



MEDIA RELEASE

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Sapphire Coast open for business – holidaymakers encouraged to visit this summer season

Tourism Operators on the Sapphire Coast of NSW have urged holidaymakers to continue to visit this summer holiday season as the region is not currently affected by the NSW bushfires, with all areas open as usual.

“The residents and businesses of the Sapphire Coast region are deeply saddened by the severe bushfires that have been impacting many parts of NSW, including the Batemans Bay region which is over 200 kilometres north of the Sapphire Coast,” said Kristy McBain, Mayor, Bega Valley Shire.

“Here on the Sapphire Coast, it’s business as usual. The region remains open and we encourage visitors to continue to travel here for the upcoming summer holiday season.

“All inland and coastal towns are open and sincerely look forward to welcoming visitors to enjoy the region’s pristine waters, stunning scenery and famed local produce.

“We have been disappointed to hear that a couple of our tourism operators on the Sapphire Coast have reported booking cancellations and we are seeing the affect of that already. We want to ensure that the impact on the Eurobodalla region doesn’t continue through to the Sapphire Coast,” Ms McBain continued.

Sapphire Coast is halfway between Sydney and Melbourne, and just 3 hours’ drive from Canberra, and stretches from Bermagui in the north, to the Victorian border in the south. Access to the Sapphire Coast from the north is via the Monaro Highway via Cooma, or via the Princes Highway. Canberra residents can proceed down Brown Mountain as all roads are open. Visitors from Melbourne can access Sapphire Coast from the south via the Princes Highway which is open also.

“If you have an existing booking and would like more information on current conditions, you can contact the Sapphire Coast Visitor Information Centres, accommodation businesses and experience providers. You can also head to www.sapphirecoast.com.au , and we encourage you to check on the current status of the fires via the NSW Rural Fire Service website and Fires Near Me app.

“Our thoughts are with those regions that have been impacted by the fires and our thanks go to the heroes of the RFS, SES, commonwealth agencies and community volunteers on the ground,” concluded Ms McBain.

For more information and the latest updates, head to www.sapphirecoast.com.au To see the current status of fires in NSW, head to the NSW Rural Fire Service website www.rfs.nsw.gov.au

For more information, images or to arrange an interview, please contact Anthony Osborne at Sapphire Coast Destination Marketing on 0428 243 539 or aosborne@sapphirecoast.com.au