

MEDIA RELEASE

12th January 2011



Hot New App for Travellers this Summer



The Legendary Pacific Coast has released an iPhone App this summer to put travellers in touch with a host of activities in some of our top holiday spots along the Pacific Coast.

The clever App locates a traveller's location and displays their nearest tourist activities. So travellers can be located in the main street of Terrigal, Warners Bay, Coffs Harbour or Ballina etc and make direct contact or plan their holiday activities from their local holiday spot!

Downloaded from the App store or www.pacificcoast.com.au, travellers can check out the nearest holiday activities from tourist attractions, outdoor and water activities, sightseeing, National Parks and other categories or the closest 20 things to do.

The Legendary Pacific Coast iPhone App also displays a host of places to stay and lists travellers nearest Visitor Information Centres, to find out more the legendary coastal and hinterland towns this Summer, in each of four tourism regions from Sydney to Brisbane - Central Coast, Hunter, Mid North Coast and Northern Rivers.

Project Chair, Sheridan Ferrier said The Legendary Pacific Coast iPhone App had proved a popular choice, with 73% of downloaded and installed apps relating to maps and navigation*. This iPhone App provides these solutions with clear directions and location details, for the host of tourism products listed on the App".

Sheridan commented "the iPhone App is ideal for the traveller market, with statistics highlighting a greater uptake by older generations with 'one in five (22%) smartphone owners are over 50 and 41 per cent are over 40'*. These statistics released from the Telstra Smartphone Index 2010 Fact Sheet support a growing trend for the tourism industry to meet the online and mobile needs of today's travellers".

The Legendary Pacific Coast iPhone App was recently launched during a Road Trip with Triple MMM and is part of a touring campaign to encourage travellers to travel the Pacific Coast and plan their own road trip or holiday. Designed by Enigma, the App is a first for a touring drive that brings together over 210 tourism products including 38 National Parks.

Download the App today www.pacificcoast.com.au/iphone it's easy to use and what a fantastic way to discover The Legendary Pacific Coast. All content is linked to the website.

This 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).

For more information visit www.pacificcoast.com.au for great deals and exciting places to stay and see. See Where It Takes You – on The Legendary Pacific Coast.

*Source Australian Interactive Media Industry Association's annual mobile lifestyle index study, October 2010 & Telstra Smartphone Index 2010 Fact Sheet.

Media contact: Sheridan Ferrier, Chair, The Legendary Pacific Coast,
sheridan@tourismhunter.com.au – m 0437 478393

SEE WHERE IT TAKES YOU

PACIFIC COAST TOURING ROUTE INCORPORATED
E ENQUIRIES@PACIFICCOAST.COM.AU W PACIFICCOAST.COM.AU

LEANNE CHERRY – PROJECT COORDINATOR
M 0400495117 E ENQUIRIES@PACIFICCOAST.COM.AU

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