

CONSUMER MARKETING UPDATE

Regional Destination Marketing

📍 Murrays Beach, Jervis Bay

feel new south wales

The background of the slide is a deep blue with a complex, organic texture that resembles water ripples or a close-up of a stone surface. The lighting creates a sense of depth, with lighter blue areas highlighting the ridges and darker blue areas in the troughs of the texture.

1.0 REGIONAL DESTINATION MARKETING STRATEGY

OUR VISION:

TO BE THE MOST
VALUED MARKETING PARTNER
FOR DESTINATIONS ACROSS THE STATE



OUR MISSION:

DEVELOP A LONG-TERM MARKETING STRATEGY FOR REGIONAL NSW THAT IS
INSIGHTS LED, ALIGNS TO THE FEEL NEW BRAND AND MAKES OUR MARKETING
MORE EFFICIENT, EFFECTIVE AND VALUABLE TO INDUSTRY.



PROJECT OBJECTIVES

1. Create a **consistent, centralised** and **audience-centric** destination marketing approach across the calendar with **marketing tactics identified** and communicated for transparency
2. Create a stronger engagement framework for industry, to ensure **visibility** across marketing plans, building on existing marketing being delivered by destinations.
3. Create a space for **collaboration** between industry and DNSW Marketing, and work towards a set of clearly **aligned marketing objectives**
4. Prioritise resources to where **visitor economy impact will be greatest**
5. Ensure our ongoing marketing strategy and activity is aligned to the NSW Government priorities including a focus on **experience tourism**



KEY INPUTS

INPUTS

Key data sources - NVS data, DNSW Brand Engagement Monitor data, website data, search data, ATDW product data

Pre-workshop survey results, post-survey follow up calls

Individual Region/DN Destination Management Plans (where applicable)

Individual brand strategy/campaign work (where applicable)

Internal stakeholder consultation across divisions + Destination Network inputs



KEY OUTPUTS

1. MARKETING BLUEPRINTS

Individual marketing blueprints for regional destinations covering key visitor economy stats, audience insights, priority marketing objectives, key competitors, positioning/alignment to Feel New, key opportunities/strengths and recommended marketing activities.



2. MARKETING FRAMEWORK

Categorisation (grouping) of Destinations with shared marketing objectives / requirements and development of relevant marketing tactics that align to the specific needs of each group.

PRIORITY CHALLENGES	
Low awareness/understanding	
Not distinctive enough	
Not attracting the right audience	
Negative/outdated perceptions of the area	
Limited capacity	
Seasonal skew	
Lack of vibrancy/ nightlife	
Not enough to do	
Perceived as too far away	
Perceived as a daytrip destination	

3. ANNUAL GO-TO-MARKET PLAN

Development of marketing activity roadmap across Destination NSW's owned, earned, partner, paid channels where applicable

Communication to industry on how to engage / get value from DNSW.



