

DESTINATION NSW MARKETING UPDATE

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Director Brand Strategy
& Customer Experience





1.0

VISITOR SNAPSHOT

2.0

NSW 'FEEL NEW' BRAND UPDATE

3.0

SUPPORTING OUR REGIONS

4.0

GETTING THE MOST FROM DESTINATION NSW

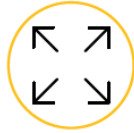
1. VISITOR SNAPSHOT



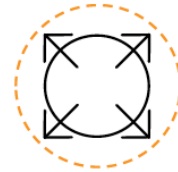
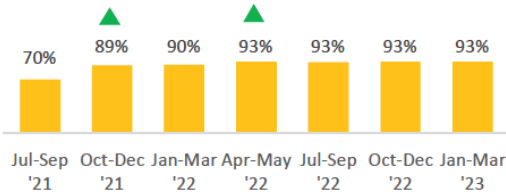
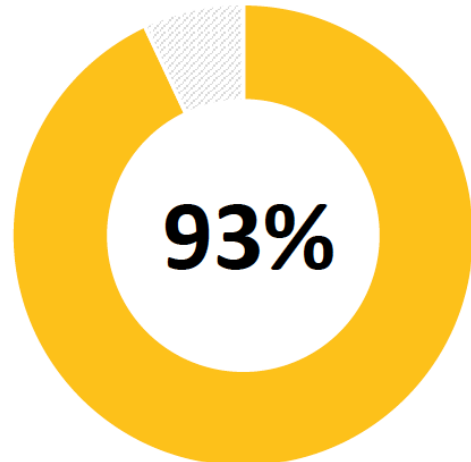
DOMESTIC CONFIDENCE TO TRAVEL IS STRONG

TRAVEL CONFIDENCE IN NEXT 3 MONTHS (VERY/QUITE CONFIDENT)

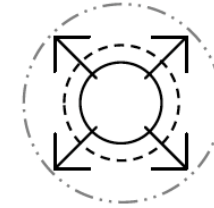
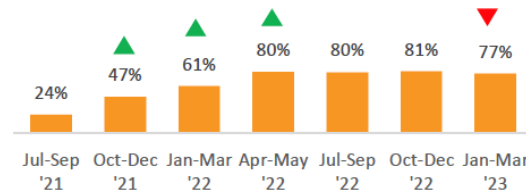
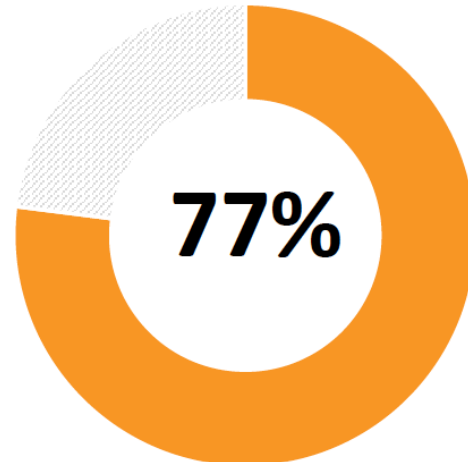
TOTAL TRAVELLERS : JAN'23 – MAR'23



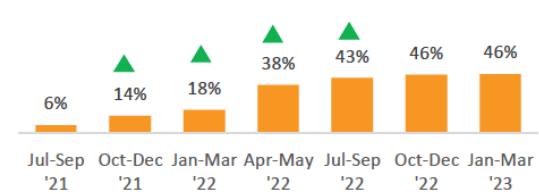
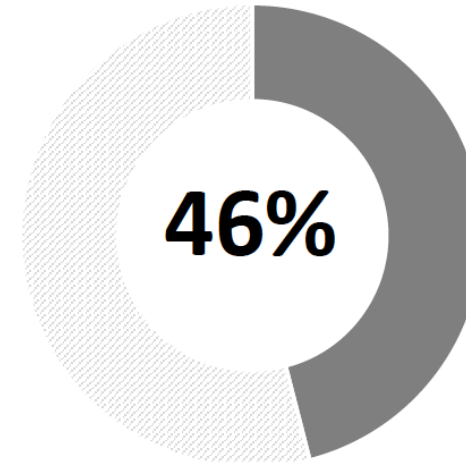
WITHIN MY STATE



