



Andrew Stoner MP Deputy Premier of NSW Minister for Tourism & Major Events

MEDIA RELEASE

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LORD HOWE ISLAND – *JUST PARADISE*

A new tourism campaign showcasing the pristine natural environment and visitor attractions of Lord Howe Island has been launched, Deputy Premier and Minister for Tourism and Major Events Andrew Stoner said today.

“A World Heritage Listed destination, Lord Howe Island is known for its outstanding beauty, pristine Marine Park and the lush greenery of Mt Gower, all of which feature in the new *Just Paradise* campaign,” Mr Stoner said.

“The campaign from the Government’s tourism and major events agency, Destination NSW, aims to drive bookings between October and December 2014 and targets visitors from Sydney, Brisbane, Canberra and Melbourne.

“The Island’s tourism providers have joined forces to promote their slice of paradise through this campaign, and with accommodation capped at a maximum of 400 visitors at any one time, this World Heritage Listed destination remains an untouched paradise for generations to come, allowing for a truly special visitor experience,” he said.

Destination NSW Chief Executive Officer, Sandra Chipchase, said the campaign creative highlights the outdoor activities that make Lord Howe Island an ideal, rejuvenating escape.

“Visitors can fly from Sydney to Lord Howe Island in less than two hours and discover a magical destination where nature’s brilliance is on show. It’s just you and the mountain, just you and the reef - *Just Paradise*,” Ms Chipchase said.

“An abundance of water based activities are available to visitors including stand up paddle-boarding, snorkelling, fishing and kayaking, while on land, visitors are encouraged to explore the island at a leisurely pace by bike or by foot.

“Lord Howe Island is a remarkable destination and I encourage everyone to visit this island paradise,” she said.

For more information www.visitnsw.com/destinations/lord-howe-island