

News Release

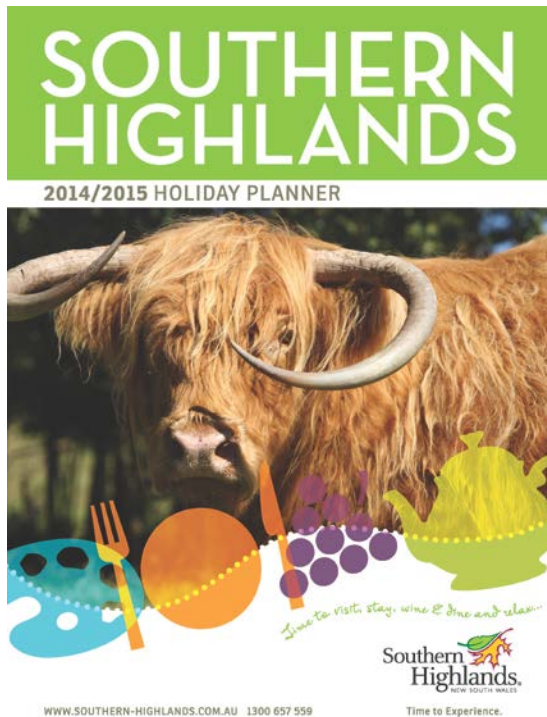
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EMBARGO
30 July 2014

HOLIDAY PLANNER COMES TO LIFE!

Wingecarribee Shire Mayor Councilor, Juliet Arkwright today launched the regions new 2014-15 ***Southern Highlands Holiday Planner & Map*** at the Bradman Centre in Bowral. The regions new look 'official' destination guide will continue to play a major part in the ongoing positioning and promotion of the Southern Highlands' as a major regional tourism destination.



Mayor Arkwright said “The new ***Holiday Planner & Map*** not only looks refreshing, modern and colourful, just look at the cheeky front cover image, but thanks to the support of our local tourism industry the 68 page guide is literally filled to the brim with everything the Southern Highlands has to offer. The big difference this year is that readers will find a more engaging and interactive publication that has been literally brought to life through the use of QR Codes, where locals provide inside tips, stories and invite readers to visit via short video clips.”

Steve Rosa, Group Manager, Destination Southern Highlands explained, “the introduction of this technology will allow visitors to connect and build a relationship with the people managing or running our local tourism industry products and experiences. And with consumers having a huge appetite for all things ‘digitally smart’, Destination Southern Highlands has integrated the latest technology and traditional print media to ensure visitors have the best available research and communication tools when planning their next Southern Highlands experience.”

Another big change to this year’s publications is the development of a new **FREE Map**. It’s bigger, more colourful, promotes our scenic drives, our wine trail and the ‘My Southern Highlands’ discount program. This year a total of 120,000 copies have been produced, allowing a wider distribution both within the Southern Highlands and throughout NSW, and beyond via Destination NSW and Tourism Australia offices.

The publications will drive potential visitors to the soon to be upgraded Destination Southern Highlands website: www.southern-highlands.com.au, where more detailed information can be assessed to assist itinerary planning and conversion of intent to book via the real time on-line booking system.

The 2014-15 *Southern Highlands Holiday Planner and Map* will be available on request and will also appear as a downloadable digital 'flipbook' from the Destination Southern Highlands website. It will continue to be the primary fulfillment piece sent to all potential visitors and will be used at trade and promotional events attended by Destination Southern Highlands.

The 2014-15 *Southern Highlands Holiday Planner and Map* will provide our region with two key selling tools that will motivate and persuade our key target markets of Sydney, Canberra & South Coast (over 6 million people) to make a visit in 2014 and beyond.

Further information can be obtained by contacting Destination Southern Highlands on 02 4871 2888, or email to trish.bow@wsc.nsw.gov.au

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FOR HIGH RES IMAGES PLEASE CONTACT

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