

News Release

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SOUTHERN HIGHLANDS TO FEATURE IN INNOVATIVE MARKETING CAMPAIGN

Romance to promote the Southern Highlands

Next week, the Southern Highlands will feature in a multi-channel marketing promotion as part of Destination Southern Highlands' joint partnership with Destination NSW. Funded by the NSW Government's Regional Visitor Economy Fund, the Romantic 'Fall in love again in the Southern Highlands' Campaign is designed to boost overnight tourism to the region during winter by highlighting the Highlands most romantic experiences.

With a reputation as one of the Australia's prettiest regional destinations, the campaign will focus on the Southern Highlands winning combination of beautiful Georgian architecture, stunning scenery, luxurious accommodation, quality restaurants & wineries, cosy firesides and indulgent activities that go towards creating that perfect romantic getaway.

The campaign will use a range of online, print and broadcast media. Two local resident couples star in the eye catching campaign which carries a contemporary and unique creative treatment to portray the Southern Highlands key experiences of its rich history and heritage, fabulous food and wine, eclectic shopping and arts, stunning nature and scenic drives, boutique accommodation and its antiquarian book trail. There will also be a substantial programme of digital and social media activity, including Facebook, Instagram, competitions, video content, and a dedicated campaign section on the new Southern Highlands site: www.southern-highlands.com.au

During the three month campaign, readers and viewers will be enticed to share their 'Love Story' of what they love about the Southern Highlands with a chance to win one of 13 weekly prizes on offer and the 'Ultimate Romantic Escape' staying at the luxurious Peppers Manor House. Exclusive experience offers will also be presented by local industry to convert campaign awareness into stays. Destination Southern Highlands Mittagong Information Centre will also reward local residents with heart shaped chocolates when they visit the Centre during May and participate in its award winning Red Carpet VIP Day.

Steve Rosa, Manager at Destination Southern Highlands said: "This new marketing activity will continue to drive overnight stays from our key source markets of Sydney, Canberra and the Illawarra targeting couples 30-65 years to experience our cosy winter season and add further to our recent good news of record visitation to the region. The Southern Highlands has always been known as a beautiful and romantic destination, but this campaign gives us a great opportunity to take a strong position and entrench it as NSW's premier Romance destination. This romance positioning compliments our marketing push to be NSW's premier Wedding destination."

The campaign was today launched at the picture postcard venue of Bendooley Estate, Berrima by Member for Wollondilly, Jai Rowell MP. In his address to local industry and business leaders Mr Rowell congratulated Destination Southern Highlands for its Bronze Award at this month's Australian Tourism Awards for 'Destination Marketing', along with the record results in visitation to the region for the year ending December 2014 with the recent release of **Tourism Research Australia's National Visitor Survey** data. Mr Rowell said, "achieving record domestic overnight visitation and nights since 1998 indicates that the tourism strategies and activities being under by Destination Southern Highlands all goes well for the region continuing to provide benefit to the local visitor economy and achieving the State governments goal to double tourism expenditure to NSW by 2020."

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HIGH RES IMAGES

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