

# MEDIA RELEASE

21 November 2011



## The Legendary Pacific Coast wins gold at the NSW Tourism Awards

The Legendary Pacific Coast (TLPC) is set to cement its reputation as one of Australia's leading tourist drives now it has taken home the Gold in the Tourism Marketing category at the prestigious NSW Tourism Awards last week.

This highly sought after award honouring excellence in marketing tourism products, regions, destinations and group projects, comes less than 12 months after the official launch of the Legendary Pacific Coast and on the heels of a new \$130K campaign launched this month.

The Legendary Pacific Coast beat strong competition to take home the Gold ahead of six other major routes and destination campaigns: ie New England North West Drive, The NSW Caravan & Camping Holiday and Touring Guide, We Love the Gong (south coast) and the Blue Mountains.

Sheridan Ferrier, Executive Manager of Tourism Hunter and Chair (TLPC) accepted the award at a Gala Presentation event attended by more than 700 state wide industry operators.

"The Legendary Pacific Coast and the industry operators supporting this joint initiative throughout the Hunter, Central Coast, Mid North Coast and Northern Rivers are thrilled to accept the award. It shows the importance of working together to market the drive north of Sydney to legendary experiences and places on the north coast of NSW", said Sheridan Ferrier. "TLPC would also like to thank Enigma based in Newcastle for the inception of the branding, creative, website and iPhone app. The rebranding of the project was made possible through a Federal Government TQUAL grant and Destination NSW funding", said Sheridan.

"The Legendary Pacific Coast includes over 210 industry partners across the regions from the Central Coast to the Tweed and with more than 25 gold, silver and bronze awards won across the four regions, the calibre of products available on The Legendary Pacific Coast is outstanding", said Kim MacDonald, Project Coordinator.

*The Legendary Pacific Coast is not just a touring route, it's a right of passage. To those of us who grew up in Sydney, heading north along the Pacific Highway for the Christmas holidays was the place personal memories were made. It was in these towns, beaches, holiday cabins and caravan parks that great things happened and family legends were born. This cooperative marketing initiative is to remind travellers of those good times and to take a road trip north again to create those legendary memories with their children – it's time to update the family album with a new photo of your kids at a pelican feeding, the dolphins at Port Stephens or at the Big Banana. See where it takes you.*

The awards attracted a record number of entries in their 22<sup>nd</sup> year with 230 entries across 30 categories vying for the prestigious gongs. Excellence and leadership in a sector that is worth \$28.7 billion to the NSW economy and supports over 160,300 jobs were awarded with the winners now going on to represent NSW at the national awards to be held in Cairns next March.

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