PROMOTE
YOUR TOURISM BUSINESS
The NSW First program is a Destination NSW initiative that assists NSW tourism businesses to develop, promote and sell their tourism products. It includes a range of workshops and webcasts, resources and guides for the NSW tourism industry. Register to receive NSW First updates and view the NSW First event calendar online at destinationnsw.com.au/nswfirst

---

**NSW FIRST GUIDES**

**DEVELOP**

Develop great tourism experiences – whether you are just starting out or taking the next steps in your business. Gain a better understanding of the tourism industry, and get practical tips and insights for your developing business, creating market-matched products and standing out from the crowd.

**PROMOTE**

Promote your tourism experience through a range of channels, including digital marketing, media and via local networks, using well-planned marketing tools. Find out how to get involved in Destination NSW opportunities to extend your marketing reach.

**SELL**

Sell your tourism product to international visitors by partnering with the inbound travel trade. Find out how to become export ready, tailor your product for international visitors and prepare your business to connect with the distribution partners in the travel trade.
PROMOTE YOUR TOURISM BUSINESS

CONTENTS

Introduction 02

Marketing tools
   Identify your unique selling proposition 03
   Craft your copy 04
   Create imagery 05
   Make movies 06
   Be branded 07

Marketing activities
   Digital marketing 08
   Media and public relations 12
   Offline marketing 15

Destinational NSW opportunities
   Checklist 17

Disclaimer
Destination NSW has prepared the “Promote your Tourism Business” resource guide in good faith and has sought to ensure that its contents are true, accurate and reliable at the time of publication. However to the extent legally permitted, Destination NSW cannot guarantee that at any time in the future, the information will not be out-of-date, incorrect or out of context.
Destination NSW makes no representation or warranty about the content and suitability of the information for any purpose. The dates, descriptions, initiatives and other information contained in this Guide may vary from time to time without notice, and are subject to confirmation.
Destination NSW cannot promise any results or benefits from your participation in any initiatives or offerings contained in this Guide. To the extent legally permitted, Destination NSW accepts no responsibility or liability in contract, negligence or otherwise, arising in any way out of this Guide, your use of it, or anything in connection to your use of it.
Nobody knows your business better than you. It is yours and your management’s responsibility to decide, based on your full knowledge and understanding of your business situation, how relevant the information is to your business. Destination NSW recommends you consider seeking independent sources of professional advice, legal, financial or otherwise before making any decision.
Some information contained in this Guide has been provided by third parties, attractions, venues and tour/experience operators and may also be subject to change, conditions and availability. Please contact the third party for any additional information. Inclusion of this third party information is not an endorsement of the information or of the supplier nor of its accuracy.
INTRODUCTION

Whether you are launching a new tourism business or have been operating for a while, promoting your business and attracting customers can be challenging. The marketing landscape is constantly changing and consumers are overloaded with information. Creating a clear vision for your product will help you cut through the clutter and effectively market yourself to the right audience. So where to start?

This guide will help you understand the tools needed to promote your tourism business; the images, video and content you will need to develop; and some of the key marketing activities to undertake. You will also find out how you can get involved in opportunities through Destination NSW to extend your marketing reach.
Having the right tools in place will assist you to effectively sell your tourism experiences. These tools include:

- Unique selling proposition (USP)
- Copy
- Images and video
- Branding

**IDENTIFY YOUR UNIQUE SELLING PROPOSITION (USP)**

A Unique Selling Proposition (USP) is a statement that describes what makes your tourism experience special and unique and explains what you offer that is different from others in the market. You can use your USP as the marketing tool to help sell your product. A good USP is compelling and memorable.

Your USP can help guide your marketing activities, from your branding, to imagery and videos and the tone of voice you use in your copy.

**Identify your USP:**

Creating your USP can require a bit of soul searching. A good way to start is to try and think like your customers, then go through the suggestions below:

- List the features that make your tourism experience unique
- Identify what your business stands for
- Explain the location of your experience and proximity to major centres
- Answer your customer’s primary question: “What’s in it for me?” Put yourself in your customers’ shoes and think about how they will benefit from your experience — including how they will feel or the memories they can make
- Ensure your USP incorporates the elements of your experience that appeal to your ideal customer
- Identify the aspects of your experience that your competitors cannot imitate
- Create your USP with one to two short, sharp and clear sentences based on what you have identified above.

