



# DESTINATION NSW

## 2021 North Coast Tourism Symposium

Steve Cox, CEO



# PURPOSE

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.

Our purpose is to deliver economic and social benefits for the people of NSW by growing the visitor economy.



# NSW Visitor Economy Strategy

# 2030

A ROADMAP FOR GROWING THE NSW VISITOR ECONOMY

# VISION

To be the premier visitor economy of the Asia Pacific contributing \$65 billion in total visitor expenditure by 2030, with \$25 billion in regional expenditure.

# VISITOR ECONOMY STRATEGY 2030 AT A GLANCE

The NSW Government's vision is to be the premier visitor economy in the Asia Pacific by 2030.

## PHASES OF THE STRATEGY



## STRATEGIC PILLARS



## GUIDING PRINCIPLES



# GUIDING PRINCIPLES

## PRINCIPLE 1

Put the visitor first

## PRINCIPLE 2

Accelerate digital innovation

## PRINCIPLE 3

Lead with our strengths

## PRINCIPLE 4

Move fast, be responsive and agile, while taking a longer-term view

## PRINCIPLE 5

Collaboration between the industry and government

# STRATEGIC PILLARS



**ROAD TO RECOVERY**



**BUILD THE BRAND**



**SHOWCASE OUR  
STRENGTHS**



**INVEST IN WORLD CLASS  
EVENTS**



**FACILITATE GROWTH**



# ROAD TO RECOVERY

## LOVE NSW

Ongoing recovery program – across advertising, owned channels. Includes promotion of Local Stories and Love NSW interactive map

## PR & MEDIA

Always on PR and media program supporting NSW signature experiences and destinations

## MEDIA CENTRE & CONTENT LIBRARY

Ongoing video and photographic content to showcase NSW in marketing, digital and PR campaign activity

## ROAD TRIPS

Campaign includes major video content series – The Long Road

## PROSPECTUS

Experience-themed, digital marketing campaigns

## CONVERSION PARTNERSHIPS

Promotion via partnership campaigns including through partner channels and paid media

## EVENTS INTEGRATION

Integration and promotion of local events with recovery marketing activities/campaigns (where possible)

## INDUSTRY SUPPORT

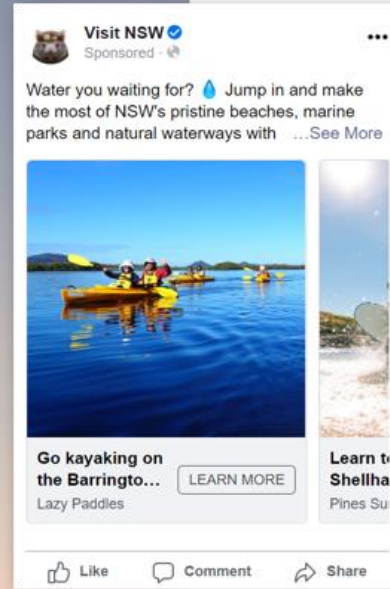
Industry support through webinars, workshops (social media, content creation etc)

LOVE  NSW

# NEW SOUTH WALES SPRING/SUMMER 2020 MARKETING PROGRAM

Marketing Opportunities for Local Councils  
and Local Tourism Organisations

Activity to be delivered from August 2020



# LOVE NSW PROSPECTUS

- Ran 8 September to 8 November 2020
- Experience-themed digital campaign aimed to connect destinations with travellers via what insight tells us they are passionate about.
- Media included Facebook and YouTube
- Leads to local businesses
- Barrington Coast
  - Water activities, walks & wildlife encounters
- Port Macquarie-Hastings
  - Walks & wildlife encounters
- Coffs Coast
  - Walks & wildlife encounters, culture



