

MEDIA RELEASE



Monday, January 23, 2012

HOT SUMMER RESULTS ALONG THE LEGENDARY PACIFIC COAST

The Legendary Pacific Coast (TLPC) media campaign launched in November has ignited an amazing 120 per cent increase in downloads of the free Legendary Pacific Coast iPhone App and attributed to increased business for tourism operators along the 1000 kilometre top tourism drive between Sydney and Brisbane for December and January.

“The LPC campaign has assisted in driving up visitor numbers and extending visitor nights along the route in many key locations,” said Project Coordinator, Kim MacDonald.

“Attractions along the route have reported visitor increases between 10 to 40 percent while many accommodation providers, particularly self contained, camping and cabin accommodation have been booked to capacity and welcoming an increased number of return visitors,” she said.

On the Mid North Coast owner operator of Nambucca River Tourist Park, Lisa Harvey reported increased visitor numbers and length of stay, increased consumer confidence and swelling visitor numbers from south east Queensland.

Closer to the key Sydney market, the Central Coast Visitor Information Centre doubled its bookings over the same period last year.

Visitation to the Central Coast’s Australian Reptile Park, one of The Legendary Pacific Coast top 20 legends, spiked this summer when resident crocodile, Elvis, bit a lawn mower and shot to television and YouTube fame.

“Operators in the Northern Rivers are also celebrating as the memories of a flood drenched 2010/2011 summer season are further extinguished with increased bookings, some up to 40 per cent over the same period last year.”

The Legendary Pacific Coast with more than 215 tourism operator partners continues its major advertising campaign through to the end of February promoting a vast range of legendary experiences through on-line campaigns.

Additionally, The Legendary Pacific Coast is working with the Roads and Maritime Services on the installation of information bays for 2012/13 along the Sydney to Brisbane corridor route.

The Legendary Pacific Coast is Australia’s top touring drive between Sydney and Brisbane stretching over 1000km and embracing the people, places and character for numerous legendary towns and villages.



SEE WHERE IT TAKES you

MEDIA RELEASE

Monday, January 23, 2012



For further information contact: Kim MacDonald, Project Coordinator, The Legendary Pacific Coast on enquiries@pacificcoast.com.au or mobile 0428 744 006 or Leanne Dyer, Central Coast Tourism on 0419491584.



SEE WHERE IT TAKES you

Pacific Coast Touring Route Incorporated KIM MACDONALD – PROJECT COORDINATOR
E enquiries@pacificcoast.com.au W pacificcoast.com.au M 0428 744 006 E ENQUIRIES@PACIFICCOAST.COM.AU