

DESTINATION NSW UPDATE

VISITOR BRAND ROADMAP

& ACTIVITY OVERVIEW





1.0 LAY OF THE LAND

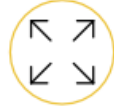
2.0 OUR NEW VISITOR BRAND

3.0 PROGRAM OF ACTIVITY

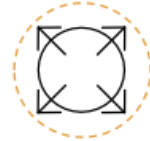
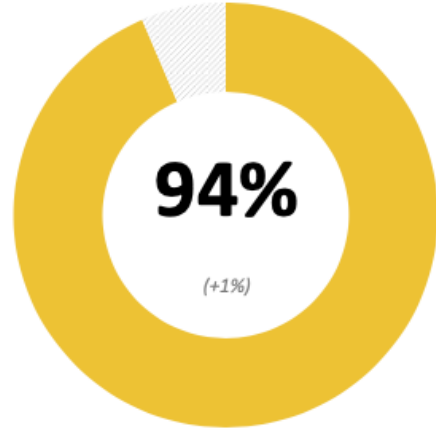
4.0 HOW TO GET INVOLVED

TRAVEL CONFIDENCE IN THE NEXT 3 MONTHS FOR INTERSTATE TRAVEL HAS SIGNIFICANTLY INCREASED, WHILE INTRASTATE AND OVERSEAS TRAVEL HAS STABILISED

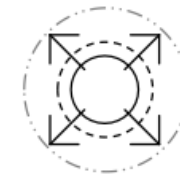
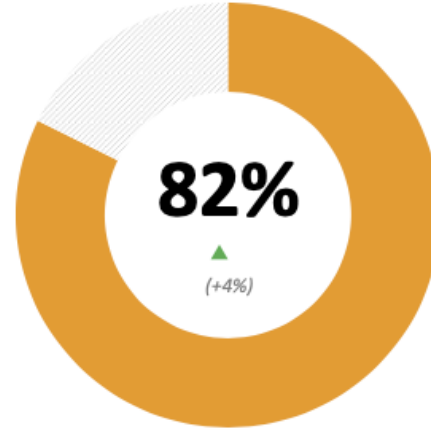
TRAVEL CONFIDENCE IN NEXT 3 MONTHS (VERY/QUITE CONFIDENT)
TOTAL TRAVELLERS



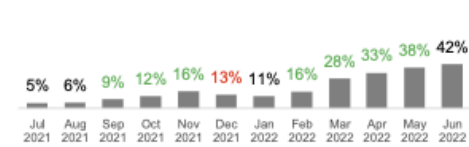
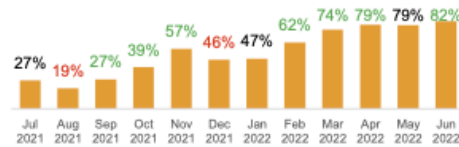
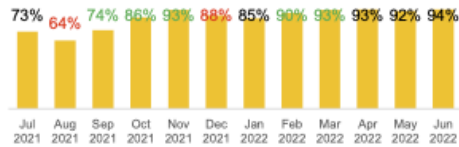
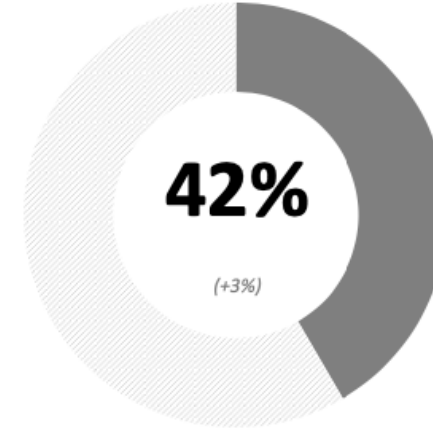
WITHIN MY STATE



ELSEWHERE IN AUSTRALIA



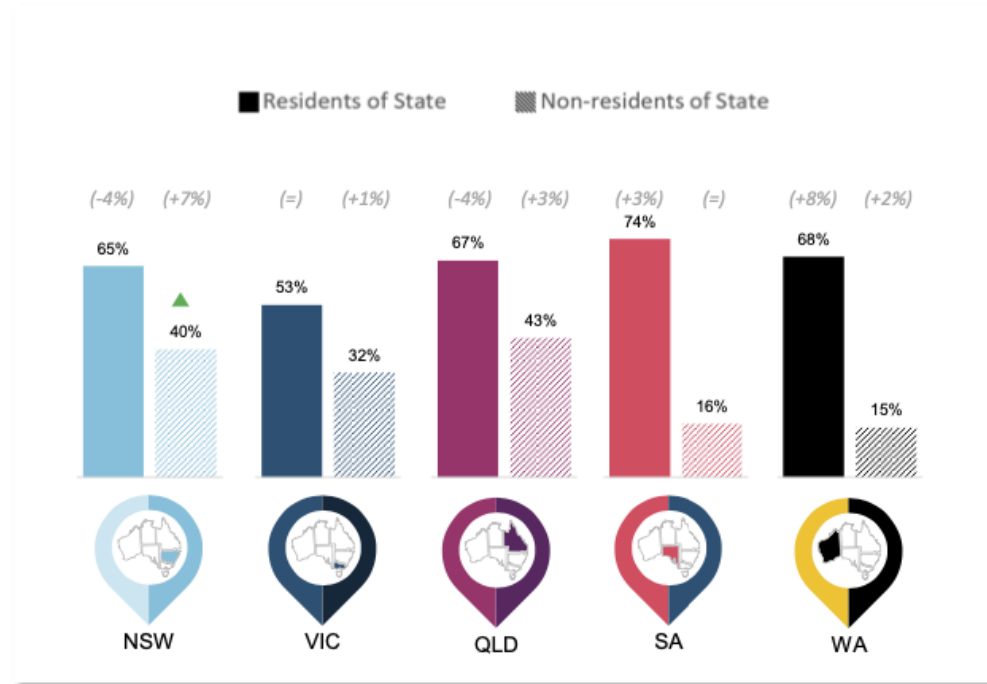
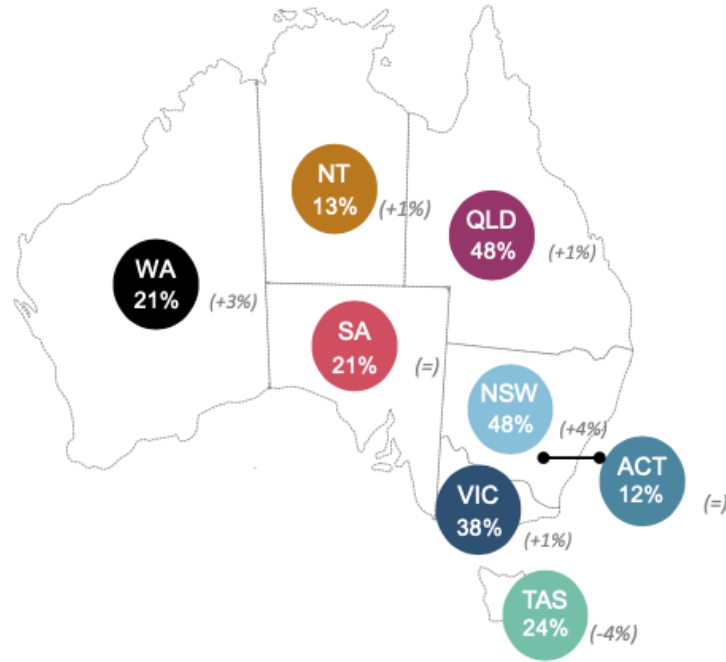
OVERSEAS



