

Monday 5 March 2012

## TRAVEL BLOGGERS HIT THE ROAD TO DISCOVER NSW

Destination NSW has announced a new regional tourism campaign that will see a group of travel bloggers take a road trip to visit NSW's 'must-see' destinations and share their experiences with thousands of worldwide followers on Twitter and Facebook.

Minister for Tourism and Major Events, George Souris said Destination NSW has secured a new partnership with global youth brand leader, MTV, and travel industry partners STA Travel with the aim to increase the NSW share of working holiday and young professional visitors to Australia.

"As part of Destination NSW's Youth Campaign, a group of five travel bloggers from around the world will embark on a one month non-stop travel content-generating mission in NSW. Travelling around NSW in a bus, these social media experts will be filming, posting, tweeting and blogging about the most amazing and best experiences on offer in NSW," said Mr Souris.

Destination NSW CEO, Sandra Chipchase said the road trip is a great opportunity for tourism operators and NSW residents to get on Facebook and Twitter and share their secrets about where the bloggers should visit and what any visitor must do.

"Destination NSW's open Facebook platform is available for NSW tourism operators to get on board, communicate, and collaborate with industry partners to promote their attractions and leverage social media to reach out to visitors."

"I encourage everyone to start a conversation online and use the power of social media to drive the road trip and influence the itinerary – social media will tell us where the bus goes and what the bloggers will do next."

"The youth program uses the latest and best digital marketing techniques to engage with travellers and promote NSW as an exciting destination which has all the qualities and activities that appeal to this target market – sun, surf, adventure and great food and wine experiences," Ms Chipchase said.

During the trip, real-time content will be uploaded through the bloggers own networks as well as through the social networks of NSW contributors, giving each participating destination exposure to over 200,000 socially networked youth. Footage and photographs of the trip will feature on campaign partners' and Destination NSW's digital channels.

The group departed on the road trip at the weekend, after experiencing one of Sydney's biggest and most colourful events, Mardi Gras parade. The travellers who

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are from the US, UK, New Zealand, Canada and Australia are influential within their global online communities and all have an active interest in travel and adventure.

This activity follows a recent visit by another group of influential travel bloggers from the USA, UK, New Zealand that were brought out by Destination NSW to cover the Australian Open of Surfing event. This trip focused on Sydney's surf lifestyle and another of Sydney's world class events.

The campaign also involves a concurrent pilot program with tour operators in NSW to create a social platform for visitors who have experienced popular activities and tell their story through tagging photos and snapshots on [facebook.com/VisitNSW](https://facebook.com/VisitNSW) and [facebook.com/SeeSydney](https://facebook.com/SeeSydney).<sup>↗</sup>

For more information and images about on the road trip and Destination NSW's Youth Program, visit [Facebook.com/VisitNSW](https://Facebook.com/VisitNSW) or contact Destination NSW: Shivanee Brigham, Corporate Communications, 0299 311564, [shivanee.brigham@dnsw.com.au](mailto:shivanee.brigham@dnsw.com.au)