ELSEWHERE IN AUSTRALIA*

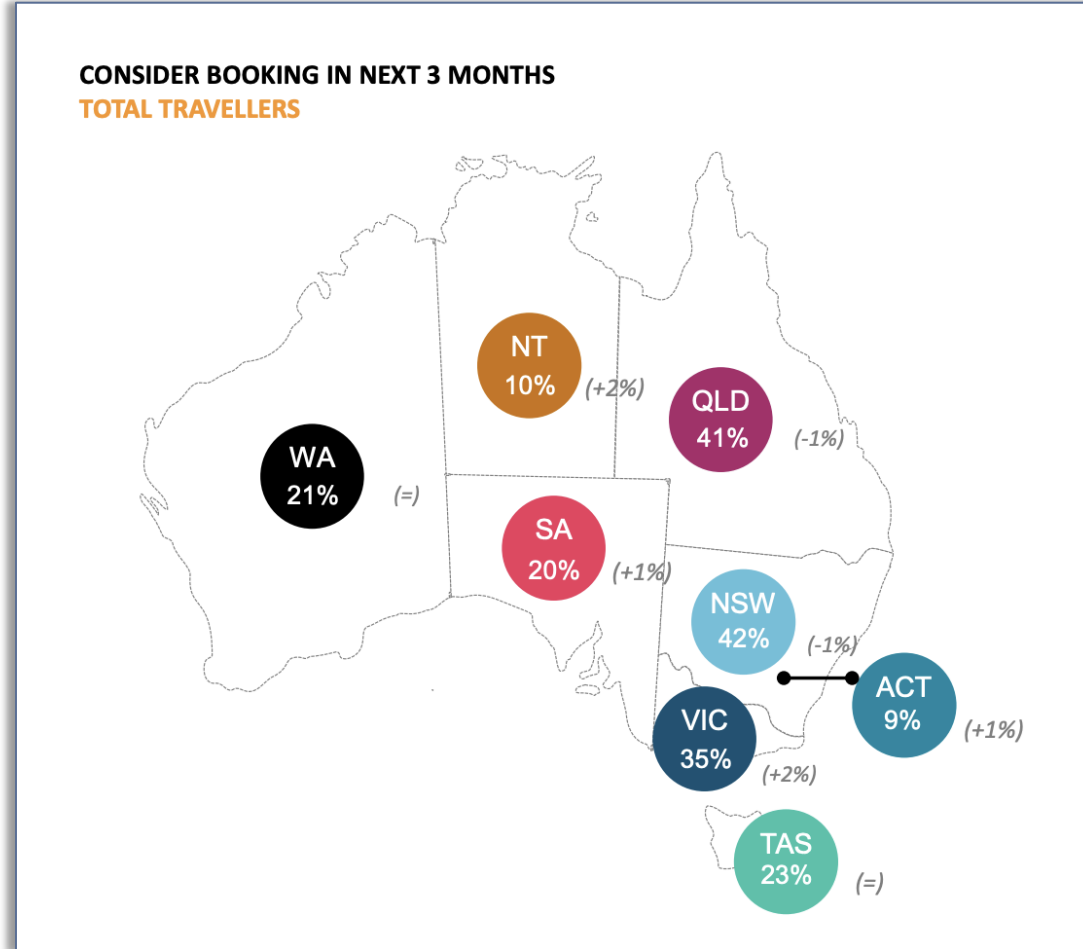


OVERSEAS



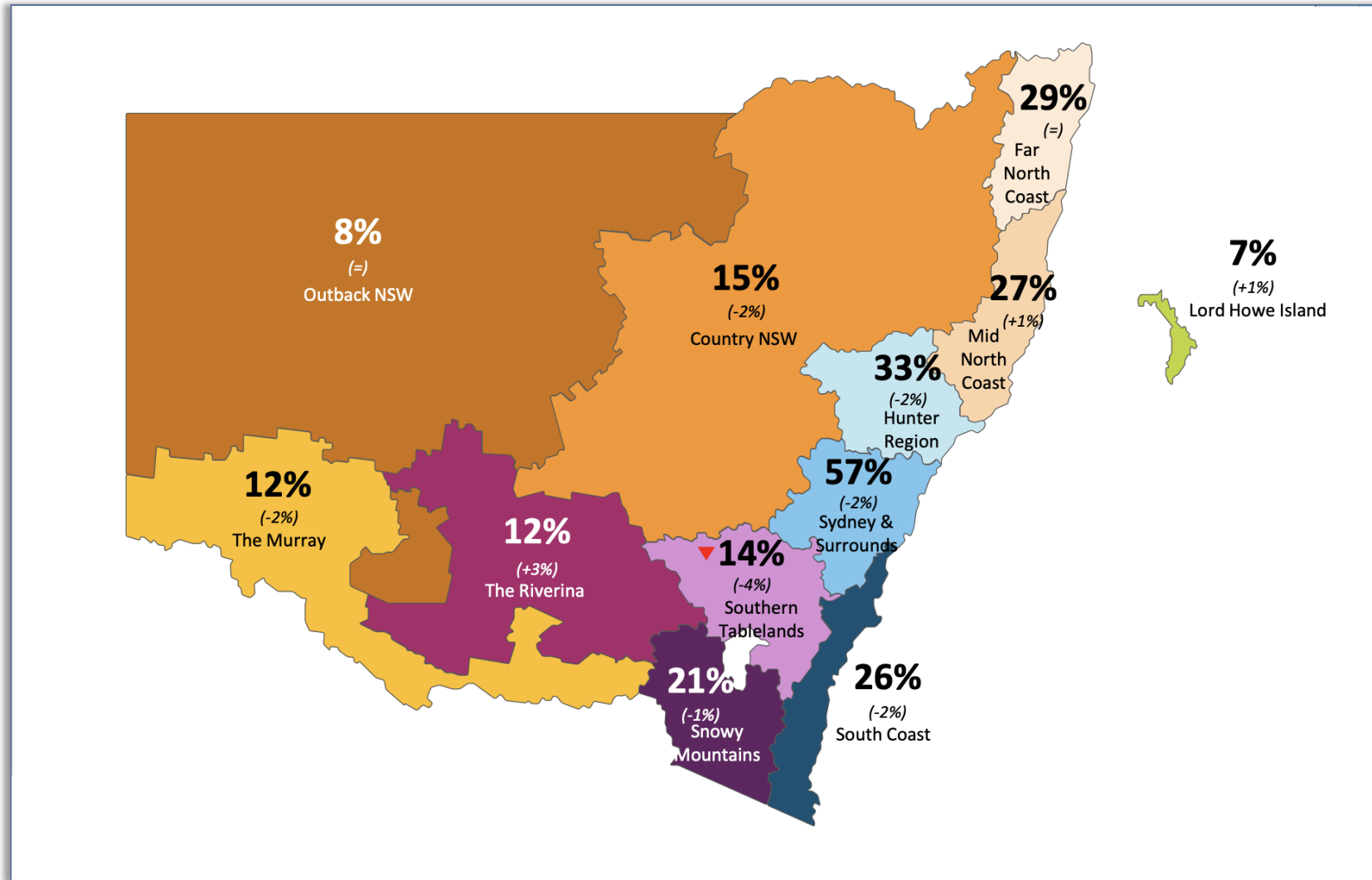
S9: HOW CONFIDENT ARE YOU IN BEING ABLE TRAVEL TO THE FOLLOWING PLACES IN THE NEXT 3 MONTHS?
BASE: TRAVELLERS - *N=3000 PER QUARTER