# *The Long Road*

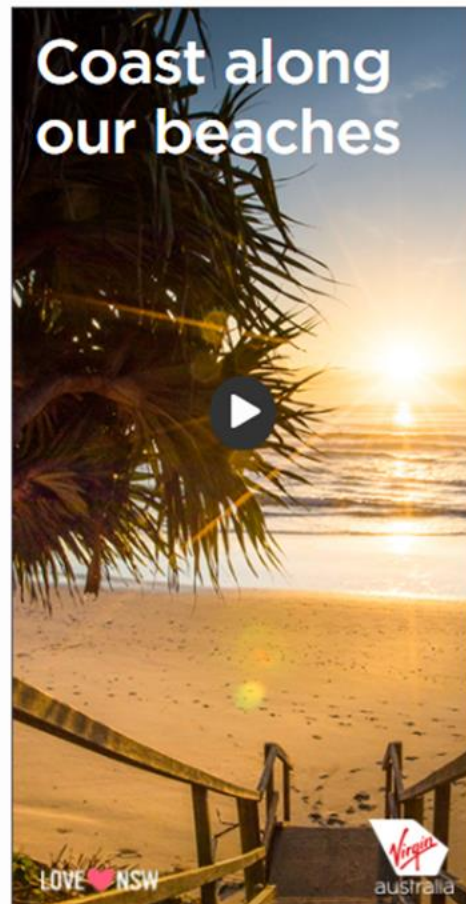
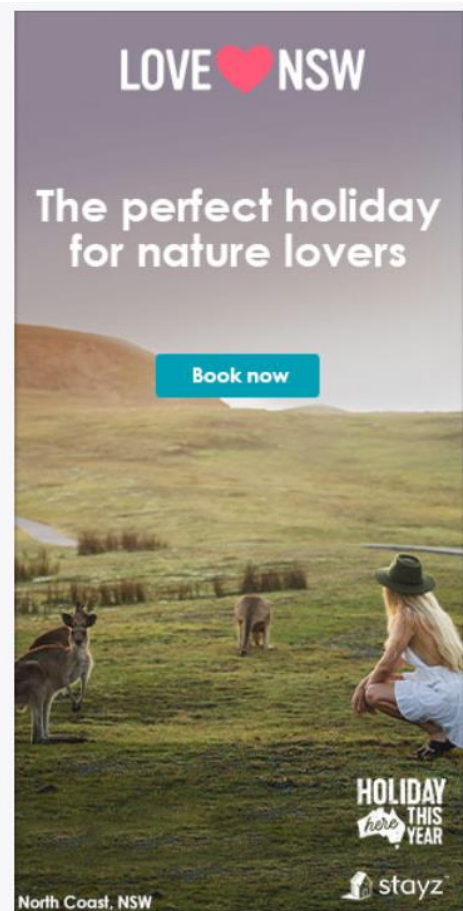
**RAINFOREST WAY  
WITH TROY CASSAR-DALEY**



An aerial photograph of a wide, sandy beach at sunset. The sky is filled with soft, orange and pink clouds, with the sun low on the horizon. In the distance, a range of dark mountains is visible against the sky. The ocean waves are breaking gently onto the shore, creating white foam. The overall mood is serene and peaceful.