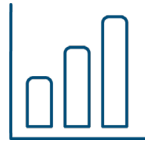
27 REGIONAL CONSULTATION SESSIONS ARE NOW COMPLETE



WHAT WE LEARNT: 6 KEY THEMES



**1.
ACCESS TO
RESOURCE,
CAPABILITY &
BEST PRACTICES**



**2.
BETTER ACCESS TO
MARKETING DATA
AND CONSUMER
INSIGHTS**



**3.
INVESTMENT &
SUPPORT IN
CONTENT,
INFLUENCERS AND
FAMILS**



**4.
CO-OPERATIVE
CAMPAIGN &
FUNDING OPPS**



**5.
VISIBILITY &
COORDINATION OF
DNSW MARKETING
ACTIVITY**

EMBEDDING OUR LEARNINGS INTO MARKETING ACTIVITY

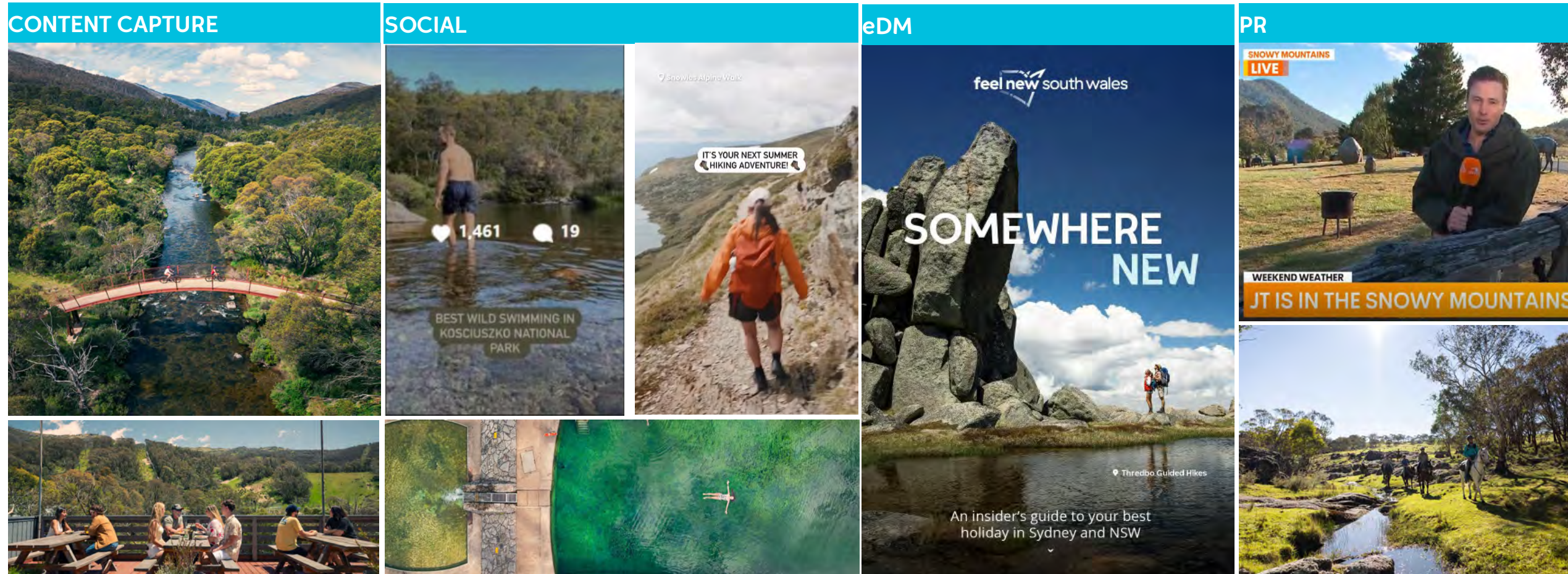
SNOWY MOUNTAINS

KEY CHALLENGE AND OPPORTUNITY:

While the Snowy Mountains thrives in winter, often reaching capacity, its summer potential remains relatively untapped. With shifting climate patterns shortening ski seasons and inconsistent dining options, there's a need to showcase the region's activity options beyond the snow.



WHAT WE'VE DELIVERED

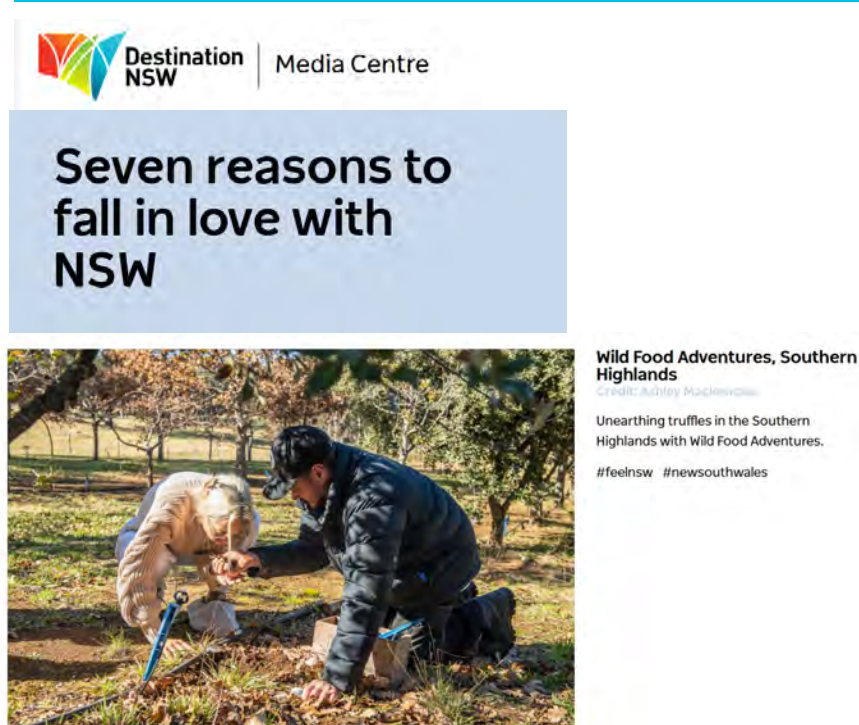


2.0 MARKETING SUPPORT

DESTINATION SYDNEY SURROUNDS SOUTH

OWNED & EARNED SUPPORT

PR & MEDIA



PR owned channels (article inclusion in Media Centre & Uncovered)