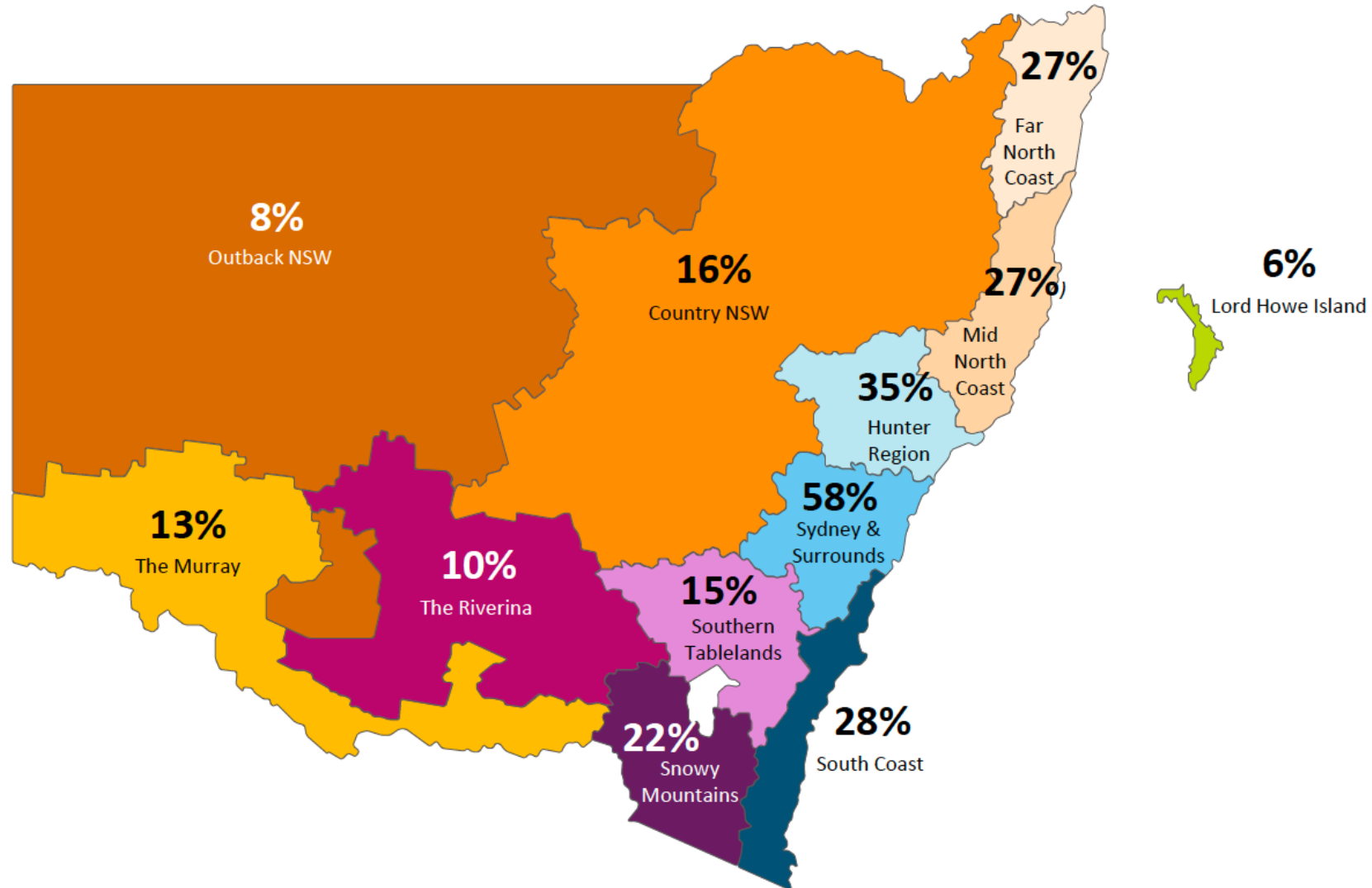
S9: How confident are you in being able travel to the following places in the next 3 months?
BASE: JUN '22 - TRAVELLERS (1009)

CONSIDERATION FOR BOOKING IN NEXT 3 MONTHS HAS REMAINED STEADY FOR MOST STATES, NSW SEEING DIRECTIONAL INCREASE VS LAST MONTH WHICH CAN BE ATTRIBUTED TO A SIGNIFICANT INCREASE IN NON-RESIDENTS

