

Sunshine Coast Airport

MEDIA RELEASE

Sunshine Coast provides a ratings bonanza for Mercurio's Menu

The Sunshine Coast has proven to be the most popular Queensland destination featured on Channel Seven's recent Mercurio's Menu series with nearly 1 million viewers from across Australia enjoying the region's many food and culinary offerings.

The 13 part Channel Seven series features popular Australian actor and dancer Paul Mercurio who goes in search of the best produce and cuisine across regional Australia and was brought to the Coast thanks to a co-operative marketing initiative between Sunshine Coast Airport and Jetstar Airways.

Sunshine Coast Airport General Manager Peter Pallot said the ratings results for the Sunshine Coast were outstanding considering the series also included 12 other popular and high profile destinations including the Gold Coast, Townsville and Cairns.

"We are thrilled with our investment in Mercurio's Menu, we were initially expecting to reach 500,000 people and to have nearly 1 million people exposed to our fantastic Sunshine Coast destination is an outstanding result.

"We are particularly pleased that our key visitor markets of Sydney, Northern New South Wales and Melbourne accounted for over half the audience numbers, and the Sunshine Coast episode also won the highest ratings for the series in Sydney with 261,000 viewers tuning in on Sunday 4 May.

"That's a marvelous result for this very important Sunshine Coast market as the Sunshine Coast Airport connects to both Sydney and Melbourne over 75 times per week," Mr Pallot said.

The Sunshine Coast episode featured:

- Frank Pardon's Banana's
- The Spirit House - Yandina
- Noosa Farmer's Market
- Fish n Crab Deep Sea Charters
- Berardo's Restaurant
- Tjuringa Emu Farm
- Noosa Crest
- The Beach Retreat Coolum and
- Sunshine Coast Airport

Visit the episodes page of www.mercuriosmenu.com for further details on the Sunshine Coast products featured.

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