



Media release

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FOR IMMEDIATE RELEASE

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Convenience advertising is working

PROMOTING the Jacaranda season through convenience advertising is proving to be a big hit, according to Clarence Valley Council economic development coordinator, Elizabeth Fairweather.

Ms Fairweather said convenience advertisements promoting Jacaranda could be found above the hand dryers in Sydney and Brisbane airports.

“Council has been surprised and impressed by the number of locals who have seen them and given us really positive feedback,” she said.

“We all love the Jacaranda Festival but the idea is to promote the Jacaranda season and extend the period that people come to visit our beautiful Jacarandas.

“Plus we want them to stay for longer and visit all of the Clarence while they’re here.

“Research tells us people start planning their holidays 20 weeks out, so the promotion for Jacaranda has started.”

Ms Fairweather said most locals would not see the promotion as it was being done out of area.

“They may see the big billboard up at Tugun, or the one at Glen Innes and they definitely should see the new billboards around Grafton,” she said.

“There’s also adverts during Channel 10s top ranking show Master Chef but that’s strictly for those viewing in south east Queensland. The social media promotion will also only be seen by our potential visitors and not locals.”

One Clarence Valley resident who had seen the convenience advertising was former Tourism Advisory Committee member, Rick Murray, who shared his thoughts on Facebook.

“The humorous ads in the toilets at Sydney airport are pretty clever,” he said.

“They (billboards) are absolutely brilliant! Full marks to whoever has come up with those themes. So exactly on target!!”

Ms Fairweather said that during last year's Jacaranda season council's tourism team conducted a lot of research with the visitors who were here.

"They found out where the visitors were coming from and who they were," she said.

"Consequently, the campaign is designed to best reach this market."

A COMMUNITY SERVICE ANNOUNCEMENT FOR GENTS USING THE GENTS

BUYING FLOWERS FOR YOUR WIFE OR GIRLFRIEND IS SMART. TAKING HER TO GRAFTON FOR JACARANDA SEASON IS GENIUS.



Jacarandas share the official purple of the Melbourne Storm and Fremantle Dockers, but don't hold this against them.



You have to admit: Jacarandas do look pretty swish.



Females and Jacarandas: quite fond of each other.

Hey fella. Here's a heads up. If you're travelling with your partner (and she's using the ladies' while you're in here), chances are right now she's also looking at an ad about Grafton's Jacaranda Season.

So, here's your chance to shine. Suggest a trip to see Grafton's Jacarandas. Or even better, just whisk her off for a unique romantic weekend ...

It might not be 'your thing' (statistically speaking). But let's face it, any woman who puts up with all our nonsense, day in day out, deserves all the niceness they can get.



MYCLARENCEVALLEY.COM/JACARANDA2017





LOSE
YOURSELF
IN A
LOVELY
DREAM



GRAFTON'S
JACARANDA
SEASON
IS A THING
OF BEAUTY

Every now and then, you just have to stock up on the feelings that remind you that life – and the world we live in – is beautiful. Our **Jacaranda Season** evokes that sense of wonder.

In **late October and early November**, the streets and parks of this Northern NSW city are transformed into something out of a dream when **the Jacarandas explode in all their purple glory**.

Grafton is just a few hours south of Brisbane, or an easy flight from Sydney, so come to the heart of the **Clarence Valley**, and lose yourself in the loveliest way imaginable!

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Clarence
Valley





Release ends.

For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.