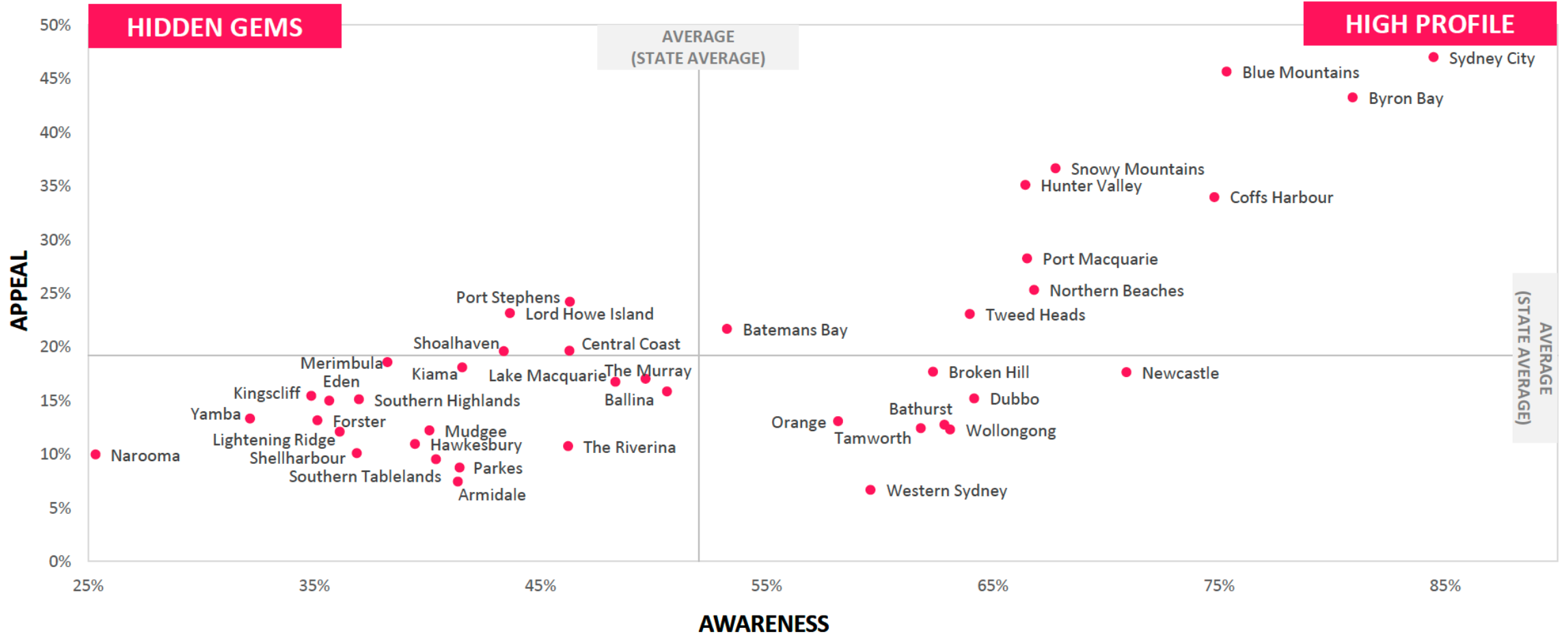
CONSIDER BOOKING IN NEXT 3 MONTHS
TOTAL TRAVELLERS



AUSTRALIAN TRAVELLERS ARE MOST FAMILIAR WITH SYDNEY AND SURROUNDS



NSW DESTINATIONS RANKED BY AWARENESS AND APPEAL





2.0 OUR NEW VISITOR BRAND

OUR BRAND AMBITION

1.

Create a single brand that unifies both Sydney and NSW under one idea.

2.

Develop a brand for visitors that can flex to other audiences (Trade / Innovation / Education).

3.

Deliver a platform that our citizens are not only proud of, but advocate to the world.

4.

Develop a brand that is enduring and can build over time.

**BUT WHY DOES A VISITOR BRAND
MATTER TO ME?**

**GENERALLY, PEOPLE ONLY HAVE 2 – 3
DESTINATIONS WITHIN THEIR
CONSIDERATION SET**



OUR BRAND CHALLENGE

**WHEN TRAVEL IS ABOUT THE PROMISE OF
ENCOUNTERING SOMETHING NEW, PEOPLE
FEEL AS THOUGH THEY ALREADY KNOW
OUR STORY.**

A person is seen from behind, kayaking on the water. They are wearing a red life vest and a black cap. The water is choppy. In the background, the Sydney Harbour Bridge is visible, along with the Sydney Opera House and the city skyline. The sky is a mix of orange and blue, suggesting a sunset or sunrise.

**SYDNEY AND NSW HAVE THE
ABILITY TO ENERGISE YOU LIKE
NOWHERE ELSE.**



**THIS ENERGY IS DERIVED FROM THE
COLLISION AND COEXISTENCE OF
TWO FORCES**



**VIBRANT
CULTURE**



**DIVERSE
NATURAL
WONDERS**

**VIBRANT
CULTURE**



Brand idea:

**A COLLISION OF DIVERSE
NATURAL WONDERS AND
VIBRANT CULTURE THAT
ENERGISES YOU LONG AFTER**




**DIVERSE
NATURAL
WONDERS**

THE MOST ICONIC LANDMARKS

 Sydney Opera House

LANDMARKS YET TO BE DISCOVERED

 Lord Howe Island

LEGENDARY LOCALS



 Coffs Coast

GLOBAL BLOCKBUSTERS



 Mary Poppins




THE WHITEST OF SANDS

 Hyams Beach



THE MOST COLOURFUL CELEBRATIONS

 Sydney World Pride, 2023

A scenic landscape of rolling hills and valleys covered in mist or fog, with the text "WELCOME TO SOMEWHERE" overlaid in white.

