

MEDIA RELEASE

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WAKE UP WITH ... A WINNER FOR WESTERN SYDNEY

The Western Sydney tourism economy will be the real winner from the inaugural *Wake Up With* campaign launched today by Destination NSW and the Regional Strategic Alliance.

Tourism Accommodation Australia NSW CEO Carol Giuseppi said *Wake Up With* was an important new initiative to drive visitors to the Penrith, Hawkesbury and Blue Mountains areas.

“This new campaign is the first of its kind to target these specific areas and will make the most of their iconic attractions, natural beauty and food, cultural and heritage experiences,” Ms Giuseppi said.

“The accommodation sector particularly welcomes the emphasis on digital media with the campaign being rolled out on Facebook and Instagram.”

Ms Giuseppi congratulated Destination NSW and the State Government.

“The NSW Government only recently released its new Visitor Economy Action Plan 2030, which aims to triple overnight visitor spending in NSW to \$55billion by 2030,” she said.

“On the back of that, it is great to see new initiatives targeting specific areas like the Blue Mountains, Penrith and Hawkesbury. This follows on from the launch last weekend of the Hunter Valley marketing campaign to attract mid-week visitors to that region.

“The NSW regional visitor economy has gone from strength to strength over the past four years and that’s a testament to the increased investment by the Government in promoting the regions.

“As a result of this concerted effort, there has already been considerable growth in visitation to regional NSW. In the past year alone there has been an 11.8% rise in domestic visitor nights and a 33.6% increase in international visitor nights in hotels, motels, resorts and serviced apartments in regional NSW.”

The *Wake Up With* campaign runs until 3 November and targets families and active singles across the Greater Sydney area.

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