INTENTION TO VISIT NSW VERSUS OTHER STATES



Destination NSW Brand Engagement Monitor

KNOWLEDGE OF NSW REGIONS AMONGST AUSTRALIANS

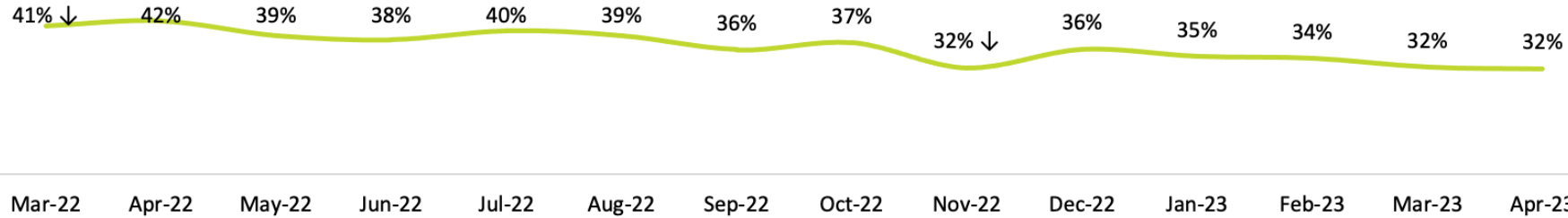


Destination NSW Brand Engagement Monitor

FINANCIAL CONFIDENCE & COST OF LIVING A CHALLENGE

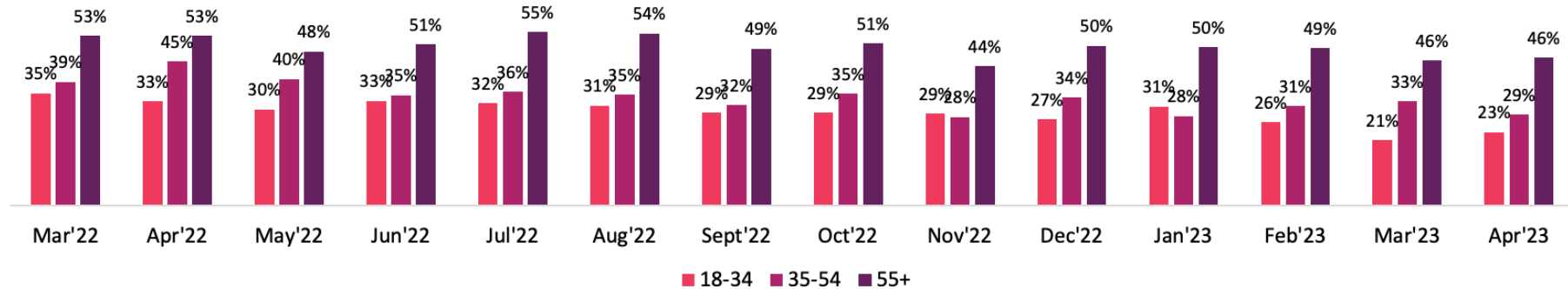
FINANCIAL CONFIDENCE

NET – OVER TIME



FINANCIAL CONFIDENCE

AGE GROUPS

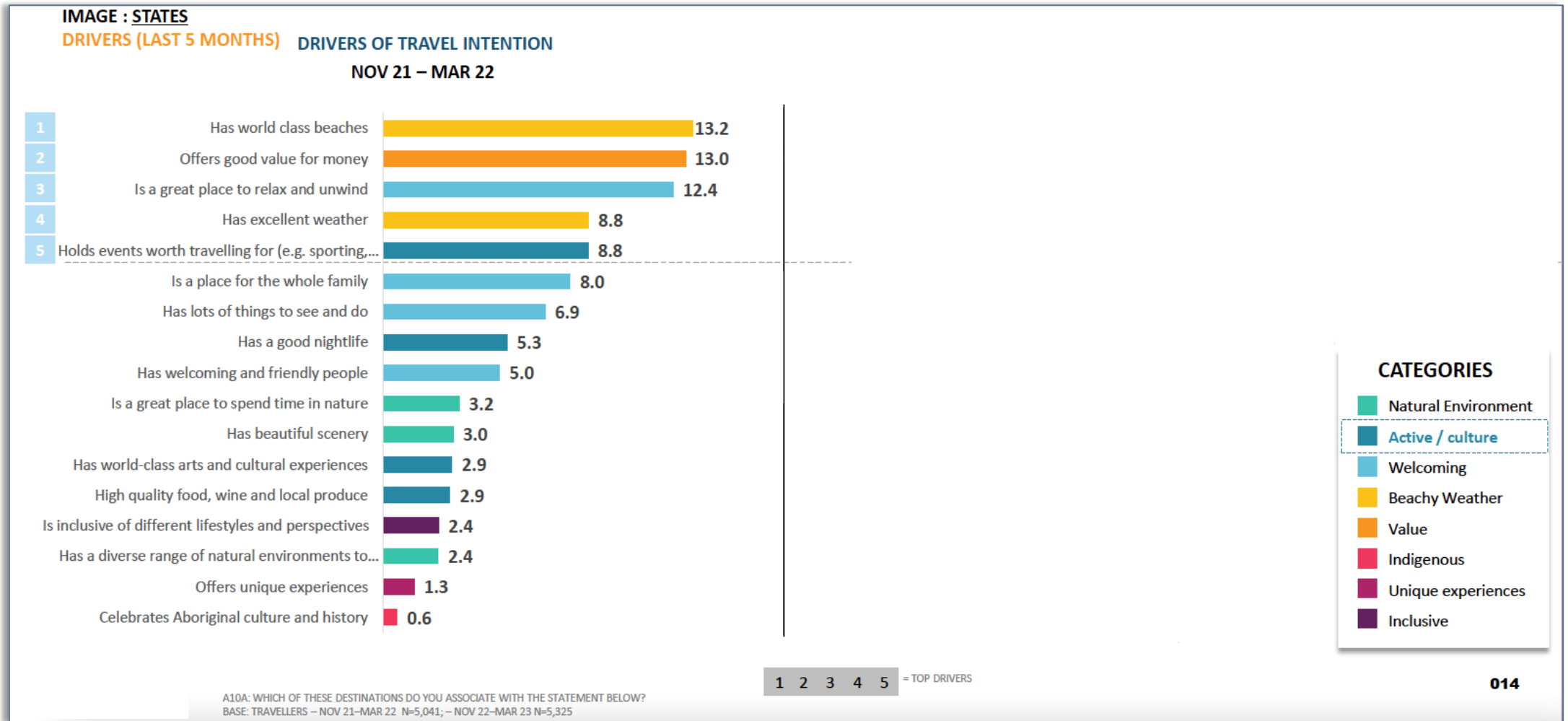


fiftyfive5
AUSPULSE SURVEY

AUSPULSE : A3: How confident are you in your ability to meet your current financial needs? [0-10 ratings]
Base: Total sample – national and state ranges from n= 1002-1039
SOURCE : Fiftyfive5 AusPulse Survey