WELCOME
TO SOMEWHERE

NEW

Insight

An incredible destination is not just about what you can do there... but how it makes you feel.

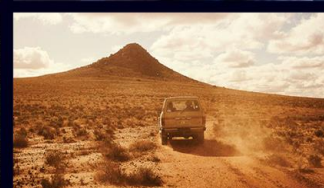




feel new south wales



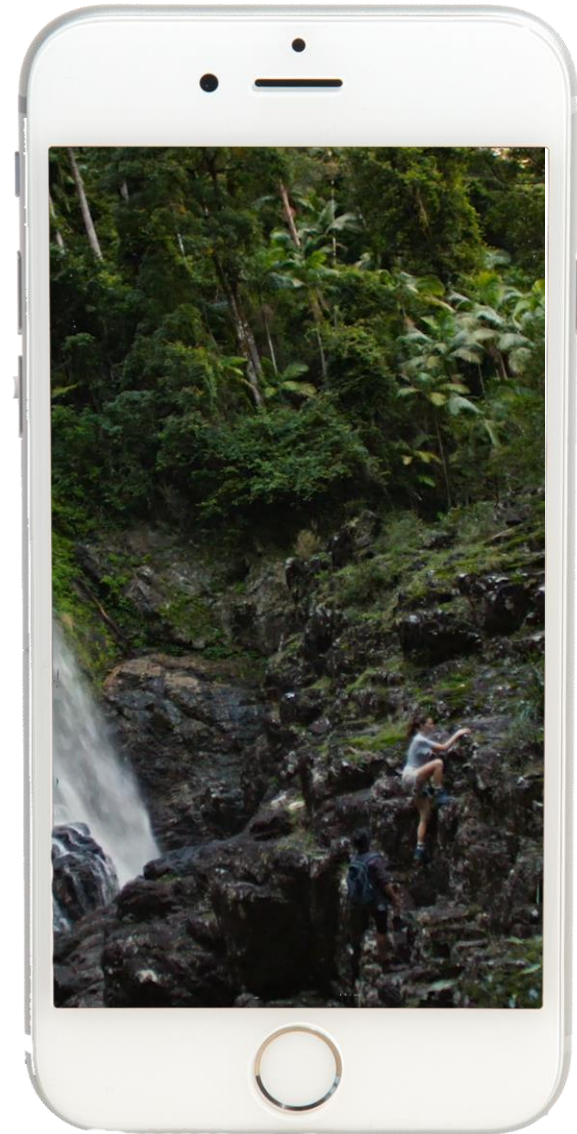
Feelings are where we win, and we have them all.



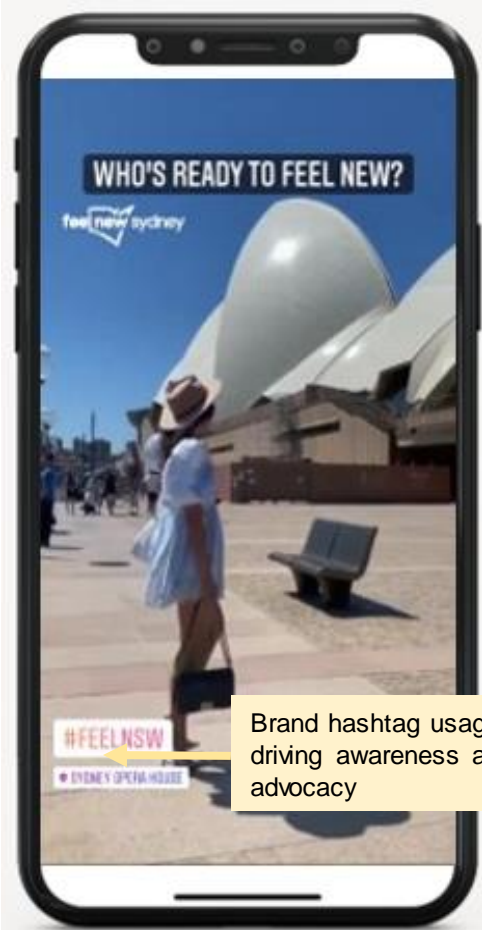




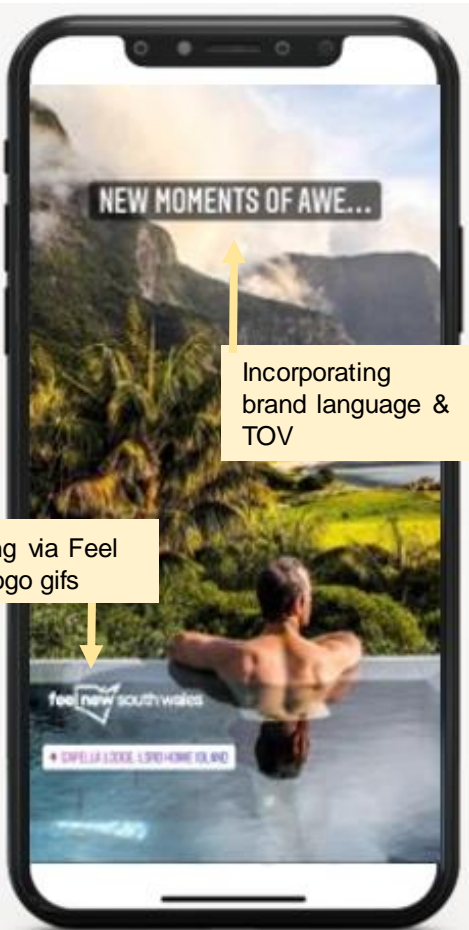
FEELING FILMS FOR DIGITAL & SOCIAL CHANNELS



