



Media Release

Wednesday 21 August 2013

Selwyn a hit in Perth

Selwyn looks set to benefit from an increased number of visitors from Western Australia following a successful trip by Council staff to market the district to tourism agents in Western Australia.

Selwyn District Tourism Advisor Elizabeth Pitcorn was able to speak directly to more than 100 travel agents at a travel expo in Perth about Selwyn. Selwyn District Council was lucky enough to win the free trip to Perth from Air New Zealand at a launch event for the new air service. This allowed Elizabeth to travel to Perth as part of a South Island delegation who attended a travel expo in the city to promote Canterbury to travel agents and travel wholesalers in Western Australia.

“There was a lot of interest from the travel agents in Bed and Breakfast accommodation in our district, our gardens, the TranzAlpine route and walking tracks. Many agents also wanted to find out more about the skiing options available in Selwyn,” she says.

Elizabeth says the expo was a great opportunity to market Selwyn and its attractions to a new audience and that she is confident that many people from Western Australia will choose to visit Selwyn as a result of the trip.

Travel agents and travel wholesalers at the expo were given brochures promoting Selwyn’s attractions to take away and share with their customers.

From 4 December a new direct flight will be launched from Perth to Christchurch and will operate twice a week. The service will run until April 26 2014 as a trial and if successful will become permanent.

Western Australia has an estimated population of 2.47 million. It is the fastest growing State in Australia and weekly income levels are also higher than the Australian average.

The Expo was organised by Air New Zealand, Virgin Australia, Christchurch International Airport, Perth Airport and Tourism New Zealand.

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Photo attached: Selwyn District Tourism Advisor Elizabeth Pitcorn talks with travel agents and wholesalers about Selwyn’s attractions in Perth.

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