

8 October 2013

Gold Coast Theme Park advertising campaign launched

Village Roadshow Limited (ASX:VRL) refers to the *Theme Park Capital of Australia* advertising campaign set out in the attached Queensland Government media release.

VRL CEO, Mr. Graham Burke, said "We are excited and proud to be working together with the Queensland Government and Ardent Leisure in a joint marketing initiative that characterises the Gold Coast as the 'THEME PARK CAPITAL OF AUSTRALIA. ONLY ON THE GOLD COAST. ONLY IN QUEENSLAND.'

The theme parks on the Gold Coast I am proud to say are world gold standard. Village Roadshow has spent millions in the last 5 years making our parks, we believe, the equal of anywhere. With VRL's parks in Warner Bros. Movie World, Sea World, Wet 'n Wild, Paradise Country and our night time attraction, Australian Outback Spectacular, combined with Ardent's Dreamworld, WhiteWater World and SkyPoint Climb, the Gold Coast is an incredible destination.

In research we have conducted people always say a major determinant of destination is 'things to do'. The advertising campaign will illustrate there are hundreds of things to do on the Gold Coast.

The theme parks can be the catalyst to bring extra millions of people to the Gold Coast and fuel a dynamic South East Queensland economy. Tourism means not only hotels and transport but hundreds of jobs that benefit from the flow-on effect of that tourism expenditure."

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Media release

The Honourable Campbell Newman Premier of Queensland

New theme park campaign to supercharge Gold Coast tourism

A multi-million dollar advertising blitz will boost visitors to Gold Coast theme parks after being launched by the Queensland Government, Village Roadshow and Ardent Leisure today.

Premier Campbell Newman said the *Theme Park Capital of Australia* campaign would reinforce the Gold Coast's position as Queensland's leading tourist destination by focusing on its world-class theme parks.

"Our theme parks rank among the very best in the world, and are 'must-do' experiences for any holiday on the Gold Coast," Mr Newman said.

"That's the message we'll be taking to all of Australia and New Zealand through this unique joint media and promotional campaign.

"The campaign will showcase in one complete package – that the Gold Coast is the Theme Park Capital of Australia.

"Only on the Gold Coast is there such a range of theme parks all within a stone's throw of each other, making it the one-stop shop for any family holiday.

"We expect to see significant increases not only in theme park tickets sales, but in hotel bookings, visitor expenditure and brand awareness of the Gold Coast.

"The \$15 million campaign is jointly funded by the Queensland Government and theme park operators and is a great example of how the private and public sector can collaborate to generate significant tourism benefits for Queensland."

Treasurer Tim Nicholls said tourism contributes \$22 billion a year to the Queensland economy.

"Overnight stays on the Gold Coast contribute around \$4 billion a year and there are almost 10,000 tourism related businesses operating on the Coast," Mr Nicholls said.

"This campaign will help to strengthen the tourism economy on the Gold Coast and drive the growth that's important for the industry's future."

Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Jann Stuckey said families coming to the Gold Coast would also enjoy our world-famous beaches and many other wonderful local attractions.

"While this campaign focuses on the Gold Coast theme parks, it will benefit the region's wider economy through accommodation and retail spending," Ms Stuckey said.



Media release

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“This campaign aims to cement the Gold Coast’s reputation as a premier tourism destination in Australia and supercharge visitor numbers to Queensland.”

The campaign kicks off Sunday 27 October.

For more information visit www.themeparkcapital.com.au

[ENDS] 8 October 2013

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