



# PARTNER OPPORTUNITIES

## with Destination NSW

JULY 2018 – JUNE 2019



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## Message from the Minister

We are entering an exciting time for tourism across NSW with visitation levels at an all-time high and record numbers of visitors flying into Sydney and travelling onwards to explore the rural and regional areas of our stunning and diverse State.

Tourism is big business, contributing \$34.6 billion in total visitor expenditure and directly employing 164,000 people throughout the State. We are committed to ensuring every corner of NSW reaps the benefits of this booming sector.

The productive relationship between industry and Destination NSW has been central to the outstanding results achieved so far, and to the delivery of quality experiences, events and products on offer in our State.

We look forward to continuing to partner with industry to capitalise on the untapped and emerging opportunities in domestic and overseas markets as we work towards the NSW Government's goal to double overnight visitor expenditure to the State by 2020.

I am delighted to support this publication, which outlines the range of opportunities and services available to the NSW tourism and major events industry in partnership with Destination NSW to deliver activities that will ensure NSW remains the number-one tourism and events State in Australia.

**The Hon. Adam Marshall, MP**  
**Minister for Tourism and Major Events**



## Message from CEO

Destination NSW has established strong partnerships within the national and global tourism and events industries to achieve our mission to double overnight visitor expenditure by 2020 and maximise the benefits of the visitor economy for NSW.

These partnerships are essential to maintaining our State's prized position as Australia's number-one visitor destination and home to the most compelling major events calendar in our nation.

This new guide showcases a range of partner opportunities, from co-operative marketing activities and targeted travel trade and media familiarisation visits, to visitor publications, social media opportunities and access to webinars.

No matter what size business you have, I encourage you to take advantage of Destination NSW's Partner Opportunities for 2018-19. We look forward to helping you promote your products, services and events to travel trade and consumers in key markets in NSW, Australia and around the world.

**Sandra Chipchase**  
**Chief Executive Officer**





# Marketing Strategies

To achieve the NSW Government target of doubling overnight visitor expenditure in NSW by 2020, Destination NSW focuses its resources on the key domestic and international markets that will deliver the greatest potential for growth in visitors, visitor nights and expenditure.

An integrated marketing approach is led by major destination and event campaigns in Australia and overseas key source markets to promote Sydney and the regions of NSW as world-class holiday, business and education destinations to targeted sectors. Major partners include Tourism Australia, airlines, hotel groups, wholesale and retail travel partners, and Destination Networks across the State.

## Domestic Marketing: Sydney

Sydney is Australia's leading tourism and events destination, attracting more international business, holiday and education visitors than any other city in Australia. Its physical beauty, vibrant, creative energy and iconic attractions such as the Sydney Opera House and Sydney Harbour Bridge have secured its status as Australia's global city.

The focus for domestic markets is primarily the eastern seaboard between South East Queensland and Victoria, as well as Regional NSW and the ACT – with Perth and Adelaide showing growth potential. The 'Love Every Second' in Sydney campaign platform is sustained throughout the year with a balance of brand and retail advertising that features experiences, destinations and events, in and around Greater Sydney.

Core campaign themes include:

- › Iconic attractions
- › Food and wine
- › Style – fashion and shopping
- › National parks and wildlife
- › Outdoor and urban beach lifestyle
- › Arts and cultural experiences
- › Major events and festivals.



### Domestic Marketing: Regional NSW

A key advantage for NSW tourism is the State's geographic and climatic diversity. No other Australian State can offer outback, country, alpine, coastal, lakes, subtropical regions and islands all within its borders.

From a marketing perspective, Destination NSW promotes an extensive range of destinations and visitor experiences that appeal to a broad demographic and multiple visitor segments. Domestic audiences include every age and life stage, ranging from youthful backpackers to luxury travellers, adventure seekers, self-drive visitors, caravan and camping for families, couples and seniors.

Our aim is to build the awareness and appeal of the NSW regions in conjunction with the State's key experiences. These include:

- › Nature and national parks
- › Beaches and surf
- › Food and wine
- › Drives and road trips
- › Arts, heritage and culture
- › Regional events and festivals
- › Aboriginal cultural experiences.

Destination NSW develops integrated, multi-channel, collaborative partner campaigns which are supported by publicity, trade marketing and digital programs.

To assist promotion of specific destinations within each of the regions, Destination NSW works closely with Destination Networks and local tourism associations and stakeholders to develop marketing plans and implement campaigns.

Key target markets for domestic visitors to NSW are Sydney, Regional NSW, the ACT, South East Queensland, Melbourne, Regional Victoria and South Australia.

Find out more at [destinationnsw.com.au](http://destinationnsw.com.au)

### How to get involved

- › Get Connected! List your tourism business or event for free on our consumer websites and digital channels  
(see page 17 for details)
- › List with online travel agencies
- › Join in our social media programs  
(see page 18 for details)
- › Access imagery and content to use on your website and in marketing programs at no cost  
(see page 13 for details)
- › Contact your Regional Tourism Development Manager for details of campaigns being developed in your region.



## International Marketing

International markets are strategically important to the State's tourism industry and offer the greatest potential for significant growth in visitor arrivals and expenditure. International visitors to NSW stay longer than domestic visitors and spend more.

Tapping into these markets, however, can be very expensive and the weight of competitive marketing activity from rival countries can be daunting. For this reason, the key marketing focus for Destination NSW is to work with industry and trade partners, including Tourism Australia, airlines, wholesale agents, online travel agents and the retail travel trade to promote Sydney and NSW internationally. Together we can maximise our investment and marketing impact to increase international arrivals to the State.

To leverage the high appeal of Sydney as a global destination to attract more international visitors to Regional NSW, Destination NSW's focus is to promote Sydney plus one or more Regional NSW destination. Key destinations are those surrounding Sydney and within three hours' drive; such as the Hunter Valley, Blue Mountains, Central Coast, Southern Highlands, Wollongong, Port Stephens and Shoalhaven, where there is a concentration of export ready product. Promotional activity is also undertaken featuring major coastal touring routes and areas of outstanding natural appeal.

The primary international holiday target is visitors aged from 25 to 54 who earn an above-average income and live in major cities. Compared to the average consumer, they are 'high-value travellers' who spend more and like to engage with local people and the lifestyle. Another important segment is Youth, which includes working holidaymakers, international students, and backpackers under 30.

Destination NSW has a network of overseas offices that coordinate partnership marketing activity in key markets. They are located in China, Japan, the UK and parts of Europe, North America, New Zealand, India and Southeast Asia. They encourage the packaging and sale of NSW destinations, events and product experiences through travel distributors in each market.

Destination NSW has language-specific websites in key international source markets. These websites profile key NSW destinations and experiences as well as more than 800 export ready tourism products.

An essential part of working with international distribution partners is making sure your business is export ready.

Find out what this means for your business and the practical steps to become export ready at [destinationnsw.com.au/exportready](https://destinationnsw.com.au/exportready)



## Event Marketing

Events play a strong role in increasing destination appeal and intention to visit. They can be the incentive for visitors to 'act now' and book travel, and encourage repeat visitation for those looking for something new and different.

Destination NSW invests heavily in developing and marketing a comprehensive calendar of major events for Sydney and Regional NSW. Marketing activity includes promotion of events through integrated domestic and international campaigns and investment in partnership campaigns jointly implemented by event owners.

A key component of Destination NSW's event marketing is the 'It's ON!' campaign platform which promotes the *Sydney & NSW Events Calendar*. Many event partners and key stakeholders have integrated the 'It's ON!' mark within their marketing programs to drive ticket sales, attendance and participation for their events.

