



NEW SOUTH WALES CROWN
HOLIDAY PARKS TRUST



MEDIA RELEASE

Friday, 1 September 2017

Lennox Head Shines in Ballina Tourism Campaign

With the launch of Ballina Shire's 'Discover the Undiscovered' Tourism Campaign, North Coast Holiday Parks (NCHP) Lennox Head has cemented its status as a key tourism operator within the local region.

Filmed by world-renowned cinematographer and Lennox local Toby de Jong, the campaign was launched at an exclusive event on Tuesday evening at the Ballina Visitor Information Centre. Highlighting the great array of activities and local sights across the region, the video features a cameo appearance of NCHP Lennox Head from the air as well as an interior view of one of its first class deluxe cabins.

Along with the video Ballina Shire Council have unveiled a suite of idyllic photography from local photographer Ben Wyeth, as well as an updated regional media toolkit. Both highlight the strong sense of community spirit and wonder found within the region.

Alicia Wallace, Ballina Shire Council's Team Leader for Visitor Services, said the new campaign cements the region as a key tourism destination for both national and international visitors.

"Using state of the art equipment the video beautifully captures our scenery and experiences all aimed at inspiring visitors to discover the beautiful Ballina Coast and Hinterland," Ms Wallace said.

"Tuesday's launch was a great opportunity to grant key stakeholders within the local tourism industry a sneak peek of the exciting footage gathered to promote our amazing region like never before.

NCHP Lennox Head Manager Debbie Smith was one of the lucky attendees of Tuesday's launch event.

"This new campaign is truly unrivalled in the way it perfectly captures the beautiful region in which we are fortunate enough to both live and work in," Debbie said.

"The crowd was absolutely buzzing when Toby's drone footage popped up on screen and it was amazing to see the spectacular angles of our park which he managed to capture from the air.

“As locals to the area Toby and Ben have done a fantastic job in capturing all the perfect moments to be discovered in Lennox and I’m so excited that our park was given the opportunity to be a part of the video. I’m looking forward to welcoming all new guests who discover Lennox Head through this fantastic campaign.”

North Coast Holiday Parks is part of the NSW Crown Holiday Parks Trust (NSWCHPT), which is committed to providing unforgettable holiday memories in iconic destinations across NSW. NSWCHPT also manages the operations of Inland Waters Holiday Parks (IWHP) and South Coast Holiday Parks (SCHP).

NSWCHPT CEO Steve Edmonds passed on his congratulations to the Ballina Shire Council Tourism Team for the launch of their new campaign, calling the video a true testament to the region’s strength as a key NSW holiday destination.

“It is great to see our Lennox Head park being recognised within this campaign as a major tourism operator within the Ballina Shire region,” Mr Edmonds said.

“With the park being recognised by the Council’s Tourism Team as a key local provider of quintessential Australian holiday experiences it just goes to show the large contribution it makes to the community.

“Our personal mission is to showcase the sensational locations in which our parks are located and this new campaign from Ballina Shire Council certainly achieves this goal. I look forward to working together with their Tourism team as we look to attract new visitors to both our park and the wider region.

Book your next holiday at North Coast Holiday Parks today! For a full list of parks head to <https://www.northcoastholidayparks.com.au/>.

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**Media Contact: Kimberly Rigby, 0418 383 296
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