Destination NSW Brand Engagement Monitor

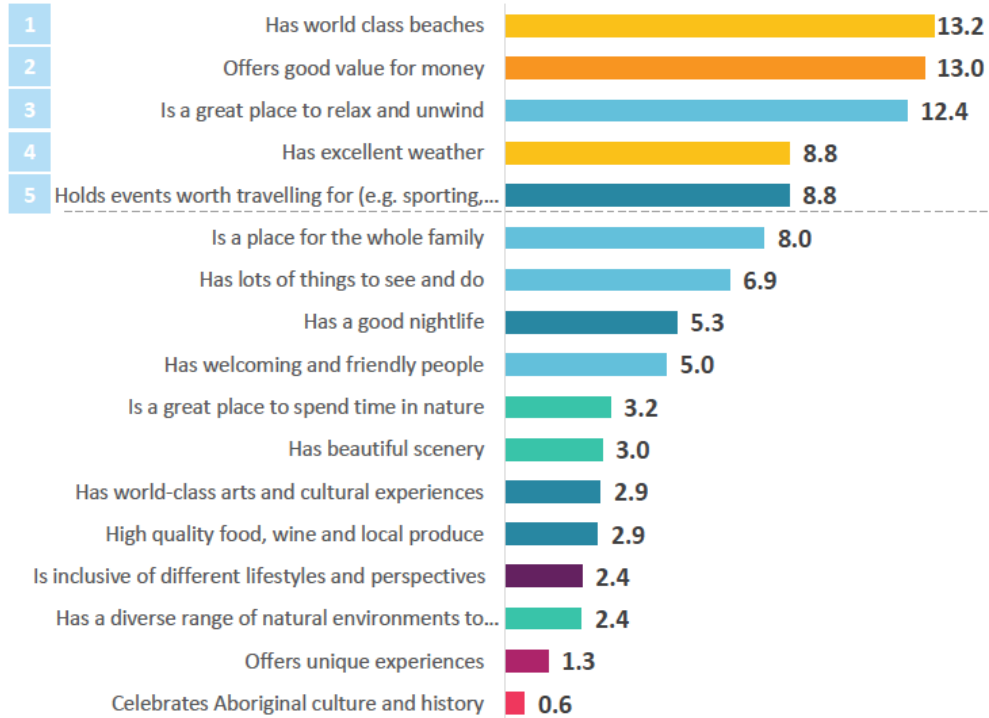
DOMESTIC DRIVERS OF TRAVEL INTENTION



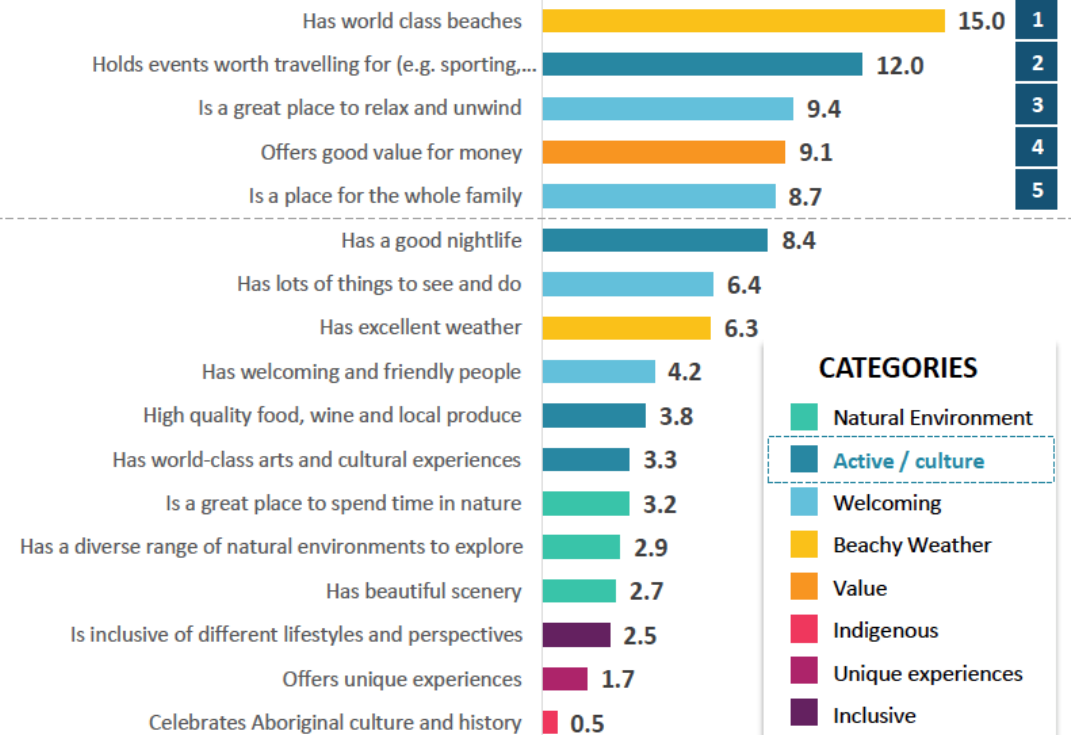
DOMESTIC DRIVERS OF TRAVEL INTENTION

IMAGE : STATES

DRIVERS (LAST 5 MONTHS) DRIVERS OF TRAVEL INTENTION
NOV 21 – MAR 22



DRIVERS OF TRAVEL INTENTION
NOV 22 – MAR 23

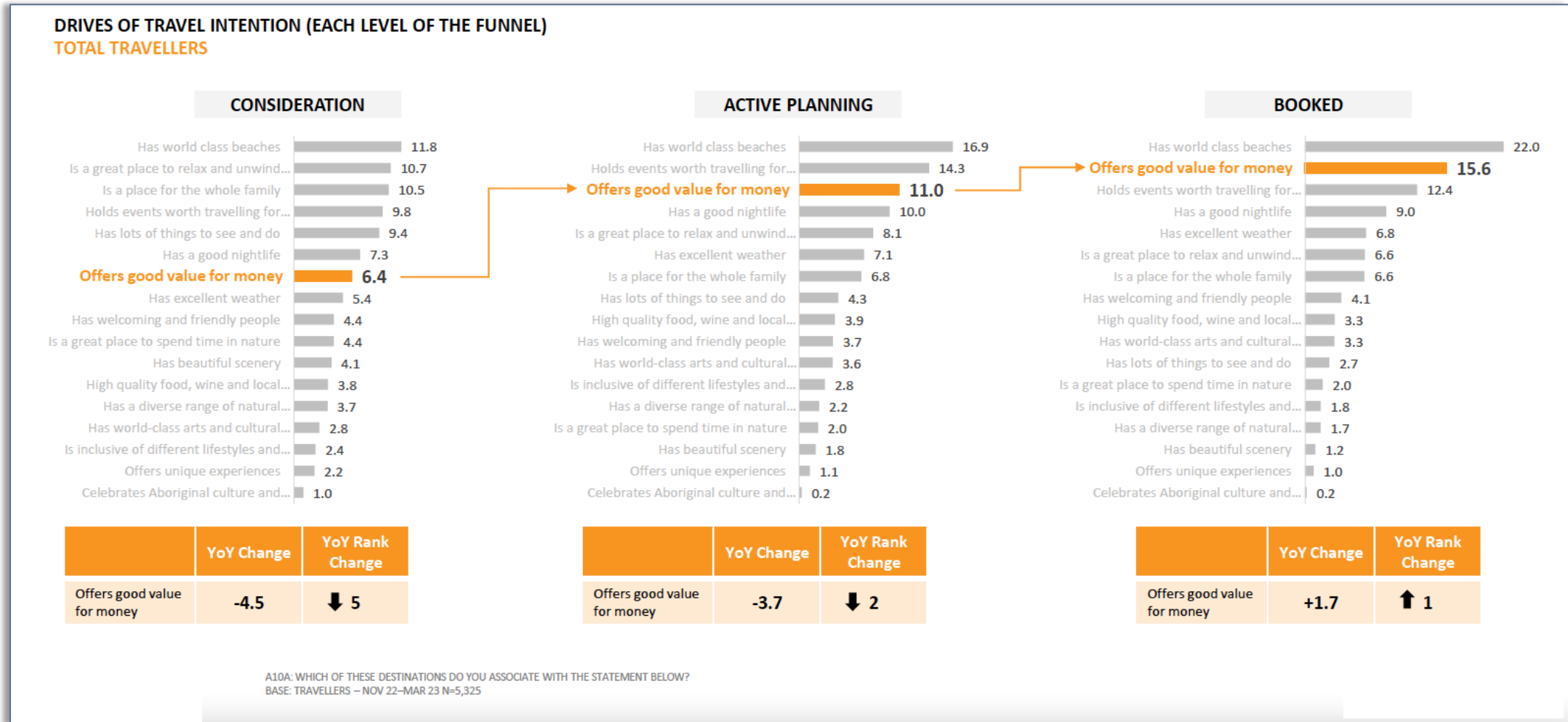


1 2 3 4 5 = TOP DRIVERS

014

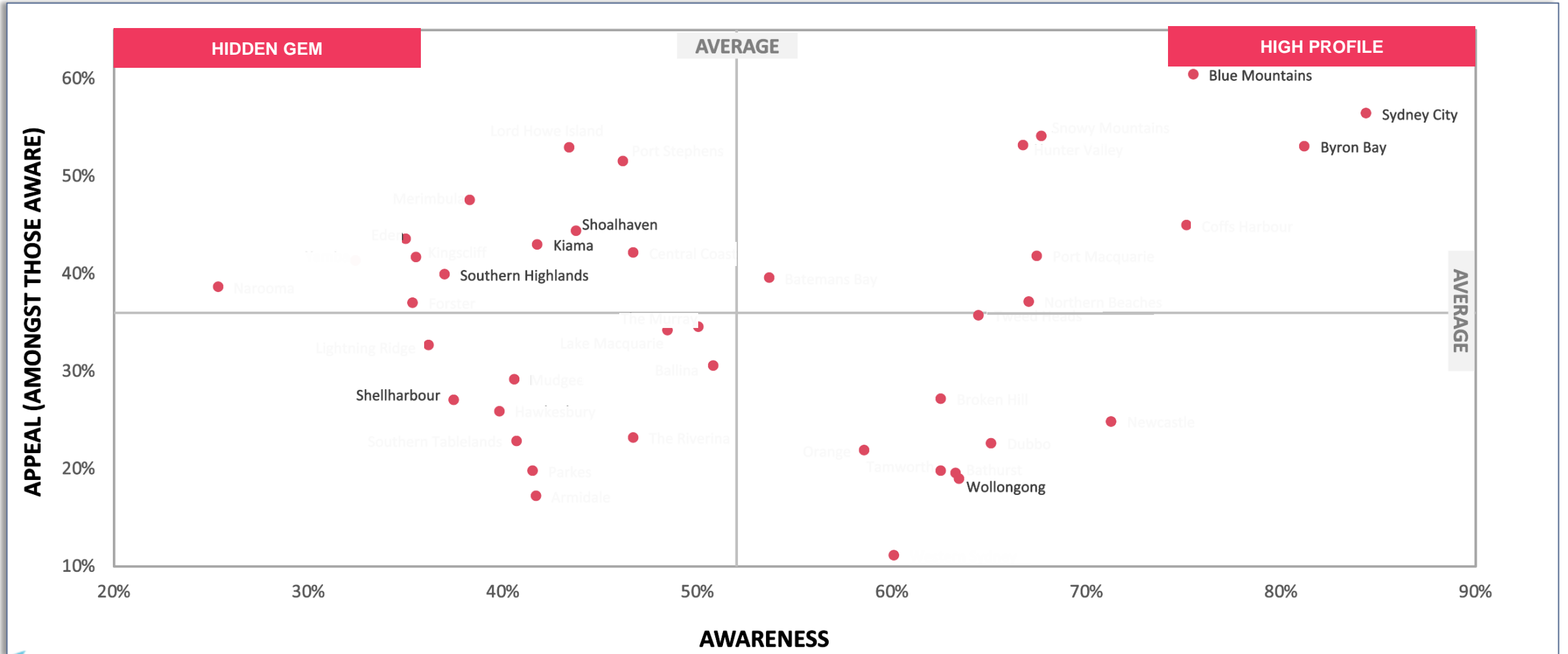