Destination Networks, Local Tourism Organisations and Local Government Areas that identify event clusters or themes can approach Destination NSW to partner with the 'It's ON!' in NSW co-operative marketing campaign platform. Events selected for inclusion must meet Destination NSW guidelines to ensure these campaigns deliver on the objective of driving overnight visitation and expenditure.

Find out more at [destinationnsw.com.au/events](http://destinationnsw.com.au/events)



**IT'S ON! IN SYDNEY**

Sydney attracts one of the world's most spectacular line-ups of musical productions, high adrenalin sports, exciting cultural experiences and artistic collaborations.

<b>THE LADY AND THE UNICORN</b> <b>10 February - 26 June</b> A once in a lifetime opportunity to see the French medieval masterpieces in Sydney. Art Gallery of NSW, The Domain	<b>SYDNEY DAY AND LESBIAN HARVEST DRAG</b> <b>18 February - 4 March</b> The world's largest and proudest celebration of LGBTIQ diversity. Various locations across Sydney	<b>HANDA OPERA ON STONEY HARBOUR - LA BELLEVOUE</b> <b>13 March - 22 April</b> Experience the romance of the original Shakespeare love story on the magnificent floating harbour stage. Fleet Steps, Mrs Macquaries Point
<b>SYDNEY ROYAL EASTER SHOW</b> <b>22 March - 2 April</b> Australia's biggest annual event showcasing quality life and family entertainment. Sydney Olympic Park	<b>MERCEDES-BENZ FASHION WEEKEND SYDNEY</b> <b>18 - 19 May</b> You now need to see the highlights of Australia's best designers showcasing their Resort 13 Collections. Carriageworks, Sydney	<b>WINE SYDNEY</b> <b>23 May - 14 June</b> Sydney becomes a creative canvas of light, music and drama. Various locations across Sydney

If it's on in Sydney, it's on [sydney.com](http://sydney.com)

Please note that events are subject to change or cancellation. Check relevant website for further details prior to the event.  
Destination NSW acknowledges and appreciates all photographic images supplied by each event owner for use in this advertisement.



**IT'S ON! IN NSW**

Whether you're into sport, music, food and wine, action or adventure, you'll find many exciting events for all ages, in amazing locations throughout Regional NSW.

NORTH COAST	HUNTER REGION	SOUTH COAST
<b>SAIL, PORT STEPHENS</b> <b>9 - 15 April</b> An annual sailing regatta held in the pristine waters of the Port Stephens Marine Park. Port Stephens	<b>WINTER VALLEY WINE AND FOOD FESTIVAL</b> <b>1 May - 30 June</b> Wine and dine with leading local winemakers and chefs, take part in a variety of fun and interactive classes or simply sit back and enjoy some local produce. Pokolbin	<b>WINGS OVER ILLAWARRA</b> <b>5 - 6 May</b> Flying displays of jet-fighting aerobatics, classic warbirds, military and vintage aircraft. Batemans Regional Airport
<b>RIVERINA MURRAY</b>	<b>COUNTRY NSW</b>	<b>SNOWY MOUNTAINS</b>
<b>BATLOW CIDERFEST</b> <b>19 May</b> Australia's best Cider Festival street party complete with great cider, food and entertainment. Batlow	<b>NCHA FUTURITY</b> <b>22 May - 10 June</b> See the country's best cutting horses and over 200 riders' flat stock everything for horse lovers. Tamworth	<b>PEARL MUSIC FESTIVAL</b> <b>18 - 19 June</b> Celebrates the opening of the winter snow season with great music. Perisher

If it's on in NSW, it's on [visitnsw.com](http://visitnsw.com)

Please note that events are subject to change or cancellation. Check relevant website for further details prior to the event.  
Destination NSW acknowledges and appreciates all photographic images supplied by each event owner for use in this advertisement.



## SECTOR DEVELOPMENT AND MARKETING

Sectors with high yield and growth potential identified in the NSW Government's *Visitor Economy Industry Action Plan* include Aboriginal Tourism, Cruise, Food and Wine, and Youth Tourism. Destination NSW supports the development and marketing of products and destinations for these sectors in order to provide visitors with quality, authentic experiences.

### Aboriginal Cultural Tourism

From ancient Songlines and Dreaming stories to native Bush Medicine and Bush Tucker, NSW Aboriginal Cultural Tourism operators offer visitors diverse, immersive experiences that are potentially life-changing. With links to generations of Aboriginal people who have access to thousands of years of accumulated knowledge, wisdom and lore, these operators offer visitors unique cultural experiences.

The aim of the *Aboriginal Tourism Action Plan 2017-2020* is to continue to support the NSW Aboriginal Cultural Tourism sector, leading to economic and social benefits for Aboriginal people, both as operators and employees. Its implementation also has the potential to lead to a greater understanding and appreciation of the diversity and richness of Aboriginal culture among non-Aboriginal people.

Destination NSW works closely with the NSW Aboriginal Tourism Operators Council, Government agencies and industry stakeholders to source the most appropriate support to ensure the sustainability of the Aboriginal Cultural Tourism sector.

Destination NSW has a dedicated Sector Specialist, Aboriginal Cultural Tourism and an Industry Development team to assist new and established tourism operators to develop and grow their businesses.

The NSW Cultural Aboriginal Tourism Workshop Program, in collaboration with key partners such as NSW National Parks and Wildlife Service, supports development through peer-to-peer mentoring, product familiarisation and networking activities.

Find out more about Aboriginal tourism activities, including the *Aboriginal Tourism Action Plan 2017-2020*, at [destinationnsw.com.au/aboriginaltourism](https://destinationnsw.com.au/aboriginaltourism)

Destination NSW's *New South Wales Aboriginal Tourism Toolkit* facilitates connections between NSW Aboriginal tourism operators and other members of the State's tourism industry. The toolkit helps operators who are interested in finding out more about quality Aboriginal tourism product in NSW.

Access the toolkit, at

[destinationnsw.com.au/aboriginaltourismtoolkit](https://destinationnsw.com.au/aboriginaltourismtoolkit)





## Cruise

Sydney, the cruise capital of Australia, is also the gateway to cruising in NSW, with sister ports in Newcastle, Wollongong (Port Kembla) and Eden. Together the four ports provide cruise visitors with an array of unique experiences; individually they are stand-alone destinations.

Destination NSW works with ports, cruise lines, ground handlers, and the tourism industry to ensure NSW continues to capture the lion's share of the economic benefits delivered by Australia's growing cruise sector.

During 2016-2017, the NSW cruise shipping industry delivered a higher economic benefit than all other States combined, with a total expenditure of \$1.5 billion. NSW also saw an increase in cruise ship visits in port in 2016-2017 and the largest share of passenger and crew visit days. Cruise passenger days through Sydney ports continued to exceed one million.

Find out more about the NSW cruise sector at [destinationnsw.com.au/cruise](http://destinationnsw.com.au/cruise)



## Food and Wine

Food and wine is another high-yield sector with the potential to increase overnight visitor expenditure in Sydney and across NSW. The State continues to see ongoing development of the sector and particularly in the number and variety of stakeholders that are active in, and supportive of, food and wine tourism.

Food, wine, craft beer, cider, spirits and non-alcoholic bespoke beverages are playing an increasing role in destination choice, particularly for domestic visitors. In the year ending December 2017, there were nearly 2 million domestic and international overnight and day trip wine visitors in NSW who spent more than \$2.5 billion, contributing significantly to the State's visitor economy.

Destination NSW works with key industry stakeholders such as the NSW Wine Industry Association, Restaurant & Catering Association, and the Royal Agricultural Society of NSW, along with sector influencers and opinion leaders, on the strategic development and promotion of visitor economy assets for this sector.

