

Jodi McKay

Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research
Minister Assisting the Minister for Health (Cancer)



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New South Wales ...Australia's premier adventure tourism destination

Fifty of the State's most adventurous, extreme and rugged outdoor activities will feature as part of an innovative new marketing campaign from the NSW Government aimed at attracting thrill seeking visitors to the State.

Minister for Tourism Jodi McKay said the *Boy's Own Adventure* campaign will promote a range of high adrenaline activities on land, water and in the sky on offer within NSW.

"We know NSW is a great place to work and relax but it's also Australia's premier adventure tourism destination," Ms McKay said.

"The *Boy's Own Adventure* campaign specifically targets male travellers and highlights the diversity and variety of adventurous, outdoor and extreme activities available in NSW.

"Last year more than 17 million international and domestic visitors participated in adventure tourism activities nation-wide, contributing in excess of \$23 billion to the national economy.

"This campaign is a unique and exciting way to sell our State to this energetic and lucrative travel market."

Ms McKay said NSW is the perfect playground for some truly extreme and adventurous activities.

"Visitors can drive V8 or World Rally Championship race cars, go horse-riding through mountain terrain, try tandem hang-gliding in Stanwell Park, freefall skydive in the Outback and even fly in jet fighters in Newcastle, Port Macquarie and Lismore.

"NSW is also a superb diving location with old diving wrecks on the South Coast, and sub-tropical waters rich with marine life off the North Coast and Lord Howe Island.

"The campaign also highlights the best fishing, surfing, driving and golfing holidays on offer throughout the State."

Ms McKay said the campaign would run through July and August and include print advertising as well as a booklet detailing the range of activities on offer in publications such as GQ, and Alpha.

"I think this campaign has universal appeal even though it targets a male audience," Ms McKay said.

"I am sure a large number of female visitors will also be interested in some of these adrenaline charged activities."

For more information on adventure holidays in NSW go to www.visitnsw.com/adventures .

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