



MEDIA RELEASE

Tuesday 28 May, 2013

Rally Australia Tickets on Sale Now

Minister for Tourism and Major Events, George Souris, today announced that general public tickets are now on sale to Rally Australia, which will be held on the NSW Coffs Coast from 12-15 September 2013.

This is the second time the Coates Hire Rally Australia will be held on the Coffs Coast, and Mr Souris has encouraged fans to get in early to secure their tickets. For four days, the Coffs Coast will be buzzing with excitement for this major international sporting event," Mr Souris said.

"Given the popularity of this event in 2011, I encourage all fans to secure their tickets, travel arrangements and accommodation early."

"The NSW Government, through its tourism and major events agency, Destination NSW, looks to build on the success of the 2011 event which attracted more than 13,000 visitors to the Coffs Coast and generated more than 64,000 visitor nights."

"It is estimated that Rally Australia will be watched by an estimated cumulative international television audience of more than 77 million viewers, showcasing Regional NSW and the best of international rally racing, to a worldwide audience."

"Overall, rally organisers estimate that the 2013 Coates Hire Rally Australia will generate a net economic impact of approximately \$12 million for the Coffs Harbour region," Mr Souris said.

Coffs Harbour MP Andrew Fraser also encouraged attendees to make their plans well ahead of time and take advantage of a trip to the NSW Mid North Coast.

"This family friendly event will provide a great day, or weekend away for the whole family," Mr Fraser said.

"It will not only benefit the local area but would have flow-on effects for the State economy, providing a great opportunity for those visiting the area to explore all that the region has to offer."

"This is another great example of how NSW Government is working toward achieving the Government's target of doubling overnight visitor expenditure in the State by 2020," Mr Fraser said.

Destination NSW CEO, Sandra Chipchase, said “Rally Australia will feature some of the world’s best rally drivers as they attempt to conquer the challenging courses through some of the State’s most spectacular and rugged countryside.”

Coates Hire Rally Australia Chairman Ben Rainsford said significant enhancements to this year’s event promised spectators an exciting experience.

“The new concept of our Rally Hub, just one block from the Coffs Harbour CBD and incorporating the Armor All Super Special Stage, will have excellent views of the action and a great atmosphere,” Mr Rainsford said.

“We want to make the best possible impression on the WRC community, so that they are keen to return to the Coffs Coast region in future years.”

For tickets, pricing and more information on the event, please visit www.rallyaustralia.com.au or Ticketek at: www.ticketek.com.au