

MEDIA RELEASE

Thursday 4th November 2010



SYDNEY TO BRISBANE, AUSTRALIA



Departing soon - The Legendary Pacific Coast

A five-day road trip along The Legendary Pacific Coast is set to depart from The Sebel Pier One at the Rocks near Sydney Harbour Bridge on Monday 8 November at 8.30am.

The convoy of Britz campervans and Hertz motor cars will travel from Sydney to the end of the route at the New South Wales – Queensland border to promote Australia's top coastal drive in the lead-up to summer and to officially launch The Legendary Pacific Coast.

Australian sport stars Stuart MacGill and Mark Geyer of Triple M Sydney's 'The Grill Team' will join the tour and broadcast each morning from a different legendary location along the coast.

Chair of the Pacific Coast Touring Route Sheridan Ferrier said, "the road trip offers travellers the chance to experience the magnificent beaches, national parks and hinterland that lie on either side of the Pacific Highway between Sydney and Brisbane".

"The road trip aims to create greater awareness of this legendary coastal drive that really is the best in Australia," Ms Ferrier said.

"To enhance travellers' legendary experiences this summer, we've just released an iPhone application which is easy to use and displays the nearest accommodation, attractions and visitor information centres on The Legendary Pacific Coast. I think travellers will enjoy using the application and will hopefully discover some unique legendary locations for themselves".

This summer, travellers will also be encouraged to share their legendary stories of The Legendary Pacific Coast by blogging on the website www.pacificcoast.com.au

Here's just a taste of The Legendary Pacific Coast road trip

Monday 8 November: The legendary road trip commences at The Sebel Pier One near Sydney Harbour Bridge. Travelling through the Central Coast and then onto the Hunter Valley.

SEE WHERE IT TAKES you

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Tuesday 9 November: Our day begins at Hunter Valley Gardens and the wine region then heading through the beautiful Lake Macquarie and onto the launch of the new Blue Tongue Brewery on the Central Coast. We'll finish our day in the beautiful blue water wonderland known as Port Stephens.

Wednesday 10 November: Live from the Tamboi Queen Cruises MV Surprise berthed at Nelson Bay Marina we then depart on a ferry for Hawks Nest and then hit the road bound for Port Macquarie via the inland town of Bulahdelah and on to South West Rocks taking in Trial Bay Gaol and its legendary stories before reaching Coffs Harbour.

Thursday 11 November: Our day begins at a Coffs Harbour icon, the Big Banana! We then move on to the gorgeous Angourie Rainforest Retreat and Ballina, before we finish the day in Lennox Head.

Friday 12 November: Today we visit the lookout at Duranbah and take a peek over the border to Queensland. Our legendary tour comes to an end at Point Danger on the NSW-Queensland border.

This campaign is collaboration between over 210 tourism industry members, including 38 National Parks 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 \$500k from the Australian Government's TQUAL Grants program, \$70K from the NSW Government Industry & Investment's Enterprising Regions Program (ERP) and supported from the NSW Government through Tourism NSW and its Regional Tourism Partnership Funding Program.

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

Media opportunity

The media is invited to attend the launch of The Legendary Pacific Coast road trip at one of the following events on Monday 8 November:

- Official launch – 7.30am at the Sebel Pier One, 11 Hickson Road, Walsh Bay, Sydney RSVP to L Cherry enquiries@pacificcoast.com.au
- Road trip commencement – 9am at the Sydney Harbour Bridge's Pylon Lookout Gun Deck
- Or on the 5 Day Road Trip, bookings essential to L Cherry enquiries@pacificcoast.com.au

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