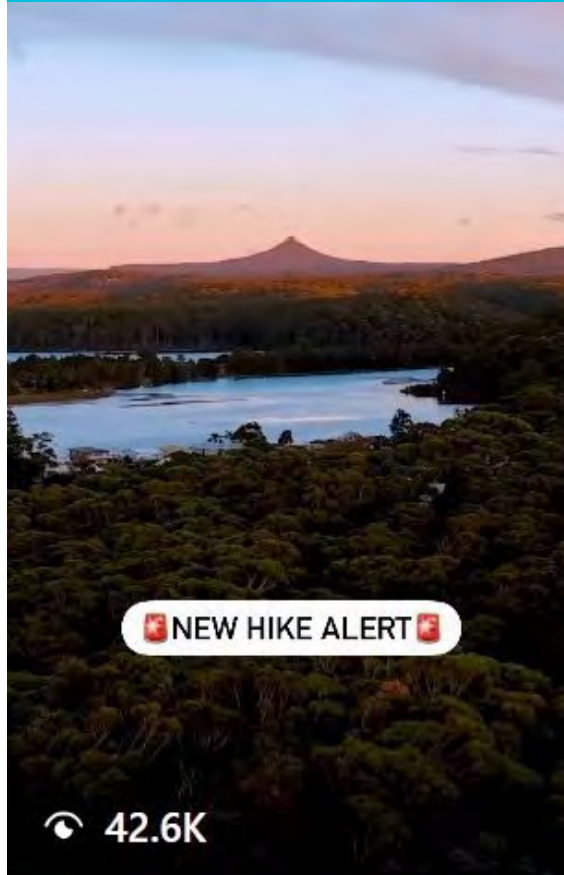
Influencer & Trade Famils



Weekend Sunrise – JT Travels NSW (Mollymook & Berry)

OWNED & EARNED SUPPORT

SOCIAL



The Southern Headlands Walk
IN: 42.2K reach and 2,365 interactions
FB: 5.2k reach and 51 interactions
TT: 27K reach and 1000 interactions



Southern Highlands flowers
IN: 125K reach and 6,554 interactions
FB: 34.2k reach and 266 interactions
TT: 22K reach and 1000 interactions



Berry Foodie Trip
IN: 69K reach and 2,162 interactions
FB: 152K reach and 3,189 interactions

OWNED & EARNED SUPPORT

CONTENT CAPTURE HIGHLIGHTS



July 2024 Business Events content shoot - To promote regional NSW as a prime location for business events and group travel.

PAID STATE LEVEL SUPPORT

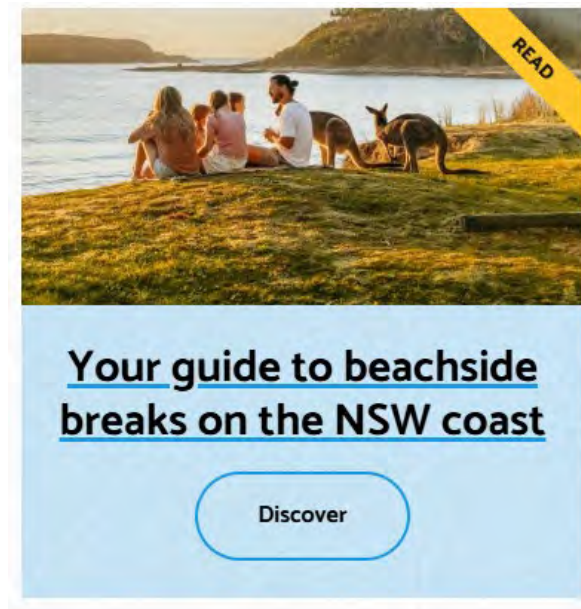
CO-OPERATIVE MARKETING STATE-WIDE SUPPORT



EV ROAD TRIPS CAMPAIGN
FEB-MAR 2025



CARAVAN & CAMPING CAMPAIGN
MAR 2025



Kilns Blowhole Kilns Image Source Destination NSW

Aptly named [Holiday Haven White Sands](#), this holiday park has direct access to spectacular [Huskisson Beach](#). There are a variety of cabins, ultra-comfortable safari tents and powered sites available, shaded by tall eucalypts, some affording views over [Jervis Bay](#).

