

MEDIA RELEASE

12 October 2015

Huon Trail launch

35 people gathered at Frank's Cider Bar and Cafe in Franklin recently to launch the 2016 version of the Huon Trail marketing guide brochure.

Councillors from both the Huon Valley and Kingborough Councils joined advertisers, regional and local tourism operators to hear Huon Valley Mayor Peter Coad, and Kingborough Deputy Mayor Paula Wreidt speak on the many highlights the Huon Trail has to offer visitors to the region.

This is the 16th edition of the guide which has evolved over time into a very popular and sought after reference tool for visitors. 80,000 copies were printed as an A5 – 48 page brochure and this year's guide was produced by Sue Wendell-Smith from Artemis Publishing and distributed with the help of the Tourism Brochure Exchange.

The guide is accompanied by a tear off map which is a useful tool for visitors to use while travelling. On the reverse side of the map there is information about town services in the region as well as advertisements regarding many attractions.

The 2016 version will be distributed extensively across the state, including all 22 Tasmanian Visitor Information Centres, Hobart and Launceston Airports, on board both Spirit of Tasmania ships, and to more than 80 locations outside of the Huon Trail region. The Huon Trail marketing officer will also deliver the brochures around the state, including to major events such as AGFEST and the Taste of the Huon. The guide can also be downloaded from the Huon Trail Website.

The organisers would like to thank Naomie Clark-Port for her effort and cooperation in hosting the launch at Frank's Cider Bar.

For more information please contact

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