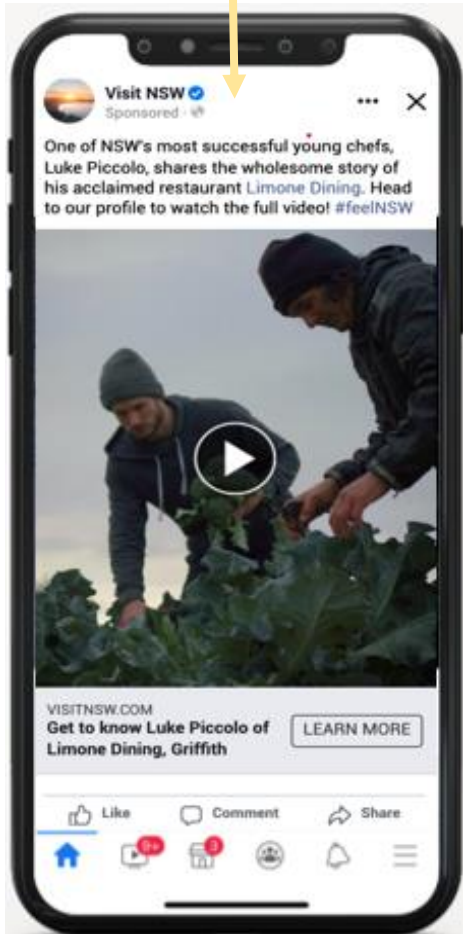
ALWAYS ON SOCIAL



Brand hashtag/UGC demonstrating advocacy and user uptake



Fully integrated piece of AO content hosted across YT and website and supported via social



FEEL ON TOP OF THE WORLD

📍 Snowy Mountains



NSW
GOVERNMENT

visitnsw.com

feel new south wales



**FEEL
CONNECTED
TO SOMEONE ELSE'S
STORY**

📍 Bangarra



[visitnsw.com](https://www.visitnsw.com)

feel new south wales

FEEL LOST IN
THE MOMENT

NSW GOVERNMENT visitnsw.com

feel new south wales

oh!

The billboard is a large rectangular structure with a black metal frame. It features a central photograph of a person standing in a shallow stream surrounded by dense trees. The text 'FEEL LOST IN THE MOMENT' is centered over the image. In the bottom left corner, there is the NSW Government logo and the website 'visitnsw.com'. In the bottom right corner, there is the 'feel new south wales' logo. A small 'oh!' logo is visible on the right side of the billboard's frame.

CLEARWAY
AT ALL TIMES

70

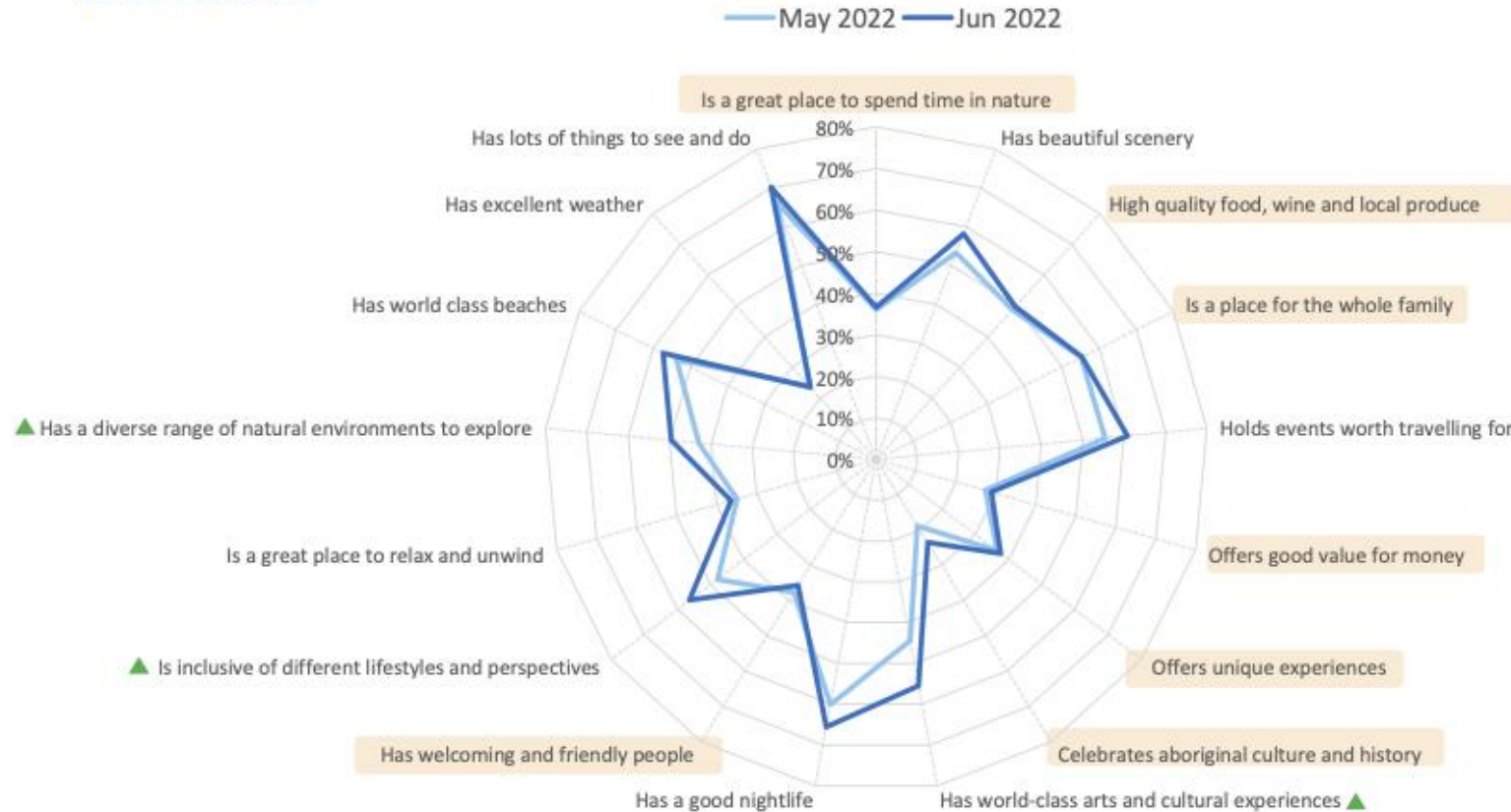
70
END ROADWORK

Choose sidebar display

NSW SEEING SIGNIFICANT INCREASE IN PERCEPTION FOR WORLD-CLASS ARTS & CULTURAL EXPERIENCES, BEING INCLUSIVE OF DIFFERENT LIFESTYLES & PERSPECTIVES AND DIVERSE RANGE OF NATURAL ENVIRONMENTS



