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## DESTINATION NSW SUPPORTING RIVERINA TOURISM

The State's tourism and major events agency Destination NSW, is encouraging visitors to plan a trip to the Riverina to experience the region's exciting festivals and special events, fantastic food and wine offerings and stunning scenery.

Destination NSW Chief Executive Officer Sandra Chipchase said despite the recent floods in the Riverina, it's important we send the message that the region is still open for business and ready to welcome visitors to showcase the diversity that is on offer.

"Destination NSW will continue to support local tourism businesses in this region. This weekend, Destination NSW, in partnership with Riverina Regional Tourism, will support a media familiarisation to Taste Riverina, providing the opportunity for food and travel media to experience the region's wine and food culture first-hand.

"We also recently assisted Riverina Regional Tourism to secure Channel Seven's Weekend Sunrise program to broadcast live from the area, promoting Taste Riverina and the region to a national audience of more than 400,000. The township of Leeton has also been in the spotlight, featuring on both Sunrise breakfast television and travel show Sydney Weekender in the past few months."

Destination NSW has heavily promoted the Riverina region in the latest *It's ON! In NSW* events digital campaign, featuring the Evocities MTB cycle race in Wagga Wagga, Australian Ballet Giselle in Griffith and Wagga Wagga, Taste Riverina and Real Juice Company Citrus Sculptures in Griffith. The activity has already generated more than 5,600 visits to the event listings via [visitnsw.com](http://visitnsw.com), and more than 1,900 sales leads to industry.

"Our latest *Love Every Second of Sydney & NSW in Summer* magazine, which was distributed to more than 4.2 million people across Australia and New Zealand in September, also highlighted one of Australia's premier rural events, the Deni Ute Muster," Ms Chipchase added.

"Earlier this year, we completed a Riverina photo shoot capturing the fantastic wineries, producers and townships to further showcase what this fantastic region has to offer, and we'll be hosting a media familiarisation to The Murray in November to promote its nature, adventure and summer experiences, as well as facilitating an Instameet with a group of Australia's most high-profile social media influencers in Griffith and Leeton."

**Media: Alyse Ure, 0428 866 941**