



MARKETING CAMPAIGN INDUSTRY FACT SHEET

Now's The Time To Love NSW



Marketing Campaign Industry Fact Sheet

Now's The Time To Love NSW

The NSW Government, via its tourism and major events agency Destination NSW, has developed a comprehensive phased Tourism Recovery package to aid the state's recovery from the devastating bushfires and ongoing drought. The multi-faceted plan will be delivered in stages to ensure it supports tourism operators and destinations long-term while tapping into community goodwill to assist those impacted.

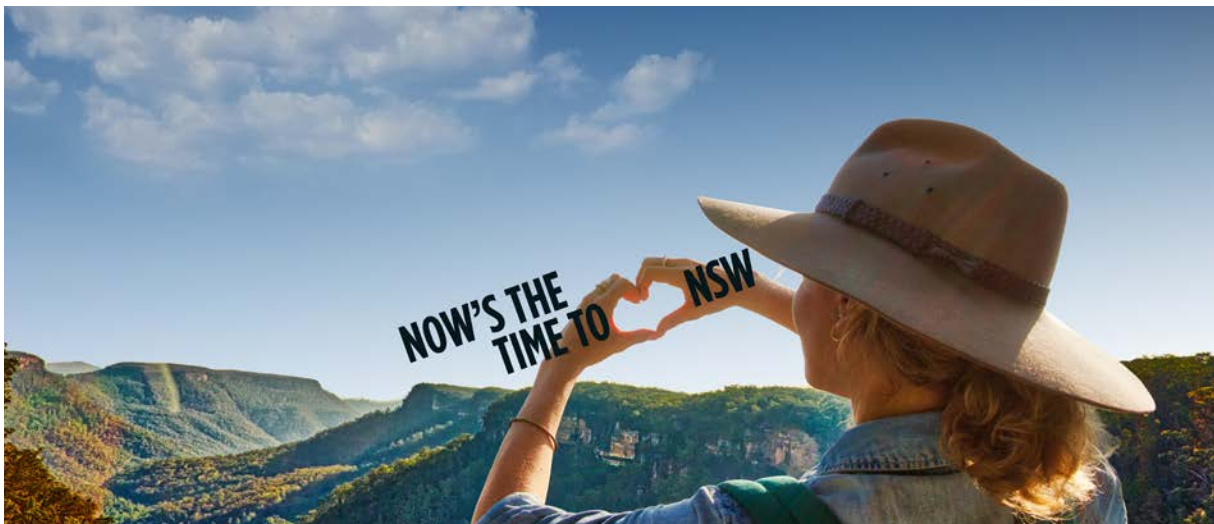
INTRODUCING A NEW CAMPAIGN

The hero marketing campaign — ***Now's The Time To Love NSW*** — is a social media-led, community-driven initiative that will encourage people to make holiday plans in NSW, inspire them to capture their favourite NSW holiday spots and 'share the love' by posting authentic images with the tag, **#LoveNSW**.

The fresh campaign draws on the deep pride and passion visitors and local businesses have for NSW. It calls on everyone to be social media ambassadors by sharing what they love about NSW, from the beach to the bush, our rural communities, regional centres and our global icon, Sydney.

This is complemented by promotional and partnership conversion activities to drive future bookings. The next phase will showcase photos captured by the public across various channels, including social media and consumer websites, digital advertising, domestic trade campaigns and on TV.

By making and taking a holiday in NSW, tourists from far and wide will stay and spend locally, and your tourism business will feel the love — when you need it the most.



Where you can see the campaign – phase one

Visitors need reassurance that it is safe to travel around NSW, that the state is as beautiful as ever and that their getaway will give back to the communities that need it. To do this, Phase One will utilise authentic photos created by real people.

This real-time content will be used to showcase our diverse state across various marketing and promotional channels including:

- VisitNSW.com and Sydney.com homepages, which receive over 1.7 million visits each month
- VisitNSW Facebook and Instagram pages
- Various print advertising following the launch in the Daily Telegraph on 8 February, 2020
- Social media advertising
- Publicity activities such as editorial coverage and live broadcasts in region
- Activation of industry and supporter networks.

