

MEDIA RELEASE

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Getting all revved up next year's Nissan Beyond Hotham

- New Early Bird Discount offer available
- Pat Callinan's 4x4 Adventures to showcase Hotham and the North East
- What's new for 2012

Next year's fifth annual Nissan Beyond Hotham festival, which will be held at Mt Hotham Resort from **Thursday March 22nd – Sunday April 1, 2012** is anticipated to be the biggest yet with the introduction of flexible ticket options, more day and over night trips, and a 20% discount promotion on for registrations received by November 1.

The four wheel drive event has steadily gathered momentum within the four wheel driving community each year, attracting participants from as far away as Adelaide and Sydney to attend. The event's popularity is due to the multitude of guided day and overnight trips which are lead by locals, most of whom work at resort management and have special expertise in areas including hut history, the local environment, mapping and GPS, gold mining heritage, and of course, the insider's tip on the best camping spots! It is also suitable for 4WDers all abilities, whether they are new or experienced drivers.

For the past two years Nissan Beyond Hotham has attracted the attention of Pat Callinan, Australia's foremost expert in 4WDing and host of **Pat Callinan's 4x4 Adventures**. This year he brought his film crew along and he captured breathtaking footage of Hotham and the surrounding high country. This is a win for the on mountain tourism operators who are opening their doors to the summer touring trade, explains Eliza Stokie, Mt Hotham Resort Management Board's Marketing Assistant.

"We are expecting 2012 to be the biggest Nissan Beyond Hotham to date. The event has been successful in promoting Hotham and the North East region as an iconic touring region; and Hotham as a vibrant four seasons destination. With Pat Callinan's special high country feature to air next month, we are especially encouraging people to take advantage of the 20% off early bird discount to avoid disappointment." she said.

New package options for 2012 include a "Weekend Warrior" option for those who would like to attend the first weekend only; and an "Overnight Adventurer" option which enables people to join in for a three night or four night experience. If you are a member of a 4WD Club, check the www.beyondhotham.com.au website for information as a special offer will be announced soon.

Need to know:

- Nissan Beyond Hotham will be held at Mt Hotham Alpine Resort from Thursday 22nd March – Sunday April 1, 2012.
- Early Bird 20% discount offer is available until November 1, 2011.
- Registration price is \$780 inc GST per vehicle (2 people) which covers your admission for the full 10 days and includes all day and overnight trips, most social activities, demonstrations and more, totalling \$2150 worth of value.
- Participants will be able to choose from an itinerary of over 25 day trips and 8 overnight trips.
- Closing date for all registrations is March 1, 2012.
- To register and for more information, visit www.beyondhotham.com.au or phone 03 5759 3550.

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Eliza Stokie
Marketing Assistant
Mt Hotham Resort Management Board
Ph 5759 4036 Mob: 0409 968 866
elizastokie@mthotham.com.au
www.mthotham.com.au