



MEDIA RELEASE

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GOVERNMENT TO HELP RECOVERY OF REGIONAL TOURISM AFTER FIRES AND FLOODS

Minister for Tourism, Major Events and the Arts, George Souris, has announced that the NSW Government will be offering support to the State's communities devastated by recent natural disasters to rebuild their tourism trade.

"Bushfires and floods have taken a heavy toll of a number of regional communities and many people have suffered great loss. My sympathies go out to all of them as they try to rebuild their lives."

"There are a number of emergency measures and financial aid that both the Government is already providing, but we also intend to help them rebuild their vital tourist industries upon which so many people rely," Mr Souris said.

He said that the NSW Government's tourism and major events agency, Destination NSW, would be offering promotional support to all flood and fire affected communities in ensuring an 'open for business' message is disseminated as affected destinations and regional tourism attractions come back on line.

"Destination NSW will be consulting with tourist operators and community leaders to confirm specific needs for affected regional areas and decide how best to service those needs.

"Key initiatives include social media campaigns and media familiarisations to bring travel trade to the affected areas to see the recovery first hand.

"Also, publicity on the visitnsw.com website and further promotional opportunities will be developed in consultation with those regions impacted.

"We understand how important tourism is to so many of these affected areas of the State and we will do what we can to help them recover," Mr Souris said.