



**Greg Aplin MP**  
Member for Albury

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## **MEDIA RELEASE**

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### **TOURISTS ENCOURAGED TO TAKE A ROAD TRIP**

The NSW Government today announced it will invest more than \$2 million in a new marketing program designed to entice more travellers to experience some of NSW's wonderful road trips.

Member for Albury, Greg Aplin said the 'Discover More' Road Trips program, developed by the State's tourism and major events agency Destination NSW, promotes 15 multi-stop drive itineraries via [visitnsw.com](http://visitnsw.com), taking visitors through more than 150 regional NSW towns.

"Our region has such an incredible story to tell and we want to make sure that we continue to invest in initiatives that inspire more visitors to experience our region first-hand and this new program will do just that," Mr Aplin said.

The Mighty Murray River Drive commences in Albury and features Albury Botanic Gardens and Wonga Wetlands along with Corowa Whisky and Chocolate. The Riverina to Snowy Valleys Way Drive features Tumbarumba including Courabyra Wines. The marketing program includes digital marketing, social media, public relations activities, Pump TV at regional service stations as well as content partnerships with publishers *We are Explorers* and *Urban List*.

Minister for Tourism and Major Events Adam Marshall said while the State continues to attract visitors in record numbers, the new initiative is set to provide an even bigger boost to rural and regional NSW economies.

"Almost everyone can recall a memorable holiday road trip with family or friends. This program will entice travellers to get off the highway once again and experience our incredible rural and regional destinations and explore places they've never perhaps visited before," Mr Marshall said.

"We have teamed up with global music service, Spotify, for the first time providing listeners with personalised playlists matched to their own road trip itinerary."

Mr Marshall said they'll up the ante with additional advertising activity to be rolled out across the next couple of months to include paid media, a dedicated film and photography shoot, travel packages and an interactive trip planner.

"Traditional travel planning has well and truly been changed by mobile and digital technologies so we're developing an online trip planner with curated itineraries and maps to allow more people to select a journey based on the kind of NSW experience they're looking for," he said.

"Whether it's food and wine trails, coastal scenic routes or Outback adventures, the road trip itineraries and maps can be accessed from any mobile device and shared amongst family and friends.

"I encourage Aussies and international travellers to discover more by heading to [visitnsw.com](http://visitnsw.com) for added inspiration on how to explore Australia's most geographically diverse State by car."

The NSW Road Trips marketing program has been developed by Destination NSW in consultation with the six Destination Networks.

For more information on how to plan your NSW road trip, go to [www.visitnsw.com/roadtrips](http://www.visitnsw.com/roadtrips).

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