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## **MEDIA RELEASE**

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Friday 19 September 2013

### **CENTRAL COAST TOURISM BENEFITS FROM NSW GOVERNMENT FUNDING**

Minister for Tourism and Major Events, George Souris, was today joined by Chris Holstein, Member for Gosford, to announce that the NSW Government has granted Central Coast Tourism \$100,000 to promote tourism in the region.

“The funding has been made available under the Government’s Regional Visitor Economy Fund’s inaugural round of quarantined funding and will be used to undertake a digital marketing campaign in 2013-14 to influence Sydney residents to take a holiday on the Central Coast,” Mr Souris said.

“Called the *‘Need a Getaway Plan?’*, the campaign will run from 8 October to 30 November, 2013 and will promote travel to the Central Coast in the summer months.

Announcing the grant at the official launch of new permanent electrical services at the Mt Penang Parklands’ Event Park, Mr Souris said: “The campaign will focus on the Central Coast’s leading tourism experiences and aims to differentiate the Central Coast from other coastal destinations.”

“The provision of electricity to Mt Penang Parklands was made possible through a \$45,000 grant from the NSW Government’s 2011-12 Regional Tourism Product Development program.

“The revamp of the Mt Penang Parklands’ Event Park will be of great benefit to tourists, local residents and the wider region.”

Member for Gosford, Chris Holstein said: “This is great news for the Central Coast. Not only do we have enhanced services at the Mt Penang Parklands’ Event Park, which will revolutionise events at the Parklands, we also have the added benefit of a focused digital marketing plan aimed at the State’s largest domestic market - Sydney.

“These two grants will bring numerous benefits to Gosford and the Central Coast region – it will drive economic growth, create jobs and attract more visitors to our wonderful area.”

Earlier this year, the NSW Government committed \$21.6 million to the Regional Visitor Economy Fund over three years – a \$6 million increase – delivering a NSW Government commitment as outlined in the Visitor Economy Industry Action Plan.

Bob Diaz, Chairman of Central Coast Tourism, said he was delighted to receive the grant, which will help drive growth of the local visitor economy.

“Central Coast Tourism’s digital marketing campaign will encourage visitors to explore the best of our beautiful region. This will be of immeasurable benefit to our local attractions, retail outlets and hospitality providers for whom visitors make up a large and valuable part of their market,” Mr Diaz said.

Tourism to regional NSW was worth more than \$12.8 billion in visitor expenditure in 2012, an increase of more than three per cent compared to the previous year.

Information on the Regional Visitor Economy Fund is available on the Destination NSW website, at: [www.destinationnsw.com.au](http://www.destinationnsw.com.au)

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