IMAGE ABSOLUTES: STATES/TERRITORIES
TOTAL TRAVELLERS



Unsplash: Manuel Meurisse



fiftyfive5

BRAND ENGAGEMENT MONITOR

A10a: Which of these destinations do you associate with the statement below?
BASE: TRAVELLERS, JUN 2022 (504), MAY 2022 (504)

NB: VIEW SIG-TESTING WITH CAUTION. CHANGES CAN FLUCTUATE MONTH ON MONTH, CONSISTENT MOVEMENT IS REQUIRED TO DETERMINE WHETHER THE CHANGE IS REAL OR A MONTHLY FLUCTUATION

(+/-x%) = DIFFERENCE TO PREVIOUS MONTH
▲ = SIG HIGHER/LOWER VS PREVIOUS MONTH

■ = PRIORITY STATEMENTS/TRAITS

**OUR OPPORTUNITY IS TO LINK DESTINATIONS
WITHIN THE STATE TO THE STATE-WIDE
BRAND TO CREATE A UNIFIED VOICE.**

FEEL NEW

3.0 PROGRAM OF ACTIVITY



Destination
NSW

APPLYING THE BRAND

1.	We want to maintain the unique point of difference of each destination, but at the same time unify our message to drive preference for NSW as a whole.
2.	We need to identify the key brand ingredients that will create a connection to our master brand in consumers' minds but allow this layer of comms to have its own unique approach, look and feel.
3.	We must ensure the destination name stands out first and foremost. But at the same time help people understand that the destination is a place in NSW
4.	We need to think about the formats that are relevant to our audience and leverage those channels that allow us to tell our destination story. In many cases, this will be in formats designed for mobile.
5.	We need to think about how we synchronise our messaging with other destinations to pull them apart, target different audiences and stagger them over the calendar year to avoid cannibalisation and maximise value for all.



**FEEL NEW
CO-OPERATIVE MARKETING
PROSPECTUS**

Destination NSW Co-operative Marketing Opportunities for
Local Tourism Organisations (LTOs), Local Government
Authorities (LGAs) and NSW Tourism Businesses.

Expressions of Interest open from 9am 2 December 2021
Activity to be delivered from March 2022

feel new south wales

DRIVING DEMAND THROUGH CO-OPERATIVE MARKETING

Drive intention and booking through
the promotion of destinations and
experiences

A wide-angle photograph of a sunset over a body of water. The sky is filled with vibrant orange, yellow, and purple clouds. In the foreground, a small white boat with a cabin is moving across the water, leaving a wake. The horizon is dark, with a silhouette of land or a pier visible. The overall mood is peaceful and scenic.

Family-friendly spots to unplug on the Ballina Coast



Four Instaworthy spots on the Ballina Coast

ARTICLE EXAMPLES

Tweed



Articles

Discover the Tweed's cultural side — & where to eat afterwards

HOME / ARTICLES / DISCOVER THE TWEED'S CULTURAL SIDE - & WHERE TO EAT AFTERWARDS

Discover the fascinating museums and galleries of the Tweed region, and enjoy its great food scene after you've had a dose of culture.

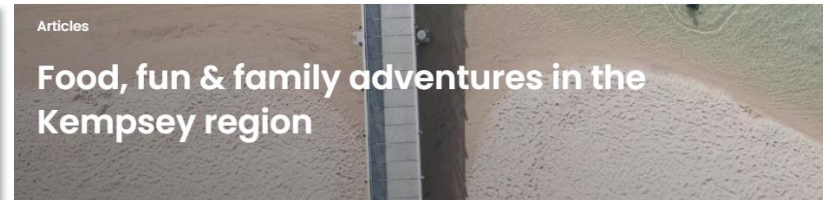
 Destination NSW
Jun 01 · 3min read ↑ Save ♥

Discover a marine gem

The coast and ocean are a big part of life in the [Tweed](#), and protecting this precious marine environment has never been more important. At the [Marine Discovery Centre Hastings Point](#), you can take a deep dive into the region's marine wonderland through interactive, audio-visual and more traditional displays. You'll never take our beaches and dunes, mangroves, reefs, rocky shores and wallum heathland for granted again.



Kempsey



Articles

Food, fun & family adventures in the Kempsey region

HOME / ARTICLES / FOOD, FUN & FAMILY ADVENTURES IN THE KEMPSEY REGION

From the Slim Dusty Centre to the beaches of Crescent Head, great golf courses to mouth-watering local produce: the Kempsey region hits all the right notes.

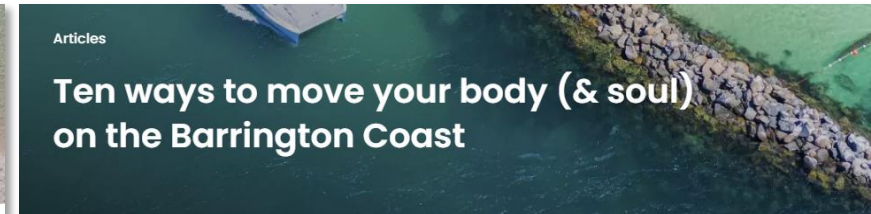
 Destination NSW
Jun 02 · 3min read ↑ Save ♥

Dine beachside

Sand, surf and sensational food unite at [Surf Fuel Cafe](#), located at [Waves Campground](#) in [Crescent Head](#). Order your almond latte and bacon-and-egg roll and wander the few steps to the beach to enjoy it with your feet in the sand. Everything on the menu here is seasonal: it might include granola with seasonal fruits or roast mushrooms with cashew cheese. Come lunchtime, it's hard to go past the beer-battered flathead and chips.



