

*Destination Gippsland Inc.*

# Media Release

## **New Brochure Launched by Tourism Minister**

**Immediate Release**

Date 21 February 2006

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Last Friday in Traralgon, the Hon John Pandazopoulos, Minister for Tourism launched the recently produced tourism brochure to promote the whole of Gippsland region. Tourism operators, representatives from each Shire in the region and the Destination Gippsland Committee (DGI) were present to help celebrate the occasion.

The brochure, organized by Destination Gippsland Committee, features information on what to do and where to go in each of the three sub-regions in Gippsland as well as parks and reserves in the area. The brochures have been mainly distributed to areas outside the region to encourage visitation into the region.

A touring map of the region was also produced last year and complements the new brochure.

The brochure is an interim measure until the new Gippsland brand is developed this year and a campaign to promote the new brand commences. There will then be further opportunities for operators to participate in the new campaign to promote their businesses.

New Chairperson of Destination Gippsland, Mr Chris Buckingham said: 'This project is a good example of industry working together to promote the region. Gippsland has so much to offer visitors.'

'Destination Gippsland will focus on working with the tourism industry to market the region effectively and has done a lot of work over the past twelve months. I look forward to working with them to deliver some great outcomes for the tourism sector and the region.'