

## **MEDIA RELEASE**

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Attention: News Editor

### **Fresh look for Hidden Treasures**

Hidden Treasures of the Great Southern is rolling out a new look across the region.

The tourism marketing group, a collaboration of the Great Southern's nine hinterland shires, is showcasing new branding in the fifth edition of its Tourist Guide, which is now being distributed throughout the state to all tourist bureaus and many CRCs and local governments.

Hidden Treasures of the Great Southern has been supported since its inception by the Great Southern Development Commission (GSDC), which also supported the group's rebranding with a \$50,000 grant through its Community Chest Fund, supported by Royalties for Regions.

GSDC Chair Ross Thornton said Hidden Treasures raised the profile of attractions in inland areas of the region, which helped to increase tourism numbers and economic activity.

"Hidden Treasures' marketing activities highlight the special qualities of our inland shires and draw attention to their unique flora and fauna, lifestyle, events and heritage sites," Mr Thornton said.

"The Tourist Guide and the annual Bloom Festival are invitations for visitors to stop and explore the places they might otherwise drive past.

"Rebranding the group's marketing materials will help to maintain and increase its profile, and build its success," Mr Thornton said.

Hidden Treasures Chair Vicki Brown said the guide would encourage visitors and residents to take fantastic short holidays all year round.

"Feedback has been really positive about the new fifth edition of the Tourist Guide," Mrs Brown said.

"The committee know it will be a huge help to those visiting our region.

"We also hope it will encourage residents to get out and explore all their own town has to offer, as well as the shires next door."

**Media contact: Bruce Manning, ph. 9842 4888**



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