



MEDIA RELEASE

Senator NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

JUSTINE ELLIOT MP

Parliamentary Secretary for Trade
Member for Richmond

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PACIFIC COAST TOURING ROUTE READY FOR EXPLORATION

The Minister Assisting on Tourism, Senator Nick Sherry, and Member for Richmond, Justine Elliot MP, have launched a new project funded by the Australian Government to support tourism development along the Pacific Coast.

The \$670,000 Legendary Pacific Coast Touring Route project will promote the corridor between Sydney and Brisbane as one of Australia's great driving holidays.

Member for Richmond, Justine Elliot, welcomed a convoy in Tweed Heads today, which travelled up from Sydney to launch the touring route.

An Australian Government grant of \$500,000 under the *TQUAL Grants* program contributed towards signage along the route, website development, marketing and promotional activities.

"It is great to see another exciting tourism initiative which expands the range of quality attractions for visitors in Australia," Senator Sherry said.

"Linking all tourism services and products along the corridor under the Pacific Coast Touring Route brand will strengthen their attraction as tourist destinations".

The Tweed Heads launch was the Finale event of the week long Road Show, which started in Sydney and visited the Hunter Valley, Port Stephens, Port Macquarie, Coffs Harbour, Yamba, Ballina, Lennox Head, and Byron Bay.

"The Legendary Pacific Coast Touring Route has potential to attract even more visitors through the many communities along the pacific coast and increase the turnover for local traders," Ms Elliot said.

"Visitors can experience some of Australia's great holiday attractions from the wineries of the Hunter Valley, to the World Heritage listed rainforests of Mt Warning just out of Tweed and Byron Bay."

Senator Sherry said the project was just one of the 70 to have received a total of more than \$8 million to date.

"Through *TQUAL Grants* we help tourism operators and communities around Australia to invest in innovative tourism projects and turn their visions into reality."

"In the next four years, we will invest a total of \$40 million towards a new generation of exciting tourism projects under *TQUAL Grants*," Senator Sherry said.

Further information: www.pacificcoast.com.au

TWEED HEADS

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