

Campaign to put Tweed on the map

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A NEW tourism campaign has been launched to attract more visitors to the Tweed.

As part of the Regional Tourism Partnership program, Northern Rivers Tourism will contribute to a \$100,000 tactical marketing campaign in partnership with Mantra Group.

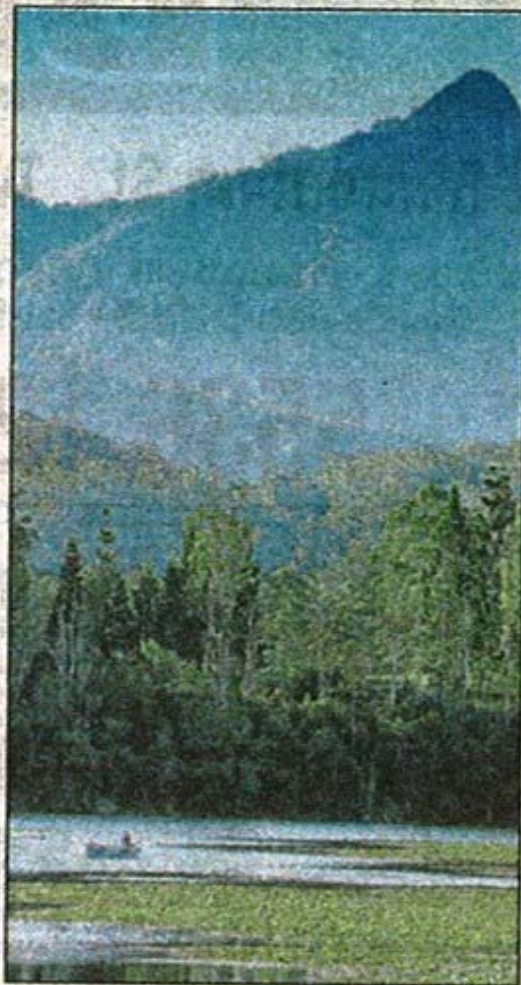
The campaign began on Sunday night with television advertising to encourage short stays on the Tweed Coast during March to June.

Northern Rivers Tourism chief executive officer Russell Mills said the campaign targeted medium-to-high income families and couples, from the core markets of Brisbane, the Gold Coast and Sydney.

"As competition for the domestic travel market increases, it is important we are promoting travel to parts of our region to our biggest audiences," Mr Mills said.

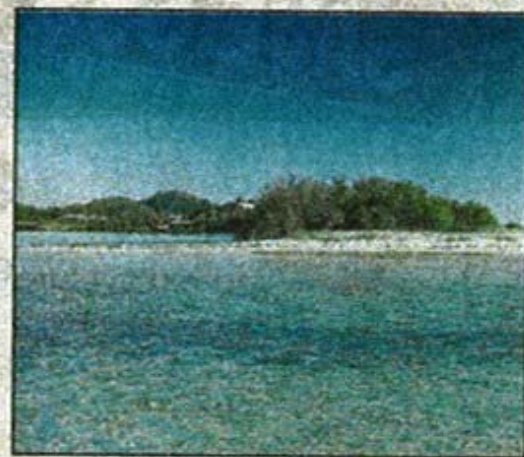
"Mantra Group has always shown a strong commitment to destination marketing and their Kingscliff properties are becoming very popular amongst target audiences."

Along with finances, Northern Rivers Tourism has contributed stock footage of the region's essen-



MT Warning provides a stunning backdrop.

SUPPLIED IMAGES



BLUE water and blue skies entice visitors.



ONE of the images in the new campaign.

tial experiences including beach lifestyle, nature-based experiences and health and wellness.

Mantra Group's director of marketing Ken Minnikin said it was Australia's leading accommodation marketer. "We endeavour to capture the essence of the destina-

tion in all of our marketing, advertising, publicity and promotion to attract new people to the region, encourage past guests to return and motivate them to explore the diverse offerings that make the Northern Rivers such a rich tourism experience," he said.