**USP Examples**

**Tour operator: XYZ Tour Company***

Be immersed in the pristine wilderness of the World Heritage-Listed Blue Mountains National Park, just 90 minutes from Sydney. Enjoy half- or full-day guided hiking adventures with Ecotourism Accredited XYZ Tour Company*. Learn about the ancient landscapes, flora and fauna with an expert guide on small group or private tours.

**Accommodation: ABC Boutique Hotel***

ABC Boutique Hotel* is set amid native bushland overlooking Belongil Beach in the coastal town of Byron Bay. With a focus on personalised service, ABC Boutique Hotel* offers 12 luxurious, private king suites with sweeping ocean views, direct beach access and a range of premium and private dining experiences celebrating local produce and wines.

*These examples are based on fictional tourism businesses.

**Answer your customer’s primary question:**

“What’s in it for me?”
CRAFT YOUR COPY

Copy is the written content you use on your website, brochures, fact sheets and any other promotional tools — the words you use to tell the story of your business. Great copy showcases your experience, inspires your customers and sets a clear expectation of your product.

Quality copy creates a good first impression and conveys professionalism. Poorly written copy may not engage your audience and can reflect negatively on your business. Unless you are a skilled writer, consider hiring a professional copywriter to craft engaging copy for your business.

Effective copy:
- **Sells the experience**, not just the product. Talk about the benefits and how the customer will feel — try and appeal to their emotions
- **Is conversational**: imagine you are talking to your customers face-to-face
- **Is relaxed**, natural and informal. Inject some personality and have some fun
- **Considers your audience**: keep your customers in mind, make it personal, give them the information they need and make it easy to understand.

Before you start, do some research about your audience — the more information you have, the more you will be able to relate to them. Plan your copy, whether it is for a brochure, website, fact sheet, social media or blog post, think about your audience, the purpose of the copy, what message it needs to convey, and what information should be included.

**Craft your copy with these tips:**

<table>
<thead>
<tr>
<th>BE CONCISE</th>
<th>USE POWERFUL SENTENCES</th>
<th>USE SIMPLE WORDS</th>
<th>MAKE KEY POINTS CLEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sometimes one word is better than three.</td>
<td>Aim for short sentences with an active voice.</td>
<td>Exclude words that you would not use in real life, keep the language simple and conversational.</td>
<td>Use dot points and short sentences to make it easy to see key information.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T REPEAT SUPERLATIVES</th>
<th>THINK ABOUT THE LAYOUT</th>
<th>START AND END STRONG</th>
<th>GET FEEDBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit copy and check for repeated superlatives like &quot;wonderful time in wonderful scenery&quot;.</td>
<td>Put the most important information first, use easy-to-read fonts and keep spacing and sizes consistent.</td>
<td>Grab the readers’ attention right away, keep them interested, then give them a reason to take action.</td>
<td>Ask a writer or editor to read your copy. Listen to their advice and make edits.</td>
</tr>
</tbody>
</table>

Think about your audience, the purpose of the copy, what message it needs to convey.
CREATE IMAGERY

Eye-catching images convey your product’s essence efficiently and powerfully. Striking images draw attention and can create cut-through in today’s crowded digital world. Images that are inspiring and create a strong connection will motivate your customer, encourage them to want to find out more and ultimately make a booking.

Recommendations for engaging imagery:

• Include people (talent) that your ideal customers can relate to, for example if you target the family sector, use images with families enjoying your product
• Showcase the destination and location of your business
• Try and be natural and not staged. Ensure your talent is relaxed
• Make images lively. Include people — no empty restaurants, hotel rooms or tour buses
• Show people engaging in activities — action shots are ideal
• Think about the composition — consider what’s going on in the background, lighting, colour and movement

Top tips when working with a professional photographer:

Choose a photographer with commercial experience and ask to see samples of previous work.

Provide an outline detailing the sort of images you want captured. Include copies of other images you like from your business or from similar experiences.

