

Thursday, 14 March 2019

## **SNOWY MOUNTAINS TO STAR ON AUSTRALIA'S GETAWAY TRAVEL SHOW**

The Snowy Mountains will soon be welcomed into thousands of Australian homes with the country's longest running travel and lifestyle program *Getaway* set to film in the region later this week.

Destination NSW CEO Sandra Chipchase said the feature was part of a suite of ongoing activity secured by the State's tourism and major events agency with the goal of raising the profile of regional and rural NSW and to convert interest into bookings.

"Once again our State remains at the forefront of tourism in Australia and this initiative shows that we continue to work tirelessly to keep the spotlight on our incredible rural and regional destinations as we strive for \$25 billion in visitor spend by 2030," Ms Chipchase said.

"The Snowies is a magical destination year round where visitors can enjoy everything from great festivals and regional events, a summit walk to Australia's highest peak and fly fishing in pristine mountain waters in warmer months, to skiing and snowboarding in colder months.

"We look forward to welcoming Catriona Rowntree and the *Getaway* team to the Snowy Mountains and receiving more visitors as a result of this special activity.

"Growing tourism in rural and regional NSW is a key priority for Destination NSW and exposure such as this will ensure the Snowies continues to attract overnight visitors which in turn, will help to boost the local economy."

*Getaway* will be filming at various locations across the Snowy Mountains from Friday 15 March until Wednesday 20 March 2019.

*Getaway* is a national television series which airs on Channel 9 at 5.30pm on Saturdays. The Snowy Mountains episode is expected to air in the second half of 2019.

Go to [visitnsw.com](http://visitnsw.com) for more information and to plan your Snowies experience.

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## **About Destination NSW**

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

## **Note to editors**

Images can be found in the Destination NSW [image library](#).