

Media are shifting and adapting to the current environment, creating new programs and channels that meet consumer demand to stay up to date with the latest news on COVID-19.

There is a greater focus on 'we're all in this together' messaging, and positive coverage of brands and businesses that are getting creative to lend a hand.

People are looking for ways to feel connected, entertained, distracted and part of a community that supports each other.

Media are looking to tell these positive news stories, and the Destination NSW PR and Media team is actively sharing positive story ideas about Sydney and Regional NSW with a range of media contacts.

Tips and ideas

Media are looking for ways to help people to connect, dream and feel inspired, including:

- Virtual tourism and event experiences, such as virtual wine tastings, digital tours of art galleries and exhibitions, and virtual zookeeper animal experiences.
- Unique home delivery packages from food producers, restaurants, wineries, distillers and breweries that offer. For example, produce packs matched with menus from a restaurant, a virtual wine tasting with the maker when wine order arrives, and brewery happy hours.
- Initiatives that support small business and those working in essential services such as [Buy Them a Coffee](#) and [Spend with Them](#).

If you are currently considering or providing activities like these, share your stories and ideas with Destination NSW at media@dnsw.com.au.

**There is a greater focus on the
'we're all in this together'.**

**Think about how you can provide the
media with inspirational content
so people can dream about
future travel experiences.**

Resources

Find more information about working with the media
[NSW First: Promote Your Tourism Business](#)

Key Contacts

Media: media@dnsw.com.au

