

WORKING WITH US

A guide to working with Tourism New South Wales



2008-09



Tourism New South Wales

Tourism in NSW

Successful and sustainable tourism in NSW benefits everyone – from large tourism operators and service providers, to regional family-owned businesses and boutique tourism attractions. A thriving tourism industry boosts the economy and helps to create economic stability for families and communities throughout NSW.

Tourism in NSW is a \$27 billion industry. It's bigger than farming and mining and is responsible for 157,802 direct jobs in this State.

NSW attracts more visitors than any other Australian State or Territory, with 35 per cent of all visitors coming to this State. Almost 90 per cent of NSW's visitors come from within Australia, with the rest coming from overseas.

However, international visitors provide more than 30 per cent of total visitor expenditure in NSW.

This guide explains Tourism NSW and its activities in Australia and overseas. It outlines how the tourism industry can work with Tourism NSW to promote destinations and experiences to potential visitors.

What Tourism NSW does



Tourism NSW, which is part of the Department of State and Regional Development, promotes and supports the development of NSW destinations by:

- Marketing NSW destinations to target audiences within Australia and overseas
- Providing tourism insights and expertise to industry and other government departments to improve industry effectiveness and stimulate investment
- Providing leadership to the tourism industry and opportunities to work in partnership.

As part of the Mini-Budget in November 2008, the State Government announced that Tourism NSW would receive an additional \$40 million over three and a half years to

implement the *NSW Tourism Strategy*. The Strategy was developed in consultation with the NSW tourism industry and provides a new direction for tourism growth. The Strategy is available on the Tourism NSW Corporate website at www.tourism.nsw.gov.au.

Tourism NSW created Brand Sydney – *There's no place in the world like Sydney*, and Brand NSW – *New South Wales – There's no place like it*. These brands create a consolidated identity for destinations, experiences and attractions in Sydney and regional NSW.

Working with Tourism NSW

Tourism NSW seeks to develop mutually beneficial partnerships with like-minded businesses and organisations including:

- The tourism industry
- Government at local, state and federal level
- Tourism NSW service providers
- Other aligned industries such as telecommunications, technology, transport, financial services and retail.

Tourism NSW is dedicated to providing partners with a high return on investment by developing tailored programs based on matching respective needs and assets.

Benefits of partnering with Tourism NSW include:

- Access to Tourism NSW's intellectual property rights, including logos and trademarks, authenticating statements and designations
- Business development and networking opportunities, in tourism industry and other industries domestically and internationally
- Access to Tourism NSW assets, including market research, operational expertise and products and services
- Access to extensive marketing programs.

Tourism NSW Programs

Tourism NSW manages year-round, partnership-based marketing and communication campaigns and provides leadership and advice to the industry, government agencies and other key stakeholders about the development of sustainable destinations and tourism.

Opportunities to work with Tourism NSW include:

Marketing and Communications

- Promoting Sydney and regional NSW in Australia and key international markets
- Co-operative marketing across multiple media platforms within preferred media partnerships
- Publicity and media
- E-marketing.

Online

- *Get Connected*: list tourism product free-of-charge on www.visitnsw.com and www.sydney.com and a range of other tourism websites. For more information visit www.tourism.nsw.gov.au/getconnected
- *Escapes*: a monthly consumer e-newsletter to more than 110,000 subscribers
- *Insights*: a weekly industry e-newsletter containing information about working with Tourism NSW.

Strategy and Insights

- Research and insights into tourism
- Strategy and planning for government and industry
- Building partnerships with industry associations and government agencies.

Industry and Destination Services

- Expert consulting services to the tourism industry on developing their business or destination
- Building partnerships with regional communities
- Product research
- Niche market development.

Tourism Signposting and Visitor Information Centres

- State tourism signage in partnership with the Roads and Traffic Authority
- Visitor Information Centre quality assurance.

Image Library

Tourism NSW's online Image Library enables trade and media to search and download images free of charge. For more information and to register, visit <http://images.tourism.nsw.gov.au/>

NSW Tourism Awards

The NSW Tourism Awards celebrate and acknowledge tourism businesses and individuals that have demonstrated outstanding achievement and success throughout the year. The annual Awards are a joint initiative of the Tourism Industry Council of NSW and Tourism NSW. The formal Awards Ceremony and Gala Dinner is held each November. For further information visit www.tourism.nsw.gov.au/awards.



Marketing Sydney within Australia

Tourism NSW implements marketing campaigns throughout the year to promote Sydney.

Campaign Objectives

The Sydney campaigns are designed to encourage domestic leisure visitation to Sydney to experience all the destination has to offer including its distinctive dining, fashion, lifestyle and culture, and its multitude of world class events.

Tourism NSW works cooperatively with tourism industry partners to create an integrated marketing program in key intrastate and interstate markets to increase destination awareness, influence preference to visit and length of stay conversion.

Campaign Program

Phase One: Activity from late October 2008 to drive visitation to Sydney from October 2008 to February 2009.

