

# MEDIA RELEASE

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## New Brand for Pacific Coast Touring Route

The Pacific Coast Touring Route has been rebranded, through an exciting new tourism initiative to promote the popular touring route along the Pacific Highway, between Sydney to Brisbane, Australia.

Collaboration between the tourism industry and four NSW Regional Tourism Organisations along with \$500k received through a successful application in 2009 under the Australian Government's *TQUAL Grants* program has provided the opportunity to develop a new and vibrant tourism brand.

Sheridan Ferrier, Chair of Pacific Coast Touring Route and CEO of Hunter Tourism, says "The brand repositions this stretch of road, as a place where personal memories and legendary experiences are waiting to be created by today's travelers. **The Legendary Pacific Coast .....** represents a touring destination that embraces the open road, the freedom and both the magnificent beaches and hinterland that lie to either side of the Pacific Highway, from Sydney to Brisbane, Australia".

"Industry and stakeholders will be invited to take part in a suite of innovative and targeted opportunities from a new website, tourist signposting along the route, media and brand activities and an exciting technology campaign, to provide an innovative approach to visitors planning to travel The Legendary Pacific Coast" she said.

The Legendary Pacific Coast brand campaign will be communicated to attendees at the Australian Tourism Exchange (ATE) in Adelaide, Australia from 29 May to 4 June. It will also provide the platform to announce a Road Show planned for the 1 to 5 November for The Legendary Pacific Coast.

Sheridan Ferrier said "The Road Show will begin at Sydney Harbour Bridge and complete its journey at the Story Bridge, Brisbane. The Road Show will be a significant media and touring event, to heighten the profile of The Legendary Pacific Coast as a popular touring route for travellers along the new Pacific Coast corridor".

The Legendary Pacific Coast project was initiated by PCTR Inc., which was formed by four North Coast Regional Tourism Organisations (RTOs) – Central Coast Tourism, Hunter Regional Tourism Organisation, Mid North Coast Tourism and Northern Rivers Tourism, in March 2008 to manage Australia's most popular and the fastest growing corridor and tourism initiative in Australia. The project is overseen by a Project Management Committee comprising of the CEO's and industry representatives from each RTO.

Enigma, a leading advertising agency, is working closely with The Legendary Pacific Coast project, following its work on the Barrington Tops project, to develop the brand and communication activities for this project.

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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