

# News Release

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## **NEW DESTINATION WEBSITE FOR THE SOUTHERN HIGHLANDS LAUNCHED**

An exciting new digital platform was launched today by Destination Southern Highlands, the Wingecarribee Shire Council's Tourism and Events unit following months of development to provide the Southern Highlands with a regional portal to provide tourism, local community and business services.

[www.southern-highlands.com.au](http://www.southern-highlands.com.au) will now become the official portal for the Southern Highlands for visitors, local community, people looking to move to the region (life stylers) and those wanting to do business in the region.

Group Manager, Destination Southern Highlands, Steve Rosa said, "today is an exciting day to finally go live with our new regional digital platform that is responsive to different devices such as desktops, tablets and smart phones. The new site has a superior integration and search engine optimisation ability that will result in a higher ranking with prospective online searchers. This new site replaces the previous eight year old tourism site which now allows the region to be at the forefront of online planning, booking and information sourcing."

Visitors to the website will be able to create tailored itineraries and travel wish lists, access live online availability of accommodation using BOOKEASY, view interactive maps and video content whilst building relationships with local operators and businesses via improved operator display pages.

Steve said, "we are creating cutting edge information and marketing tools such as this new regional portal in an effort to achieve our goal of becoming a 'Destination Hub and Concierge Service' for the region. This strategy supports our current re-engineering to become a 'shopfront' for the Southern Highlands and provide services outside of the traditional tourism servicing model."

The launch of the portal sees the introduction of stage one of the new digital platform with stage 2 incorporating the development of a dedicated Business and Lifestyle section planned for the coming months following the introduction of the Shires new Economic Development Manager.

Other new features on the digital platform see better Social media aggregation, the development of a dedicated Destination Southern Highlands You Tube Channel containing play lists hosting local operator videos, news releases and promotional videos, upgraded social media sites using Facebook, Twitter and Instagram.

Steve said, "We have even developed our own Highlands TV channel with weekly 'This Week in the Highlands' episodes featuring staff presenting key region events and happenings in short video clips located on the home page of our new website and You Tube channel."

The new digital platform was supported by Destination NSW and Inland NSW Regional Tourism through the Regional Visitor Economy Funding program.

Visit the website to find out more: [www.southern-highlands.com.au](http://www.southern-highlands.com.au)

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