

Tourism message trucked across the Shire

While waste trucks and tourism initiatives might seem like strange bedfellows, Wingecarribee Shire Council's Destination Southern Highlands team believe they're onto a winner, launching a new promotional campaign capitalising on the region's new waste contract.

The unique campaign will see nationally acclaimed Southern Highlands iconic experiences featured on new waste transport trucks, showcasing tourism highlights to thousands of potential visitors up and down the Hume Motorway each day.

Manager Tourism and Events Steve Rosa said the promotion was a unique and innovative way to advertise the district.

"We don't know of any other region who has taken their tourism messaging to this extent, directly marketing the key attributes of their destination in this way," he said.

"This new initiative is a great environmental message and shows how Council's various departments are working together with very positive results."

Council's new waste contract with JR Richards began this week, providing five new trucks which are specially designed to transport waste, two of which will feature the region's tourism branding.

These two trucks carry domestic and recycling waste from the Highlands to the Camden area, making multiple trips each day and providing invaluable marketing exposure for the region.

Local experiences featured on the trucks include Tulip Time, Fitzroy Falls, the International Cricket Hall of Fame and food and wine destinations.

Mr Rosa said the Southern Highlands was already well known as a day trip destination, with the majority of domestic visitors making the trip from Sydney.

"By promoting our Shire's attractions on one of Australia's major inter-city highways, we believe we have the opportunity of not only reminding our regular visitors of our region's wonderful charms, but attracting new interstate guests as well."

END

The new tourism emblazoned waste trucks will be stationed outside of Wingecarribee Shire Council's Moss Vale Civic Centre on Elizabeth Street from 2.00pm on Wednesday 2 July for photo opportunities.

RELEASE DATE: 1 July 2014

MEDIA CONTACT:

- Steve Rosa, Manager Tourism and Events (02) 4871 2888
- David Sommers, Media and Communications Coordinator (02) 4868 0863



