



CENTRAL NSW
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MEDIA RELEASE

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Approved by: Cr Ken Keith, Chair of Centroc and Mayor of Parkes Shire Council

VISITORS DIG THE NEW “UNEARTH CENTRAL NSW” TOURISM CAMPAIGN

The new “Unearth Central NSW” Tourism campaign, with its strong, rustic branding and authentic regional message, is enjoying unprecedented success across a range of traditional and new media, reaching 197,000 prospective travellers through its Facebook page alone in its first three months.

The campaign entices travellers to “unearth” a range of experiences across the region. A sense of intrigue and adventure is evoked by branding the region as “unexpected”, “untouched” and “yours to unearth”.

Funded through a partnership between Destination NSW and a collaboration of local organisations including Bathurst Regional Council, Cabonne Council, Cowra Tourism Corp, Forbes Shire Council, Mudgee Region Tourism, Mudgee Fine Foods, Orange City Council, Orange Regional Vignerons and Parkes Shire Council, Central NSW Tourism is leading the management and strategic direction of the campaign.

Showcasing food and wine, one of the region’s most enduring and successful tourism categories, Unearth Central NSW also focusses on the strong “Destination Wedding” market.

“Destination Weddings are a lucrative travel market for the region and, as a collective, the region offers beautiful and cost effective wedding solutions,” said Lucy White, Executive Officer of Central NSW Tourism.

Traditional media, new social media and a significant public relations program have combined to give Unearth Central NSW a marketing edge. In just three months, the campaign website has achieved over 65,000 page views and a staggering 18 million impressions for the paid Food and Wine media program. Ten media visits have been secured with major magazines, television and newspapers including Channel 7’s Sydney Weekender, the NRMA’s Open Road Magazine and the Saturday Daily Telegraph.

Chair of Centroc, Cr Ken Keith congratulated the Central NSW Tourism Board on the success of the campaign. “Tourism is a multi-million dollar industry in this region with benefits felt across many sectors of the community,” said Cr Keith. “It is critical that we continue to develop fresh new tourism campaigns such as Unearth Central NSW to keep the market keen and keep visitors coming.”

Take a look at the Unearth Central NSW website at <http://visitcentralnsw.com.au>

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