

Friday, 26 April 2013

## Destination NSW's China Bloggers Videos Launched at ATE

Destination NSW CEO, Sandra Chipchase, today announced the launch an innovative suite of online videos featuring Chinese bloggers promoting Sydney and NSW as a premier adventure, food and wine destination, to tourists from mainland China.

The launch, held in Sydney at the 2013 Australian Tourism Exchange press conference, features 3 videos for Chinese tourists, showcasing the best of NSW's fashion, food and wine, nature and adventure destinations.

Sandra Chipchase said, "I'm delighted that Destination NSW has developed Australia's best digital and online marketing resources, to drive visitation from our key international markets."

"With several new digital marketing products in market, including Australia's only first-person 360° digital destination tours - a technology which is exclusive to NSW - Destination NSW's websites are now ranked in the Top 10 Travel and Accommodation websites in Australia."

"Following the launch of the NSW Government's Visitor Economy Industry Action Plan and Destination NSW's *China Tourism Strategy 2012-2020*, we are planning to be a market leader in multi-platform digital, social and online media in China."

The new China Blogger videos feature 12 high profile travel bloggers from mainland China with significant local audience reach, including:

- *Rusting Sword*, a photographer from Hangzhou who blogs capturing scenes of outstanding natural beauty
- *Flying Bear*, a photographer from Shanghai, who blogs on landscape photography and local tips for tourists
- *Missfaye*, a fashion blogger from Beijing, with over 55,000 Weibo fans, who combines travel experiences with local fashion tips
- *Pan's Cat Happy Life*, a food writer from Beijing, with over 67,000 Weibo fans, who writes on travel, food and speciality restaurants
- *YoYo's Space*, a food and wine writer from Dalian, who blogs on food and wine to an audience of over 530,000 Weibo fans.

The China Blogger videos, in Mandarin with English subtitles, showcase unique visitor attractions of Australia's global city and regional NSW, to consumers with a passion for travel and exploring innovative new products.

The bloggers featured in the videos visited NSW and Sydney between November 2012 and January 2013 and enjoyed climbing the Sydney Harbour Bridge, sampling some of Australia's best wines in the Hunter Valley, sharing culinary skills at the Sydney Seafood School at the Sydney Fish Market, as well as kayaking on the Harbour and exploring Sydney's best shopping.

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“In 2012, visitors from China contributed more than \$1.2 billion to the NSW economy and Destination NSW is determined to grow this significant market with products that showcase NSW’s natural appeal, to new consumers, in innovative ways.”

“The bloggers promoted their visit to NSW while in Australia to their online audiences, and will now promote the new videos on key mainland China consumer websites, including Weibo, Youku and Sina.”

“The new China Blogger videos will also be featured on Destination NSW’s new China smartphone app and our China website, [cn.sydney.com](http://cn.sydney.com).”

The launch of the China Blogger videos follows the exclusive promotion of Sydney as the only Asia-Pacific city to be showcased on mtvtravelco.com and profiled to MTV’s 150 million global Facebook fans and online networks.

Destination NSW’s in-market promotions to mainland China travellers will be further expanded during 2013, with the launch of an online fishing series, iKatch, filmed on location in Sydney, the Upper Hunter Valley and Coffs Harbour during April.

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