Ensure images are copyright free so you can use them indefinitely.

Be sure you have a signed talent release form from all talent appearing in the images and that publishing credits are clearly stated.

What images do you need?

• **Hero images**: these are the key shots that capture the main focus of your product and can be used on your brochure covers and website.
• **Supporting images**: these show more details of your product and could include room types, tours, activities and menu options. Aerial shots of your location are also visually powerful.
• **Images for media use**: it is essential to have some professional images to supply to the media.
• **Candid shots**: these are ideal for social media and could be taken by you, your staff or your customers, on a smartphone or camera. It could be worth investing in a short photography course to make your shots look more professional.

Top tip: Images that work well on social media include people smiling, blue skies, native wildlife, beautiful scenery and food and wine.

Images that are inspiring and create a strong connection will motivate your customer, encourage them to want to find out more and ultimately make a booking.

The **Destination NSW Content Library** is an invaluable free resource for tourism operators. It houses a 23,000-strong collection of outstanding image and video assets of city and regional destinations, experiences and events.
MAKE MOVIES

More and more businesses are successfully using video to showcase their experience. Videos bring your story and your experience to life. It is a good idea for tourism businesses to consider producing long and short video content for their products. Tools for creating videos are now in our pockets — nearly everyone has a smartphone and there are a plenty of applications that help you edit simple videos on your device. New video technology has also added a whole new dimension to creating videos, with aerial and action shots so much easier to capture. 360 degree video tools also make it easy to showcase a complete view of your experience and destination. It is also easier to share your videos with your customers via YouTube and on social platforms including Facebook and Instagram.

What videos do you need?

- **Hero video**: a professionally produced video that showcases your business, what makes you unique, where you are located and why customers should visit.
- **Supporting videos**: have some fun and create a range of short videos (15-60 seconds) for use in social media and on your website. These could answer frequently asked questions, showcase each of your different tours and experiences, provide testimonials or be about your destination — the options are endless. Strive to update your website and social media platforms with new videos regularly.

Before you start shooting, think about the purpose of your videos and the message you want to convey.

Appealing videos:

- **Speak to your audience**: Just like your copy and images, think about who you are talking to.
- **Are fun and exciting**: Inject the personality of your business into the video.
- **Use quality production**: Consider the background and composition, including good lights. Even if you are doing it yourself, take time to get it right and avoid shakey hands.
- **Are concise**: Use a variety of lengths such as 15 seconds, 30 seconds, 60 seconds and 90 seconds but not more than three minutes.

Are you thinking about using drone footage? Providing aerial footage via a drone can be an affordable way of capturing an elevated and unique view of your product and destination. Just ensure that your drone footage is shot legally with approval from CASA (Civil Aviation Safety Authority). Find out more here.
Your marketing efforts can be more engaging and successful in attracting your ideal customer with consistent branding. So before you get to work promoting your business with your cleverly crafted copy, beautiful images and videos, ensure that you consistently brand all your marketing materials. Consider working with a graphic designer to create a brand kit that includes:

- **Logo:**
  - with guidelines on how and where to use it and any taglines.

- **Brand colours:**
  - two to four colours that relate to your logo.

- **Brand fonts:**
  - two or three for headings, sub headings and text.

- **Style guide:**
  - include the tone of voice for all copy and how to use all your elements together.
Once you have a good understanding of what makes your experience unique and have your marketing tools in place, it is now time to develop your marketing plan to attract visitors to your business.

A good marketing plan includes a mix of online and offline activities such as digital marketing, media and public relations and local promotion.

It is worthwhile doing some research to decide which channels will be most effective to reach your ideal customers.

There are plenty of marketing plan templates available online to help — business.gov.au is a good place to start.

An effective marketing plan includes a mixture of:
- Digital marketing
- Media and public relations
- Offline marketing.