Get involved by ensuring your product is listed on Get Connected and is kept up-to-date with accurate information and high quality images.

For more information, go to [destinationnsw.com.au/food](http://destinationnsw.com.au/food)



## Youth Tourism

Almost one third of all international visitors to NSW are youth travellers\*. Accounting for close to 1.3 million visitors, this thriving sector contributed 52.1 million visitor nights and spent \$5.6 billion in NSW in the year ending December 2017, up 0.4%, 3.6% and 7.4% respectively, year-on-year.

Domestic youth travellers accounted for 7.1 million visitors, stayed 21.9 million nights and spent \$2.8 billion for the same period.

The Youth sector is considered high-value for its high average length of stay and the propensity of youth visitors to disperse across Regional NSW seeking a broad range of experiences.

Destination NSW undertakes marketing and product development to help the tourism industry capitalise on this valuable sector which includes leisure travellers, working holidaymakers, backpackers and students.

In partnership with a number of global youth brands, industry associations and government agencies, Destination NSW has campaign activity in key domestic and international markets.

Sydney remains the primary gateway for international youth travellers to Australia; its popularity provides the State with a 'springboard' to promote and encourage travel to Regional NSW. Sydney and Regional NSW are promoted as vibrant, exciting, immersive, diverse, accessible and affordable destinations that offer youth travellers the authentic, meaningful and all-encompassing 'Australian' experiences they seek.

Take advantage of our marketing activity by ensuring that your product listing on Get Connected is up-to-date. You can also engage with our youth-focused social media channels [@sydneyfun](https://twitter.com/sydneyfun)

For more information go to [destinationnsw.com.au/youth](https://destinationnsw.com.au/youth)

*\*Visitors aged from 15 to 29 years*



# Connect with Destination NSW

## Product Advice and Assistance

Destination NSW has a dedicated Industry Development team to assist new and established tourism businesses to develop, promote and sell their tourism products.

Get tips from the team on accessing visitor and sector research, product design, development and market suitability, sales and distribution channels, becoming export ready, and using publicity, promotions and social media tools to market your business.

To find out how to access product advice and assistance contact the Destination NSW Industry Development Team at [product.queries@dnsww.com.au](mailto:product.queries@dnsww.com.au)

## Corporate Website

Our corporate website is a comprehensive resource centre featuring the latest news, media releases, tourism research and Destination NSW activity. Connect with Destination NSW key contacts here and utilise the website to send your feedback.

Visit us at [destinationnsw.com.au](http://destinationnsw.com.au)

## Subscribe to Insights

Destination NSW's weekly industry newsletter, *Insights*, features information on marketing campaigns, events, development opportunities, research and general news within the industry.



Subscribe to *Insights* and have the latest NSW tourism and events industry news emailed to you every week.

To subscribe, visit [destinationnsw.com.au/insights](http://destinationnsw.com.au/insights)

## Follow us on Social Media

Another great way to stay in touch and keep up-to-date with news from Destination NSW is by following us on social media at:




### Destination NSW

-  [facebook.com/destinationnsw](https://facebook.com/destinationnsw)
-  [twitter.com/destinationnsw](https://twitter.com/destinationnsw)
-  [instagram.com/destination\\_nsw](https://instagram.com/destination_nsw)

### China

-  [weibo.com/visitsydney](https://weibo.com/visitsydney)
-  WeChat

### Sydney

-  [facebook.com/seesydney](https://facebook.com/seesydney)
-  [twitter.com/sydney\\_sider](https://twitter.com/sydney_sider)
-  [instagram.com/sydney](https://instagram.com/sydney)

### Vivid Sydney

-  [facebook.com/vividsydney](https://facebook.com/vividsydney)
-  [twitter.com/vividsydney](https://twitter.com/vividsydney)
-  [instagram.com/vividsydney](https://instagram.com/vividsydney)

### Regional NSW

-  [facebook.com/visitsnsw](https://facebook.com/visitsnsw)
-  [twitter.com/newsouthwales](https://twitter.com/newsouthwales)
-  [instagram.com/visitsnsw](https://instagram.com/visitsnsw)





## Destination Networks

To drive the growth of the visitor economy in Regional NSW, six Destination Networks have been established:

Destination Riverina Murray	Destination Country and Outback NSW
Destination Southern NSW	Destination Sydney Surrounds North
Destination North Coast (Including Lord Howe Island)	Destination Sydney Surrounds South

Destination Networks work with Destination NSW and a range of stakeholders to facilitate visitor economy growth at the local level by representing and coordinating the region's tourism industry. Destination Networks are destination managers with the following core responsibilities:

- Destination management and business planning
- Training and education
- Industry engagement
- Product development
- Collaboration with Destination NSW on industry and marketing activities.

To contact the Destination Network for your region please contact the relevant representatives below:

### Destination Sydney Surrounds North

General Manager: Glenn Caldwell

E: [admin@dssn.com.au](mailto:admin@dssn.com.au)

### Destination Sydney Surrounds South

General Manager: Greg Binskin

E: [info@dnss.com.au](mailto:info@dnss.com.au)

### Destination North Coast NSW

General Manager: Phil Harman

E: [info@dncnsw.com](mailto:info@dncnsw.com)

### Destination Southern NSW

General Manager: Shane O'Leary

E: [info@dsnsw.com.au](mailto:info@dsnsw.com.au)

