



MEDIA RELEASE

DIGITAL SOLUTIONS FOR TRAVELLERS

Friday, 11 March, 2011

A new digital marketing campaign, launched today, will be trialled by four Central NSW Councils this year to tap into the 'new media-savvy' traveller.

Launched at the Local Government Shires Association Conference, held in Sutherland Shire, Sydney, by Tourism NSW Executive Director and General Manager, Lyndel Gray, the trial will see Warrumbungle, Coonamble, Gilgandra and Narrabri Councils move into the digital age by converting all existing tourism brochures into an 'e-book' format and create a dedicated website for the campaign.

"This campaign is very exciting for our regions, helping us to keep up with digital trends, especially the way people tend to plan their holidays online," said Steve Baldwin, Tourism Development Manager, Coonamble Shire Council.

The campaign is being funded with \$13,000 under the NSW Government's Regional Tourism Partnership Funding Program, allocated by Central NSW Regional Tourism Organisation from their demand building funds.

NSW Minister for Tourism, Jodi McKay congratulated the councils on the digital marketing initiative and said it was a move in the right direction.

"It's great to see Central NSW councils responding to a fast-growing trend amongst tourists and travellers to receive holiday and travel information via the internet, social networks and mobile devices," said Ms McKay.

"This campaign capitalises on an increase in social media and mobile channels that we are seeing become common place in today's advertising and promotion."

Information on each Shire, including short tours will be uploaded to the site as podcasts/MP3 format for playback on on Ipods and MP3 players.

Bluetooth marketing units will be installed at each of the accredited Visitor Information Centres in the region which will have the ability to send event information and tours to those in proximity with Bluetooth enabled phones.

A quantity of credit card size thumb drives have been produced and loaded with the digital promotional material and these will be distributed at consumer shows and visitor centres.

A Facebook site complements the campaign web site www.warrumbunglewired.com.au and will provide regular updates.

To let people know that the information is available via these new media applications banners will be displayed at each shire Visitor Centre and 25,000 fliers will be sent to all residents along with visitors centres across Central NSW.

The campaign will also be promoted on FM 88 Visitor Radio in neighbouring/State Border regions and advertisements will be run in key regional publications from April 2011 through to March 2012.

The Project Team consists of:

- Penny Phelps (Narrabri Shire)
- Aileen Bell and Karen Weatherall (Warrumbungle Shire)
- Susan Brisbane & Randall Medd (Gilgandra Shire); and
- Steve Baldwin (Coonamble Shire)

For media inquiries call (0408) 824 179