**Website**

Your website is the hub of all your online marketing activities and should be:

- **User-friendly**, designed with your customer in mind, making it easy for them to navigate, find the information they need, book your product and contact you
- **Fresh and modern** in design and layout
- **Mobile-friendly**: Your customers are often searching on their mobile devices (phones and tablets). A mobile responsive website provides a better online experience for your customers while they are on the move
- **Search-engine friendly** and incorporate keyword-rich, inspiring content. Search Engine Optimisation (SEO) increases the volume of traffic to your website through organic search engine results. Keywords, quality content and a great user experience will help Google prioritise your website over your competitors and allow your customers to find your website easier
- **Visually powerful**: incorporating high-quality imagery and video

**DIGITAL MARKETING**

A good online presence is vital to ensure your ideal customers can easily find your business when they research their trip online.

There are so many options available to market your business online and knowing where to start can be overwhelming.

There are three essential digital marketing tools that are important to have in place to help your customer find your tourism business online:

- **Website**
- **Social media channels**
- **Online listings**.

**You could also enhance your findability** by keyword advertising on search engines like Google.
**Social media channels**

Social media helps you share your stories in the online community and reach potential customers. Travellers use social media at every stage of the travel cycle — from dreaming and looking for travel inspiration, to planning and booking, to experiencing and sharing their travel stories. Research what social media platforms your ideal customer uses when you are deciding which channels to use for your digital marketing. Facebook and Instagram can be very effective platforms for tourism businesses. They both have business page functionality, which is easy to set up and start sharing on, and offer highly targeted, paid advertising options. YouTube is useful for sharing your video content to inspire customers.

Get involved in Destination NSW social media activities and leverage our channels by having a look at our [Social Media Guidelines](https://www.dnsw.nsw.gov.au/). Tourism Australia also provides some tips about social media and how to interact with their channels [here](https://www.tourism.gov.au/).

---

**Facebook**
- Set up your [business page](https://www.facebook.com/business)
- Post inspiring content: text, images, videos (including 360 degree video)
- ‘Like’ the pages of other NSW tourism businesses and your local tourism organisations.

**Instagram**
- Set up your [business page](https://www.instagram.com/business)
- Start posting high-resolution, eye-catching and engaging images
- Use #hashtags so your images can be found.

**Youtube**
- Set up your [business channel](https://www.youtube.com/channel)
- Upload quality videos
- Optimise videos for search with keyword-rich description
- Embed your videos into your website and share them on social media.

---

**Social media tips**

- Remember that it is social, people use social media to interact with family and friends. Keep content, interesting, quirky, inspiring and engaging and not ‘a sales pitch’.
- Be creative and smart with your captions — give customers insight into where images were taken and what they can do there
- Curate your content by sharing posts, images and useful information from other people. On Instagram, ask permission first and always credit the source when sharing other people’s images
- Choose a consistent schedule for posting content and stick to it
- Follow larger communities such as Destination NSW, Tourism Australia and your local tourism marketing organisations — engage with them and leverage their platforms
- Consider using social media monitoring tools to help you strengthen your social presence, grow your audience, and manage your social channels.

---

**Remember that it is social, people use social media to interact with family and friends. Keep content, interesting, quirky, inspiring and engaging**
Online listings

There are many other websites where you can list your product online for free. Extra listings will increase your presence online, increase your search engine optimisation and help drive more business to your website.

Get Connected

Get Connected is Destination NSW’s free website membership program. Simple and easy to use Get Connected membership is open to all tourism operators within NSW. Showcase your tourism products on Destination NSW’s consumer sites sydney.com and visitnsw.com and reach more than two million potential visitors a month. Powered by the Australian Tourism Data Warehouse (ATDW-Online) platform, NSW tourism operators can list their products on sydney.com and visitnsw.com, which deliver over six million leads to NSW industry partners each year.

By listing your tourism business or event through the Get Connected Program, your product will be made available to over 70 local and national Australian Tourism Data Warehouse distributor partners.

For further assistance, please contact the Get Connected Support Desk on 1300 655 077 or getconnected@dnsw.com.au

Review Site Listings

Consumers increasingly trust online consumer opinions and are using review sites to help plan their trips. Business listings on review sites can enhance your business’s reputation and have a positive impact on attracting visitors.

