



**Adam Marshall**  
Minister for Tourism and Major Events  
Assistant Minister for Skills

## **MEDIA RELEASE**

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### **WAKE UP IN THE WEST TOURISM CAMPAIGN**

The visitor economy in Western Sydney is set to grow even further following a new campaign encouraging tourists to 'stay a little longer' in the regions of Penrith, the Blue Mountains and Hawkesbury.

Minister for Tourism and Major Events Adam Marshall said the NSW Government had partnered with the Regional Strategic Alliance (RSA), comprising of representatives across the three regions to fund the campaign which bears the tagline *Wake Up With*.

"The Campaign is aimed at reminding visitors of the range of quality experiences that are worth staying overnight for," Mr Marshall said.

"Around 75 per cent of visitors to these regions are day trippers. We want to make sure those visitors extend their stay to an overnight trip, so that the local visitor economy thrive.

"The concept of the Campaign unifies the three regions through four hero themes including nature, adventure, food and culture.

"The campaign will feature digital and social displays, a partnership program with Wotif.com and a TV broadcast with Sydney Weekender."

Mr Marshall said the initiative was funded through the NSW Government's Regional Tourism Fund.

"Through the Regional Tourism Fund the NSW Government is proud to support this marketing initiative, which ensure that our regional destinations remain front and centre in the minds of potential visitors.

"The Regional Tourism Fund is part of our record \$43 million investment aimed at increasing overnight visitation and expenditure across rural and regional NSW."

The Regional Tourism Fund provides investment into the regional visitor economy on a matched dollar-for-dollar basis.

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