



Media release

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FOR IMMEDIATE RELEASE

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New My Clarence Valley visitor website is now live

A NEW and fresh visitor website for the Clarence Valley is now live.

My Clarence Valley soft launched the modern new site - www.myclarenc山谷.com earlier this month and is already getting plenty of positive feedback.

The site includes visitor, relocation and corporate information about the Clarence Valley as a destination.

Clarence Valley Mayor, Jim Simmons, said the site was visually stunning, user-friendly and fully interactive.

It contains all the information a visitor might need to plan and prepare for their next visit to the Clarence Valley, in a clear and accessible new format. It's completely designed to be mobile-first friendly, an important factor for future Google capability, and has an interactive map on the "Information" and "Inspiration" sides of the site for ease of access.

The new website also consists of many great new features, such as "Stories" with regular articles about things to do in the Clarence Valley, "Galleries" page with directional information to the locations of the images and "Get Social", social media feeds highlighting the region's official hashtag #myclarenc山谷 and "Itineraries" helping visitors to explore the entire region outside of the holiday hotspots along the coast, most notably Yamba.

For a quick answer to any questions, website users can directly contact the My Clarence Valley Information Centre staff via the brand new online chat tool.

Cr Simmons said council was excited to show the world how easy it was to plan an amazing holiday in the Clarence Valley and the huge diversity of activities the region had on offer.

"The new website really showcases our extraordinary destination, and the user-friendly and interactive functions of the website are very exciting," he said.

For My Clarence Valley Business members, the new website offers many opportunities for bookings and advertising to a wide targeted audience with all email inquiries linked directly to the businesses themselves. With cohesive linking to visitnsw.com, Australia.com and other travel websites around the globe, My Clarence Valley Business members are getting great exposure.

And with a fully integrated events page the My Clarence Valley Business members can visit the website for all their industry needs, and visitors and locals have access to the latest updated event information on the Clarence Valley. For more information about becoming a My Clarence Valley Business member, visit www.myclarencevalley.com.

The Clarence Valley, at the centre of NSW's North Coast, is the perfect place to canoe or kayak the Longest Whitewater trail in Australia, lose yourself in a purple haze during Grafton's Jacaranda season, catch some incredible waves at its 30 plus beaches including well-known surfing destinations Yamba and Angourie, trek the four-day Yuraygir Coastal Walk and charter a boat and cruise the Clarence River – the largest river system on the east coast of Australia – and that's just a few of what's on offer.

To find out more about the Clarence Valley and to book your next holiday escape, visit www.myclarencevalley.com

Release ends.



Paddle boarding in Woolli just one of the great activities to discover on My Clarence Valley's new website myclarencevalley.com Photo: Lauren Bath

For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.