



**Adam Marshall**

Minister for Tourism and Major Events  
Assistant Minister for Skills

## MEDIA RELEASE

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### SHOWCASING RURAL AND REGIONAL NSW

Holiday goers have been encouraged to share videos of short breaks and much-loved NSW holiday destinations, as part of marketing campaign to promote travel to rural and regional NSW.

Minister for Tourism and Major Events Adam Marshall said *the “What I Love About Holidays in NSW”* campaign will use videos and photos taken by travel enthusiasts and locals to showcase the vast array of experiences, landscapes and attractions on offer in rural and regional NSW.

“We are encouraging locals, visitors, avid photographers and filmmakers to capture their extraordinary holiday experiences in NSW, and share them with the world,” Mr Marshall said.

To take part in the campaign, people are urged to share upload their videos to [visitnsw.com/ilovensw](http://visitnsw.com/ilovensw), and share on Twitter and Instagram using #ILoveNSW.

“The very best video contributions will then be used in a curated series of eight short films, that will promote rural and regional NSW as an outstanding holiday and short break destination, capturing the attention and imagination of holidaymakers,” Mr Marshall said.

The marketing campaign is in addition to the record \$43 million of funding over four years already committed by the NSW Government to boost tourism in regional areas.

“Tourism offers great prospects and benefits for our regional areas. In the year ended September 2016, rural and regional NSW welcomed 21.4 million international and domestic overnight visitors who injected more than \$10.7 billion into those local economies,” Mr Marshall said.

“As a country-based Minister, I’m committed to building our rural and regional tourism even further.”

Mr Marshall said using this authentic approach would help reveal rural and regional NSW’s highly desirable and diverse destinations.

“I’m excited to be giving everyone in NSW the chance to be part of this exciting initiative and am confident this new campaign will inspire visitors to spend even more time exploring the many attractions across rural and regional NSW,” he said.

The eight best video contributions will win a Canon prize pack, which includes a Canon camera and a photography tutorial. For more information visit [www.visitnsw.com](http://www.visitnsw.com)