



SYDNEY IN WINTER CAMPAIGN 2011

DOMESTIC MARKETING
Co-operative Partner Opportunities
Launch May 2011





CO-OPERATIVE PARTNER OPPORTUNITIES

Marketing Sydney

Tourism NSW launched its new Sydney tourism brand campaign "It's what makes Sydney so... Sydney" in April 2010, in the domestic, New Zealand, China, UK and the USA markets. Tourism NSW and the industry have invested more than \$10 million in the campaign both domestically and internationally to date. Since launch, there have been over 6.8 million visits to *sydney.com* and *visitnsw.com* and over 1.9 million leads to tourism operators listed on our websites.

The campaign was developed to build on and strengthen Sydney's existing global profile and also to provide opportunities for industry to work in partnership with Tourism NSW. The campaign describes Sydney's unique energy, vibrancy, positive attitude and outdoor lifestyle and captures the key experiences of Food and Wine, Style – fashion and Shopping, Outdoor and Urban Beach Lifestyle, National Parks and Nature, Arts and Culture, Major Events and Festivals.

Sydney in Winter Campaign

Tourism NSW will undertake a Sydney in Winter campaign to promote travel to Sydney from June to August 2011. The campaign offers a range of opportunities for industry and the Sydney Precincts to work in partnership with Tourism NSW.

Campaign Objectives

- Generate awareness and appeal and keep Sydney high on the consideration list as a preferred short break or holiday destination
- Showcase Sydney's key winter experiences and the Sydney tourism precincts in the inner and greater Sydney metropolitan area.
- Drive incremental visitation to Sydney during the Winter period June – August 2011

Target Markets

The primary target markets for the campaign are:

Source:

- Melbourne
- South East Queensland
- Canberra
- Regional NSW
- Sydney

Consumer Segment:

- Pampadours (Luxury Travellers): upmarket, indulgent, highest earning segment, white collar and professional skew.
- Compatriots (Family Travellers): middle market with a female skew, family-oriented.

Key Messages

The campaign will focus on key Sydney experiences in winter – food and wine, arts and culture, fashion and shopping and major events and festivals.

Sydney boasts unforgettable and unique dining experiences, a flourishing arts and culture scene, a creative sense of style, exciting fashion and shopping, and a line up of spectacular events including; *Vivid Sydney*, *Sydney Film Festival*, *Mary Poppins – The Musical*, *The Rocks Aroma Festival*, *Opera Australia – La Boheme*, *Rugby Union Tri Nations* and *Hairspray – The Musical*.



CAMPAIGN ACTIVITY

The Sydney in Winter campaign will commence in market from 29 May 2011 and drive consumers to *sydney.com* to plan and book. Activity will include TV, print and digital (including social media) supported by PR to build appeal of Sydney as a winter destination and drive leads and bookings to industry.

In addition, Tourism NSW will promote the Sydney tourism precincts in the Regional NSW and Sydney markets. This activity will leverage the Sydney in Winter activity and the precincts will be aligned with the Sydney key winter experiences; food & wine, arts and culture, fashion and shopping and major events/festivals.

The focus of this activity is to attract repeat visitors from regional NSW and to encourage Sydney-siders to explore the depth and variety of experiences in the Sydney tourism Precincts.

Partnership Opportunities

Partners investing in the Sydney in Winter campaign with Tourism NSW will:

- Gain access to government media rates and preferred placements.
- Save on creative costs. Tourism NSW will fund the creative costs of partner tactical activity developed under the Sydney Tourism Brand look and feel (using existing assets e.g. footage, images and copy up to a total value of 20% of investment).
- Gain exposure from Tourism NSW digital marketing (including advertising, search, social media etc) and reach a growing online audience via *sydney.com*.
- Benefit from Tourism NSW campaign investment offering a platform for operators to work in partnership to promote tactical offers.

Co-operative Marketing

Co-operative marketing opportunities are available for partners to leverage the campaign via retail tactical advertising across TV (15 second tags), print and digital media from 29 May 2011.

The Sydney tourism precincts can invest in extension opportunities to promote their destinations and tourism product from June 2011. Sydney tourism precincts can apply for funding via the 2011/12 Sydney Tourism Precinct Funding Program to participate in this cooperative activity.

Tourism NSW will provide additional details on partner investment opportunities shortly however tailored packages can be developed to suit the target market and budget of your product or precinct.



CO-OPERATIVE MARKETING

sydney.com - free opportunity

sydney.com will be the call to action for the Sydney in Winter campaign and will showcase a range of offers for travel between 01 June – 31 August 2011. The objective is to drive leads and bookings to industry.

1. Accommodation: Sydney hotel partners have the opportunity to showcase their “winter packages” free of charge on *sydney.com*. Accommodation offers can be targeted to couples as well as families. Offers must be valid from 1 June to 31 August 2011 (exclusion dates can apply – family offers must be valid over the school holiday period).

2. Experiences: Viva Sydney Card* – “Invite a Friend for FREE” in Sydney

Attractions, restaurants, spas and events can participate in the Viva Sydney Card promotion by providing “Invite a friend for FREE” offers. The Viva Sydney Card requires operators to provide a mandatory value-added offer of buy one get one free e.g. buy one main meal and get one free, buy one admission and get one free etc (attractions can offer buy one adult, get one child free).

Escapes e-newsletter

Tourism NSW monthly electronic consumer newsletter is distributed to over 132,000 subscribers nationally. Advertising opportunities are available to promote your product or service.

ESCAPES E-NEWSLETTER

DISTRIBUTED

Monthly

CIRCULATION

132,000 subscribers

TARGET AUDIENCE

Predominantly couples with children at home, average age 40, HH income \$78,000

SOURCE MARKET

National, Sydney metro and regional NSW (69%)

How to get involved

Cooperative marketing: Please return the attached “Expression of Interest” form to indicate interest in co-operative marketing

sydney.com: To feature an offer on the Sydney Winter Campaign pages on *sydney.com* please return the Accommodation Offer or Viva Sydney forms attached.

For any enquires please contact Sarah Williams on 02 9931 1437 or sarah.williams@tourism.nsw.gov.au

TERMS AND CONDITIONS

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

Industry and Investment 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 Industry and Investment receives any offer from you to participate.

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Cover image: Shopping in Paddington (James Pipino); pg 1, left: Kitchen in Bécasse restaurant; pg1, right: The new Westfield Sydney; pg 2: Museum of Contemporary Art, The Rocks (Museum of Contemporary Art).