



Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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BUSH BOOST: NSW GOVT ANNOUNCES LARGEST REGIONAL TOURISM PROMOTION IN STATE'S HISTORY

NSW Premier Barry O'Farrell and Minister for Tourism and Major Events George Souris today launched the largest ever regional NSW tourism promotion, offering \$1 million worth of discount accommodation vouchers aimed at encouraging city residents to take short holidays to regional NSW.

"NSW features the most diverse regional areas of any state in Australia: panoramic outback settings, magnificent World Heritage-listed rainforests, stunning beaches, a winter wonderland in the Snowy Mountains and exceptional wine regions," Mr O'Farrell said.

"We want more people to take advantage of all of this," he said.

"Sydneysiders are the key target market for short breaks in regional NSW - spending 4.4 million nights in other parts of the state each year.

"However, the perceived cost of accommodation is often cited in research as a reason for delaying a trip.

"This campaign, based on vouchers worth \$200 each, will encourage more people to explore and discover the outstanding attractions, festivals, natural environment and superb cuisine offered by regional NSW.

"Tourism plays a vital role in regional economies, with almost half of the 150,000 direct jobs in the State's tourism industry in regional areas. Visitors to regional NSW in 2011-12 contributed \$12.6 billion to the NSW economy.

"Increasing visitation to regional NSW is a key component of the NSW Government's goal of doubling the State's overnight visitor expenditure by 2020 and this initiative is yet another step up in reaching that goal," Mr O'Farrell said.

Mr Souris said the 'Make Some Our Time' promotion would feature a partnership with Westfield Shopping Centres in eight Sydney locations - Bondi Junction, Parramatta, Miranda, Chatswood, Penrith, Eastgardens, Burwood and Sydney CBD.

"The campaign encourages people to have a break from city life by taking time to rest, recuperate and explore the wonders of regional NSW," Mr Souris said.

“From today until the 12 August, anyone over 18 who spends a minimum of \$30 at any of the eight participating shopping centres has a chance to win a \$200 accommodation discount voucher towards a short break in regional NSW.

“Shoppers will receive a scratch card with a unique code, which they can enter on the visitnsw.com website to immediately find out if they have won.

“Winners can then instantly redeem their \$200 voucher through the same website with the hundreds of accommodation and tourism operators across the State who are participating in this promotion.

“To redeem their voucher, winners need only book accommodation to the value of \$400 at the destination of their choice, book their break before 30 September and complete their travel by 30 November.”

In another first for Australian tourism, the promotion will use cutting-edge special effects technology to bring some of the regional NSW holiday experiences to life.

“By blending digital imagery with live video, the participant and those watching get the impression of a real-life interactive experience.

“This technology will be in place at four of the participating shopping centres allowing shoppers to instantly see themselves in picturesque regional locations.

“We want to give city residents a taste of what’s in store, so we have used the very latest technology to peak their interest and motivate them to take a short break in regional NSW.

“During the course of the campaign, we expect more than 12 million shopping trips to Westfield’s eight Sydney centres, so they are a perfect partner to assist us in engaging Sydneysiders and encourage them to take a short break in wonderful regional NSW,” he said.

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