A10A: WHICH OF THESE DESTINATIONS DO YOU ASSOCIATE WITH THE STATEMENT BELOW?
BASE: TRAVELLERS – NOV 21–MAR 22 N=5,041; – NOV 22–MAR 23 N=5,325

A SHIFTING VALUE EQUATION



**FROM MAKING PEOPLE WANT THINGS..
TO MAKING THINGS PEOPLE WANT.**

NSW DESTINATIONS RANKED BY AWARENESS AND APPEAL





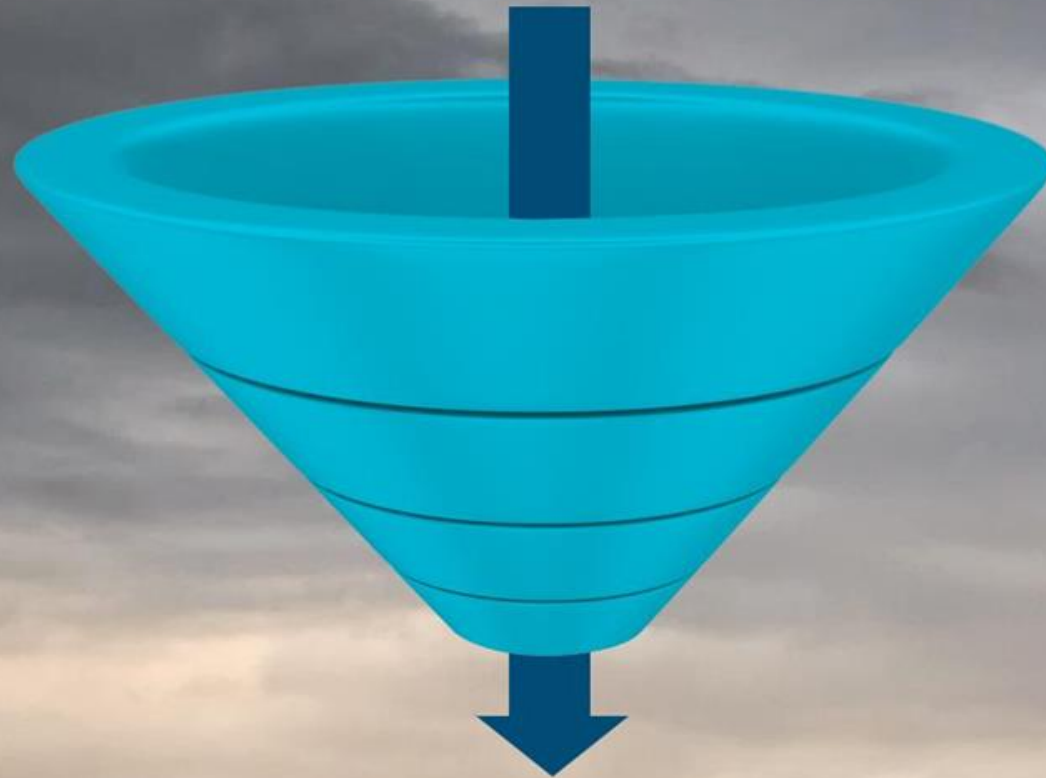
2. NSW 'FEEL NEW' BRAND CAMPAIGN UPDATE

WHY DOES HAVING A NSW BRAND MATTER?