OTHER TOURISM RECOVERY PACKAGE ACTIVATIONS FOR PHASE ONE:

- DNSW is working with partners on conversion campaigns to boost tourism to NSW by encouraging visitors to book a #RecoveryWeekend in the state. Partners include: Flight Centre; Trip Advisor; Qantas Airways; Accor; Webjet; Viva Holidays and Stayz.
- A \$1 million regional events program to support existing flagship events and a new stream to support micro events will be launched.
- A dedicated capability-building program will include NSW First Workshops, visiting journalist programs and ongoing social and publicity activity.

Be part of the campaign and spread the word

So that we all share the same voice across the ***Now's The Time To Love NSW*** campaign, when creating and sharing content through your marketing and social media channels — or encouraging visitors to create user-led content for your NSW tourism business — we ask you to use these key messages and follow these photography guidelines:

PHOTOGRAPHY TIPS:

1. Form your hands into a heart shape.
2. Take a photo with your 'heart' in a NSW location.
3. Share the photo on your social media with the hashtag **#LoveNSW**. Don't forget to use **#NewSouthWales** and also tag **@VisitNSW**.
4. Encourage your local operators and visitors to do the same.





#LoveNSW

#NewSouthWales
@VisitNSW



KEY MESSAGING TO USE ON SOCIAL MEDIA:

- Bushfires have affected some of the state's most popular destinations, but thankfully much of the state is open and welcoming visitors.
- As NSW's courageous and resilient communities focus on regeneration, travellers have a pivotal role to play in their recovery.
- Now's the time to love NSW — get out and explore, share the experience and show the world everything to love in NSW.
- People are being urged to book a getaway that gives back, and share their holiday highlights on social media to inspire others to do the same.
- Supporting impacted communities is easy. Feel good and do good by taking a #RecoveryWeekend — or more — in NSW.

ENGAGE

Engage with the **@VisitNSW** posts that feature your region. This is a great opportunity for you to engage with potential visitors and offer tips or local recommendations for your area.

As well as **#LoveNSW** and **#NewSouthWales**, additional Hashtags to support your post copy or first comment are:

#RecoveryWeekend
#HolidayHereThisYear
#Spendwiththem
#emptyesky
#buyfromthebush
#stayinthebush

COLLABORATE WITH DESTINATION NSW

Local Governments, tourism sector organisations including Destination Networks, local or regional tourism associations and industry associations that would like to collaborate in or amplify the **Now's The Time To Love NSW** campaign can register their interest via the form at destinationnsw.com.au/news-and-media/nsw-bushfires/tourism-recovery-package

Four more ways to utilise the campaign

- **List your business for free on visitnsw.com**

List your tourism business — accommodation, tours, food and drink venues, events and visitor attractions — in your region section of visitnsw.com by creating a free *Get Connected* product listing at destinationnsw.com.au/getconnected

- **Link your online booking system**

Visitnsw.com showcases accommodation and visitor experiences in NSW. Link your online booking system to your *Get Connected* product listing so users can book directly through visitnsw.com

- **Share the campaign on social media**

Share the ***Now's The Time To Love NSW*** social assets (landscape and square format images) across your social media channels, using the campaign hashtags **#LoveNSW** **#RecoveryWeekend** **#NewSouthWales** **#HolidayHereThisYear**

- **Use the campaign images and messaging**

Use the new imagery and messaging to update your own website and marketing collateral.

TO ACCESS CAMPAIGN ASSETS, CLICK HERE:



DOWNLOAD HERE

The password is: **lovensw**

NSW GOVERNMENT RESOURCES

NSW Government is delivering bushfire recovery assistance to help people and businesses impacted by bushfires. For a consolidated resource on support that is available, visit Service NSW: service.nsw.gov.au/campaign/bushfire-customer-care-service

GET IN TOUCH

For more information on getting involved in ***Now's The Time To Love NSW***, or to request visual assets, please contact: marketing.info@dsw.com.au