



MEDIA RELEASE

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VISIT ALBURYWODONGA REACHES OUT TO INTERSTATE MARKETS

The future of tourism in AlburyWodonga, is set to go from strength to strength with the recent unveiling in Sydney and Melbourne, of a refreshed campaign and rollout of marketing initiatives. Promising much more than a tagline, Visit AlburyWodonga's 'See Both Sides' campaign, hit the streets of Sydney and Melbourne meeting and greeting over 60 of Australia's top travel and lifestyle media, at a series of events in conjunction with the Australian Society of Travel Writers.

Sue Harper, campaign coordinator for Visit AlburyWodonga, described the initiative as a seismic shift in the destination's identity and positioning, an approach strengthened by a single brand and messaging. 'See *Both Sides*' is a merging of minds and bodies two states, two cities, one name, one destination. The Visit AlburyWodonga destination brand is a collaboration between Albury City Council and Wodonga City Council.

"Our visitors don't care about interstate borders and council boundaries, so after four years of strategic conversations and blue-sky thinking, we have kick-started a whole tourism mindset. Just as the mighty Murray River flows seamlessly between the two states and two cities, we want our visitors to enjoy immersive and memorable experiences, on both sides of this natural boundary. We've got a bunch of artisans, creative types and change-makers helping to re-write the AlburyWodonga story – with its powerful mix of culture, creativity and country cool," said Ms Harper.

Conversations with the media and travel industry, focused on the many reasons why it's this 'Big Little City's time to shine'. Upbeat presentations by the Visit AlburyWodonga team threw the spotlight on the new culinary landscape delivering delicious every time; and the polished energy of foodie legends returning to home turf with big statements, fresh takes and bold new looks.

The Sydney and Melbourne audiences were enlightened about AlburyWodonga as a hub of artistic expression, with its galleries, theatres, public sculpture and vibrant arts scene. Headline acts, such as the Murray Art Museum Albury (MAMA) and Bonegilla Migrant Centre were featured as examples of the strong and deeply connected arts and cultural heritage experiences on offer to the visitor.

The 'start-up culture' was another strong message with stories of passionate locals getting their creative on and delivering festivals that are totally worth travelling to, such as By the Banks, Write Around the Murray and plenty more.

'*See Both Sides*' will be supported by a new Official Visitor Guide, revamped digital platform (launching late November), plus a full range of brand collateral (cycling trails, Top 10, a soon to be relaunched Albury CBD Historic Building app), industry workshops and activations.

For more information go to: <https://www.visitalburywodonga.com/>

Facebook/Twitter: @VisitAW Instagram: @visitalburywodonga

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