



Phillip Island & San Remo Advertiser

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Tough Mudder will be huge!

DESTINATION Phillip Island and Phillip Island Tourism and Business Association representatives recently hosted organisers from the Tough Mudder event based in the US, on the Island.

Part of the catch up included finding out how the community could get involved in this event which will be hosted at the Phillip Island Grand Prix Circuit next year, and how the regional group could work to capture some of the participants and spectators as visitors to the whole of Island.

Part of the events ethos includes raising money for charity and the charity for the Australian events is Legacy Australia.

Securing the first Australian event was a great coup for the circuit and the Island as a whole and will provide terrific exposure for this highly dependent tourism destination.

Kellie, Ashley and Nolan completed site visits at the venue and met with various groups who will bring the event together.

Local builders will be sourced to put the course together and deliver other components over the two day event.

Volunteers will be sourced from various local groups with incentives and the opportunity to be part of the first Australian event.

The event attracts a new visitor base to the Island including a lot of Melbourne corporate teams, and will provide the economy with a boost to the accommodation, food and wine industry, and tourism in general, with participants coming from all over Australia.

There are even registrations from Malaysia.

Destination Phillip Island will also provide incentives to participants and spectators to return to the region after

their weekend challenge and strive to highlight Phillip Island's tourism experiences through a public relations program.

Locals are already getting involved by starting their training routines and gathering teams together to tack on the 20 or so obstacles.

But the clear message from organiser's is the team effort and the participation in the event rather than individual achievement.

The group enjoyed lunch at Harry's on the Esplanade and were treated to a koala experience at Maru Koala and Animal Park, which Kellie and Ashley were thrilled about.

Destination Phillip Island is keen to catch up with local teams in training so if you are involved please email your team details including a contact to dpi@waterfront.net.au



Tough Mudder representatives Kellie Kantarian, Ashley Ellerson and Nolan Kombol are pictured at Maru Koala and Animal Park, en route to Phillip Island, where they met with local groups to undertake advance planning for this event.