



# Media release

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**Authorised by: DENNIS WELLINGTON, MAYOR**

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## **National Geographic to feature Amazing Albany**

Amazing Albany will be featured in an upcoming issue of National Geographic Traveler China, thanks to some proactive destination marketing by the City of Albany.

National Geographic Traveler describes itself as the most widely-read tourist magazine in the world, with more than 8 million readers across a variety of digital and print platforms.

Journalist / photographer Bi Yuanyue is touring Albany and the Great Southern region between March 10-16, hosted by the City of Albany, in partnership with IGA Taste Great Southern, Great Southern Development Commission and Virgin Australia.

Mr Bi's packed itinerary features all of Albany's iconic tourist destinations, as well as Albany's neighbours Denmark, Mt Barker, Porongurup and Kojonup.

He is interested in covering adventure, hiking, food, lifestyle, as well as boutique accommodation, organic farms and agriculture.

Mayor Dennis Wellington said Amazing Albany would be a perfect fit for National Geographic.

"I may be a bit biased, but this is the best place in the world and we are more than happy to be featured," he said.

"We see this visit as a great opportunity to gain exposure in a large international market through a quality publication."

Nurturing relationships with national and international media aligns with a key objective in the City of Albany's Community Strategic Plan – to become Western Australia's most sought after visitor destination.

The City of Albany thanks sponsors IGA Taste Great Southern, Great Southern Development Commission and Virgin Australia for supporting this media opportunity, in addition to the many local operators who supported the visit.

Amazing Albany is the City of Albany's tourism and destination marketing brand.



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