

FEEL NEW

Destination NSW Co-operative Marketing Campaign – North of the Murray

November 2021



NORTH OF THE
MURRAY

[explore northofthemurray.com.au](https://explore.northofthemurray.com.au)

Campaign overview

On the 24th of October 2021, Destination NSW launched the FEEL NEW brand campaign. The campaign marks the reopening of the state as we welcome back visitors to the state of NSW. The new state-wide tourism campaign is the first in more than a decade and is designed to deliver growth in visitor nights and spend to rebuild the NSW visitor economy and its resilience.

The FEEL NEW Co-operative Marketing Prospectus (attached) invites Local Government Authorities (LGA's) to partner with Destination NSW on one or more of their four Co-operative marketing Campaigns.

All campaign activity will be led by Destination NSW and promoted under the FEEL NEW Visitor Brand with Visitnsw.com as the primary call to action. We encourage all North of the Murray tourism businesses to reach out and discuss the opportunities with your North of the Murray Tourism Team.

We appreciate that the current opportunity to partner with Destination NSW on this campaign will increase our reach in one the most competitive markets that tourism has ever seen. The benefits of the FEEL NSW brand campaign will demonstrate a much greater impact than marketing our region independently.

Package 1 in the prospectus outlines clearly the details of a weekly offers promotion to push last minute bookings.

The opportunity is for North of the Murray tourism businesses to partner with Federation Council, who will then partner with Destination NSW to drive immediate visitation and bookings through the promotion of four operator deals.

The key benefit is that the offers will be bundled by destination to create a more holistic and compelling reason to North of the Murray. The offers will be displayed on social media tiles for each business and will click straight back to the operator's website to book. There will be a supporting destination tile that will link to our destination page on the Visitnsw.com website.

The packages will be targeted to consumers within a four hour drive radius as they are most likely to respond.

Our approach

It is imperative that we put our best foot forward, highlighting our regions key experiences and attractions. With the timeline for expressions of interest fast approaching we need to move fast to ensure that we can provide the relevant information to be considered for the campaign.

Marketing and Promotion

Federation Council is current seeking expressions of interest from tourism operators willing to participate based on our key experience pillars.

Key experience pillars

More to taste – our food and drink offering.

More to learn – our history arts and culture.

More to see – our outdoor adventure, nature and parks and reserves.

More water – our water experiences.

More to play – golfing and sporting activities.

The level of interest from stakeholders will alternately determine the number of submissions that will be provided to Destination NSW.

It has been recommended that we provide;

1 x accommodation provider

1 x food and beverage

2 x experience

Ideally, it would be wonderful to have this offering for each key pillar, allowing Destination NSW the diversity of choice from our key experiences.

See page 10 of the FEEL NEW Co-operative Marketing Prospectus.

The process

Step 1

Select a key experience pillar.

Develop the offer you would like to promote.

Ensure that you have a current and up to date ATDW listing.

Select your high resolution images (See Marketing Asset Requirements on page 22 of the FEEL NSW Co-operative Marketing Prospectus)

Submit your expression of interest to Federation Council via the North of the Murray Tourism Industry hub. Please be aware that applications are on a first come, first serve basis.

Expressions of interest to Federation Council must be received by the Thursday the 18th of November 2021.

Step 2

Your Tourism Team will be in touch to further refine your offer and will collate the offers under the key experiences to submit a combined Expression of Interest to Destination NSW for the North of the Murray Region.

Marketing and Promotion

Step 3

We wait.....

Destination NSW will be in touch to advise if our submission was successful.

Step 4

If successful invoices will be raised for participating businesses by Federation Council. (Please note, these must be paid in full before campaign commencement.)

The campaign will be led by Destination NSW and promoted under the FEEL NEW Visitor Brand with visitnsw.com.

Federation Council will co-ordinate the operator offers, with images and manage the approval process. Destination NSW will only accept applications of bundles of four operators. As each carousel has four operator tiles, applications will need to be submitted in that format.

Federation Council will work with DNSW to select the week that we would like to be in market. (See the set timeframes on page 11 of the FEEL NEW Co-operative Marketing Prospectus.)

Advertising can start from 7 March 2022

What's the cost to participate?

\$2000 per week (4 businesses listed per week) per LGA.

Destination NSW will match this by 120% resulting in a total as spend of \$4400.

The cost per operator is \$500 of which Federation Council will subsidise \$100 for successful operators.

What are the other opportunities?

While our focus is prominently on Package 1 of the prospectus, we certainly don't want to discount the other opportunities.

Package 2 in the prospectus features targeted social media to encourage visitors to spend more when they are in our region. When travellers arrive North of the Murray, they can be targeted through social media to encourage them to do more and spend more.

The key benefit is that the advertising spend is maximised as we would be talking to actual travellers in the destination, who are looking for ideas on what to see and do.

We appreciate that this may be of interest to a number of businesses within the region and encourage tourism businesses to express their interest via the North of the Murray Tourism Industry Hub.

Marketing and Promotion

What's the cost to participate?

\$2000 per burst (4 businesses featured) or \$500 per operator.

Destination NSW will match this by 120% resulting in total add spend of \$4400.

Please note, four businesses must contribute for this to go ahead.

Package 3. A destination specific content marketing campaign to increase length of stay. The key objective is to encourage longer stays by prompting day trips and trails in and around the destination. The advertising will click to articles relating to day trips and trails content. The key benefit is that with a greater understanding of the area, travel planners have more reasons to stay longer and do more.

Package 4. A high impact, intrastate and interstate marketing campaign, partnering with Destination NSW with a high impact brand marketing campaign to help a destination leverage this larger brand campaign to increase a destinations profile. This is through an integrated media buy that will include social media, digital ads and high impact media such as TV and outdoor billboards.

Federation Council is currently undertaking discussions with neighbouring regions and Murray Regional Tourism to explore this further as part of the Murray Region.