



PortAugusta

CITY COUNCIL

MEDIA RELEASE

Visitor Guide leading promotion of Port Augusta

Visitor Guides are identified as a leading tool in attracting visitors to a destination, making Port Augusta's Visitor Guide a valuable marketing tool for businesses and the City.

Printed annually, the 2017/18 Port Augusta Visitor Guide will be released at the end of May, with advertising opportunities available now.

Regional South Australian company Woof Media is experienced in visitor guide production and sales and has been appointed to produce the latest self-funded Port Augusta Guide.

As well as coordinating the design and layout, Woof Media is also undertaking the advertising component of the guide and has begun contacting businesses with advertising opportunities. Naomi Blacker, Director of Woof Media said she is delighted to be working with the Council and the local tourism industry in Port Augusta to assist promotion of the town and region.

"As regional people ourselves, we understand regional tourism and the rewards and challenges of being in business in country South Australia. We look forward to marketing the wonderful assets of the town via the town guide, both in print and online," Ms Blacker said.

Ensuring the guide is available online is a key component of the production of the Guide and this year it will be available as an app as well as an online flipbook.

And while the take up of digital guides is increasing, strong demand remains for printed copies. To cater for the demand up to 45,000 guides will be printed and distributed in Visitor Information Centres across South Australia as well as at key lead in sites to the State from Victoria, New South Wales, the Northern Territory and Western Australia.

With tourism a key industry for Port Augusta, Mayor Sam Johnson is encouraging businesses to support the guide which is a key promotional tool in bringing visitors to Port Augusta and to their business.

"Tourism is a key industry for Port Augusta and it supports many of our small business operators such as cafes, accommodation providers, retail outlets and service industries," Mr Johnson said.

"Businesses that take up the opportunity to advertise in the visitor guide will have wide exposure in print as well widely promoted online."

If anyone is interested in further information about the guide or advertising opportunities email portaugusta@yourvisitorguide.com.au

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For more information contact Media & Communications Manager Cherie Gerlach on 0427 413345.

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