# *The Long Road*

RAINFOREST WAY



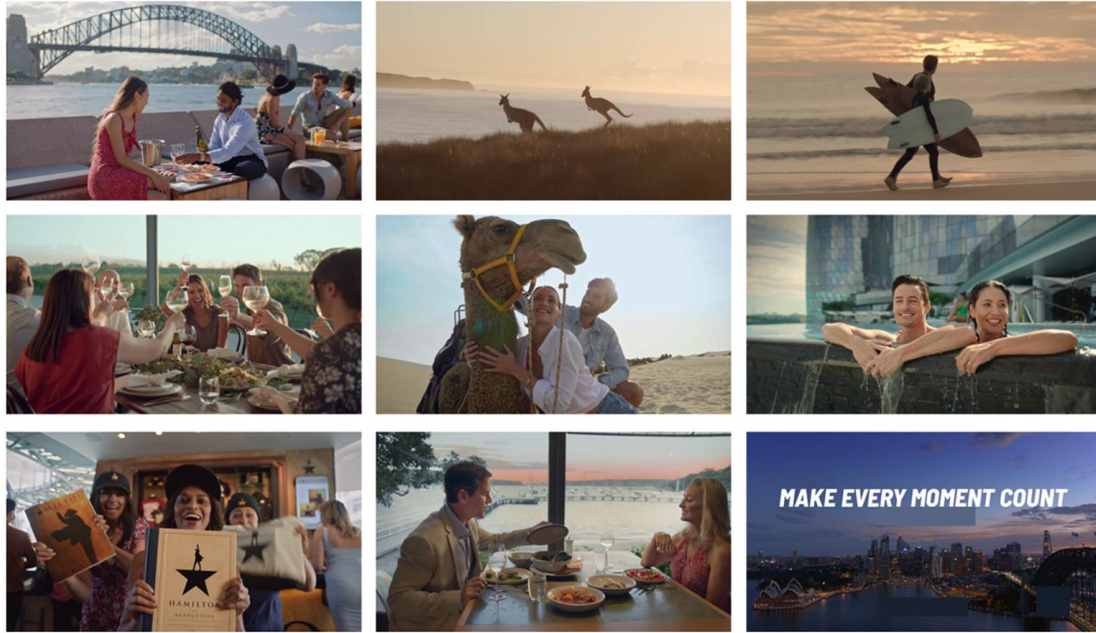
# DOMESTIC PARTNERSHIPS

- Since July 2020, North Coast and Lord Howe Island have featured in more than 20 domestic partner campaigns
- Partners include airlines, retail travel agents, wholesalers, online travel agents
- \$3M commitment for Destination NSW marketing activity to support Tourism Australia's *Holiday Here This Year* campaign

Stay, explore and  
love NSW

Holiday in NSW this year with great savings,  
premium inclusions and up to 6 points per \$1  
spent when you book with Qantas Holidays.  
Ends 25 April 2021.\*

VIEW OFFERS




# INTERNATIONAL PARTNERSHIPS

- Since July 2020, North Coast and Lord Howe Island have featured in three campaigns in the New Zealand market:
