

MEDIA RELEASE



Thursday 8 March 2018

LET'S GO CARAVAN AND CAMPING SHOW

Narrandera Shire was recently represented at the *Let's Go Caravan and Camping Show* held from Wednesday 14 to Sunday 19 February at the Adelaide Showgrounds. Deputy Mayor Cr David Fahey, along with tourism staff Kellie Dissegna and Rosie Beeche, travelled to Adelaide to promote Narrandera Shire as the place to stop when traveling to or from Canberra, Sydney, Brisbane, and NSW Central coast.

The five day show had an outstanding attendance, with over 140 exhibitors and a total of 29,384 consumers viewing the exhibition. One traveller who was very excited about what Narrandera Shire had to offer saying, "It's interesting, we have always driven past but we didn't realise there was a whole town on the other side of the river. We will definitely make the effort to come and check out the sights next time!"

The Narrandera Shire stall was well positioned in the tourism pavilion at the Expo between other NSW stands ("Newell Highway" and "NSW Caravan & Camping Association") allowing staff to capture interested parties travelling through NSW and encourage them to stay in Narrandera Shire. The stand was very visual showcasing local produce and product, and displaying some unique pieces from local businesses including Sew Fab and Yarn by the River, creating interest in the Narrandera Shire stand and highlighting all that the Shire has to offer. "You got me with the patchwork. We stay at Brewery Flat, but I didn't realise there was a fabric shop in town. We'll have to come & explore a bit more."

The audience greatly appreciated the wide variety of camping information staff were able to offer them for Narrandera Shire. The brochures for the two caravan parks were distributed quickly and consumers also appreciated information on free camping sites across the Shire – all other stands at the Expo were paid caravan parks, and the audience appreciated information on free camping.

Our representatives received some very positive feedback about Narrandera Shire during the expo, with one couple mentioning how on their way to Dubbo, they had a chance to visit Barellan and see "the Big Tennis Racquet" after reading about it on the internet. While a younger couple heading to Yass loved the idea of hot showers in Grong Grong and then progressed to Coolamon cheese and the Junee chocolate factory on their second day of travel.

Staff and Cr Fahey encouraged all potential visitors to pop into the Narrandera Visitor Information Centre and say hello when they are next traveling through. Volunteers and staff at the Narrandera Visitor Information Centre will be monitoring where visitors reside over the next 12 months, to determine if the Expo has increased visitation to the Shire from South Australian residents.

In February 2018 Narrandera Shire Council also sent brochures to the 2018 Victorian Caravan, Camping and Tourism Show for display as part of the Newell Highway stand, which had over 49,700 consumers attend.

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Rosie Beeche assisting a potential visitor with information about Narrandera Shire.



Deputy Mayor Cr David Fahey Kellie Dissegna in the Narrandera Shire Display, assisting travellers interested in Narrandera Shire.



Deputy Mayor Cr David Fahey discussing all that Narrandera Shire has to offer to a potential visitor.

END

Precis or Summary: Lets Go Caravan and Camping Show			
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