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EXTEND THE WEEKEND IN ORANGE

Orange is already a favourite destination for many established travellers but the region's latest marketing campaign looks to inspire a younger emerging crowd of under 35s to visit and explore their sense of adventure while sampling the finer things on offer.

Minister for Tourism Stuart Ayres said that a \$262,000 marketing campaign, made possible by dollar for dollar matched funding through the NSW Government's Regional Tourism Fund, kicks off today in a partnership between Destination NSW, Orange360 and Orange City Council.

"The *Extend the weekend* campaign aims to drive awareness of the Orange region and stimulate demand for overnight visits and increased lengths of stay, by encouraging under 35 year olds to visit during the winter and spring months," Mr Ayres said.

"Orange is home to stunning tree-lined streets, heritage houses, small bars and cellar doors, unique music venues, mountain bike trails, boutique shopping and farmers markets.

"Its history and natural beauty, combined with local offerings like hiking trails, boutique shopping and cultural experiences, makes Orange an ideal long weekend destination for a wide range of travellers."

The campaign will help boost Orange's already thriving visitor economy. In the year ending December 2018, Orange received 1.1 million domestic overnight and day trip visitors who stayed 1.5 million nights and spent \$326.5 million.

"We have been working very closely with local industry representatives to ensure this campaign explores the essence of the local offering in Orange and showcases a range of experiences that may not fit the usual expectations of the town," Mr Ayres said.

The campaign leverages the existing Orange360 brand – an industry-led initiative supported by Orange City, Cabonne and Blayney Shire Councils. The brand is inspired by the region's diversity of attractions, seasonal colours and year-round appeal.

The campaign includes digital advertising, social media advertising and a content partnership with media platform Broadsheet.

The Regional Tourism Fund offers funding for marketing and product development support activities. The Fund is open year-round, providing an opportunity for the regional tourism industry to submit applications at any time.

About Destination NSW

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

Note to editors

Images can be found in the Destination NSW [image library](#).