Phase Two: Activity from March 2009 to drive visitation to Sydney from March to July 2009.

Source Markets

- Melbourne and regional Victoria
- Brisbane and south-east Queensland
- Regional NSW
- ACT

Target Segments

The Sydney campaign targets the following consumer segments:

- Luxury travellers: upmarket, indulgent, highest earning segment; white collar and professional skew
- Weekend escapists: a sub set of luxury travellers; they travel in peer groups or groups of couples
- Family travellers: middle market with a female skew, family-oriented and may be budget-conscious

How to work with us

- **Cooperative marketing**
 - Television – 30 second Brand Sydney and branded tactical television commercials and in program content
 - Magazine
 - Print
 - Promotions
- **Publicity and media**
 - Media launch event
 - Media visits
 - Targeted media pitches
- **Online**
 - Sydney.com
 - Escapes e-newsletter

Customised packages are available on request.

Marketing Regional NSW within Australia

Tourism NSW markets regional NSW to build the appeal of key destinations and experiences in this state.



Campaign Objectives

The primary objectives of regional NSW marketing campaigns are to build awareness of destinations, influence preference and intention for a regional NSW holiday, and drive visitation. These objectives are achieved through a strong working partnership with major industry and regional partners and the development of an integrated communications program.

Campaign Program

In 2008/09, Tourism NSW expects to deliver the following campaigns to market:

Regional NSW Zone	Indicative In Market Timing	Target Audience	Primary Source Markets
North Coast	October 2008 April-May 2009	Family travellers 30-44 years and young mid-life couples 25-44	Sydney, Northern NSW, south-east Queensland and Melbourne
South Coast	February 2009	Mid-life couples, 45+	Sydney and southern NSW including ACT
Snowy Mountains	November 2008 and February 2009	Adventure traveller, 30-44 male skew	Sydney and Southern NSW including ACT
Heart of Country	March 2009	Mid-life couples, 45+	Regional NSW and Sydney
Outback	February/March 2009	Touring travellers, mid-life couples 45+, adventure travellers male skew 35-54	Regional NSW, Sydney, South Australia and Victoria
Lord Howe Island	May 2009	45+ working couples and singles	Sydney, Melbourne and Brisbane
Sydney Surrounds (short breaks from Sydney)	October to June 2009	45+ working couples, 45+ singles, parents with children under 6	Sydney and regional NSW (within 3 hours of destinations)

Other Programs

- Regional Flagship Events Program: funded by Tourism NSW, the program supports events that play an important role in bringing visitors to regional NSW
- Caravan and Camping Shows: Tourism NSW coordinates participation at the Sydney, Melbourne and Brisbane shows from March to June
- Holiday Planners: produced by Tourism NSW in partnership with the industry and distributed online and via partner network.

How to work with us

- **Cooperative marketing**
 - Television – 30 second Brand NSW and branded tactical television commercials and in program content
 - Magazine
 - Print
 - E-marketing
- **Publicity and media**
 - Media launch events
 - Media visits
 - Targeted media pitches
- **Online**
 - visitnsw.com
 - Escapes e-newsletter
- **Holiday Planners**



Marketing NSW Overseas



Tourism NSW operates six international offices covering key markets and fosters marketing opportunities for NSW operators with wholesalers, retailers, airlines and other partners.

Objectives

Tourism NSW's role is to:

- Broker business development opportunities
- Provide detailed product and destination information
- Generate media coverage for NSW.

International Markets

Tourism NSW divides the NSW's overseas tourist market into three groups:

• Mature Markets

- Characterised by more than 250,000 visitors and 3 million visitor nights per year in NSW
- Objectives: maintain or increase market share through consumer and trade activities
- Markets: United Kingdom, United States, New Zealand and Japan.

• Trade Development Markets

- Characterised by less than 250,000 visitors and 3 million visitor nights per year in NSW
- Objectives: strengthen development and growth through trade partners and distribution channels
- Markets: Singapore, Malaysia, Hong Kong, Germany and the Gulf States.

• Growth Markets

- Potential for strong, sustainable growth in market share and visitor spend but provide unique challenges to product and experience suppliers
- Objectives: develop growth by capitalising on Sydney's iconic appeal and partnerships with airlines
- Markets: India, China and South Korea.

How to work with us

TACTICAL CONSUMER CAMPAIGNS

In all major markets, Tourism NSW brokers opportunities with partners to create integrated marketing programs to build destination awareness and drive conversion. Tourism NSW offers opportunities to NSW operators for direct involvement in these campaigns and a list of planned activities by market is available in the *International Marketing Prospectus* at www.tourism.nsw.gov.au/InternationalProspectus

TRADE EDUCATION

Familiarisations

Tourism NSW hosts familiarisations ('famils') – sponsored tours designed for overseas trade buyers of travel product and services – to showcase NSW by using the travel experience. The aim is to convert the experience into sales, and famils are developed for product managers and front-line staff from each international market. Tourism NSW has a broad range of famils planned for 2008–09 to give NSW operators an opportunity to showcase their product and destinations. A list by market is available in the *International Marketing Prospectus* at www.tourism.nsw.gov.au/InternationalProspectus.

