



from the mountains to the marshes



MEDIA RELEASE

Four Councils roll out Digital marketing Campaign in Region

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Four North West NSW Councils have embraced the latest technology to provide service to both visitors and locals. The tourism managers from Coonamble, Gilgandra, Narrabri and Warrumbungle Shires have launched a dedicated website for their digital marketing campaign. The site www.warrumbunglewired.com.au contains all the region brochures in 'flashbook' format along with downloadable podcasts (audio MP3 files) of visitor information. YouTube is also supported on the site and several videos are available. The site also contains information on the Bluetooth marketing devices which are now active at five locations in the region. These devices scan for compatible mobile phones and when found ask you if you would like to receive information direct to your phone. Currently the trial is sending short messages and images but audio and video files can also be sent. According to Tourism Development Manager for Coonamble Shire, Steve Baldwin 'many visitors have expressed surprise to be sent material direct to their phone but feedback has overwhelmingly been positive'.

The campaign was launched by Destination NSW back in March but more recently has 'letterbox dropped' all residents of the four shires explaining the trial and what was happening. The last few months have also allowed time to fine-tune the Bluetooth devices and learn how to use them. As part of the campaign all participating visitor centres have been provided with 'memory sticks' to give visitors pre-loaded with the brochures and podcasts for the region.

The ultimate aim of the campaign is to make visitors to the region aware that podcasts and brochures can be downloaded prior to arrival either to a laptop or your mobile phone. The final stage of the campaign is an advertising campaign targeting 'approach lanes' to Central NSW so that people are aware well in advance that these resources are available. Target areas include the Victorian and Queensland border regions and publications favoured by the Grey Nomad/Wanderer sector.

For media inquiries or more information call (0408) 824 179



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