THE FUNNEL



WIDENING THE FUNNEL



WIN IN CONSIDERATION!

A wide-angle photograph of two people in wetsuits in the ocean. One person is sitting up on the left, looking towards the right. The other person is lying on their stomach on the right, looking towards the camera. The background shows a coastline with houses and mountains under a bright, hazy sky. The water is dark blue with gentle ripples.

3. SUPPORTING OUR REGIONS

DRIVING DEMAND THROUGH CO-OPERATIVE MARKETING

- Make marketing more affordable for regions
- Reduce competition between campaigns
- Complement existing marketing activity
- Unify destinations with the FEEL NEW Brand



south coast

OPEN
SPACES
OPEN
MINDS

Killalea Beach

NSW GOVERNMENT visitnsw.com feel new south wales

south coast

WILD
OUTSIDE

PEACE
INSIDE

Nellies Glen, Robertson

NSW GOVERNMENT visitnsw.com feel new south wales

south coast

EPIC
TRAILS
ENDLESS
TALES

Bombo Headland

NSW GOVERNMENT visitnsw.com feel new south wales

south coast

SERENE
SEAS

SOARING
SPIRITS

Jervis Bay

NSW GOVERNMENT visitnsw.com feel new south wales

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From wild ocean spray to pumping surf and the whitest sand you'll ever see, the South Coast knows how to turn on the drama.



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Feel the magic at Bombo Headland [Learn more](#)

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Dive into frothy waves, kayak serene waterways, spot whales from coastal trails - find your natural high on the South Coast.



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Let waves recharge you at Thirroul Beach [Learn more](#)

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From ancient Dreaming tracks to magical waterfalls- explore nature from new angles on the South Coast and Southern Highlands.



visitnsw.com
Chase the thunder of Carrington Falls [Learn more](#)

Like Comment Share

Visit NSW Sponsored · 🌐

Happy hour hits different on the South Coast. Sip brews by the fire, taste wine among the vines and soak up postcard views.



visitnsw.com
Unwind at Cupitt's Estate in Ulladalla [Learn more](#)

Like Comment Share

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The South Coast has a way of changing you. From thundering waterfalls to calm coastal tracks, get back to your natural state.



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Wander the trail off Killalea Beach [Learn more](#)

Like Comment Share



Articles
 Warm up at these six picturesque wineries & breweries on the South Coast

Indulge in a winter warmer

Back in the late 1800s, if you wanted a warm place to rest your head on a cool night in the Illawarra region, just south of Sydney, you might have checked in to the old Bull Railway Guest House. Today, that same building is home to [Resin](#), a brewery and brewpub established in 2020 by a couple of local surfers and beer geeks. Head there on a Thursday for the Winter Warmer menu, featuring dishes such as beef pot pies made using Resin's 8 Shades Imperial Stout and confit pork belly with celeriac puree and river mint. Each dish is paired with a wine, and the atmosphere, in front of gas fires in a beautifully restored heritage building, will leave you in a state of deep contentment.



[Resin Brewing](#), Wollongong - Credit: Destination Wollongong

Dine by the fire

The vineyard views through the floor-to-ceiling windows at the [Crooked River Winery](#) restaurant, near [Gerrington](#), make dining here a spectacular experience at any time of year. But in winter and early spring, there's an extra layer of charm, with the wood fire burning bright and the seasonal fine-dining menu offering the likes of wood-roasted spatchcock and grass-fed beef fillet. You should also make the most of the outdoor firepit: wander out before dinner with a glass of estate-grown shiraz or chambourcin, or perhaps a beer from the on-site Uncle Joe's microbrewery. Come early to enjoy the wine-tasting experience in the cellar door, or you can enjoy that around the firepit, too.



[Crooked River Winery](#), Gerrington - Credit: Dee Kramer, Crooked River Winery Pty Ltd



Articles
 Seven outdoor adventures on the South Coast to get a natural high in the cooler months

Catch a winter wave

There's a lot to be said for surfing in winter and spring in the Illawarra: the waves can be cleaner (less choppy) than in summer and, with the ocean still at a respectable 20°C in late July, it can actually be warmer in the water than out. Whether you're young or old, beginner or expert, the Illawarra Surf Academy will take you to beaches in [Thirroul](#), [Corrimal](#) or [Warilla](#) and get you surfing in the sun. There's nothing like it. Cool cafes and eateries line the streets of these beachside villages, so you'll have plenty of options to refuel after a few hours in the waves.



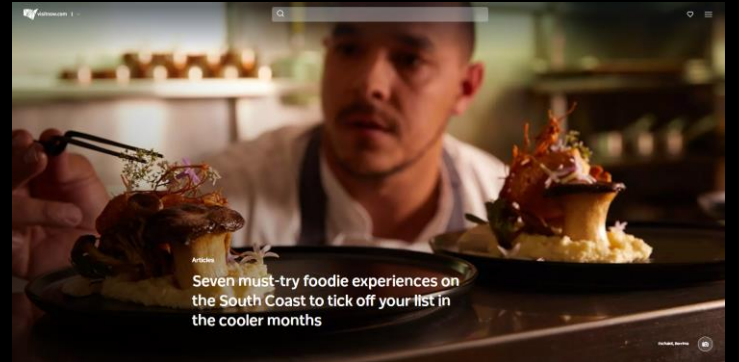
[Thirroul Beach](#), Wollongong

Fall for the falls

When the Kangaroo River spills off a sandstone plateau in Budderoo National Park, it has to freefall for 90m before it hits the pool below and continues on its journey. Welcome to [Carrington Falls](#), one of the most spectacular locations in the [Southern Highlands](#) (and perfect fodder for your Instagram feed). It also happens to be blessed with nearby walking tracks and viewpoints that allow you to view the phenomenon from all sorts of angles; like the Carrington Falls walking track a gentle 30 to 45-minute amble. Nearby [Nellies Glen](#) is also worth adding to your itinerary, with a pretty picnic area, waterfall views and good birdwatching opportunities.



