as a top tourism drive in Australia”.

“Partnership workshops, for the tourism industry, will be held in four locations and provide industry the opportunity to learn first hand the innovative developments secured for this project and also take part in a ‘traveler’s technology’ presentation”.

The Legendary Pacific Coast project began earlier in the year and has focused on developing a new brand for the touring route, previously known as the Pacific Coast Touring Route and developing a suite of innovative and targeted opportunities for both industry and travelers. These include a new website, campaign photo shoot, tourist signposting, brand communications and media and a leading role in innovation and technology.

The campaign is collaboration between the tourism industry and four NSW North Coast Tourism Organisations (Central Coast Tourism, Tourism Hunter, Mid North Coast Tourism and Northern Rivers Tourism) The Legendary Pacific Coast project is made possible and supported by funding of \$570k from the Australian Government’s *TQUAL Grants* program and the NSW Government Industry & Investment’s Enterprising Regions Program (ERP).



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Sheridan Ferrier said “the Partnership Workshops provide an excellent opportunity to communicate directly with potential Partner Members, about why and how they can participate in this project. It will also provide an insight into the suite of project tools and as part of the ‘travelers technology’ presentation, highlight the importance technology plays both online and mobile, for today’s tourism businesses and travelers, as practically demonstrated through The Legendary Pacific Coast project”.

“The ‘traveler’s technology’ presentation will also incorporate a social media section and take members through a step by step process of how to share and exchange stories online, providing an opportunity to both link and heighten member’s profiles, direct to today’s travelers via these online mediums. The ‘traveler’s technology’ presentation is thanks to funds from the NSW Government Industry & Investment’s Business Growth Program”.

Workshops will be held in each of the following locations:

- *Central Coast Tourism, Tuesday, 24th August – RSVP gthompson@centralcoasttourism.com.au*
- *Tourism Hunter, Wednesday, 25th August – RSVP marketing@tourismhunter.com.au*
- *Mid North Coast Tourism, Monday 30th August – RSVP midnorthcoasttourism@bigpond.com*
- *Northern Rivers Tourism, Tuesday, 31st August – RSVP rsvp@northernriverstourism.com.au*

Collectively The Legendary Pacific Coast accounts for nearly 22 million visitors to NSW, and over 33 million visitor nights. Total expenditure was \$5.4 billion in 2008.

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