Barrington Coast



Articles

Ten ways to move your body (& soul) on the Barrington Coast

HOME / ARTICLES / 10 ADVENTURES ON THE BARRINGTON COAST

From the sublime rainforests of Barrington Tops to divine stretches of beach and peaceful winding waterways, the Barrington Coast offers some spectacular settings for action and adventure.

 Destination NSW
Jul 20 · 4min read ↑ Save ♥

Mountain bike through the rainforest

There's nothing quite like the exhilaration of mountain biking down a rainforest-clad hillside, the tangle of greenery glistening as you hurtle through the cool air. You'll experience that, and more, at [Barrington Bike Park](#) near [Gloucester](#), where you can tackle purpose-built trails amid some stunning wild country. There are black, blue and green trails for different skill levels, offering a mixture of flow, climb and tech experiences. And here, your mountain biking comes with views – all the way across to the magnificent [Barrington Tops National Park](#).



WEBSITE EXPERIENCE



Wildlife, Waterways & Walking

Details

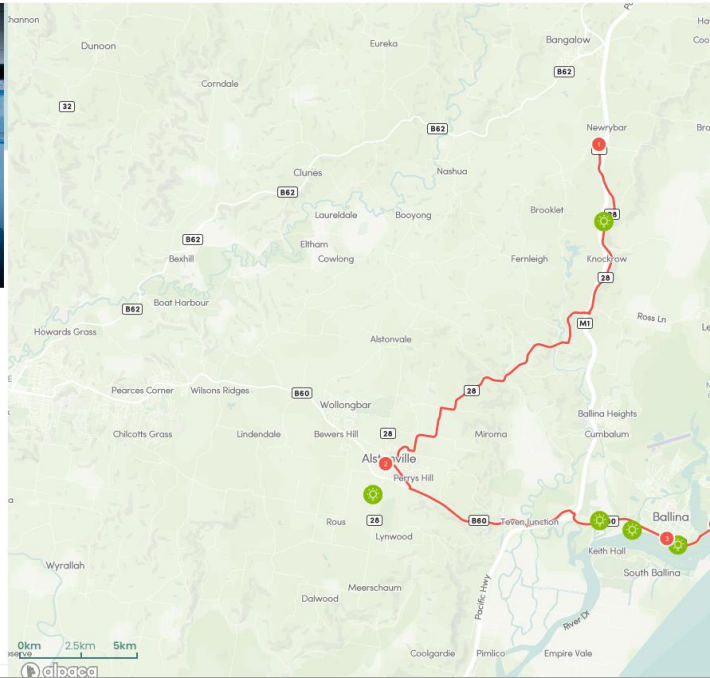
🚶 Open leg route

📏 37.5KM / 23.3MI (Est. travel time 34 minutes)

[SHOW MORE](#)

Enjoy a fun-filled family day out on the Ballina Coast and Hinterland.

If your kids love all creatures great and small, adventures on the water, and rainforest ambles, look no further. This one-day itinerary takes in the wildlife, waterways and walks of the Ballina Coast and Hinterland, from whale-watching cruises and hand-feeding farm animals to lake kayaking and nocturnal animal



The Ultimate Coast to Hinterland Adventure

Details

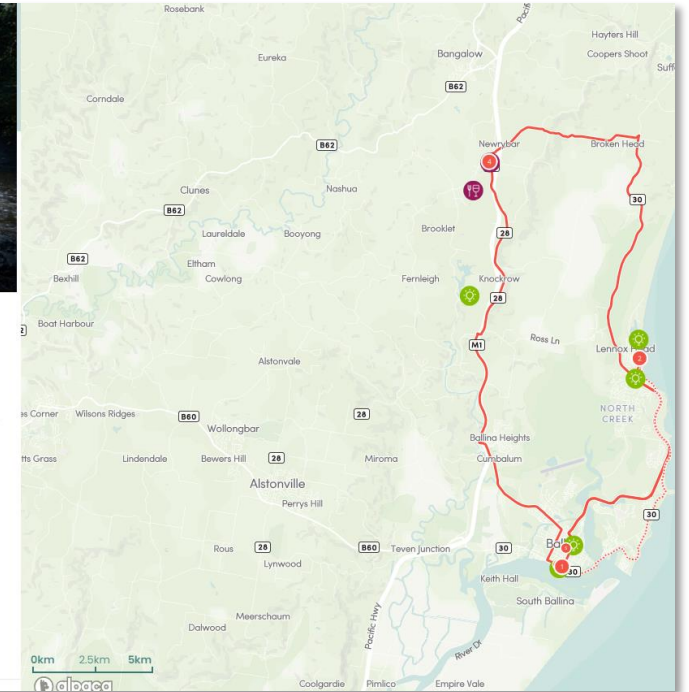
🚶 Open leg route

📏 75.7KM / 47.0MI (Est. travel time 4 hours)

[SHOW MORE](#)

An adventure-packed itinerary showcasing the rich and diverse natural attractions of the Ballina Coast and Hinterland.

With 32 kilometres of stunning coastline, World Heritage-listed rainforests, breathtaking waterfalls and unique hinterland communities to discover, the Ballina Coast and Hinterland is the



CONTENT CAMPAIGNS

Driving advocacy through influential content collaborations showcasing the state in new ways.

Dedicated content series with globally-renowned content creator, Aquabumps showcased NSW in May-June across paid, owned and earned channels.

Destinations showcased Sydney, Broken Hill, Snowy Mountains, Hawkesbury, North Coast, Mid North Coast, Lord Howe Island



T The New York Times Style Magazine: Australia

yahoo!

