



Destination NSW has launched a whole-of-state marketing campaign called 'What I Love About Holidays in NSW' – to drive increased target audience awareness and overnight visitation for holiday travel to Regional NSW (for further information please go to destinationnsw.com.au).

The 'What I Love About Holidays in NSW' program builds on Destination NSW's commitment to growing the Regional NSW visitor economy, through marketing the State's diverse destinations, unique experiences, many festivals and events, via an annual schedule of dedicated activities.

CAMPAIGN OVERVIEW

The first phase of the campaign is now live with a collection of stunning photography and videos showcasing highlights of NSW holiday destinations and experiences across the following key pillars:

1. Beaches and Surfing
2. Nature and Outdoors
3. Food and Wine
4. Aboriginal Culture
5. Arts and Culture
6. History and Heritage, and
7. Events and Festivals.

Destination NSW will leverage this collection of content across its extensive digital platform and social media community, and invest in paid advertising on YouTube, Facebook and Instagram. Supported by a comprehensive PR program, the campaign leads target audiences to visitnsw.com/ilovensw, where they can start planning their next NSW holiday.

The second phase of the campaign will be implemented from 24 March to 18 May 2017. People who have taken a holiday in NSW (including passionate travel enthusiasts, professional photographers and tourism industry partners) are able to submit their favourite photos and videos (user generated content) showcasing what they love about NSW holiday experiences, destinations and events. All submissions from the owners of the content (photos/videos) will be requested to accept a standard release allowing Destination NSW to use, re-edit and distribute this content.



The third phase of the campaign will commence from late May until 30 June, and will involve the distribution of a selection of the best photo and video submissions, in the form of a best of NSW holiday photo gallery and eight short films (based on the experience pillars noted above). Destination NSW will use paid digital media, PR, News Corp, Facebook, plus our owned and earned media channels to distribute this selected content to promote holidays in Regional NSW.

Key opinion leaders, influencers and tourism-related media editors and stakeholders will also be utilised to promote these Regional NSW holiday experiences across Australia, New Zealand and selected international markets.

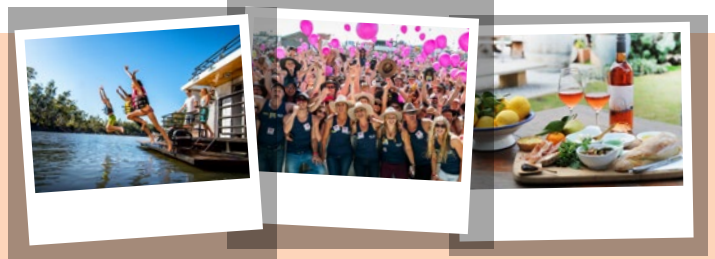
WHAT I LOVE ABOUT HOLIDAYS IN NSW



CANON AUSTRALIA PRIZE PACKAGE

Canon Masters will be engaged to seed messages to their social networks about the campaign, to drive the submission of crowd-sourced imagery and videos telling the story of what there is the love about holidays in NSW. To encourage a greater level of participation in this competition and secure more content submissions of the best shared videos and photos, Canon has provided eight (8) Canon Prize Packs with professional photography equipment and tutorials.

To view full competition terms and conditions please visit visitnsw.com/ilovensw. Submissions close 18 May, 2017.



HOW TO GET INVOLVED

1. To Submit Content (Videos & Photos):

You can become involved in the 'What I love about holidays in NSW' campaign by submitting inspirational and motivational videos and photos depicting quality Regional NSW holiday experiences and destinations. Please upload your content via visitnsw.com/ilovensw. You can also use the Destination NSW #ILoveNSW on your Twitter and Instagram posts or upload content via the Visit NSW Facebook page. The 'best of the best' content will be curated and featured in the final short films.

2. Create Word of Mouth and Customer Engagement:

The success of this program will be greatly enhanced by the support of the NSW tourism industry. You can support this campaign by;

- Actively engaging with the campaign in all your social media to maximise the exposure of your region and experiences
- Forwarding this fact sheet to your industry databases, visitor information centres and key partners
- Including the campaign and competition in your industry and consumer eNewsletters
- Encouraging your local regional tourism stakeholders, local newspapers and professional and budding photographers and filmmakers to submit content at visitnsw.com/ilovensw.



HELP PROMOTE THE CAMPAIGN

To assist in driving additional overnight visitation to Regional NSW destinations, we would like to increase leads to tourism operators via visitnsw.com. To make the biggest impact make sure to;

Update your Get Connected listing on visitnsw.com.

Login in here atdw-online.com.au

- Make your listing stand out. Upload a gallery of high quality images (minimum size 2048 x 1536).
- Add your social media links and be sure to create inspirational content that is easily shareable.
- Use #ILoveNSW in all your social media activity to take advantage of the high volume of social media engagement throughout the campaign.

Please refer enquiries relating to the 'What I Love About Holidays in NSW' campaign via email to marketing.info@dnsw.com.au or alternatively, contact your Destination NSW contact.