  - Make Every Mount Count recovery campaign
  - TripAdvisor Road Trips campaign
  - Tourism Australia New Zealand Media & Entertainment campaign


**Tripadvisor with Visit NSW.**  
Sponsored (demo) · 🌐

Whether you're looking for an adventure or a relaxing getaway, Sydney and New South Wales have just the journey for you.




**5 Road Trips for Every Personality**  
Find Out Yours

[Learn More](#)



**Wellness along The Rainforest Way**  
Byron Bay & Tweed

[Learn More](#)



**Coast to Country Drive**  
NSW South Coast

[Learn More](#)

# INDUSTRY DEVELOPMENT

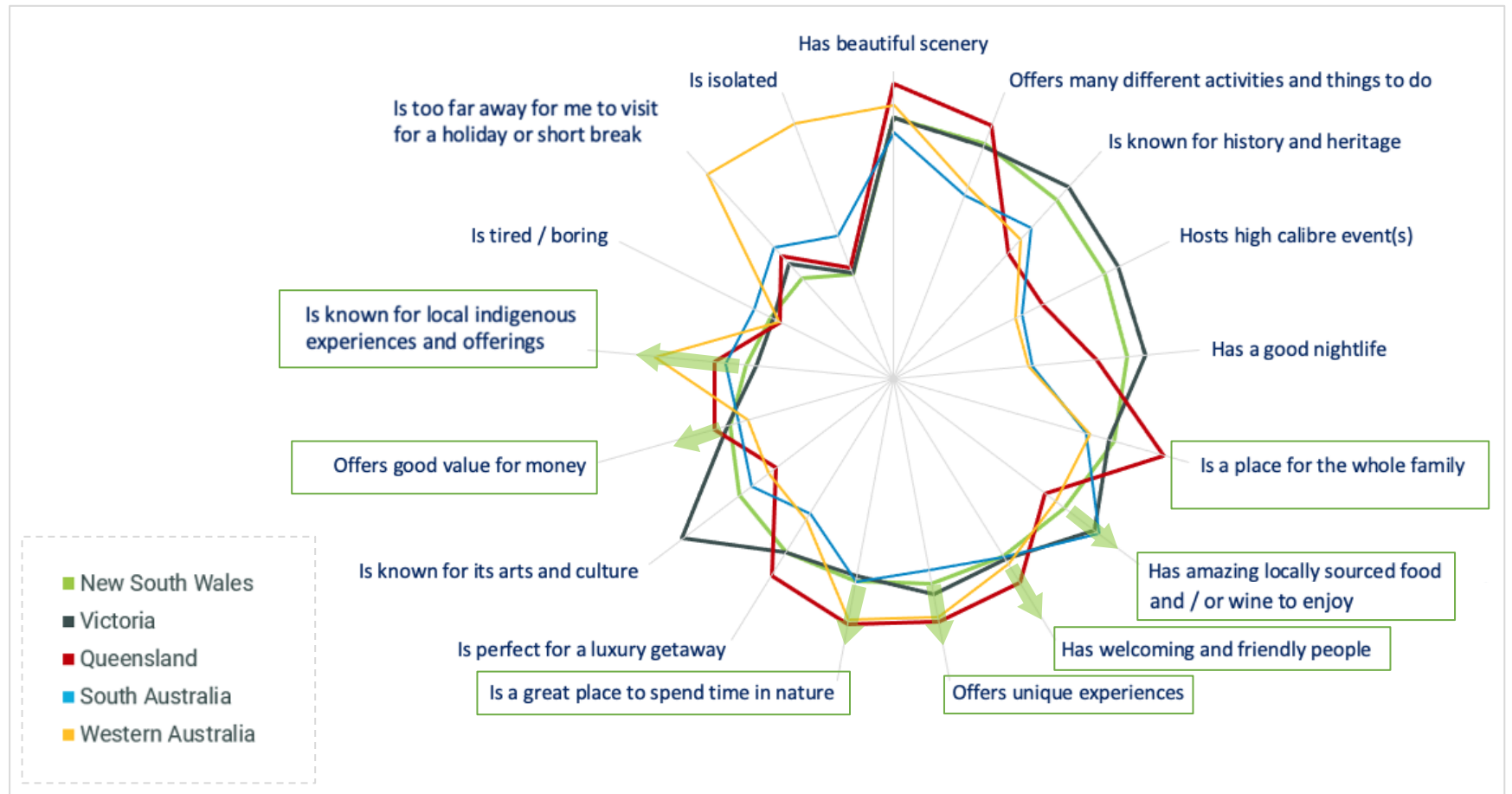
- Ongoing travel agent and trade training
- OTA and ITO familiarisations
- 10 North Coast operators attended Australian Tourism Exchange (ATE) - Sydney and online, June 2021



