

Friday 9 May 2014

REGIONAL NSW SHOWCASED IN NEW TOURISM MAGAZINE INSERT

Regional NSW will be showcased to over two million people from this Sunday 11 May, when a new 40 page tourism magazine insert is distributed across Australia and New Zealand, Destination NSW Chief Executive Officer, Sandra Chipchase, said today.

The magazine highlights the huge variety of events, activities, and food and wine experiences on offer across the State from May to December, and will be included in Sydney metropolitan and selected Regional NSW newspapers, as well as key titles in the ACT, Victoria, Queensland and Western Australia this weekend. It will also be distributed in Auckland, Wellington and Christchurch in New Zealand from 18 May.

“The *Your Guide to Regional NSW* magazine highlights the diverse destinations and experiences across Regional NSW, as well as the many fantastic and unique regional events taking place this year,” Ms Chipchase said.

“With domestic and international visitation to Regional NSW worth an estimated \$13.5 billion to the State last year, Destination NSW is helping to further drive tourism into these areas through dedicated marketing campaigns.

“The Regional insert will provide people across Australia and New Zealand with added inspiration to plan a trip to the huge array of breathtaking destinations in NSW, featuring great ideas, locations, comprehensive festival and events listings, and a profile of each of the State’s regions,” she said.

“NSW is home to five World Heritage areas, 14 official wine regions, 867 national parks and reserves, as well as lively regional cities and charming country towns.

“From food and wine escapes taking in farm gates and cellar doors, to nature based and adventure getaways not for the faint-hearted, the new insert shows there is something for every traveller.

“Destination NSW is proud to have produced this publication – and we hope it is a handbook people can refer to again and again,” she said.

The *Your Guide to Regional NSW* insert will be distributed in key newspapers from this Sunday 11 May. For information to help you plan a visit to Regional NSW, go to visitsw.com.

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