

## **MEDIA RELEASE**

### **28<sup>th</sup> March 2024**

## **HELP DESK INITIATIVE**

**Record numbers expected to walk to the Summit of the Tomaree Headland**

Volunteers from the Tomaree Headland Heritage Group (THHG) will be providing a **HELP DESK** at the Tomaree Headland everyday over Easter as record crowds are expected with many first time visitors including International.

Tomaree Headland is still the most visited attraction in Port Stephens as was evidenced over the recent Christmas Holiday period. Numbers continue to grow since the last recorded figures in 2018 of 200,000+ visitors per annum.

The added attraction of the Tomaree Coastal Walk is also expected to draw significant additional numbers so a very busy Easter is anticipated at the Headland. In fact, the Premier Chris Minns at the Coastal Walk opening indicated that the new Walk will potentially attract an additional 300,000 visitors each year which will also significantly grow the numbers at the Tomaree Head.

‘Our Help Desk will also provide valuable data for NPWS and Destination Port Stephens particularly where people are coming from, the age demographic and of course Visitor feedback’ said President Peter Clough.

A welcome addition has been the recently introduced signage at the Headland by the NPWS contributing to a **Sense of Arrival**.

There is also a strong visitor thirst for local knowledge particularly the significant Military History of the Tomaree Headland as well as the future of the Tomaree Lodge and information about the Tomaree Coastal walk which reinforces the *need for a permanent information service* at the Tomaree Headland.

**The ‘Help Desk’ will operate between 9.00am and 12.30pm over the Easter holiday period.**

### **Peter Clough**

*President – Tomaree Headland Heritage Group Inc.*

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**NEW Sign at the Tomaree Headland Entrance**



**HELP DESK held at Christmas/New Year 2023/24**