

News Release

Contact:

Steve Rosa, Executive Manager
Tourism Southern Highlands
Phone: 4871 2888

FOR IMMEDIATE RELEASE
18 March 2010



TOURISM WEEK
Monday 22 – Sunday 28 March 2010

Tourism Southern Highlands has developed a new initiative in the form of 'Tourism Week' to promote the value of tourism to the Wingecarribee Shire. Each year around 1.4 million visitors come to our region, spending around \$170 million in our local businesses, with this expenditure supporting around 2000 full time jobs in our Shire, almost certainly making tourism the largest employer in the Wingecarribee.

Of the visitors coming into the Southern Highlands each year, around 40% are visiting friends and relatives, and this is why Tourism Southern Highlands has in place its Ambassador Rewards Card. This card simply rewards our local residents when they take their visiting friends and relatives to our local businesses.

TSH Executive Manager, Steve Rosa said "Tourism Week will see Tourism Southern Highlands staff coming out into our towns and villages to engage with the local community leading up to our busy Easter period which traditionally sees an influx of visitors to the Southern Highlands. Staff will be promoting the Ambassador Rewards Program, Tulip Time 2010 Program and the services of the Visitor Information Centre. All locals are encouraged to come along and talk to our Tourism Southern Highlands staff as they make their way around the region:

- Monday 22 March - Bundanoon, just outside the Newsagency from 8.30am until 12.30pm
- Tuesday 23 March – Robertson, we'll be taking a walk through town between 10am and 12 midday
- Wednesday 24 March – Moss Vale, Wingecarribee Shire Council Civic Centre from 10am until 2pm
- Thursday 25 March – Bowral, Springetts Arcade from 10am until 2pm
- Friday 26 March – Mittagong, at the Highlands Marketplace from 10am until 2pm.

For further information please contact Tourism Southern Highlands at the Visitor Information Centre, 62-70 Main Street, Mittagong, phone 4871 2888 or email to wingtour@wsc.nsw.gov.au

ENDS

Media interviews and images

Steve Rosa | Phone 4871 2888 | Email steve.rosa@wsc.nsw.gov.au |
Website www.southern-highland.com.au