### Destination Country and Outback NSW

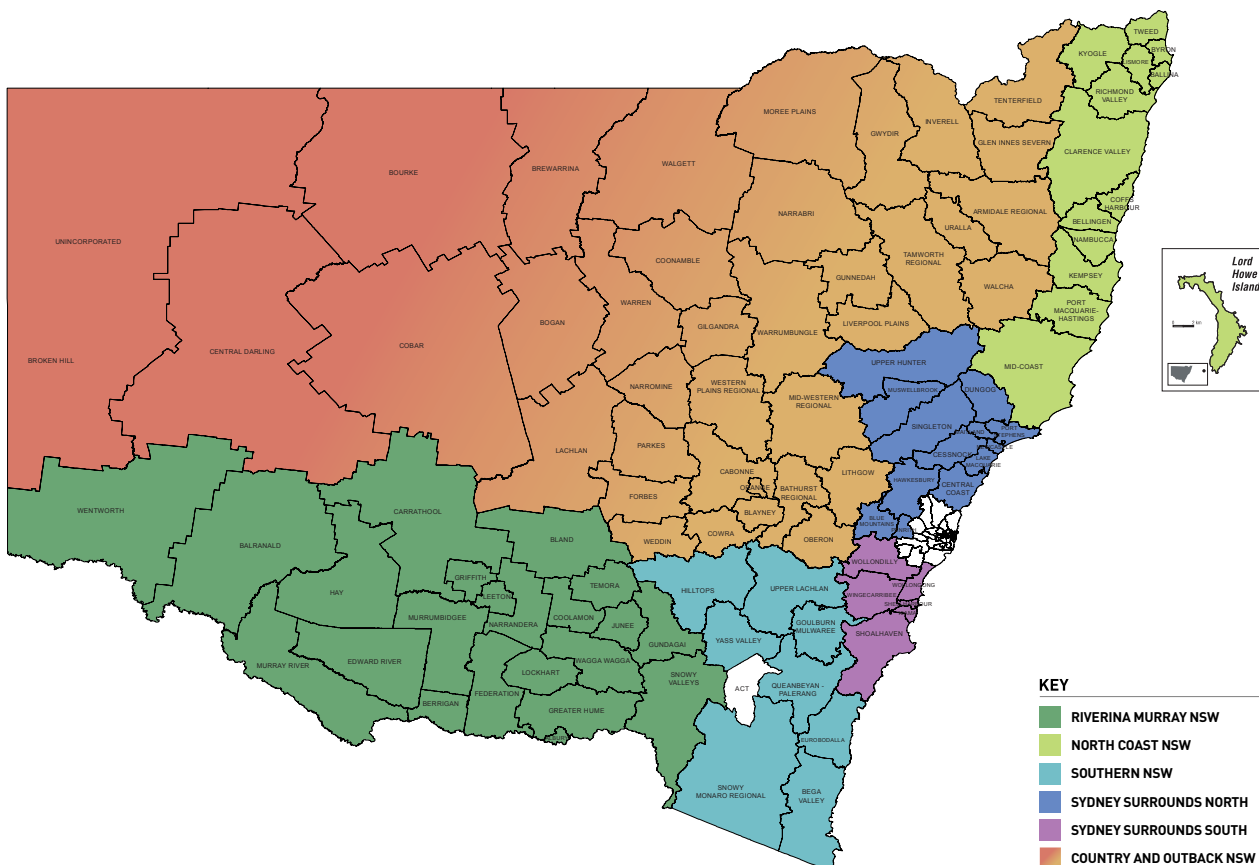
General Manager: Rhonda Taylor

E: [info@dnconsnsw.com.au](mailto:info@dnconsnsw.com.au)

### Destination Riverina Murray NSW

General Manager: Richie Robinson

E: [info@destinationrm.com.au](mailto:info@destinationrm.com.au)



### Regional Tourism Development Managers

Destination NSW has six Regional Tourism Development Managers who work with the Destination Networks, Local Tourism Organisations, local councils, associations and industry to drive visitation across the State and contribute to the goal of doubling overnight visitor expenditure by 2020. The Regional Tourism Development team provides a vital link between Destination NSW and its key stakeholders by facilitating information exchange and providing guidance and advice on Destination NSW's services.

To contact the Regional Tourism Development Manager for your region, email: [zone.info@dnsw.com.au](mailto:zone.info@dnsw.com.au)



## International Network

Destination NSW promotes Sydney and NSW via its offices around the world, through partnership marketing activity in key markets.

International offices include:

**New Zealand**

**North America**

**United Kingdom & Europe**

**Germany & France**

**India**

**Japan**

**Southeast Asia: Singapore, Malaysia, Indonesia**

**North Asia: China, Hong Kong, Taiwan, South Korea**

**China**

**Northern China: Beijing**

**Western China: Chengdu**

**Southern China: Guangzhou**

**Central China: Shanghai**

**Republic of Korea**

For more information, contact [international.offices@dnsw.com.au](mailto:international.offices@dnsw.com.au)





# Resources

## ONLINE RESOURCES

A range of free resources is available to help you promote your product.

### Keep Up-to-Date

Find the facts, figures and tourism insights you need to understand the latest trends in domestic and international tourism arrivals to NSW.

Comprehensive reports profile visitor patterns and impacts for NSW and Sydney, while research reports examine a broad range of consumer and industry topics. These include market segments, consumer behaviour, profiles of source markets, aviation and transport, tourism infrastructure and economic impacts, and employment.

Find out more at

[destinationnsw.com.au/tourism/facts-and-figures](https://destinationnsw.com.au/tourism/facts-and-figures)

### Image and Footage Libraries

Media and industry operators can search for and download free images from the Destination NSW image library. The collection of 15,000+ photographs showcasing NSW destinations and events is updated regularly. It includes photos of both city and regional locations and experiences, taken by leading photographers.

To access the image library, you must register and obtain a username and password.

Go to [images.destinationnsw.com.au](https://images.destinationnsw.com.au)

High-definition footage and short promotional films of events, destinations and experiences are also available to industry partners and tourism and event operators to enhance website content, presentations and marketing campaigns.

Enrich your digital channels by linking to our series of short promotional films at:

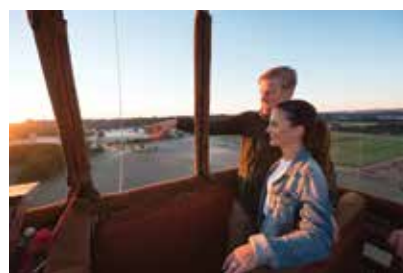
[youtube.com/visitnsw](https://youtube.com/visitnsw)

[youtube.com/seesydney](https://youtube.com/seesydney)

[youtube.com/destinationnsw](https://youtube.com/destinationnsw)

[vimeo.com/destinationnsw](https://vimeo.com/destinationnsw)

To access footage, please contact [footage@dnsw.com.au](mailto:footage@dnsw.com.au)



### China Market Toolkit

The characteristics of the Chinese traveller are changing rapidly and evolving more quickly than any other international market to Australia and NSW. As China continues to grow, it's important for the NSW tourism industry to be ready to meet the demand.

The *China Market Toolkit* will give you all the information, tips and contacts you need to target Chinese travellers to NSW. Find out how to become market-ready for China, how to do business in China, what marketing opportunities are available and who the key industry contacts are including Destination NSW offices in-market.

Go to: [destinationnsw.com.au/chinatoolkit](https://destinationnsw.com.au/chinatoolkit)

### Caravan and Camping Shows

Destination NSW has a partnership with the Caravan and Camping Industry Association (CCIA) of NSW.

CCIA promotes the State's camping, caravan and cabin accommodation in CCIA Holiday Parks, offering CCIA members the opportunity to participate in CCIA promotions on [visitsnsw.com](https://visitsnsw.com)

For information on caravan and camping shows held in Sydney, Melbourne and Brisbane in 2018, contact [product.queries@dnsnsw.com.au](mailto:product.queries@dnsnsw.com.au)



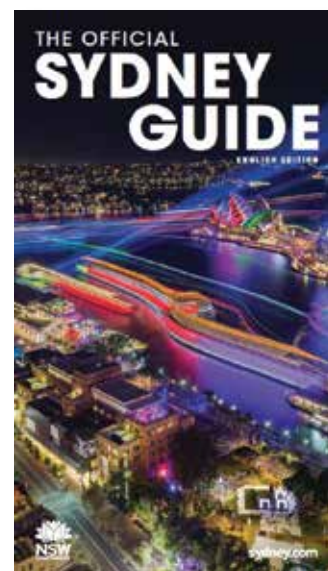
## OTHER RESOURCES

### The Official Sydney Guide

More than one million copies of *The Official Sydney Guide* are distributed free-of-charge to travellers each year. Updated twice a year, the guides are printed in English, Chinese, Japanese and Korean. Each guide contains maps and information on attractions, accommodation, things to see and do, shopping, events and transport in Sydney. The popular guides are distributed to visitors arriving at Sydney International Airport, disembarking cruise passengers, hotel guests and delegates attending meetings and conventions. They are also available from accredited Visitor Information Centres in and around Sydney.

Sydney operators can feature in the guide through advertising and coupon opportunities.

For more information about advertising your product in this publication, contact Alex Brereton, Publisher, Citrus Media on **(02) 9186 9186** or email **[alex@citrusmedia.com.au](mailto:alex@citrusmedia.com.au)**



### Visitor Information Centres

Visitor Information Centres are an important distribution point for product suppliers throughout NSW. Through the Accredited Visitor Information Centre (AVIC) program, a set of industry standards has been established for best practice and customer service, ensuring that only accredited AVICs feature the trademarked (and widely recognised) italicised 'i'.

Accreditation provides consumers and the industry with an assurance that the Visitor Information Centre is committed to quality business practices and professionalism.

