

## **Jodi McKay**

Minister for Tourism  
Minister for the Hunter  
Minister for Science and Medical Research  
Minister Assisting the Minister for Health (Cancer)



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Friday, February 13, 2009

### **International Visitors told to “Turn right for the NSW North Coast”**

Visitors to Gold Coast Airport will be encouraged to “turn right for the NSW North Coast” as part of a cheeky new billboard advertising campaign launched today.

The campaign marks the start of a new, ongoing partnership between the Airport and Tourism NSW designed to drive international visitors to Northern NSW.

The billboard will be positioned at Gold Coast Airport until the end of March and will feature images of the Gold Coast skyline and a stunning Mt Warning\* vista and the line “The only high rises you’ll see.”

Minister for Tourism Jodi McKay will today meet with key executives from Gold Coast Airport and the Northern Rivers tourism industry to launch the billboard and discuss future tourism partnership opportunities.

Ms McKay said the partnership was a welcome promotion that will open up some of the beautiful natural assets of the NSW North Coast to the international tourist market.

“The North Coast and Northern Rivers of NSW are blessed with wonderful natural attractions such as a sparkling coastline of beaches, and more than fifty national parks and wilderness areas, some of which are among the world’s largest expanses of subtropical rainforest,” Ms McKay said.

Ms McKay said Gold Coast Airport is doing a great job of attracting a number of international carriers from New Zealand, Japan and South East Asia, with a number of airlines, including Jetstar International and Air Asia X, now flying via the Gold Coast Airport.

“The new partnership between Tourism NSW and Gold Coast Airport has great potential to steer international visitors to the NSW North Coast for short term stays as part of their visit to the Gold Coast.

“Last year, the Northern Rivers and Mid North Coast regions combined saw more than 391,000 international visitors spending more than 2.7 million visitor nights. The Northern Rivers region received the greater portion with 37.1% of visitors and 20.9% of nights while the Mid North Coast received 26.3% of visitors and 10.2% of nights.

“I would expect the Northern Rivers Region and NSW coastal destinations north of Sydney including the Hunter, Newcastle, Port Stephens and the Mid North Coast could all benefit from increased international passenger arrivals at Gold Coast Airport,” Ms McKay said.

Gold Coast Airport Chief Operating Officer Paul Donovan said the billboard campaign is indicative of the proactive working relationship the airport enjoys with tourism bodies.

“The introduction of new international services at the airport over the last year has no doubt seen an increase in international travellers to the Northern Rivers region as part of their travel itinerary,” Mr Donovan said.

“Moving forward, we see this partnership with Tourism NSW as a key communication tool that will encourage visitors to the Gold Coast to incorporate the natural wonders of the North Coast and Northern Rivers of NSW into their visit.”

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**\*Mt Warning is located in the Tweed Valley in far north-eastern NSW. It is a World Heritage Listed National Park and its summit is the first place on Australia’s mainland to be touched by the morning sun.**



*Mt Warning*

