



Find Your Inner Noosa

MEDIA RELEASE

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WHEN YOU
QUIET THE MIND
you can hear the heart

TOURISM NOOSA UNVEILS THE 2023 WINTER CAMPAIGN FOR NOOSA

Tourism Noosa has today launched their annual winter campaign for 2023. The campaign, entitled Find Your Inner Noosa, highlights the natural beauty of the region, and the relaxed, laidback way of life, as well as the region's popularity as a slow travel destination.

With stunning imagery and video footage, the campaign reflects on the incomparable nature of Noosa as a beloved holiday destination and highlights the varied coastal, river and hinterland villages in the Noosa region.

Tourism Noosa Acting CEO Susan Ewington said it is a refreshing new direction for Noosa, which positions the destination as a top choice for wellness travellers and regenerative travel experiences. Noosa's world class protected environmental attributes ensure visitors can fully immerse in authentic experiences, unspoiled nature and locally sourced produce, and experience beauty through all senses.

"Noosa invites visitors to relax, reconnect and to live fully in the moment. It is a destination beyond comparison, and this exciting new campaign highlights the array of nature-based experiences available to enjoy our beautiful region. "

"Travellers to Noosa are aware of the relaxing nature of beach holidays here, and we aim to introduce people to the variety of natural experiences on offer here as well, with the Noosa National Park, the Noosa Everglades and the Noosa River just a few of the spectacular natural spaces to be explored in the Noosa UNESCO Biosphere Reserve."

"There is something unique and inimitable about this idyllic destination, and there's a reason why visitors keep coming back to Noosa not simply to holiday, but to unwind, to reconnect – in short, to 'Find your inner Noosa'," she said.

As part of the campaign, a 60-second video feature will be rolled out across television and digital channels, featuring key Noosa destinations including the Noosa Hinterland, Noosa North Shore, the Noosa National Park and the Noosa River.

The soundtrack chosen is an indie songwriter who visited Noosa and fell in love with the destination so much that she named herself 'Noosa' - just one example of the impact Noosa has on visitors to our region.

Print advertising will also be featured in major national magazines and newspaper publications, featuring Noosa dining, accommodation, outdoor experiences, and retail providers.

Tourism Noosa's Head of Marketing, Brent Chong said, "This campaign shows the diversity of what is on offer here in the Noosa region and aims to encourage interstate and international visitors to diversify their travels, and to get out and explore the lesser-known sights and destinations within the Noosa area. "

"We hope it inspires travellers to the area to enjoy our beautiful natural environment, and to explore the wellness and regenerative travel offerings in the region."

Find Your Inner Noosa will roll out in digital and print publications across the months of March through until June, to encourage visitation throughout the quieter winter months.

This latest campaign from Tourism Noosa has been developed in line with feedback from stakeholders and research provided by Tourism Australia and other industry leaders over recent months. This research has suggested that Noosa is a highly sought after Australian destination and travellers are searching for wellness escapes, that are surrounded by nature, beaches, eat and drink and outdoor experiences.

A full digital offering is available now at www.visitnoosa.com.au/campaign/find-your-inner-noosa for consumers to explore the campaign and plan their next getaway to Noosa. [Link to video /images here](#)

- <https://tourismnoosa.mediavalet.com/browse/categories/b3e31601-3240-4603-b13f-628f3d800e02>

For media enquiries contact: **Susan Ewington** – 0412 692 961 or susan@tourismnoosa.com.au