

Showing Central Highlands to Sydney

Tourism Development Officer, Peter Grigg is on a mission to put the region front-of-mind for thousands of Sydneysiders. With volunteers from Gemfest – Festival Of Gems, Mr Griggs spent eight days spruiking the region's natural wonders at a Central Highlands promotional stand at the recent NSW Caravan, Camping & Holiday Supershow which attracts 80,000 to Sydney's Rosehill Racecourse.

“Many southerners aren't sure where the Central Highlands is, so we pointed them in the right direction. It was an absolute pleasure chatting with so many who are excited about hitting the road and genuinely

interested in our special part of the world,” he said.

The Supershow was also a chance to launch the Central Highlands new 101 Things to See and Do brochure with special offers and incentives from more than 50 local businesses.

Mr Grigg and the Gemfest team's next road trip will be the Queensland Caravan Camping and Touring Supershow on June 8 to 13 at the Brisbane Showgrounds.

Attendance at Supershows is in line with the Central Highlands Marketing Strategy which puts drive travellers as a primary target market.