



Daryl Maguire MP

Member for Wagga Wagga

P R E S S R E L E A S E

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WAGGA WAGGA ELECTORATE TO BE SHOWCASED IN NEW ONLINE TOURISM VIDEO

Daryl Maguire MP, Member for Wagga Wagga today announced that some of the region's fantastic walks will be showcased to thousands of travellers, with the release of a new video which promotes the many coastal and inland walking tracks across rural and regional NSW.

Mr Maguire said the new video was part of the 'What I Love About Holidays in NSW' campaign, run by the State's tourism and major events agency, Destination NSW, which saw more than 623 videos submitted by travel enthusiasts from across the country earlier this year.

"This new video not only captures the true beauty of Sugar Pine Forest near Tumut but highlights the fantastic array of walking tracks on offer across the State and positions our region as a must-see destination," he said.

"I have no doubt that this initiative will capture the attention of potential travellers from across the country and encourage them to look no further than the Riverina when planning their next weekend away or longer stay."

The campaign extension includes three additional videos featuring regional events, country NSW and some of the State's best food and wine.

The initial phases of the 'What I Love About Holidays in NSW' campaign strongly resonated with travellers, generating 6.8 million video views, more than 166,000 visits to the visitnsw website and over 13,000 leads to industry.

"Tourism is vital to rural and regional communities and more activity across the State means more jobs and boosted economies.

"We look forward to welcoming visitors to the Wagga electorate as result of this activity and showcasing why our State is home to some of Australia's best tourism and event experiences." Said Mr Maguire.

The four 'What I Love About Holidays in NSW' videos feature both Destination NSW and user-generated content. To view the videos, go to visitnsw.com/ilovensw

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