[Nellies Glen](#), Southern Highlands



Articles
 Seven must-try foodie experiences on the South Coast to tick off your list in the cooler months

Get streetwise at Steamers

Head to City Beach in [Wollongong](#) and celebrate street food from around the world at the award-winning [Steamers Bar and Grill](#). Its winter menu is rustic, hearty and gamey (try the Tuscan goat pie or the braised rabbit gnocchi), and the fireplace, lanterns and Edison globes infuse the indoor dining area with a cosy, magical charm. If you prefer to dine al fresco, don't let the cool season put you off: on the beachside balcony, heat lamps (and blankets, if you need them) keep the chill at bay.



[Steamers Bar and Grill](#), Wollongong

Treat yourself at the tavern

Cantilevered over the water, with huge glass windows offering views of boats bobbing in the marina, The Waterfront Tavern at Shell Cove will have you lingering over a seafood platter, beef ragu or lamb shanks long after the sun has set. With a fireplace and an impressive list of cocktails on offer, you'll be warmed up in no time. The tavern is part of [Shellharbour's](#) newest waterfront dining precinct [The Waterfront Shell Cove](#), which offers a sparkling selection of new eateries to explore.



[Waterfront Tavern Shell Cove](#), Shellharbour - Credit: Eddie Hu Captured, Tourism Shellharbour

@Martymcnuggets

Profile page for @martymcnuggets. The profile picture shows a woman with long dark hair. The bio includes: "765 Following", "125.9K Followers", "7.8M Likes", "Follow" button, "food, fashion and travel recs", "martymcnug@gmail.com", "ig: fourtris", and "Q&A". Navigation tabs for "PLACES", "PRODUCTS", and "FOOD" are visible. A grid of six pinned posts is shown at the bottom, including a market scene, a woman in a purple outfit, a woman eating, a Korean photo booth, a woman with a camera, and a woman in a white dress.

Instagram post by martina at Shoalhaven. The video shows a woman in a white and blue checkered dress walking on a paved path in a scenic landscape with green fields and a tall cypress tree. The caption reads: "This is one of the best road trips I've been on! Let me know where else I should go... See more". The post has 1926 likes and 21 comments. The music is "SUMMER FUN - @Scott Harrison".

Instagram post by martina at Cupitt's Estate. The video shows a woman in a white and blue checkered dress sitting at a table with a large spread of food, including oysters, bread, and a salad. She is holding a glass of wine. The caption reads: "A Shoalhaven Gem ❤️ Come to Cupitt's Estate for amazing food, drinks, views and... See more". The post has 230 likes and 16 comments. The music is "Melliflous - @Randhy Yanas".

Instagram post by martina at Tara Distillery. The video shows a woman in a white and blue checkered dress standing in the doorway of a red building with "TARA DISTILLERY" written above the entrance. She has her arms raised. The caption reads: "This distillery offers a \$5 tasting and tour". The post has 163 likes and 24 comments. The music is "Chill Vibes - @Tollan Kim".

RESULTS?

6M+
VIDEO VIEWS

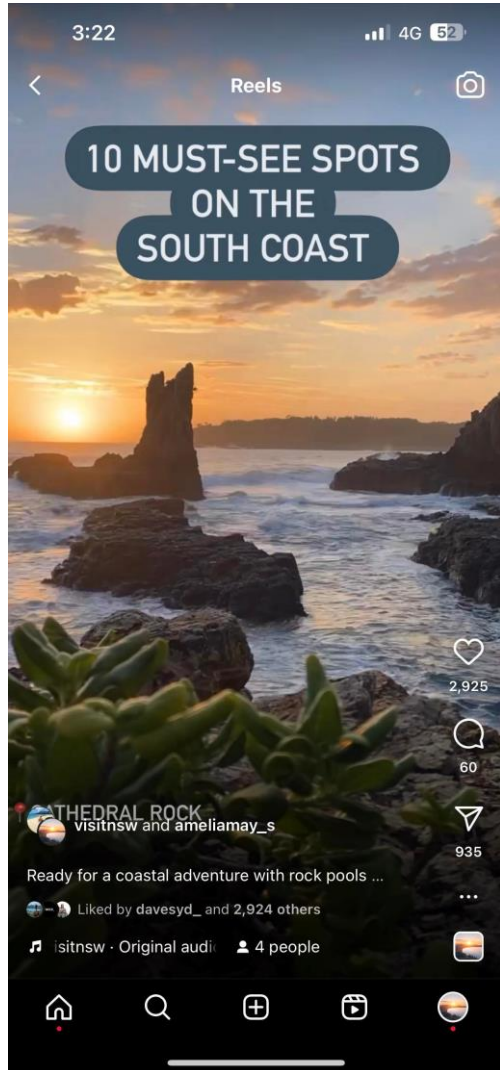
75%
OF THOSE WHO
SAW THE CAMPAIGN
NOW FIND THE
SOUTH COAST
MORE APPEALING

70%
OF THOSE WHO SAW
THE CAMPAIGN SAID
THEY WERE MORE
LIKELY TO VISIT

40K
CLICKS TO OUR
CAMPAIGN LANDING
PAGES ON
VISITNSW.COM

55%
INCREASE IN LEADS
TO INDUSTRY
DURING CAMPAIGN
PERIOD

VISITNSW OWNED CHANNEL AMPLIFICATION



If your kids love adventure - think zipping through treetops or splashing down a water slide - the Kiama region is the perfect place for a family break.

Destination NSW
Apr 2022 · 2min read

10 Be awed by the power of nature

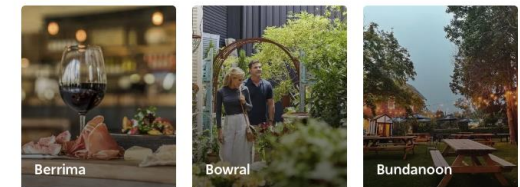
Kiama is home to the largest coastal [blowhole](#) in the world, with the famous 2.5m-wide blowhole thrusting plumes of water up to 30m high. While it makes for a magnificent spectator sport, make sure you listen closely; the name Kiama is derived from a local Indigenous word, *Kiarama*, which means 'where the ocean makes a noise'. And don't forget the petite version, the [Little Blowhole](#), which is also worth discovering.



