

Tuesday 10 July, 2012

## **‘Winter in Sydney’ campaign brings record website traffic**

Destination NSW Chief Executive Officer, Sandra Chipchase, today revealed that the current Sydney in Winter promotion campaign had contributed to a record number of visitors to its principal websites, [visitnsw.com](http://visitnsw.com) and [Sydney.com](http://Sydney.com)

Launched in mid-May, the ‘Love Every Second in Sydney’ campaign has contributed a record one million visits to these websites for the month of June, placing them among the top ten destination and accommodation websites in Australia.

Ms Chipchase said the boost in online traffic since the Sydney in Winter campaign started had resulted in over 200,000 leads to NSW tourism operators.

“The Sydney in Winter campaign has a significant digital and social media component where over 130,000 images have been shared of fans’ best Sydney experiences, which reached over 13 million people” Ms Chipchase said.

“The increase in online traffic has had a direct impact on enquiries from people looking for a short break in Sydney or in regional NSW.”

Ms Chipchase said Destination NSW has a strong focus on using multiple digital platforms as travellers increasingly venture online to research their holidays and share their holiday experiences.

“We’re using the power of online and social media as we continue to boost our presence in the digital space, and it’s paying off.

“Our social media strategy has been guided by listening closely to our stakeholders and placing consumers at the centre of campaigns to drive visitation.

“A key part of our success so far has been to understand what our audience wants and likes, and to create social media activity that supports that.

“This approach is typified in our current Sydney in Winter campaign where we are inviting people to share their favourite Sydney experience using social media.

“So far we have had a great response with over 325,000 posts and photos uploaded on our Facebook, Twitter and other social channels that share why people Love Every Second in Sydney.

“Our Facebook page is integrated with our wider social media activity, which includes Twitter, a dedicated YouTube channel and a Sydneysider blog,” Ms Chipchase said.