VOGUE

7
NEWS

THE AUSTRALIAN 

BROADCAST INTEGRATIONS – "JT TRAVELS NSW"

- Monthly integration with Channel 7's Weekend Sunrise, Australia's #1 morning television program
- Weather is rebranded as "JT Travels NSW" with host James Tobin visiting Sydney and NSW destinations to promote hero experiences, events and operators.
- 12 crosses per weekend with NSW CTA and travel package integration via Accor,

Audience reach 12M per weekend
AVE \$1.6M per weekend



CONTENT SHOOTS



OFFICIAL

OFFICIAL

A person wearing a white helmet, a red jacket, and a blue backpack stands on a large rock in a cave. They are looking towards a stream that flows through the cave, with a small waterfall visible in the distance. The cave walls are dark and rocky, and there are some green plants growing near the opening of the cave. The text "4.0 HOW TO GET INVOLVED" is overlaid on the image in white, bold, sans-serif font.

4.0 HOW TO GET INVOLVED



Destination
NSW

Content Library

Album: "Feel New: Visual Gallery - NSW Landscapes"

Album: "Feel New: Visual Gallery - NSW Landscapes"

Search by keyword or click to view albums

Filter content type:



Photography



Video



Copy



54 Search Results

Date added/Item No.



181765

The Rock Lookout, Mulgoa
Destination NSW



181763

Sunrise, Queenscliff
Destination NSW



181715

Sydney CBD, Sydney
Destination NSW



181704

Royal Botanic Garden Sydney, Sydney
Destination NSW



179533

Sunset, Wollemi National Park
Destination NSW



180021

Mungo National Park, Mungo
Destination NSW



180018

Mungo National Park, Mungo
Destination NSW



179980

Scenic Drive, White Cliffs
Destination NSW



179829

Fort Bourke Hill Lookout and Open Cut...
Destination NSW



179779

Tooloom National Park, Urbenville
Destination NSW



MacBook Pro

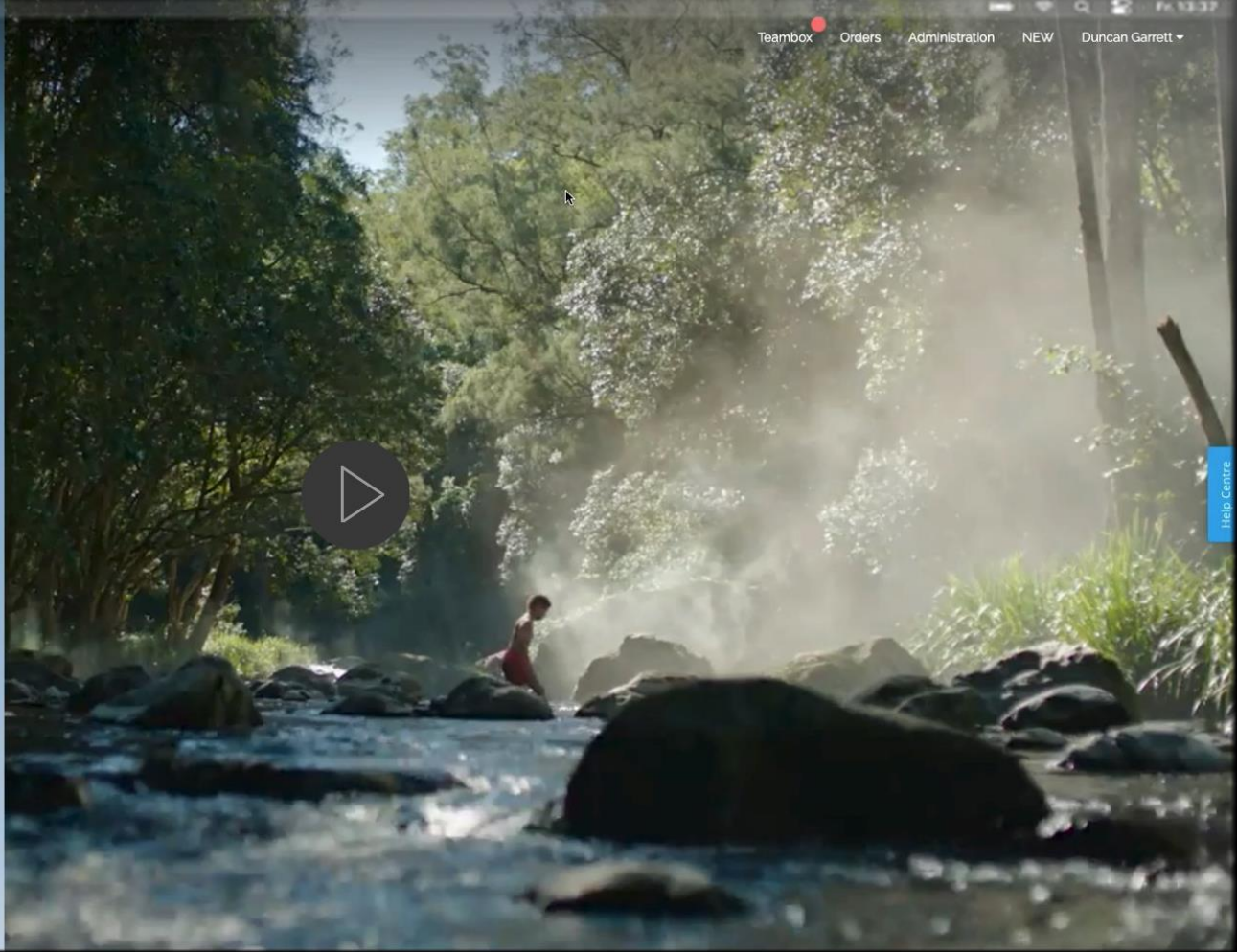
What are you looking for today?

The Destination NSW Resource Hub is where industry, trade and partners can access and download Destination NSW marketing resources for promotional purposes. Assets include brand guidelines, industry toolkits, campaign logos and images.

Search by Keyword or Album



Help Centre



THANK YOU