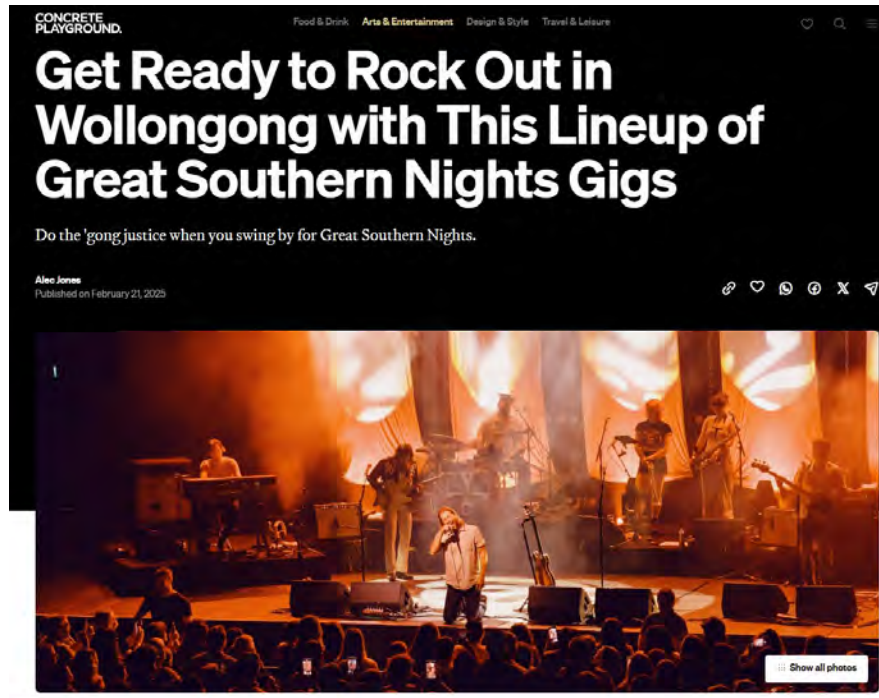
Take a walk and talk On Country with [Gadabuogal Maring](#), which celebrates local Dharawal culture, storytelling and connection to land. At night, join an astrophysicist from [Jervis Bay Stargazing](#) to listen to constellation stories and look through telescopes at the uninterrupted dark skies from the beach.



Holiday Haven White Sands

EVENT MARKETING SUPPORT

MARKETING SUPPORT FOR REGIONAL EVENTS



GREAT SOUTHERN NIGHTS 2025

Content Partnership with Concrete Playground promoting Great Southern Nights in Wollongong. Advertising channels also included print, radio and social media.



BOWRAL CLASSIC 2024

Social media conversion campaign driving traffic to ticketing site



FORD WOMEN'S NSW OPEN (GOLF)

Social media conversion campaign driving traffic to ticketing site



3.0 TAP INTO THE LATEST DNSW RESOURCES

TAP INTO THE LATEST DNSW RESOURCES

SOCIAL MEDIA GUIDELINES

SOCIAL MEDIA GUIDELINES

f i t d p v

01 DESTINATION NSW SOCIAL MEDIA CHANNELS

02 HOW TO GET INVOLVED

03 CREATING QUALITY SOCIAL MEDIA CONTENT

Destination NSW

2022 Edition

CONTENT LIBRARY

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What are you looking for today?

REGIONS

Sydney Blue Mountains Capital Country Central Coast Central NSW Eurobodalla Illawarra Lord Howe Island Mid-North Coast

Northern Rivers Riverina Sapphire Coast Shoalhaven Snowy Mountains South Coast Southern Highlands The Hunter The Murray

New England North West Outback NSW

COLLECTIONS

Sunrise Culture

Sustainable and Ecotourism Certified Businesses

The Best of Regional NSW - Footage Highlights

GETTING THE MOST FROM DESTINATION NSW

- MAKE YOUR VISITNSW.COM WEBSITE LISTING AS GOOD AS IT CAN BE
- REACH OUT TO OUR PR TEAM WITH ANY NEW NEWS
media@dnsw.com.au
- LIST YOUR VENUE/HOTEL/SUPPLIER INFO ON BUSINESS EVENTS NSW
bensw.com.au
- REACH OUT TO OUR PRODUCT TEAM WITH ANY NEW PRODUCTS
product@dnsw.com.au
- USE #FEELNSW AND #NEWSOUTHWALES TO GET EXPOSURE AND CONNECT WITH THE BRAND
- REACH OUT TO THE REGIONAL HUB
regionalhub@dnsw.com.au
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- USE OUR RESOURCE HUB FOR BRAND TOOLKITS
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NEW!

PRODUCT/EXPERIENCE ONLINE FORM





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