



## Media Release

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### **Cowra Tourism's website now offers foreign language information.**

Cowra Tourism can now more effectively promote the Cowra region to a global audience with the introduction of five new brochures printed in Japanese, Italian, Chinese, Korean and German.

"Most visitors to Cowra Tourism's website are from Australia or other English speaking countries such as the UK, New Zealand and the USA, but there is interest from other countries. Introducing these five new brochures with general information about Cowra caters for some non speaking visitors and assists with the positive perception of Cowra as a welcoming tourism destination.

Utilising Twitter to promote these brochures; Cowra Tourism's Tweet has reached international audiences with 28 downloads from Germany and 7 from Japan." Says David Newberry, Events Promotion Officer for Cowra Tourism Corporation.

These new brochures feature details on travel information to Cowra, the Cowra Breakout history, Cowra Japanese Garden and Cultural Centre and other key tourism hot spots in the region including Wyangala Dam and Canowindra.

"It is important to inform the world about what the Cowra region can offer its visitors and to be mindful of international travel particularly with Cowra's strong links with other countries particularly Japan and the history of the Prisoner of War Campsite and Breakout." Added Mr Newberry.

These brochures are easily downloaded from the website [www.cowratourism.com.au](http://www.cowratourism.com.au) by clicking on the Japanese, Italian, Chinese, Korean or German flag. The brochures are also available at the Cowra Visitor Information Centre for walk in visitors.

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