

MEDIA RELEASE

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WA TOP CHOICE FOR HIP TRAVELLERS

Competition winners hit the road

Victorian David Felton has chosen Western Australia as his ultimate holiday destination, after winning the Hippie Camper 'Get Refreshed' competition allowing a ten day holiday anywhere in the country.

David's winning entry to the question "Why do you need to get refreshed and where would you like to go in a Hippie Camper" was judged the most creative, reading "(Hippie Camper + Me + The Girlfriend) – (Work + Stress + Melbourne weather) x (WA Sun + Fun)^2 = 2 x Refreshed :-p"

Originally from Britain, David and his girlfriend Mitch will embark on a ten-day itinerary of Western Australia's tourism highlights on April 5-14, after picking up their Hippie Camper from Perth, visiting Kalbarri, Monkey Mia, Carnarvon, Exmouth and Geraldton.

"Western Australia has been our dream holiday destination for a fair while now – we can't believe our luck in winning the use of the Hippie Camper for ten whole days," said David.

"We love taking road trips in campervans, it's the best way to travel. I think this holiday will go down as one of our favourites of all time," he said.

Luke Trouchet, CEO of Hippie's parent company Apollo Motorhomes, says the Australian road trip dream is alive and well.

"The latest survey-based research from the Caravan and Recreational Vehicles Association of Australia shows 41% of respondents aged 18-25 thought they would 'definitely or very likely' visit a holiday park in the next two years as part of a holiday," he said.

"The typical 'Hippie Camper' is just as likely to take six months out and travel around the country as they are to take a weekend away to see their favourite band headline at a music festival," he said.

Hippie Camper can be hired at www.hippiecamper.com. There are three types of Hippie vans available: the new Hippie Deluxe, the Hippie Budget and the spacious Hippie Hitop. All sleep two people. Popular with backpackers, young couples and friends looking for a fun road trip, Hippie's can be picked up in Cairns, Brisbane, Sydney, Melbourne and Perth, as well as Christchurch and New Zealand.

-Ends-

Note to Editors: David Felton and Mitch Sims can be booked for photo opportunities with local media. They will be following this itinerary:

April 5th Day 1 - Perth to Kalbarri

April 6th Day 2 - Kalbarri to Monkey Mia

April 7th Day 3 - Monkey Mia

April 8th Day 4 - Monkey Mia to Carnarvon

April 9th Day 5 - Carnarvon to Exmouth

April 10th Day 6 - Exmouth

April 11th Day 7 - Exmouth

April 12th Day 8 - Exmouth to Carnarvon

April 13th Day 9 - Carnarvon to Geraldton

April 14th Day 10 - Geraldton to Perth via Pinnacles and Swan Valley Wineries

Media contact: Carla Adams, Mosaic Corporate, 0411 015 538 adams.carla@gmail.com