

Release: 16TH May, 2018

**OPERATORS COME TOGETHER TO ATTRACT & FACILITATE LARGE SCALE
INCENTIVE GROUP TO PORT STEPHENS**

Iconic tourism operators; Murray's Craft Brewing Co., Moonshadow Cruises – TQC, Oakvale Wildlife Park and Port Stephens 4WD Tours have been working collaboratively to welcome the largest incentive group ever to visit Port Stephens later this month.

This month, just under 7000 delegates heralding from China and Taiwan, the group will experience some key highlights of Port Stephens when they day visit over 6 days in May. The travellers, all employees from Jeunesse; a global health and beauty care company are visiting as part of an incentive trip whereby employees are rewarded for their exceptional performance in exceeding sales targets throughout the year.

The delegation, that will welcome 6600 delegates, is one of the largest business events group to visit Sydney and beyond in recent years following on from Amway and Nu Skin in recent years. The event is worth an estimated \$750,000* to the local visitor economy.

Whilst in Port Stephens, delegates will experience a Moonshadow Dolphin Watch Cruise in the Port Stephens Harbour, lunch and wine tasting at Murray's Craft Brewing Co, with Australian animal encounters provided by Oakvale Wildlife Park. They will finish with a Sandboarding Adventure down the largest moving sand mass in the southern hemisphere on the Worimi Conservation Lands (Stockton Sand Dunes) with Port Stephens 4WD Tours.

Members of the local tourism industry have been working with agents to help secure this business for Port Stephens. CEO Destination Port Stephens, Eileen Gilliland said "the bid to win these incentive groups for the region involved the commitment and collaborative efforts of the local tourism industry. Destination Port Stephens is delighted that Jeunesse has chosen to feature Port Stephens in the incentive program for delegates from China and Taiwan. The tour program will showcase our spectacular region and unique experiences to 6,600 delegates who will share with friends and family by via social media as well as provides an opportunity to generate repeat visitation to Port Stephens in the future".

ENDS.

- Data supplied by Tourism Research Australia based on \$113 per person - 2016 International Visitor Survey; 4 year average international day spend for the Port Stephens LGA.
- Contact details of participating operators and Destination Port Stephens attached next page.

For further information please contact:

Simon Williamson - Australian Attractions on behalf of Murray's Brewing Co. and Oakvale Wildlife Park

Mobile: +61 438 744 633 Email: simon@australianattractions.com.au

Port Stephens-based Murray's Craft Brewing Co. is one of Australia's leading craft beer, cider and spirits brewers – known for its “unboring” beers. From humble beginning in Taylors Arm (population 50) on the NSW North Coast, Murray's Brewery relocated to larger premises at Port Stephens in 2009 where today it runs an award-winning microbrewery, Cellar Door and one of the region's best restaurants. Murray's beers are available nationally. www.murraysbrewingco.com.au

Set on 25 acres Oakvale Wildlife Park is 100% Australian owned and operated and is a must see activity when visiting Port Stephens for both the Australian animals and the recently launched Splash Bay water park. At the farm you will find an endless menagerie of Australian native, domestic farm and exotic animals such as koalas, kangaroos, Tasmanian devils, goats, sheep, rabbits, alligators and ostriches. We strive to provide a fun, safe, educational and value for money experience for the whole family. <https://oakvalewildlife.com.au/>

Janene Rees – Moonshadow – TQC Cruises

Mobile: +61 428 863 230 Email: sales@moonshadow-tqc.com.au

Moonshadow –TQC Cruises offers the most FUN and action packed day and is considered the BEST TOURS out of Sydney! WE have it all in Beautiful Port Stephens known for its pristine sparking blue waterways and easy access from Sydney, we have the most spectacular Marine life on offer with our DOLPHINS & WHALES being our SUPERSTARS we also have an abundance of wildlife that can be seen from our tours on our waterways. Premium Boats with waterslides, fresh local produce used on our Buffet Lunch on board. And for the ultimate package we offer Amazing 4WD Tours to discover the famous Stockton beach Sand Dunes, here you can sand board in style with our custom made sand boards. If you are looking for well organised Tour's that are a first class experience with friendly staff you have come to the right place. www.moonshadow-tqc.com.au

Sean Andrews on behalf of Port Stephens 4WDs

Mobile: +61 404 698 820 Email: marketing@portstephens4wd.com.au

Port Stephens 4WD Tours offers the ultimate Sandboarding & Beach 4WD tour experiences in beautiful Port Stephens, only 2.5hrs north of Sydney. A family owned and operated business that boast the largest fleet of air-conditioned 4WDs with a passion about showcasing one of the largest sand masses in the Southern hemisphere to all visitors. Our staff ensure that everybody who joins us on a soft adventure leaves with a memorable experience of the Worimi Conservation Lands.

Eileen Gilliland, CEO - Destination Port Stephens

Mobile: +61 0477 868 719 Email: Eileen@portstephentourism.com.au