

Gympie Cooloola Region on Show at Ekka 2009

Brisbane crowds have been gathering at Cooloola Regional Development Bureau's (CRDB) promotional stand at Brisbane's Ekka keen to learn more about the natural and cultural wonders in their backyard, with many visitors indicating that they often choose the Gympie Cooloola region for their family holidays.

CRDB staff, volunteers and local business operators are spending ten days promoting the region's attractions at the Show and, with the lure of eye catching imagery on the CRDB's new promotional banners, the stand is never short of curious visitors. "Our colourful display is attracting a lot of attention and positive feedback from the public" said Simon Birks, CRDB's Communications Officer.

Simon says "This year's exhibit launches our new Gympie Cooloola Tourism branding" and admits "we have been working around the clock to get our new website online, just in time for the annual launch of our Holiday Guide at the Brisbane Show". The 2009/10 Gympie Cooloola Regional Holiday Guide, which features a fresh, modern design and stunning images from the region, is being presented to the public at the Ekka, with an anticipated 8,000 guides given away over the ten days.

"The latest visitor survey results revealed that Brisbane is our biggest visitor market, accounting for up to 30% of the visitors to the region so we see the Ekka as the perfect opportunity to have a captured audience with our primary target market and showcase the amazing scenery and wonders of our beautiful region." said Amanda LePeilbet, CRDB General Manager.

The promotion offers travel information and maps to potential holiday makers. A competition is being run throughout the Ekka with prizes donated by corporate sponsors Rainbow Ocean Palms Resort, Polley's Coaches and "The Valley Rattler".

Amanda stated "we are so excited this year to have opened our exhibit to local tourism members and the Rattler has certainly proven to be the most popular attraction at the stand." Mary Valley Heritage Railway's Marketing Officer, Camilla King, was on hand to talk to the many train buffs that made a point of visiting the stand. Local Councillor Graham Engeman has also volunteered his time to promote the Gympie Region at this year's exhibit, enjoying the opportunity to sell what he affectionately called 'the centre of the universe!'

A photo gallery of the exhibit can be viewed on our website www.cooloola.org.au



Gympie Cooloola Tourism

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