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Media Release

1st December 2009

NATIONAL CHERRY FESTIVAL SUCCESS – REGIONAL FLAGSHIP EVENT 2010

The NSW Minister for Tourism, Jodi McKay today announced that the Young Shire Council's National Cherry Festival has been successful in securing a grant of \$ 10,000 in the NSW Government's Regional Flagship Event Program 2010. This achievement, in the highly competitive grant program, sees the National Cherry Festival highlighted as one of the leading Regional NSW events alongside just 19 others happening across the state.

Tourism NSW will be supporting the Regional Flagship Event Program with a further \$ 162,000 allocated to marketing and promotion. This brings the NSW State Government's funding for the program to \$ 412,000.

"The Regional Flagship Event Program is a great initiative that raises the profile of regional destinations and gives visitors even more reasons to spend time in regional NSW," Ms McKay said.

Shannon O'Connor, Tourism Manager for Young Shire Council, was delighted by the news that the National Cherry Festival 2010 had been selected.

"The grant money is important. It will allow us to concentrate heavily on the ACT market and others where we have the potential to increase the amount of overnight visitors to the town. The overnight visitor is the most valuable to the local economy and we have to review the festival in order to see how we can increase numbers in this area."

General Manager of Young Shire Council, Mr. Peter Vlatko is also excited by the achievement as he feels that it will result in a much higher tourism profile for the National Cherry Festival and Young Shire.

"This is one of the most significant achievements for the National Cherry Festival and the promotion of tourism in Young Shire. It comes on the back of what has been a highly successful twelve month period in which we have implemented many changes. Council has adopted a Tourism Strategic Plan developed by our Manager of Tourism and is really focusing on building Tourism as a source of economic development. I am sure there will be many more successes in the pipeline." Mr. Vlatko remarked.

Mr. O'Connor explained that "The Regional Flagship Event status will increase visitor numbers to Young Shire through the destination achieving a higher profile. More hits on the website and more visitors in the town will all increase prospects for business and residents of the Shire even further."

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Should you have any requests or require further information, please do not hesitate to contact Shannon O'Connor the Young Visitor Information Centre on 0417 458725 or email shannon.oconnor@visityoung.com.au