

News Release

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FOR IMMEDIATE RELEASE

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DESTINATION SOUTHERN HIGHLANDS TO LAUNCH UNIQUE ‘STAY & PLAY’ GOLF PACKAGES

**12 Noon, Wednesday 29 March
Gibraltar Hotel & Golf Course, Bowral**

Destination Southern Highlands **invites you** to attend the official launch of a new and exciting ‘GOLF PASS’ concept and range of golf packages, showcasing the quality golf courses and surrounding attractions that have made the NSW Southern Highlands such an enchanting and desirable destination over time.

The Southern Highlands ‘GOLF PASS’ is a first in Australia, allowing visitors the chance to enjoy the region’s scenic, tranquil golf courses while soaking up the best off-course attractions the area has to offer.

“We wanted to provide some opportunities that promote the accessibility to a high concentration of golf courses in the Southern Highlands, which a lot of other destinations aren’t as fortunate to have.” Steve Rosa, Manager of Tourism and Events for Destination Southern Highlands said.

“All of our golf courses have midweek opportunities available for players and it has been exciting to see the clubs and our accommodation partners come together to create something quite unique.”

“They all saw the benefit of being involved and creating an experience that you can’t get anywhere else in Australia.”

The NSW Southern Highlands is blessed with eight picturesque golf courses, each with their own character and history, ranging from easy walking 9-hole layouts to highly regarded 18-hole courses that are both a joy to play and a challenge to the best.

Each golf course provides a window into the region's peaceful and beautiful landscapes in their own way with many having been designed by some of Australia's finest players, including Australian Open champions Frank Phillips, Jack Newton and the prolific Carnegie Clark.

Clark, a three-time national champion, established his own legacy in Southern Highlands' golf by providing the original designs for the Bowral, Highlands (Mittagong) and Moss Vale Golf Clubs in the early part of the 20th century.

Avoiding the bustle of weekend golf crowds, the 'stay and play' mid-week (Sunday to Friday) packages allow golfers to play 54 holes at any of the 8 courses when staying with one of the accommodation partner properties.

The range of accommodation options available to choose from include motel suites, boutique bed & breakfasts and historic country inns and hotels that combine the ambience and charm of yesteryear with today's modern conveniences and facilities.

Once the accommodation package of your choosing has been confirmed with one of the participating operators, you will receive your GOLF PASS made up of six Coupons – 9 holes per coupon - that can be redeemed at any of the participating golf courses (subject to availability, bookings essential).

"As far as we know, the Golf Pass concept is a first for any destination in Australia." Rosa continued,

"To be able to offer this opportunity for people to play any combination of our courses using Golf Pass, with accommodation included, is something we think will be attractive to golfers and visitors in general, while complementing the other attributes of the destination that includes great food and wine, history and heritage."

Destination Southern Highlands' 'Stay and Play' packages will be officially launched on Wednesday 29 March with television personality and avid golfer, Deborah Hutton, lending her support to the campaign on the day. (See invitation below).

Ends

For more information on the Southern Highlands and surrounding golf courses:

www.southern-highlands.com.au/stayplaygolf

FOR HIGH RES IMAGES & INTERVIEWS PLEASE CONTACT

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