



George Souris MP
Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

Wednesday 27 November 2013

TOURISM FORUM HIGHLIGHTS NSW GOVERNMENT'S SUPPORT FOR BLUE MOUNTAINS

The NSW Government today reinforced its commitment to help the Blue Mountains tourism industry recover from the recent disastrous bushfires by holding a forum with local operators and business owners.

The forum was attended by Minister for Tourism and Major Events, George Souris, and Member for Blue Mountains, Roza Sage MP, who outlined the support activities being undertaken by the NSW Government to boost the region's recovery. It also gave local industry stakeholders a chance to have their say on the rebuilding effort.

Mr Souris said the Government recognised the importance of tourism to the Blue Mountains region.

"The Blue Mountains is one of the most prominent tourist attractions in NSW. To ensure the sustainability of tourism businesses that support over 5,000 jobs in the region we have provided additional funding of \$150,000 to assist with the recovery of tourism to the area," Mr Souris said.

Ms Sage reiterated the need to support the region at this time and thanked the Government for its ongoing support.

"I have heard from many local tourism operators whose businesses have been affected by the bushfires. As we approach their busiest time of year I know that they are extremely grateful for the work being carried out to ensure that people know they can still visit and enjoy all that this region has to offer," Ms Sage said.

"The perception that the Blue Mountains is closed or inaccessible due to bushfires is very damaging. We have to turn that perception around and make sure that the message goes out that the region is open for business."

To generate positive media coverage Destination NSW has developed a marketing campaign to demonstrate that the Blue Mountains is still an area of outstanding natural beauty, much of which was untouched by bushfires.

Destination NSW is working closely with Blue Mountains Lithgow and Oberon Tourism to deliver a program of cooperative marketing activities with key partners that are aimed at promoting the region as a great short break destination for Sydneysiders and increasing visitation over the next few months.