For more information, go to **[destinationnsw.com.au/avic](http://destinationnsw.com.au/avic)**



### Tourist Attraction Signposting

Tourist road signs in brown and white are designed to signpost key attractions and scenic drives for visitors to NSW. The Tourist Attraction Signposting Assessment Committee, with the support of Destination NSW, Roads and Maritime Services and Destination Networks, plan and place the tourism signage on State roads. You can request a sign for your attraction and applicants who meet the criteria will be required to cover costs of sign installation and manufacture.

For detailed information about signposting eligibility criteria, go to **[destinationnsw.com.au/tasac](http://destinationnsw.com.au/tasac)** or email **[tasac@dnsf.com.au](mailto:tasac@dnsf.com.au)**





## REGIONAL PROGRAMS

### NSW Regional Conferencing Strategy 2017-2021

Destination NSW, through the *NSW Regional Conferencing Strategy & Action Plan* aims to build capability, improve Regional NSW's competitive position, stimulate demand and return the business events sector to growth. Destination NSW, in partnership with industry, is implementing 11 Strategic Imperatives developed in response to the Visitor Economy Industry Action Plan.

The Meet in Regional NSW website is a one-stop shop for business events organisers looking for a suitable location and/or venue. It is also an education and support resource for venues and industry operators offering tips and tools of the trade to assist them in creating and attracting new business.

For more information, go to [meetinnsw.com.au](http://meetinnsw.com.au)

The Regional Conferencing Unit leads the implementation of the Strategy, and supports stakeholders in Regional NSW to effectively target new business opportunities.

For more information, go to [destinationnsw.com.au/nsw-regional-conferencing-strategy](http://destinationnsw.com.au/nsw-regional-conferencing-strategy)  
[destinationnsw.com.au/nsw-regional-conferencing-toolkit](http://destinationnsw.com.au/nsw-regional-conferencing-toolkit)

To find out more about our Regional Conferencing Development Grants Pilot Program, go to [destinationnsw.com.au/nsw-regional-conferencing-grant](http://destinationnsw.com.au/nsw-regional-conferencing-grant)

### Regional Tourism Fund

The Regional Tourism Fund supports the NSW regional tourism industry with record funding of \$13 million over three years. The Fund is available through two streams:

- Regional Cooperative Tourism Marketing Program
- Regional Tourism Product Development Program.

Both the product development and marketing streams are available to local government, tourism and sector organisations, including Destination Networks, local or regional tourism associations, industry associations such as the Wine Industry Association, Backpacker Operators Association and Caravan and Camping Industry Association located in or representing industry within the six Destination Networks.

The funding program provides investment in the NSW regional visitor economy on a matched dollar-for-dollar basis to deliver projects that work toward achieving the strategic imperatives identified in the *Visitor Economy Industry Action Plan* and each regions Destination Management Plan.

For more information, go to [destinationnsw.com.au/regionaltourismfund](http://destinationnsw.com.au/regionaltourismfund)



# Opportunities for Industry

## DIGITAL ACTIVITIES

### Get Connected

Get Connected is Destination NSW's website membership program. Simple and easy to use Get Connected membership is free and is open to all tourism operators within New South Wales.

You will have the opportunity to showcase your tourism products on [sydney.com](http://sydney.com) and [visitnsw.com](http://visitnsw.com) and reach more than 2 million potential customers a month, both domestic and international.

If you would like to tap into this source of business, start by registering at [atdw-online.com.au](http://atdw-online.com.au)

You will manage your product or service on the Australian Tourism Data Warehouse (ATDW) – a national platform for digital tourism information. It is this database which feeds product information to Australia's official national and state travel and tourism websites.

Destination NSW also displays online bookable inventory on its consumer travel websites.

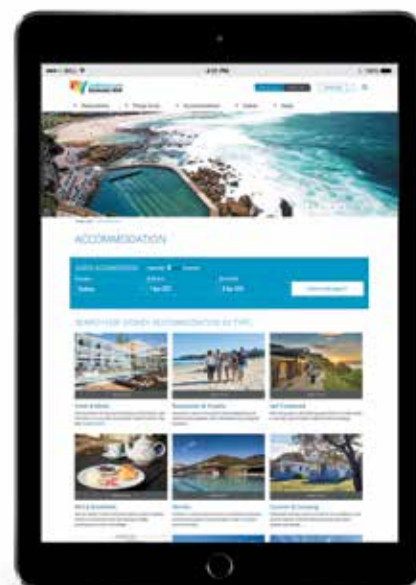
If you have a Get Connected listing that is displayed on [sydney.com](http://sydney.com) or [visitnsw.com](http://visitnsw.com) and you also want to display your online bookable inventory, you have these options:

- If you have a booking system to manage your inventory, you can add your preferred booking URL to your Get Connected listing and it will automatically appear on [Sydney.com](http://Sydney.com) or [visitnsw.com](http://visitnsw.com) with a 'Check Availability' button. Clicking on this feature will send the user through to your own inventory
- If you don't have a booking system, Destination NSW has an affiliate partnership with HotelsCombined, and displays aggregated online bookable inventory on its consumer travel websites from a number of online travel agents, including [booking.com](http://booking.com) and [expedia.com](http://expedia.com). If your bookable inventory is listed on [hotelscombined.com](http://hotelscombined.com), it will automatically add a 'Check Availability' button linking to your inventory via HotelsCombined
- If you meet both booking options, you will have the benefit of a 'Check Availability' button on your listing as well as making your inventory available via the HotelsCombined widget which allows users to search by destination and specific dates.

Destination NSW encourages all NSW operators to take advantage of the many marketing opportunities presented by its websites.

Contact the Get Connected helpline on **1300 655 077** if you have any questions about uploading your product.

For more information go to [destinationnsw.com.au/getconnected](http://destinationnsw.com.au/getconnected)



### Escapes Newsletter

Destination NSW distributes a comprehensive, consumer focused newsletter for people interested in visiting NSW. The e-newsletter provides more than 260,000 members with news of promotions, campaigns and special offers for destinations and experiences in NSW. Sign up for *Escapes* to keep up-to-date with new holiday ideas and promotions.

To subscribe, go to [sydney.com/escapes-newsletter](http://sydney.com/escapes-newsletter)

### Sydney and NSW Inbound Product Update

Destination NSW produces a regular newsletter to update the travel trade about new export ready products in NSW.

Take advantage of this opportunity to promote your export ready tourism business by providing a brief, well-written description of your company and product, including new programs or developments, contact details, high-quality, high-resolution images, and a retail price list.

For information about the Sydney and NSW Inbound Product Update, contact [product.queries@dnsw.com.au](mailto:product.queries@dnsw.com.au)

### Social Media

Destination NSW operate over 25 consumer social media channels, promoting awareness of Sydney and Regional NSW destinations, attractions, experiences and key events to consumers in domestic and international markets. We aim to create communities of highly passionate and loyal followers who want to know and share information about our State.

The content featured on our channels aim to:

- Inspire travellers from around the world to choose Sydney and NSW as their next travel destination
- Convert travellers from 'potential' to 'booked' for a trip to Sydney and NSW and thereby drive increases in overnight visitation
- Encourage people to engage with the destination by sharing photos and videos of their experiences online on these platforms.

#### What's in it for you?

Get involved by creating quality social media content for your channels, use our hashtags when sharing for a chance to be featured on our channels and reach our audience.

Find out more at [destinationnsw.com.au/wp-content/uploads/2011/10/DNSW-Social-Media-Guidelines-2017.pdf](http://destinationnsw.com.au/wp-content/uploads/2011/10/DNSW-Social-Media-Guidelines-2017.pdf)



#### Sydney social media channels

- facebook.com/seesydney
- @sydney\_sider
- @sydney
- weibo.com/visitsydney
- visitsydney
- #ilovesydney

#### NSW social media channels

- facebook.com/visitnsw
- @NewSouthWales
- @visitnsw
- #NewSouthWales



## TRADE AND INDUSTRY PROGRAMS

### International Business Development Program (IBDP)

This program encourages an increased presence of NSW products, experiences and destinations at key events in international markets. It educates international wholesalers and front-line agents about NSW tourism products and destinations and provides NSW suppliers with a better understanding of the needs and characteristics of key international markets.

