

The Legendary Pacific Coast

The Legendary Pacific Coast represents a touring destination that embraces the open road, freedom and the magnificent beaches and hinterland that lie on either side of the Pacific Highway between Sydney and Brisbane.

The Legendary Pacific Coast is the top tourism drive in Australia that offers legendary experiences, legendary towns, legendary people and a wonderful blend of exciting tourism destinations, places to stay and experiences.

With the blue ocean waves and the green rolling hills, travellers can discover legendary experiences, legendary towns, legendary people and a wonderful blend of exciting tourism destinations. Travellers can explore the heart, warmth and romance of a truly legendary holiday.



SNAPSHOT

Online and Mobile Visitor Tools: The Legendary Pacific Coast can be accessed via an innovative and leading website and iPhone App, developed to meet the technology needs of today's travellers via.

- www.pacificcoast.com.au
- iPhone App – downloaded at www.pacificcoast.com.au/iphone
- Guide to be produced for 2011
- www.facebook.com/LegendaryPacificCoast
- www.twitter.com/pacificcoastaus

Some Legendary Experiences*: showcase points of interest, along and surrounding the corridor, adding character to the traveller's journey and accessed via www.pacificcoast.com.au

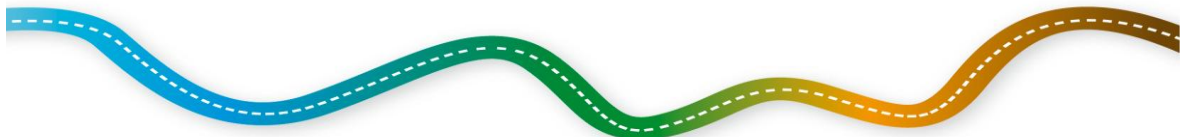
From the Australian Reptile Park; Bouddi National Park; Avoca Beach; Pelican Feeding; Norah Head Lighthouse; Hunter Valley Vineyards; Hunter Valley Gardens; Merewether Beach; Lake Macquarie; Stockton Sand Dunes (Worimi Conservation Lands); Dolphins in Port Stephens; Ellenborough Falls; Koala Hospital; V Wall; The Big Banana; Nimbin; Angourie National Surfing Reserves; Byron Bay; Wollumbin Mt Warning; Protester Falls and Nightcap National Park.

**See Legendary Experiences document for more information on these legendary experiences.*



Travelling on The Legendary Pacific Coast

- A 900km stretch of road, this is the popular touring drive located along the Pacific Coast Corridor, between the two capital cities of Sydney and Brisbane, Australia.
- Visitors can travel the corridor between both capital cities or at their own pace create personal memories and legendary experiences along and surrounding the corridor's coastal and hinterland towns, in the Central Coast, Hunter, Mid North Coast and Northern Rivers regional areas.
- Choose from 7 Day Coastal and Hinterland Itineraries now available at www.pacificcoast.com.au/itineraries or 4 Day Coastal and Hinterland and four Regional itineraries (coming soon) or visitors can build their own itineraries via 'My Adventure' as accessed on www.pacificcoast.com.au/my-adventure and/or The Legendary Pacific Coast iPhone App.
- Seeking Places to Stay and Must See and Do, visit www.pacificcoast.com.au and click on the 'Book Online' tab or contact the tourism business direct.
- Need more information, visit one of the many Visitor Information Centres as featured on the iPhone App or click on one of the 4 Regions at www.pacificcoast.com.au/regions
- Travel by:
 - Road – self drive, hire a car or camper or take a coach
 - Rail – take a train
 - Airport – major flights from Sydney and Brisbane, but check out the airports in Newcastle, Port Macquarie, Coffs Harbour, Ballina and Gold Coast



SEE WHERE IT TAKES you

For more information - Email: enquiries@pacificcoast.com.au

www.pacificcoast.com.au



Australian Government
Department of Resources, Energy and Tourism

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This drive campaign is 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).



Industry & Investment