

20/12/2011

## Sydney joins social media titans

Sydney officially joined the elite of social media fan sites at the weekend with its 100,000<sup>th</sup> Facebook 'fan'.

The Sydney Australia Facebook page officially clocked 100,000 fans on 16 December.

Destination NSW Chief Executive Officer, Sandra Chipchase, said this milestone places Sydney in the top one per cent of popular Facebook fan pages in the world.

"With about three million Facebook fan pages currently active in the world, Sydney is now in the top 30,000 fan sites," Ms Chipchase said.

"This confirms two important phenomena: firstly, the growth and popularity of social media as a marketing tool and, secondly, Sydney's popularity as a destination for domestic and international visitors.

"Destination NSW uses a range of social media channels to promote domestic and international tourism campaigns and this shows that people are engaging with what Sydney and NSW has to offer.

"The Sydney Australia Facebook fan page has recorded over 14 million impressions and 62,000 interactions in the past six months.

"Each year Destination NSW's consumer websites, [sydney.com](http://sydney.com) and [visitnsw.com](http://visitnsw.com) attract more than seven million visits from consumers seeking travel information and booking assistance.

"In addition, the websites channel more than 2.2 million active sales leads directly to thousands of NSW tourism businesses.

"Achieving 100,000 fans on its Facebook page six months ahead of target is an encouraging result and a useful measure of how Destination NSW's marketing campaigns are performing in the social media space" Ms Chipchase said.