Review site listings are a free, effective way to promote your business. Some of the key sites are:

- TripAdvisor
- Google my business
- Bing places for business
- Facebook business page
- Yelp
- Reviews are also made through booking platforms and distribution partners such as: hotelscombined, hotels.com, expedia, booking.com and TripAdvisor Experiences.

Like social media, it is important to consider which review websites your customers are using, for example Yelp is popular in the American market.

Ensure that you have a business listing on the key review sites that your potential customers use:

- Claim your business listing; optimise it with a business description and images
- Encourage your customers to write a review
- Monitor your reviews and respond appropriately
- Use any feedback to make improvements in your business.
Google Listings

Search engines are a popular tool for users to begin their online research. Google is the most popular search engine with hundreds of millions of searches every day so it is a good idea to ensure your business is listed correctly with Google.

Setting up a Google My Business Listing will get you listed with Google Search and Google Maps. You can create a new listing or claim an existing listing here.

Want to learn more about digital marketing?

There is lots of information online to help you keep up-to-date with effective digital marketing tools, such as Google Garage. You may also find a digital workshop near you with Business Connect, or you can seek professional help from a digital marketing agency.
MEDIA AND PUBLIC RELATIONS

Generating positive public relations (PR) and building a strong relationship with the media can be an effective promotional tool for your business. The more your product is featured in targeted media content, the more visible you become to potential customers.

Media channels you might consider targeting include newspapers, magazines, television, radio and digital media such as websites, travel blogs and social media platforms.

There is a saying that “Advertising is saying you’re good. PR is getting someone else to say you’re good” (Jean-Louis Gassée).

“Advertising is saying you’re good.
PR is getting someone else to say you’re good”
(Jean-Louis Gassée)

Advertising: paying for space in a media outlet
Paid
Business owner has complete control of advertising space
Builds exposure
Guaranteed placement

PR: securing editorial in a media outlet
Unpaid
Content is controlled by the journalist
Business owners can influence what is run
Provides third-party validation and highly credible
No placement guarantee
Engaging with Destination NSW

Destination NSW has a public relations team that liaises with the media every day and regularly pitches content ideas about Sydney and Regional NSW to a range of media contacts.

Getting involved with our publicity team is a fantastic first step in building a better relationship with the media.

Here are two key ways you can become involved:

### VISITING MEDIA PROGRAMS (famils)

<table>
<thead>
<tr>
<th>VISITING MEDIA PROGRAMS (famils)</th>
<th>NEWS FEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each year Destination NSW invites local and international media to experience Sydney and Regional NSW. Annually, our publicity team coordinates approximately 120 famils for Australian media and 280 famils for global media.</td>
<td>The media is always on the hunt for interesting story angles, supported by quality imagery. Destination NSW is constantly pushing out story angles, content and product information via media releases and newsletters to our media partners.</td>
</tr>
</tbody>
</table>

**Hosting the media:**

- Depending on your product and the needs of the visiting media, consider providing the following:
  - Opportunities to participate in your tour or experience
  - Opportunities for media to stay in your accommodation or dine at your restaurant
  - Providing interviews, i.e. key quotes about your experience or business, from yourself, staff or previous customers
  - Allowing filming and photography at your business.

**What can you provide?**

- A media release supported by high-resolution quality images
  - Media releases are a great way to disperse news about your business and gain publicity in the media. It is a good idea to craft them around a news angle that journalists will be keen to write about, like a product launch, new tour, special package or an event.

**How to get involved:**

Register your interest to participate in future media famils and submit your story ideas and media releases by emailing media@dnsw.com.au.

The ultimate goal of these programs is increased media coverage for NSW. By hosting media visit or sending us your story ideas, you create opportunities for journalists to write about your tourism business and destination.

---

**Getting involved with our publicity team is a fantastic first step in building a better relationship with the media**
Hosting media visits (famils)

Hosting the media, journalists and influencers* on a famil is a unique opportunity to capture their full attention and allow them to immerse themselves in your product. Hosting a famil also provides you the chance to showcase your product to an attentive and targeted audience at a minimal cost.

When inviting media to experience your product, think about the story you might like them to convey to the public. The classic travel article is often structured around the eat, sleep and play concepts, so ensure you offer the journalist a well-rounded experience of your product and consider working with other operators in your region to cover all aspects of eat, sleep and play.