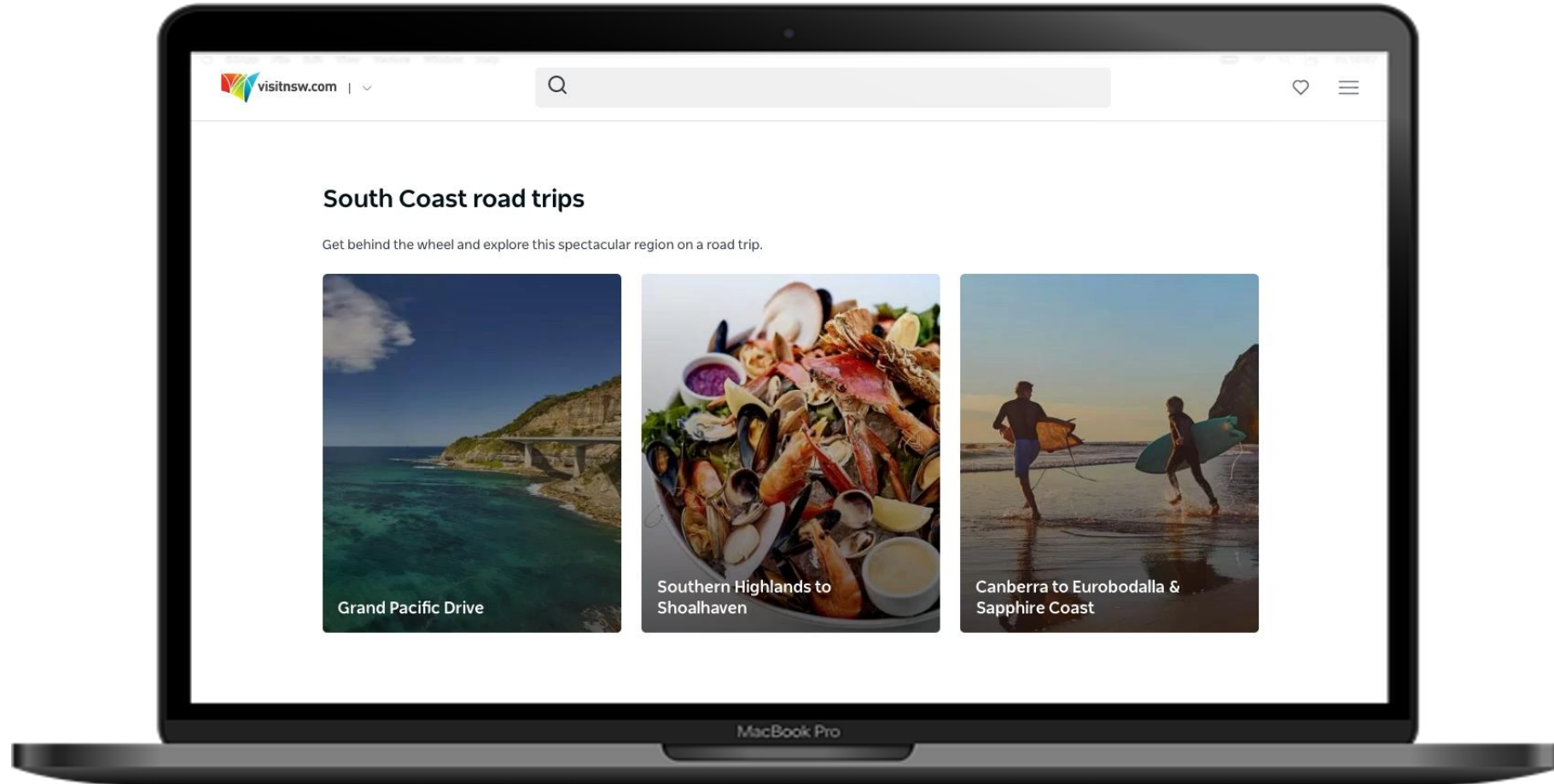
Highlights

<p>ATTRACTION</p> <p>Bradman Museum and International Cricket Hall of Fame</p> <p>The Bradman Museum and International Cricket Hall of Fame is located in the NSW Southern Highlands, in the town of</p>	<p>ATTRACTION</p> <p>Fitzroy Falls</p> <p>Fitzroy Falls offers a spectacular national park experience.</p>	<p>FOOD AND DRINK</p> <p>Surveyor G</p> <p>A visit to Berrima without a visit to the Surveyor G Inn. The Surveyor G Inn is a historic building that has been converted into a modern hotel. It is a great place to stay if you are visiting the area.</p>

Places to visit



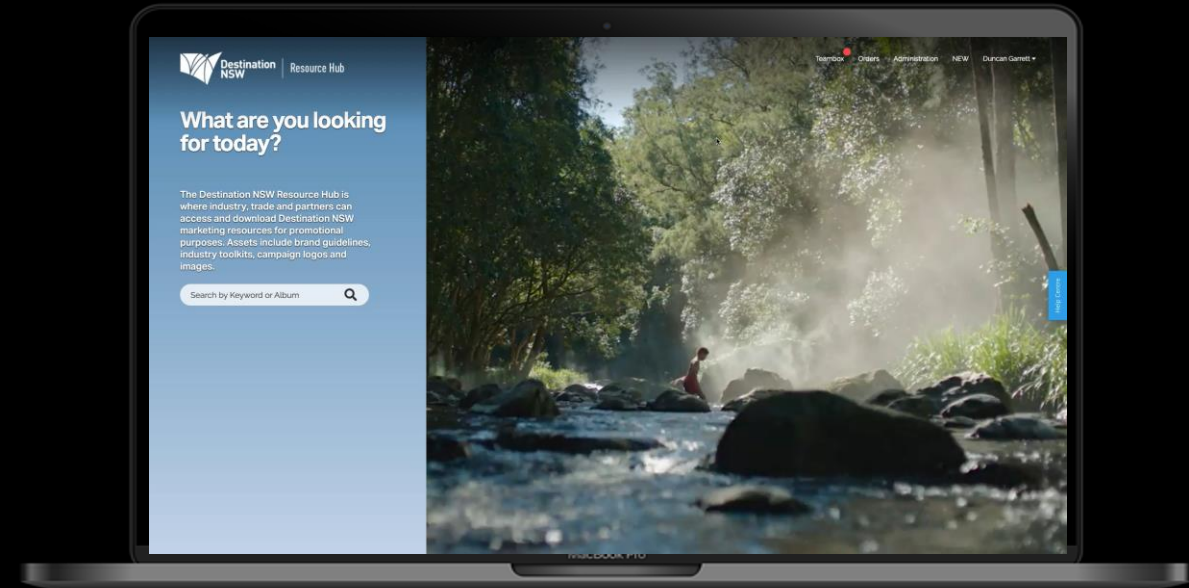
VISITNSW OWNED CHANNEL AMPLIFICATION



4.0 GETTING THE MOST FROM DESTINATION NSW



- 1. MAKE YOUR VISITNSW.COM WEBSITE LISTING AS GOOD AS IT CAN BE**
- 2. USE #FEELNSW TO GET EXPOSURE AND CONNECT WITH THE BRAND**
- 3. USE OUR RESOURCE HUB FOR BRAND TOOLKITS**
<https://resources.destinationnsw.com.au/>
- 4. ACCESS OUR FREE CONTENT LIBRARY**
<https://content.destinationnsw.com.au/>
- 5. REACH OUT TO OUR PR TEAM WITH ANY NEW NEWS**
sydneymedia.info@dnsw.com.au



THANK YOU

