

MEDIA RELEASE
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Australia's Nature Coast expands with international push

Sunshine Coast Destination and Fraser Coast Opportunities continue to join forces and will expand their marketing push of Australia's Nature Coast (ANC) into the UK, a key international market for both regions.

Just over 12 months old, the ANC initiative is designed to showcase the environmental assets of the neighboring regions, in order to increase international appeal. Rolling out a major campaign in Germany last year, the concept has been a knock out and has recorded over \$4 million dollars in media coverage.

Building on the work to date, the group is confident that its natural attractions, vibrant food scene, ideal climate and easy access from Brisbane, Hervey Bay and Sunshine Coast Airports, will make it increasingly attractive as a world class eco-destination to the UK traveller.

CEO of Sunshine Coast Destination Ltd (SCDL), Simon Ambrose, said showcasing our natural attractions was critical for the region to attract a greater share of international visitors.

"Australia's Nature Coast brings together the Sunshine Coast and Fraser Coast to better promote what is one of Australia's most attractive and outstanding coastline destinations. International visitors don't think along council lines, they think in terms of destinations, and we believe that we can be far more effective in attracting new international visitors if we join forces to promote the wider destination."

General Manager at Fraser Coast Opportunities, David Spear said, "Both the Sunshine Coast and Fraser Coast have built a reasonably strong following with the German market and we will continue to consolidate on this work, but equally we believe there is great potential in the UK market for our combined regions.

"What we have heard from the inbound operators is that smaller groups, particularly experienced travellers, have a great interest in quality natural attractions, an ability to self-drive and when you combine that with the sophisticated hotel and dining options of towns like Hervey Bay and Noosa, Australia's Nature Coast has plenty to offer."

The strategy follows insights from Tourism Australia's international consumer research project which showed that one of Australia's key strengths is its world class nature. According to the research, 56 per cent of long haul travellers are 'passionate' about, and motivated to travel by, nature-based activities.

In order to increase awareness as a destination and raise the profile of nature tourism product, Sunshine Coast Destination and Fraser Coast Opportunities representatives will work with Tourism and Events Queensland and next month attend Queensland on Tour Europe, launch ANC with trade partners in the UK and finalise in-market campaigns.

About ANC

Spanning the Sunshine and Fraser coasts, Australia's Nature Coast represents 'the best of Queensland's' natural attractions and experiences, including two UNESCO Biosphere Reserves side by side; the Great Sandy and Noosa Biospheres, a display of nature seen nowhere else in the world. World Heritage listed Fraser Island; Lady Elliot Island the most southern island on the World Heritage listed Great Barrier Reef; 47 State and National Parks, Reserves and Forests, over 200 kilometres of pristine beaches, calm rivers and waterways and an abundance of birdlife.

www.australiasnaturecoast.com

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