Once you have hosted a famil, there are a few things to keep in mind. Travel stories for print publications can take months to publish so you will need to be patient. With online publications, your story may appear sooner, so ensure you request that the public relations agency or journalist notifies you when the story is uploaded so you can share the link through your own social media channels and website.

*Travel Influencers are individuals who have established credibility and a large number of followers on social media. They showcase inspirational destination and product experiences to their targeted audiences via their social platforms such as their blog, Facebook and Instagram.

Top tips on hosting media famils:

• Invite media that target your ideal customers
• Prepare a detailed itinerary that is tailored to the journalist. Include contact details, instructions, directions, main contact — everything to make the visit as seamless as possible
• Allow time in the itinerary for media to explore on their own
• Brief your staff on who is coming and ensure that you meet them on arrival
• Treat them like VIPs yet still give them space
• Don’t create a new experience for the media, give them an experience that their readers can have themselves
• Showcase your hero products and experiences
• Share your story with the media — they are often just as interested in the people behind the business as the experience itself
• Instead of telling them what to write about, provide them with everything they need to craft their own story — media releases, regional guides, images and interview opportunities
• Be positive about the region and other operators. Media often write about a region or town as a travel destination as a whole
• Remember, during the famil you are on the record, so ensure your staff are briefed accordingly.

Identify your story. Think FUBO: First - Unique - Best - Only

Make it really easy for them to share your story

During their famil, provide a media kit with the following:

• Welcome letter
• Media release and fact sheet
• Professional high-resolution images and videos on a USB stick
• Consider placing your media kit in a branded folder along with maps, brochures from the region and perhaps a small customised gift from your business or region
• Remember to follow up after the visit and stay in touch

Top tips on writing a media release:

• Think carefully about what your message is and what type of media organisations are most likely to be interested in it
• Identify your story. Think FUBO: First, Unique, Best, Only
• Keep your media release to one page and make it easy to read; avoid jargon and do not overuse adjectives
• Stick to the facts — try not to ‘sell’
• Provide quotes from a credible spokesperson who can be contacted at any time
• Make it shareable: share your hashtags and social handles
• Provide them with high-resolution imagery
• Ensure the Destination NSW media team is on your distribution list: media@dnsw.com.au

WANT TO LEARN MORE ABOUT WORKING WITH THE MEDIA?
Tourism Australia’s Making a Splash is a detailed guide to working with the media, explaining everything you need to know from writing a media release to hosting a famil.
Offline marketing refers to traditional forms of marketing materials such as:

- Brochures
- Visitor guides
- Signage
- Local partnerships.

### Brochures

Printed brochures are still an important sales tool for tourism businesses, especially when a visitor arrives at their destination. Many people will collect brochures from the local Visitor Information Centre, their accommodation or on arrival at the airport. Visit a busy tourist spot and you will see visitors looking through visitor guides, maps and brochures.

<table>
<thead>
<tr>
<th>What information should you include?</th>
<th>Brochure Design Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your Unique Selling Proposition</td>
<td>• Consider how it will look in the rack, the top third of the brochure is what the customer will see first</td>
</tr>
<tr>
<td>• Inclusions: details of tours, rooms or activities</td>
<td>• Keep it clean, simple and user friendly</td>
</tr>
<tr>
<td>• Departure times or operating hours</td>
<td>• Use consistent branding: logo, colours and fonts</td>
</tr>
<tr>
<td>• Where to find you: address, a map and public transport info</td>
<td>• Keep copy clean, concise and well-spaced with clear headings</td>
</tr>
<tr>
<td>• Booking contact details: detail how they can book your product, include phone, email and website</td>
<td>• Keep your target market in mind</td>
</tr>
</tbody>
</table>

Brochures cannot be updated as easily as a website. Think carefully about your content, especially pricing.

Like all your marketing, your brochure creates an impression of your business. Consider investing in professional design and printing. It is a good idea to obtain at least three quotes from local designers and printers for your brochure and ask to see samples of previous work.