The program subsidises part of the registration costs for one delegate to participate in specified Destination NSW roadshows and other trade events which have been identified as offering the best return for NSW tourism businesses.

Eligibility of applicants is based on criteria available at [destinationnsw.com.au/ibdp](http://destinationnsw.com.au/ibdp)

### Australian Tourism Exchange (ATE)

Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. ATE brings together Australian tourism businesses and tourism wholesalers and retailers from around the world with a combination of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia's tourism offering first-hand through pre- and post-event familiarisations.

Tourism Australia manages the event while Destination NSW coordinates NSW seller participation, business introductions, networking opportunities, briefings, media publicity and a pre- and post-familiarisation program. The event is held in different Australian cities between April and June each year.

For more information go to [destinationnsw.com.au/ate](http://destinationnsw.com.au/ate)

### Trade Events Calendar

Tourism Australia offers a range of international trade activities. For more information visit

[www.tourism.australia.com/events](http://www.tourism.australia.com/events)

Destination NSW participates in a number of domestic and international industry events and trade shows throughout the year. For detailed information about this year's calendar, go to page 21.



### Interested in getting involved in our familiarisation program?

Visit [destinationnsw.com.au/partneropportunities](http://destinationnsw.com.au/partneropportunities) and complete the expression of interest form online or complete and return the form in the back of this publication.



### Familiarisation Visits

Destination NSW hosts a series of familiarisation visits for overseas travel agents and wholesalers to showcase NSW tourism products and services. The visits provide a comprehensive insight into product experiences, destinations and new developments. NSW tourism businesses are invited to assist in supporting these visits by sponsoring accommodation, tours, transfers, meals and other ground costs. In return, NSW tourism businesses have the chance to convert the experience into a sales opportunity and make valuable connections. To participate in our international agent familiarisation visits, your product and service must be export ready.

### Aussie Specialist Program

Tourism Australia coordinates this global online training program for travel agents in conjunction with Australian States and Territories. More than 45,000 agents from Europe, the Americas and Asia participate in the program. There are many opportunities to educate the Aussie Specialist network about your product or service, including regular e-newsletters, product update videos, travel club offers, information sessions, training events and familiarisation visits coordinated by Destination NSW.

Interested in getting involved in the Aussie Specialist Program?

Contact the Destination NSW Industry Development Team at [product.queries@dnsw.com.au](mailto:product.queries@dnsw.com.au)

### Industry Development Workshops and Webcasts

Destination NSW offers its NSW First Workshop program to help tourism operators in Sydney and Regional NSW grow their businesses. The program delivers targeted advice and tips to assist businesses to develop, promote and sell their tourism product. A range of workshops and online webcasts provides the opportunity for businesses offering accommodation, attractions, tours and activities to get involved.

Find out more at [destinationnsw.com.au/workshops](http://destinationnsw.com.au/workshops)

### Product Showcases

Destination NSW has a dedicated Industry Development team to help new and established tourism businesses to develop, promote and sell their tourism products.

Product showcases are held regularly throughout the year. They are a forum for tourism businesses to present their products to Destination NSW staff in a series of appointments and discuss opportunities to work with Destination NSW.

Find out how to get involved in product showcases by contacting the team at [product.queries@dnsw.com.au](mailto:product.queries@dnsw.com.au)



### Product showcase schedule 2018

- 10 May 2018
- 7 June 2018
- 9 August 2018
- 13 September 2018
- 18 October 2018
- 15 November 2018

Product showcase dates will be finalised in November 2018 for 2019.



## UPCOMING INTERNATIONAL TRADE EVENTS FOR 2018-2019

Below is a list of international trade events, many of which are attended by a Destination NSW representative to assist organisations and destinations. The trade events highlighted in orange are run or supported by Destination NSW. For details about the Australia's Trade Events website [tradeevents.australia.com](http://tradeevents.australia.com) or the relevant organiser for further information or registration.

### 2018

2018 DATES	EVENT NAME	LOCATION
July 30 - August 3	Destination NSW South East Asia Roadshow	Malaysia, Singapore
August 11-17	Virtuoso Travel Week	Las Vegas
August 16-20	India Travel Mission	India
August 26-31	Corroboree Asia	Gold Coast
September 9-13	PURE	Marrakech
September 15-18	World Routes	Guangzhou
September 16-19	Luxperience	Sydney
September 18-21	The World Youth and Student Travel Conference	Edinburgh
September 20-23	Tourism Expo Japan 2018	Japan
September 26-28	Destination NSW Japan Roadshow	Osaka, Nagoya, Tokyo
September TBC	Walkabout South East Asia	TBC
October 10-12	TTG Incontri	Rimini, Italy
October 16-18	IMEX America	Las Vegas
October 24-26	Inbound Up North	Cairns
October 30 - November 1	Destination NSW South Korea Workshop	Seoul
October TBC	Corroboree West	Australia
November 4-9	Destination NSW Greater China Roadshow 2018	Xi'an
November 5-7	World Travel Market	London
November 11-17	Destination NSW USA Roadshow	New York, Chicago, Los Angeles
November 19-21	ATEC Meeting Place	Australia, TBC
November 20	PAICE	Auckland
November 27-29	IBTM World	Barcelona
November TBC	Industry Briefings	Australia, various
November TBC	Greater China Travel Mission	China
December TBC	Dreamtime	Australia, TBC

### 2019

2019 DATES	EVENT NAME	LOCATION
January/February	Australian Tourism Summit	Los Angeles
February 20-22	Walkabout Japan	Japan
March 6-10	ITB Berlin	Berlin
March 10-17	Destination NSW Focus On India	Sydney & Regional New South Wales
March 20	Destination NSW New Product Workshop	TBC
March TBC	European Product Workshop (EPW)	London
March TBC	Destination Australia Conference	Australia, TBC
May 13-20	Destination NSW United Kingdom & Europe Roadshow	United Kingdom/Germany/France
May TBC	IMEX Frankfurt	Frankfurt
May TBC	Australian Tourism Exchange (ATE)	Australia, TBC
June TBC	Business Events Australia: Great China Premium Showcase	Chengdu

\* Please note that event dates are subject to change.

operators and to promote NSW products  
 other events, please check Tourism  
 details.

The trade events highlighted in orange are run by Destination NSW

ORGANISATION	MARKET
Destination NSW	South East Asia
C.O.A.S.T / Tourism Australia	United States
Tourism Australia	India
Tourism Australia	Global
Morocco	Morocco
	Various
Luxperience	Australia
	Various
Japan Travel & Tourism Association	Japan
Destination NSW	Japan
Tourism Australia	
Rimini Fiera Italy	Italy
Business Events Australia	United States
ATEC	
Destination NSW	South Korea
Tourism Australia	Global
Destination NSW	China
Reed Exhibitions	United Kingdom
Destination NSW	United States
ATEC	Australia
	New Zealand
Tourism Australia	Spain
Tourism Australia	Australia
Tourism Australia	China
Business Events Australia	Australia

ORGANISATION	MARKET
Tourism Australia	United States
Tourism Australia	Japan
Tourism Australia	Germany
Destination NSW	India
Destination NSW	Global
Tourism Australia	United Kingdom
Tourism Australia	
Destination NSW	United Kingdom & Europe
Business Events Australia	Germany
Tourism Australia	Global
Tourism Australia	China



## INTERNATIONAL ROADSHOWS AND TRADE EVENTS CALENDAR 2018-2019

Destination NSW participates in major travel trade events globally, as well as developing its own Roadshows to market. The purpose of international trade shows is to connect NSW tourism industry suppliers with key international travel distributors including agents, product managers, airline partners, front-line agents and wholesalers to negotiate commercial arrangements, and to improve the knowledge and ability of the trade to generate sales for NSW products and experiences. All trade events have set eligibility criteria that NSW tourism industry suppliers will need to meet. Details on the criteria for each trade event will be available when registrations open.