# BUILD THE BRAND

## PERCEPTIONS OF NSW

For NSW, we perform well when it comes to variety, but there are opportunities to close the gap on a range of attributes where we underdeliver.



DNSW Brand Engagement Monitor, 2019. Base: AU excluding residents NSW (514) VIC (552) QLD (611) SA (708) WA (675)  
 Q. For each of the following statements, please indicate to what extent you feel they describe each destination

# RECIPE FOR SUCCESS

## 5 KEY WIN AREAS

1. We need to be perceived as welcoming, accessible and inclusive

2. Translate our functional truths into an emotional compelling truth

3. Prioritise our vibrant cultural experiences and variety to build a positioning we can grow into

4. Drive resident pride by encompassing and uniting all of what NSW has to offer

5. Translate our unrivalled variety of experiences into a distinctive benefit

**OUR BRAND'S CORE**

**WE WANT TO BUILD THE BRAND  
ON ITS ABILITY TO ENERGISE  
YOU LIKE NOWHERE ELSE.**



**VIBRANT  
CULTURE**

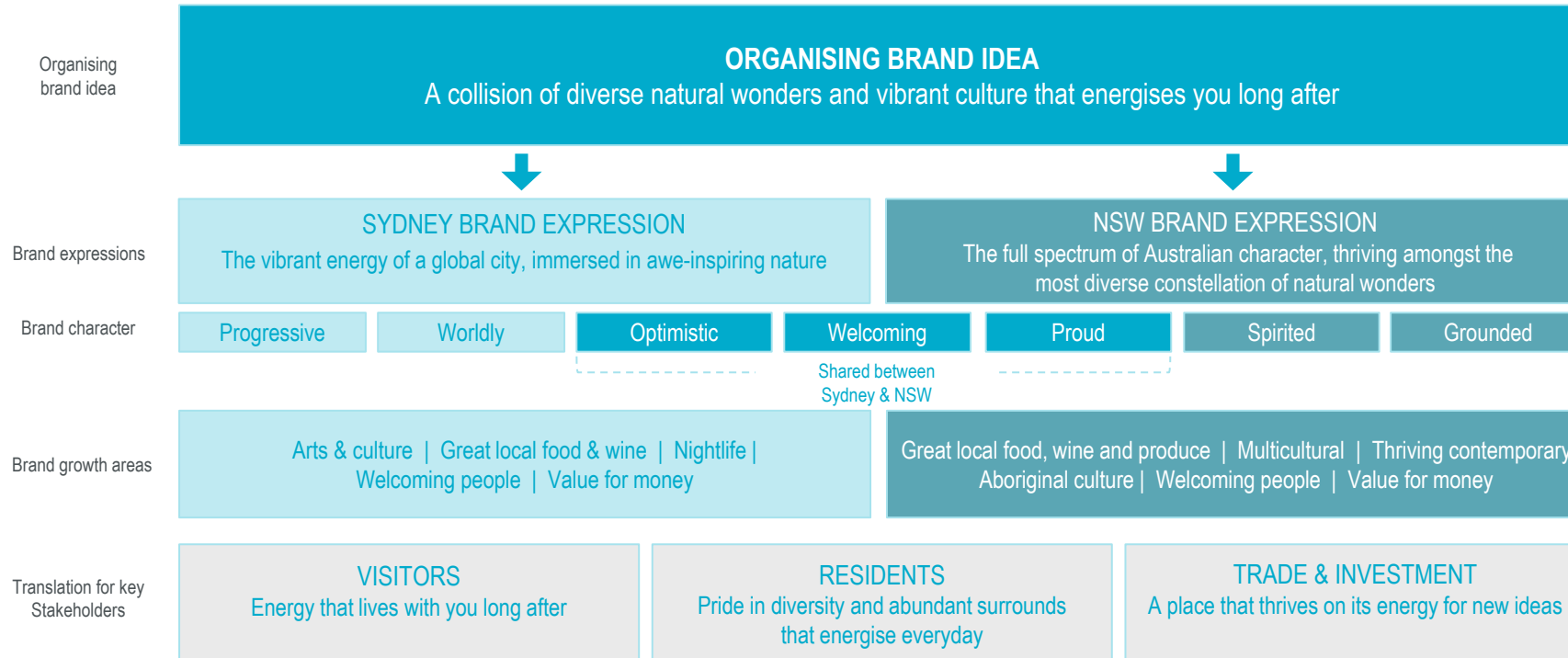
**A collision of diverse natural  
wonders and vibrant culture  
that  
energises you long after**



**DIVERSE  
NATURAL  
WONDERS**



# BUILD THE BRAND





# SHOWCASE OUR STRENGTHS

- Nature
- Food and wine – e.g. North Coast Food Trails
- Regional cruise
- Aboriginal tourism
- Cycling



# NSW FIRST

- **Develop, promote** and **sell** great tourism products and experiences
  - Advice and mentoring
  - Webinars
  - Tourism business resources
  - Video tutorials
  - Workshops
- New workshops coming soon

[dns.w.com.au/nswfirst](https://dns.w.com.au/nswfirst)



# FUNDING PROGRAMS

- Tourism Product Development Fund
  - 1000+ applications received
  - Stream 1: Experience Enhancement
  - Stream 2: Refresh and Renew
  - Announcement end June
- Business Events Industry Support
  - Regional Business Events Development
  - Applications closed 31 May
  - Announcements underway
- Tourism Industry Marketing Support
  - Applications closed 13 May
  - Announcement end June



# WORLD-CLASS EVENTS

- Major events
  - Ironman Australia Port Macquarie – Sep 2021
  - National Touch League – Mar 2022
- Lifestyle events
  - Battle on the Border – Aug 2021
  - Australian Surfing Championship – Aug 2021
- Cultural festivals
  - Grafton Jacaranda Festival – Oct/Nov 2021
- 10 World Cups in 10 Years
- Major Events Strategy



# FACILITATE GROWTH

- Destination Networks
- Visitor Economy Senior Officers Group
  - Regulation and planning reforms
  - Transport and access
  - Visitor infrastructure
  - Skills and workforce

# FOLLOW US

**Use:** #ilovesydney or #LoveNSW

**Tag:** @sydney or @visitnsw

**Visit** [sydney.com](http://sydney.com) or [visitnsw.com](http://visitnsw.com)

**GetConnected:** [atdw-online.com.au](http://atdw-online.com.au)

**Subscribe:** to our weekly Insights newsletter at [destinationnsw.com.au](http://destinationnsw.com.au)

**THANK YOU**

