

Sydney in Winter
and
NSW Youth Program



Tourism New South Wales

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Tourism New South Wales

Brand Sydney

Vibrant Magnetism is the essence of Sydney.

It embodies the nucleus of the cities values, drivers and personality.

VALUES

Vibrancy
Free thinking
Vitality
Beauty
Real

Reasons to believe

Diversity
Vitality
Beauty of the city
Natural surrounds
Global City
Laid back charm

Brand Sydney
“Vibrant Magnetism”



Sydney Tourism Brand
“Vibrant Magnetism”



PERSONALITY

Bright
Dynamic
Worldly
Natural
Progressive

Experiences

Icons
Food and wine
Style (fashion and Shopping)
Outdoor and urban beach lifestyle
National Parks and Green Spaces
Arts and Culture
Major Events and Festivals

It's what makes Sydney so...Sydney

It's the combination of our values, personality and our experiences that form the DNA of Sydney

THE VIVACITY DISCOVER WHAT MAKES SYDNEY SO...SYDNEY

NSW GOVERNMENT SYDNEY

sydney.com

THE VELOCITY DISCOVER WHAT MAKES SYDNEY SO...SYDNEY

NSW GOVERNMENT SYDNEY

sydney.com



THE ICONICITY

DISCOVER WHAT MAKES SYDNEY SO...SYDNEY



sydney.com

THE AUDACITY

DISCOVER WHAT MAKES SYDNEY SO...SYDNEY



sydney.com



THE ICONICITY



LIGHTING OF THE ICONIC SYDNEY HARBOUR BRIDGE FOR OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE
-IMAGE DANIEL BOUD



BONDI BEACH
- PIERRE TOUSSAINT



NEW YEAR'S EVE FIREWORKS
- HAMILTON LUND



DINING, SYDNEY HARBOUR
- STEPHEN WARD

What is it that makes Sydney so...Sydney? Is it that feeling you get when you see the sunlight dancing across the Harbour and over the gleaming sails of our iconic Sydney Opera House? Is it the energy and positive attitude you get from this place? Is it our love of the outdoors, our beaches and stunning national parks just minutes from the city, or those magical little places and moments hidden around every corner? Discover what makes Sydney so...Sydney. To find out more, visit sydney.com



Key results – Domestic

- Visitor numbers ↑ 5% (2010 compared to 2009)
- Holiday visitors ↑ 12%
- Sydney's appeal ↑ 5%

Sydney.com

- 2.3 million visits, monthly visits ↑ 49%
- 665,000 leads ↑ 124%
- Facebook fans ↑ 223%

Key results – International

(2010 compared with 2009)

- Visitor numbers ↑ 4.3%

Sydney.com

- UK – visits ↑ 760%, leads ↑ 345%
- US – visits ↑ 363%, leads ↑ 347%
- China – 1.1 million video views of Sydney TVC

Sydney in Winter

It's what makes Sydney so... Sydney

In market 29 May until 30 June 2011

The screenshot shows the Sydney.com website interface. At the top, there are navigation tabs for 'NSW', 'SYDNEY', and 'HOLIDAY PLANNERS'. A search bar is located on the right with the text 'Search this site'. Below the navigation is a red header with menu items: 'DESTINATIONS | ACCOMMODATION | WHATS ON IN SYDNEY | THINGS TO DO | DEALS | MAPS'. The main content area features a central video player with a play button and the text 'VIEW THE SYDNEY COMMERCIAL'. Surrounding the video are several promotional tiles with images and text labels: 'SIMPLICITY' (beach scene), 'AUDACITY' (woman in pink fur), 'FABULOCITY' (shopping mall), 'VELOCITY' (surfer), 'VIVACITY' (fireworks), and 'ICONICITY' (Opera House). A large 'SYDNEY' logo is positioned to the left of the video player. A circular logo with colorful segments is also visible on the left side.

Sydney in Winter

Objectives:

- Keep Sydney high on the consideration list as a preferred short break or holiday destination
- Drive business to the tourism industry in the low season winter period.
- Showcase the precincts of Sydney



Sydney in Winter

Key message

Showcase the key Sydney experiences this winter food and wine; arts and culture, fashion and shopping

Target Market

25+ living in Melbourne, South East Queensland, Regional NSW (including the ACT) and Sydney.



Sydney in Winter

TV



Press



Digital



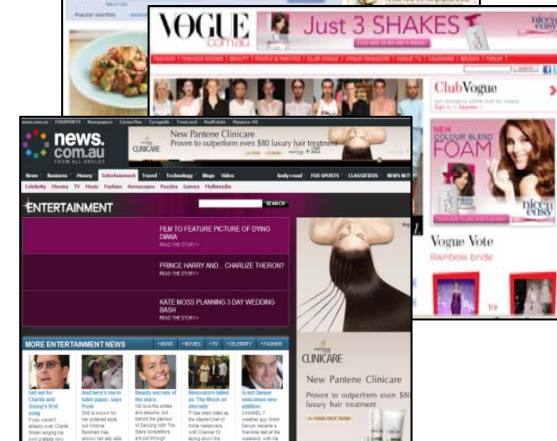
Sydney Precincts

Press - Sunday Magazine

- Double page advertorials (3), themed under the key Sydney Winter experiences.

Digital

- Digital display placements and content across key News Limited and Fairfax sites
- Precinct content and offers on sydney.com



How can you get involved?

- Co-operative marketing opportunities for industry to leverage the campaign via retail tactical advertising
- sydney.com
 - list your product
 - Accommodation offers – winter offers for couples and families
 - Viva Sydney Card – Consumer promotion “Invite a Friend for free” at participating attractions, restaurants, spas etc.
- Precinct opportunities via the Sydney Tourism Precinct Funding Program.

More Information

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NSW Youth Program

NSW Youth Program

- Digital marketing campaign across websites, Facebook and Twitter
- Daily feature of 150 key youth experiences in Sydney and NSW
- Specific youth area on our consumer sites sydney.com/youth and visitnsw.com/youth
- Youth deals on visitnsw.com and sydney.com



NSW Youth Program

How can I get involved?

- Link or include our films on your site
- Link to our new youth content
- Promote our youth competition on Facebook
- Join the conversation on Facebook & Twitter
- Provide special youth offers for our websites

More information available on
tourism.nsw.gov.au

