



Troy Grant MP

Deputy Premier of NSW

Minister for Tourism and Major Events

MEDIA RELEASE

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IT'S ON! IN NEWCASTLE AND THE HUNTER CAMPAIGN LAUNCHED

Deputy Premier and Minister for Tourism and Major Events Troy Grant has announced a new "It's ON! in Newcastle and The Hunter" campaign aimed at driving overnight visitation to the region.

Mr Grant said the campaign highlights the variety of events taking place in Newcastle and the Hunter over summer.

"A major highlight of this Summer's "It's ON!" calendar is The AFC Asian Cup Australia 2015, which visits Newcastle in January, and there are also more than 20 other events taking place over the period," Mr Grant said.

The schedule of events taking place over summer includes:

- A Day on the Green - Roxette
- AFC Asian Cup Australia 2015 and Fanzone
- Australian Bowl Riding Championships
- Campfire Festival
- Folk in Broke
- Hunter Valley Christmas Lights Spectacular
- International Children's Games
- Kurri Kurri Nostalgia Festival
- Loop the Lake
- Maitland Taste Food, Wine and Music Festival
- Newcastle Craft Beer Week
- Newcastle Writers Festival
- Nitro Circus Live
- Patricia Piccinini 'Like Us' exhibition
- Spiegelworld presents Absinthe
- Sting and Paul Simon on Stage Together
- Surfest

"Valued at more than \$80,000, the campaign includes targeted print newspaper advertisements and a strong digital component to build awareness of the outstanding calendar of events in Newcastle and the Hunter.

"Events are important to driving overnight visitation to the Hunter – in the year ended June 2014, the region received more than three million domestic and international overnight visitors, with the main purpose of international visitation being for holiday and pleasure."

Destination NSW Chief Executive Officer Sandra Chipchase said Newcastle and the Hunter boasted fantastic facilities and venues.

"Destination NSW's "It's ON!" campaign strategy has been hugely successful in promoting travel to regional NSW. We are delighted to work with our partners in Newcastle and the Hunter to showcase why this region is a great place to be this summer," Ms Chipchase said.

The campaign will be officially launched at an event at the Newcastle Art Gallery this evening to coincide with the opening of the Patricia Piccinini 'Like Us' exhibition. It is a joint initiative between Destination NSW, City of Newcastle, Hunter Valley Wine and Tourism Association, Lake Macquarie City Council, Hunter Councils, Singleton Council and Cessnock Council.

For more information about the calendar of events in Newcastle and the Hunter this summer, go to www.visitnsw.com