

MEDIA RELEASE

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Attention: News Editor

Great Southern tourism on the map

Travel enthusiasts visiting the Great Southern for the 2015 Campervan and Motorhome Club of Australia (CMCA) National Rally will be able to navigate the region's attractions with ease thanks to a new self-drive map.

The map is one of several promotional activities undertaken as part of the CMCA Regional Marketing project, a partnership between the Great Southern Development Commission (GSDC) and the City of Albany.

CMCA members will hold their 30th national rally in Albany in October from 26 October to 1 November and the marketing project is aimed at increasing the participation rate.

Supported by \$10,000 of Royalties for Regions funding through the GSDC's Community Chest Fund, the project also included development of a communication plan for the event, targeted marketing to CMCA members and promotion of the Great Southern through a regional trade stall at the CMCA Anniversary Rally in Murray Bridge in April this year.

GSDC Chairman Peter Rundle said the comprehensive regional map was a first for the Great Southern and would be a handy product for rally participants as well as becoming a staple marketing tool for future events and promotions.

"The map is a highly functional product showing tourist trails and star attractions, vibrant imagery, contact details for regional visitor centres, and information about camping areas and other notable features in the Great Southern," Mr Rundle said.

An initial distribution of the map will target 350 delegates from the Murray Bridge rally who registered their interest in attending the Great Southern event.

The map will be used to promote the region at future trade shows and will be distributed through the visitor centre network.

CMCA organisers estimate that up to 800 campervans and motorhomes could converge on the Great Southern for the rally.



Building partnerships for regional prosperity

Albany Pyrmont House, 110 Serpentine Road, PO Box 280, Albany WA 6331. Phone: (08) 9842 4888 Fax: (08) 9842 4828 Email: gfdc@gfdc.wa.gov.au

Katanning 10 Dore Street, PO Box 729, Katanning WA 6317. Phone: (08) 9821 3210 Fax: (08) 9821 3334 Email: katanning@gfdc.wa.gov.au

Web: www.gfdc.wa.gov.au



“We encourage Great Southern businesses to prepare for the influx of visitors for pre-rally touring, many of whom are already on the road and on their way to the region,” Mr Rundle said.

“By welcoming club members with high quality products and great customer service, we will be able to create a great impression that will help to entice members and their friends back for a repeat visit in years to come.”

Copies of the map can be obtained from regional visitor centres or online at www.amazingalbany.com.

Businesses wanting to find out more about how they can get involved with trade displays or presentation at the Albany event can contact albanyrallymanager@gmail.com for more information.

Media contact: Bruce Manning 08 9842 4888



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