



PARLIAMENT OF AUSTRALIA
HOUSE OF REPRESENTATIVES

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MEDIA RELEASE

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New Thunderbolt's Way Promotional Brochure & Map launched

Independent Member for New England, Tony Windsor has today officially launched the new Thunderbolt's Way promotional brochure and map at Carson's Lookout between Nowendoc and Gloucester on the Thunderbolt's Way.

"Thunderbolt's Way has fast become an alternative route to both the Pacific Highway and the New England Highway for travellers.

The scenery is fantastic and the quality of the road is also inviting to people to get off the main highway.

The new Thunderbolt's Way Brochure and Map is an excellent quality promotional tool for the route and its surrounds and will assist greatly in attracting more travellers," Mr Windsor said.

Mr Windsor congratulated all those associated with the production of the new brochure.

"The Thunderbolt's Way has brought together Councils from Gloucester, through, Walcha, Uralla, and Inverell.

It's been a great team effort from all these Councils and their Visitor Information Centres and Tourist Officers to work together understanding the benefits of teaming up to attract people to use the Thunderbolt's Way.

Traffic has increased significantly since the sealing of the last section between Walcha and Gloucester nearly 5 years ago and with this brochure to help promote it, there will be another boost to tourism along the way," Mr Windsor said.

Mr Windsor said the Councils are now keen to work together to get signage on the Pacific Highway to attract more tourists to the route.

"The Councils involved along the Thunderbolt's Way are not going to rest on their laurels with this brochure.

The next step in promoting the Way is to convince the RTA to allow a sign to be placed on the Pacific Highway where the Thunderbolt's Way starts.

This will help people find the start of the Way and encourage them to use it," Mr Windsor said.

For further information contact Tony Windsor, Ph (02) 6761 3080 or 0427 668868