Aussie Specialist Program

The Aussie Specialist Program, operated by Tourism Australia, trains and accredits overseas retail agents who are selling Australia as a destination. Tourism NSW has a NSW module for Aussie Specialists in the US, UK and New Zealand and plans to roll out modules for the remaining key markets.

The program includes famils to Australian destinations with Tourism NSW coordinating and hosting the visits to NSW.

International Market Briefings and Forums

Tourism NSW conducts market briefings and fora providing insights for key international markets. They cover new and existing market segments, market trends, distribution channel developments, online activity, and a range of marketing activities to suit different products or destinations. Copies of the presentations are available on the Tourism NSW Corporate website at www.tourism.nsw.gov.au under *Marketing NSW Overseas*.

TRADE EVENTS

In Australia

The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show in the Southern Hemisphere. It provides a forum for Australian tourism businesses to show their product, make overseas contacts and negotiate deals. International industry counterparts have the opportunity to meet and greet and see the products and destinations they will be selling to their market. ATE 2009 will be held in Melbourne from 13 to 19 June 2009. For more information visit www.tradeevents.australia.com.

Tourism NSW provides market intelligence updates each year which are available on our Corporate website at www.tourism.nsw.gov.au under *Marketing NSW Overseas*.

OVERSEAS SALES MISSIONS AND EVENTS

Tourism NSW organises and leads international sales missions on behalf of participating operators in NSW. Missions involve workshops and presentations by NSW operators to key international wholesalers and decision-makers. Tourism NSW coordinates the NSW presence at trade events organised by Tourism Australia. A calendar of events by market is available in the *International Marketing Prospectus* at www.tourism.nsw.gov.au/InternationalProspectus.

INTERNATIONAL MEDIA

International Media Visits (IMV)

Tourism NSW's International Media Visits program targets key overseas media to develop editorial opportunities in print and electronic media. Tourism NSW offers operators the opportunity to host international journalists and film crews and showcase their products and destinations.

Visiting Journalists Program (VJP)

The Visiting Journalists Program is a joint initiative between Tourism Australia and the State Tourism Organisations including Tourism NSW, where the visit by the journalist or broadcast team is shared between two or more States. Operators can support the program by offering to showcase their products to journalists from a range of key international markets.

International Market Activity Summary 2008-09

Market	Tactical Consumer Campaigns	Trade Events	Missions	New Product Workshops	Trade Famils	VJP	IMV
China	■	■	■		■	■	■
India	■	■	■		■	■	■
Korea	■	■	■		■		■
Japan	■	■	■		■	■	■
USA & Canada	■	■	■	■	■	■	■
UK & Ireland	■	■	■	■	■	■	■
New Zealand	■	■		■	■	■	■
Europe	■		■		■	■	■
Singapore	■	■	■		■	■	■
Malaysia	■	■	■		■	■	■
Hong Kong	■		■		■	■	■
Gulf Countries	■	■			■	■	

■ Indicates activity is undertaken in the corresponding market

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For more information about Tourism NSW visit www.tourism.nsw.gov.au and to subscribe to the free Tourism NSW industry newsletter, *Insights*, go to *Latest News*.

Terms and Conditions

In the event that more than one partner expresses interest in an opportunity, preference will be given to the partner who can provide the highest level of value-added benefits to the campaigns.

Tourism NSW has prepared this proposal in good faith and has sought to ensure that its contents are true and correct at time of preparation. However, to the extent legally permitted, the accuracy, completeness and currency of this document are not guaranteed. In particular, the prices, dates, schedules, descriptions and other information contained in this document may vary and are subject to confirmation at the time Tourism NSW receives any offer from you to participate.

Additional initiatives or offerings may arise after the date of distribution. Participants are also encouraged to approach Tourism NSW with ideas for other similar initiatives at any time.

At any time and for any reason, Tourism NSW may withdraw any initiative or other offering and may decline to allow any person or organisation to participate in any initiative or other offering. Potential partners should also note that some or all of the campaign initiatives and other offerings contained in this document may be subject to required minimum levels of participation. Offerings that do not meet this minimum participation level may be withdrawn at any time without any liability on the part of Tourism NSW and even after you have confirmed your participation. Any participation in any

campaign initiative is subject to completion of an Advertising Order and Booking Form by the potential participant and acceptance of the Advertising Order Terms and Conditions attached to that Form.

Tourism NSW cannot promise any results or benefits from your participation in any initiatives and other offerings contained in this document. You are responsible for any decisions or actions you take based on this document and for determining any further investigation, information and consideration that might be required. To the extent legally permitted, Tourism NSW accepts no responsibility or liability in contract, negligence or otherwise, arising in any way out of this document or your use of it.