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STATE'S ROAD TRIPPERS ENCOURAGED TO GET OFF THE BEATEN TRACK

A new \$2 million NSW road trips campaign is now underway, designed to entice more travellers off the major highways and experience some of the State's inviting rural and regional towns.

Minister for Tourism and Major Events Adam Marshall joined Member for Tamworth Kevin Anderson in Tamworth today highlighting one of the iconic NSW inland drives, Fossickers Way.

"While the State continues to attract visitors in record numbers, we've upped the ante with the new marketing program which will provide an even bigger boost to rural and regional NSW economies," Mr Marshall said.

"For the first time, we've teamed up with global music service, Spotify, to provide listeners with personalised playlists matched to their own road trip itinerary.

"Along with an aggressive marketing campaign, we're designing an online interactive trip planner with curated itineraries and maps to allow more people to select a journey based on the kind of NSW experience they're looking for.

"Whether it's food and wine trails, coastal scenic routes or outback adventures, the road trip itineraries and maps can be accessed from any mobile device and shared amongst family and friends."

Member for Tamworth Kevin Anderson said the drive itineraries would enable smaller towns, such as Nundle, Manilla, Barraba and Werris Creek to get benefit from more tourist dollars in the town.

"More than 150 rural and regional towns will be promoted through this program, helping to boost local economies by inspiring people to visit, eat, play and stay in Australia's number one State," Mr Anderson said.

"Each NSW region has an incredible story to tell and I encourage Aussies and international visitors to discover more of Australia's most geographically diverse State by car," Mr Anderson concluded.

For more information on how to plan your NSW road trip, go to www.visitnsw.com/roadtrips