See opportunities below.

### SOUTH EAST ASIA – SINGAPORE / MALAYSIA

<b>ACTIVITY NAME:</b>	<b>DESTINATION NSW SOUTH EAST ASIA ROADSHOW</b>
<b>Timing:</b>	30 July – 3 August 2018
<b>Activity type:</b>	Trade Roadshow
<b>Target market:</b>	Retail / Inbound Tour Operators
<b>Location:</b>	Singapore and Malaysia
<b>Maximum partners:</b>	12

### JAPAN

<b>ACTIVITY NAME:</b>	<b>DESTINATION NSW JAPAN ROADSHOW</b>
<b>Timing:</b>	26-28 September 2018
<b>Activity type:</b>	Trade Roadshow
<b>Target market:</b>	Retail Travel Agents and Product Managers
<b>Location:</b>	Osaka, Tokyo & Nagoya
<b>Maximum partners:</b>	15

### SOUTH KOREA

<b>ACTIVITY NAME:</b>	<b>DESTINATION NSW SOUTH KOREA WORKSHOP</b>
<b>Timing:</b>	30 October – 1 November 2018
<b>Activity type:</b>	Product Workshop
<b>Target market:</b>	Retail Travel Agents and Product Managers
<b>Location:</b>	Seoul
<b>Maximum partners:</b>	10

## NORTH ASIA – CHINA

Timing: 4-9 November 2018

Target market: Retail Travel Agents, Product Managers, trade and consumer media

Maximum partners: 30

## UNITED STATES OF AMERICA

Timing: 11-17 November 2018

Target market: Retail Travel Agents and Product Managers

Maximum partners: 12

## INDIA

Timing: 10-17 March 2019

Target market: Retail Travel Agents, Wholesale Agents and Inbound Tour Operators

Maximum partners: 30

## UNITED KINGDOM & EUROPE

Timing: 13-20 May 2019

Target market: Retail Travel Agents and Product Managers

Maximum partners: 15

## MEDIA AND COMMUNICATIONS

### Visiting Media Programs

Destination NSW runs targeted and highly-effective programs to offer key media first-hand experience of travel to Sydney and NSW. Each year Destination NSW coordinates more than 300 media visits from Australia and key international markets. While some of the international visits are undertaken in conjunction with Tourism Australia, the remainder are initiatives of Destination NSW and supported by industry sponsorship and participation. Publicity arising from each visit is evaluated for quality and content value and distributed to tourism operators who have assisted the visit in some way. This may include hosting accommodation, meals, tours or transport, allowing filming or giving interviews.

By participating in the program, you give media the opportunity to directly experience your product or service which may result in valuable coverage.

If you would like to register your interest in future media visits, email us at [media@dnsnw.com.au](mailto:media@dnsnw.com.au)

### News Feeds

Destination NSW maintains a continuous news and information feed via newsletters and releases to media in Australia and overseas. You can benefit from this program by sending new product information and images to the Communications team who assess it for media use. Keep in mind that the material needs to have an interesting story angle supported by high-quality, high-resolution images to gain media interest.

### Media Newsletter

*Sydney and NSW Uncovered* is a monthly, online newsletter distributed to travel and lifestyle media. It features the latest news and story ideas on accommodation, attractions, tours, dining, shopping, events and unique experiences in Sydney and Regional NSW.

Send interesting information and images (for media use) to [media@dnsnw.com.au](mailto:media@dnsnw.com.au)

### Subscribe to Insights

Destination NSW's weekly industry newsletter, *Insights*, features information on marketing campaigns, events, development opportunities, research and general news within the industry.

Subscribe to *Insights* and have the latest NSW tourism and events industry news emailed to you every week.

To subscribe, visit [destinationnsw.com.au/insights](http://destinationnsw.com.au/insights)



# Event Development

The Destination NSW Event Partnership Program includes promotional support, financial investment, assistance and advisory services for events that meet Destination NSW investment criteria. The aim is to work in partnership with industry to develop the *Sydney & NSW Events Calendar* which will deliver both medium and long-term benefits to Sydney and Regional NSW.

## Major Event Investment

To be considered for support, an event owner should make a formal submission to Destination NSW detailing the economic, community and marketing benefits that can be generated by the proposed event. To make a submission or find out more about the application process and assessment criteria, go to [destinationnsw.com.au/eventsupport](https://destinationnsw.com.au/eventsupport)

## Regional Flagship Events Program (RFEP)

Event visitors deliver much-needed tourism revenue to communities and strengthen regional economies.

The Regional Flagship Events Program has three funding streams that support regional events through a clear progression pathway – establishment, promotion and development.

- **Incubator Event Fund** - supports new events in regional destinations being held for the first or second time with grants of up to \$20,000 available to events that meet eligibility criteria. To qualify for grants, an event must demonstrate a high appeal and have a strong organisational structure with access to the skills required to deliver the event appropriately.
- **Flagship Event Fund** - provides grants to existing events that have been held at least twice previously to support marketing activities to attract visitors from outside the event location's immediate region. To qualify for grants, events must demonstrate that they have robust marketing plans and reflect the character and culture of their area, thereby acting as a 'flagship' for the region.
- **Event Development Fund** - supports events that have completed the Flagship Event Fund and can demonstrate a clear strategic plan for further tourism development (against set criteria). One-off grants of up to \$50,000 are available to support key event development initiatives.

For further information on the Regional Flagship Event Program streams, go to [destinationnsw.com.au/rfep](https://destinationnsw.com.au/rfep)





## Free Event Listings

NSW operators can publish their event information on Destination NSW digital sites. The websites offer Australia's most comprehensive listing of events in Sydney and around NSW and reach more than 2 million potential customers a month.

Hundreds of key events that feature on the official *Sydney & NSW Events Calendar* are included as well as more than 2,000 additional community, arts, cultural and sporting activities.

Additionally, Destination NSW has a series of content partnerships with media and industry organisations which ensures that your event listing is automatically connected from our database to third-party websites, further increasing the promotional reach of your event. Event listings are free and created by event organisers, venues, event promoters and any member of the public.

## Business Events Sydney

Destination NSW works in partnership with Business Events Sydney (BESydney) to grow State demand for international incentive travel reward programs, meetings, conferences and conventions. BESydney is not-for-profit with a membership base that includes venues, attractions, event suppliers and conference organisers. Destination NSW holds seats on the BESydney Board, is the principal investor and supports the organisation's promotional activities in international markets.

For more information, please call Business Events Sydney on (02) 9331 4045 or go to [businesseventssydney.com.au](http://businesseventssydney.com.au)

## NSW Regional Conferencing Unit

The NSW Regional Conferencing sector is a key part of the broader NSW Visitor Economy, with the potential to bring significant economic and employment benefits to Regional NSW. Destination NSW, through the Regional Conferencing Unit aims to support regional stakeholders in developing and attracting high quality conferences and business events to help strengthen the reputation of Regional NSW as the location of choice for meeting planners around the country. The Regional Conferencing Unit spearheads collaborative strategies between Local and State Governments and industry, which incorporate marketing initiatives, skills development and training programs and investment in products and infrastructure.

