



Adam Marshall

Minister for Tourism and Major Events
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MEDIA RELEASE

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NEW IMAGINE FOR THE HUNTER VALLEY

Visitor numbers to the Hunter Valley are set to rise with the launch of a new advertising campaign funded by the NSW Government in partnership with the Hunter Valley Group.

Minister for Tourism and Major Events Adam Marshall said the Hunter Valley's *Here's to the Good Life* campaign, launched today, celebrates the region through fresh eyes and encourages visitors to unplug, kick back and take in the beauty of the Hunter Valley.

"We've delivered something that's like nothing the region has ever done before," Mr Marshall said.

"It's a campaign to allow the Hunter Valley to stand out from the crowd and aim to increase mid-week visitation to the region.

"We've worked in close collaboration with key local representatives of the Hunter Valley Group to ensure that *Here's to the Good Life* is an edgy, compelling campaign that's authentic to the area.

"The initiative is part of our focus to ensure our rural and regional destinations remain front and centre in the minds of potential visitors and that they are inspired to book their next trip in NSW."

Brian McGuigan, Vice President of the Hunter Valley Wine & Tourism Association, said the campaign would drive more visitation to the area.

"We are absolutely delighted this collaboration has produced a marketing campaign of such great quality and significance to ensure the ongoing success of tourism and wine marketing of the Hunter Valley," Mr McGuigan said.

"This campaign cements the Hunter Valley's coveted position as a long-acknowledged and highly applauded tourist destination for Australians and international visitors."

To view one of the new videos which will run across TV, cinema outdoor and digital platforms visit <https://www.youtube.com/watch?v=pdeX7AptWew&feature=youtu.be>. The campaign also includes a partnership with Expedia.

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