### Visitor Guides

Visitor and travel guides are an important marketing tool as consumers use these when they are planning their trip and also while travelling. You can promote your business to travellers by advertising in your local visitor guide, which will most likely be produced by your local tourism organisation. Get in touch with your location tourism organisation and Destination Network to find out more.

Destination NSW produces and distributes more than a million copies of The Official Sydney Guide free of charge to travellers arriving at Sydney International Airport, disembarking from cruise ships, staying at hotels, attending conventions and accredited Visitor Information Centres in and around Sydney every year. Sydney operators can feature in the guide through advertising and coupon opportunities. Contact our Visitor Services team for more details.
**Signage**

You have worked hard to make customers aware of your business and how to book your product so ensure you also make it easy for them to find you. Signage can include shopfront signage, branding on your tour vehicles and directional or street signage. Local councils have different regulations about signs on council roads; it is worth getting in touch with yours to find out more.

The brown and white tourist road signs on state-managed roads that direct visitors to tourist attractions in NSW are administered by the Tourist Attraction Signposting Assessment Committee (TASAC), a partnership between Destination NSW, Roads and Maritime Services (RMS). Tourist attractions can find out about eligibility at destinationnsw.com.au/tasac or email tasac@dnsw.com.au.

**Local partnerships**

Look for local partners you can work with to promote and distribute each other’s product or experience. Strong local relationships are essential for any successful tourism business.

---

**Visitor Information Centres (VIC)**

Accredited VICs are often the first port of call for visitors to the region and they get plenty of enquiries in person, over the phone and online.

Generally run by local councils, VICs provide information and brochures on local accommodation and activities and can also act as a booking office. Getting to know your VIC staff and volunteers should be an important part of your local marketing and product distribution strategy. Like any distribution partner VICs may charge commission for onselling your product.

Here you will find a list of Accredited Visitor Information Centres in NSW.

---

**Hotels/accommodation**

For tours and attractions, getting to know your local accommodation providers is vital, after all that’s where the visitors are staying.

Familiarise concierges with your product so they can refer or take bookings for their guests.

Approach accommodation providers that appeal to your ideal customers, e.g. target five star hotels if you have a luxury product.

---

**Booking Offices and Tour Desks**

Like a VIC, but privately run, booking offices take bookings and provide visitors with information and brochures.

Find out if there is one in your area, introduce yourself and talk to them about how you can work together.

---

**Brochure Distribution Companies**

These companies will take your brochures and stock them in brochure racks in hotels, visitors information centres, service stations, restaurants and cafes.

Talk to your local tourism organisation or VIC to find companies in your area.

---

Consider inviting your local partners on a famil to experience your product first hand so they can make recommendations afterwards.
CHECKLIST

There are lots of free opportunities to get involved with Destination NSW activities and promote your business to potential customers in Australia and overseas.

Make sure you include these programs in your marketing plan:

Get Connected – free website membership program
- Register online at destinationnsw.com.au/getconnected or contact 1300 655 077.

Get Social – share with our social media platforms
- Destination NSW Social Media Guidelines
- Tourism Australia’s Tips & Tricks on Social Media

Showcase your product to our team
- Participate in a product showcase at Destination NSW head office. Organised like a mini tradeshow, operators have a series of 15-minute appointments to present their product, gain feedback and discuss opportunities for working together
- To register your interest for future showcases contact: product.queries@dnsw.com.au

Tell your story to travel media around the globe
- Sydney and NSW Uncovered is our monthly, online newsletter distributed to travel and lifestyle media around the world
- Send interesting information and high resolution images (for media use) to media@dnsw.com.au

Use our imagery to make your business shine
- The Destination NSW Content Library features over 23,000 assets showcasing NSW photography and high definition video footage. Tourism operators can download and use them in their marketing for free.

To find out more about partnering with Destination NSW, or for more information on all our resources available to your business, go to destinationnsw.com.au.
We wish you every success with your tourism business.

Promote your Tourism Business is the second in the series of the NSW First Guides. To find out more about Developing your business and Selling to international visitors go to destinationnsw.com.au/nswfirst.

For more information about partnering with Destination NSW and to find all our resources available to your business, go to destinationnsw.com.au.