For more information, visit [meetinnsw.com.au](http://meetinnsw.com.au)

## Sydney & NSW Events Calendar

The *Sydney & NSW Events Calendar*, hosted on the [sydney.com](http://sydney.com) and [visitnsw.com](http://visitnsw.com) websites, includes thousands of event listings which appeal to a broad spectrum of audiences and experiences.

Destination NSW produces two Sydney & NSW event calendars (A5 and Z-card) each year which include event highlights. These calendars are distributed to visitor centres and hotels throughout Sydney and NSW.

Download the calendar at [destinationnsw.com.au/eventscalendar](http://destinationnsw.com.au/eventscalendar)

## How to register your event on [sydney.com](http://sydney.com) or [visitnsw.com](http://visitnsw.com)

- Get Connected is Destination NSW's website membership program. Register online at [atdw-online.com.au](http://atdw-online.com.au)
- The Get Connected program is powered by the ATDW-Online platform. Simply click on 'Register now' to create your free account. You will be sent an email to activate your account instantly.
- Once activated, you are now ready to create your event listing. Be sure to include a well-written, detailed description, upload good quality, high-resolution images (10 maximum), plus video and social media links. Your event will be published within 24 hours.



[illegible]

## PARTNER OPPORTUNITIES WITH DESTINATION NSW



### Expression of interest

Company name		
Contact person	Job title	
Street address		
City	State	Postcode
Mailing address <input type="checkbox"/> tick if same as street address		
City	State	Postcode
Email		
Phone	Fax	
Website		

#### Event development

- ☐ Free Event Listing
- ☐ Major Event Investment
- ☐ Regional Flagship Event Program
- ☐ Regional Incubator Event Program
- ☐ Regional Event Development Program

#### Media and communications

- ☐ Visiting media program

#### Regional Tourism Fund

- ☐ NSW Regional Conferencing
- ☐ Product Development Programs
- ☐ Cooperative Tourism Marketing Program

#### Sector development and marketing

- ☐ Aboriginal Tourism
- ☐ Cruise
- ☐ Food and Wine
- ☐ Youth

#### The Official Sydney Guide

- ☐ Advertising Opportunities

#### Trade and industry programs

- ☐ Trade Familiarisations
- ☐ Industry Development Workshops (NSW First)
- ☐ International Roadshows and Trade Events
- ☐ Product Advice and Assistance
- ☐ Product Showcases

#### Regional Tourism Development

- ☐ Riverina Murray
- ☐ Southern NSW
- ☐ North Coast (Including Lord Howe Island)
- ☐ Country and Outback NSW
- ☐ Sydney Surrounds North
- ☐ Sydney Surrounds South

BUSINESS DEVELOPMENT RESOURCES, MARKET RESEARCH AND STATISTICAL DATA, AND VISUAL RESOURCES  
ARE ALL AVAILABLE FREE OF CHARGE ONLINE AT [DESTINATIONNSW.COM.AU](http://DESTINATIONNSW.COM.AU)

## WEBSITE LINKS AT A GLANCE



**Partner Opportunities and Expression of Interest Form** [destinationnsw.com.au/partneropportunities](https://destinationnsw.com.au/partneropportunities)

### Connect with Destination NSW

- Insights Weekly Newsletter
- Facebook
- Twitter
- Instagram

[destinationnsw.com.au/insights](https://destinationnsw.com.au/insights)  
[facebook.com/destinationnsw](https://facebook.com/destinationnsw)  
[twitter.com/destinationnsw](https://twitter.com/destinationnsw)  
[instagram.com/destination\\_nsw](https://instagram.com/destination_nsw)

### Sector Development and Marketing

- Aboriginal Tourism
- Cruise
- Food and Wine
- Youth

[destinationnsw.com.au/sector-marketing](https://destinationnsw.com.au/sector-marketing)  
[destinationnsw.com.au/aboriginaltourism](https://destinationnsw.com.au/aboriginaltourism)  
[destinationnsw.com.au/cruise](https://destinationnsw.com.au/cruise)  
[destinationnsw.com.au/food](https://destinationnsw.com.au/food)  
[destinationnsw.com.au/youth](https://destinationnsw.com.au/youth)

### Destination Networks

[destinationnsw.com.au/destination-networks](https://destinationnsw.com.au/destination-networks)

### Resources

- Research and Insights
- Image Library
- Footage Library
- Aboriginal Tourism Toolkit
- China Market Toolkit
- Visitor Information Centre accreditation
- Tourist Attraction Signposting
- Regional Tourism Fund
- NSW Regional Conferencing Strategy 2017-2021

[destinationnsw.com.au/resources](https://destinationnsw.com.au/resources)  
[destinationnsw.com.au/research](https://destinationnsw.com.au/research)  
[images.destinationnsw.com.au](https://images.destinationnsw.com.au)  
[footage@dnsw.com.au](mailto:footage@dnsw.com.au)  
[destinationnsw.com.au/aboriginaltourismtoolkit](https://destinationnsw.com.au/aboriginaltourismtoolkit)  
[destinationnsw.com.au/chinatoolkit](https://destinationnsw.com.au/chinatoolkit)  
[destinationnsw.com.au/avic](https://destinationnsw.com.au/avic)  
[destinationnsw.com.au/tasac](https://destinationnsw.com.au/tasac)  
[destinationnsw.com.au/regionaltourismfund](https://destinationnsw.com.au/regionaltourismfund)  
[destinationnsw.com.au/nsw-regional-conferencing-strategy](https://destinationnsw.com.au/nsw-regional-conferencing-strategy)  
[destinationnsw.com.au/nsw-regional-conferencing-toolkit](https://destinationnsw.com.au/nsw-regional-conferencing-toolkit)  
[destinationnsw.com.au/nsw-regional-conferencing-grant](https://destinationnsw.com.au/nsw-regional-conferencing-grant)  
[meetinnsw.com.au](https://meetinnsw.com.au)

### Action Plans

- Aboriginal Tourism Action Plan
- China Tourism Strategy

[destinationnsw.com.au/aboriginaltourism](https://destinationnsw.com.au/aboriginaltourism)  
[destinationnsw.com.au/chinatourismstrategy](https://destinationnsw.com.au/chinatourismstrategy)

### Digital Marketing

- Listing Your Business
- Escapes Newsletter
- NSW Social Media Channels

[destinationnsw.com.au/getconnected](https://destinationnsw.com.au/getconnected)  
[sydney.com/escapes-newsletter](https://sydney.com/escapes-newsletter)  
[facebook.com/visitnsw](https://facebook.com/visitnsw)  
[twitter.com/newssouthwales](https://twitter.com/newssouthwales)  
[instagram.com/visitnsw](https://instagram.com/visitnsw)  
[#newssouthwales](https://twitter.com/newssouthwales)  
[facebook.com/seesydney](https://facebook.com/seesydney)  
[twitter.com/sydney\\_sider](https://twitter.com/sydney_sider)  
[instagram.com/sydney](https://instagram.com/sydney)  
[weibo.com/visitsydney](https://weibo.com/visitsydney)  
[WeChat: visitsydney](https://www.whatsapp.com/channel/0029va10000000000000000000)  
[#ilovesydney](https://twitter.com/ilovesydney)

- Sydney Social Media Channels

### Trade and Industry Programs

- International Business Development Program
- Industry Development Workshops (NSW First)

[destinationnsw.com.au/ibdp](https://destinationnsw.com.au/ibdp)  
[destinationnsw.com.au/workshops](https://destinationnsw.com.au/workshops)

### Event Development

- Major Event Support
- Regional Flagship Events Program
- Free Events Listing
- Business Events Sydney
- Sydney and NSW Events Calendar
- Leveraging Events

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