



MEDIA RELEASE

21 April 2013

Examples of promotional material attached

Million Dollar Campaign Showcases Sensational South Coast

Minister for Tourism and Major Events, George Souris, today launched a new million dollar advertising campaign to showcase the NSW South Coast's natural beauty and bring the region's experiences to life, encouraging visitors to book a short break.

"The new, million dollar *Visit South Coast* campaign will inspire visitors to explore and rediscover NSW's amazing South Coast. The campaign highlights the region's beautiful beaches, abundance of wildlife, pristine bushland, crystal clear water and fresh air," Minister Souris said.

"The campaign is a great example of the collaborative partnership between Regional Tourism Organisations, Destination NSW to develop innovative and memorable marketing campaigns which celebrate regional NSW. The Campaign includes images of a seal playing in the clear waters off Montague Island, Eurobodalla with the caption, *Just like a puppy – even has a wet nose*, and a weedy sea dragon with the caption, *Meet dragons that don't live in castles.*"

Destination NSW CEO, Sandra Chipchase, said this campaign builds on the success of the 2012 campaign, which resulted in over 16,000 sales leads to the travel industry from visitors wanting to book a short break to the region. This campaign sets the benchmark for all regional stakeholders to work together to create stunning marketing and advertising material, linked to travel packages, to drive overnight visitation.

The Chairman of the South Coast Regional Tourism Organisation, Brian Longbottom, said he was delighted with the *Visit South Coast* multimedia marketing campaign.

"It is a bringing together of all the natural beauty and wildlife of the South Coast and marketing it using a visually stunning and appealing campaign," Mr Longbottom said.

**WHEN WAS THE LAST TIME YOU
WALKED ON SAND SO CLEAN
IT SQUEAKED?**

Hyams Beach, Shoalhaven, NSW



visitnsw.com/southcoast



SO MANY FISH THERE'S BARELY
ENOUGH ROOM FOR THE WATER

Jervis Bay, Shoalhaven, NSW



visitnsw.com/southcoast

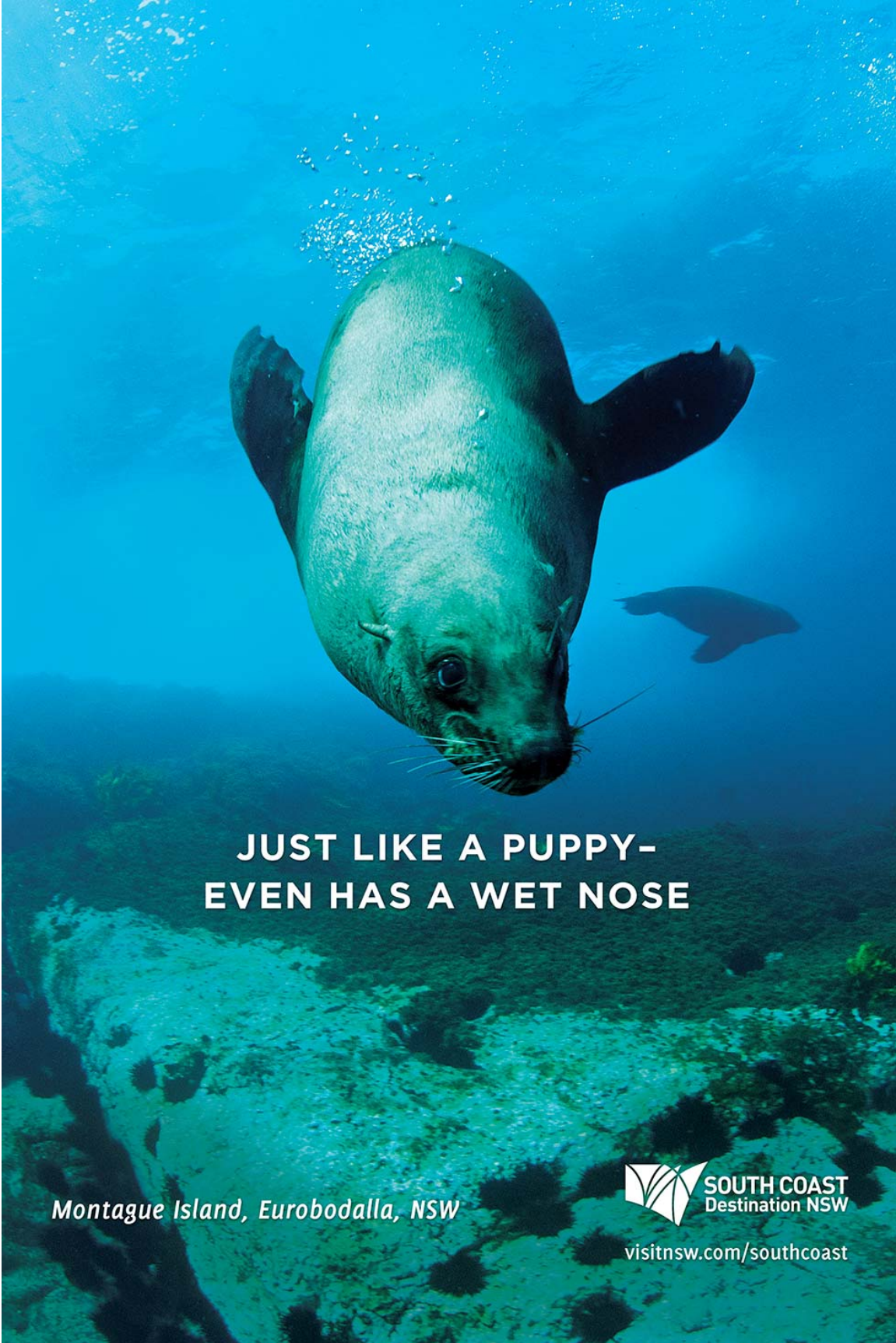
THE COASTLINE YOU COULD HANG IN A GALLERY

Kiama, NSW



SOUTH COAST
Destination NSW

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**JUST LIKE A PUPPY-
EVEN HAS A WET NOSE**

Montague Island, Eurobodalla, NSW



visitnsw.com/southcoast

MEET DRAGONS THAT DON'T LIVE IN CASTLES



Shellharbour, NSW



visitnsw.com/southcoast

**IT'S THE VIEW
THAT PEOPLE HANG AROUND FOR**



Bald Hill, Wollongong, NSW



**SOUTH COAST
Destination NSW**

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