

FIND
YOUR PATH
IN A NSW
NATIONAL PARK





Gibraltar Range National Park

CAMPAIGN OVERVIEW

Destination NSW and National Parks and Wildlife Service have developed a campaign to increase awareness and consideration for national parks among visitors.

The campaign acknowledges the diversity of the natural landscapes found in NSW National Parks and aims to explore the way these various landscapes make the visitor feel, in line with Destination NSW's Feel New brand. The campaign will frame NSW National Parks as a transformative portal for self-discovery.

In market dates: campaign activity will run from 4 November 2022 to 14 December 2022

Advertising channels: television, billboards and airport displays, digital video, paid social media and paid search

Target audience: 18 years old and over in Sydney, Regional NSW, ACT, Northern Victoria and Southeast Queensland

OBJECTIVES

- › The long term objective is making NSW well-known for its nature-based offerings. This campaign is the starting point to achieve this.
- › Grow awareness and consideration for NSW National Parks as a holiday destination among our target audiences.
- › Stimulate intention to visit a NSW National Park for the purpose of a holiday or short break among our target audiences.

KEY MESSAGES AND CREATIVE

The NSW National Parks campaign will complement the Feel New campaigns that are in market. The campaign creative positioning is “Find Your Path in a NSW National Park”. The positioning allows NSW National Parks to be reframed as a portal for self-discovery.

The campaign creative assets showcase both NSW’s iconic and lesser-known national parks to encourage the target audiences to rediscover the classics and uncover the hidden gems and, in doing so, discover themselves. Below are the NSW National Parks featured in the campaign:

Included in paid media:

- › Barrington Tops National Park
- › Blue Mountains National Park
- › Border Ranges National Park
- › Budderoo National Park
- › Dorrigo National Park
- › Gibraltar Range National Park
- › Kosciuszko National Park
- › Mungo National Park
- › Murramarang National Park
- › Mutawintji National Park
- › Tomaree National Park
- › Warrumbungle National Park
- › Wollemi National Park

Additional inclusions featured on the campaign landing page:

- › Bald Rock National Park
- › Beowa National Park
- › Bouddi National Park
- › Bournda National Park
- › Brunswick Heads Nature Reserve
- › Cape Byron State Conservation Area
- › Capertee National Park
- › Cattai National Park
- › Crowdy Bay National Park
- › Dharug National Park
- › Glenrock State Conservation Area
- › Gulaga National Park
- › Hill End Historic Site
- › Illawarra Escarpment State Conservation Area
- › Kanangra-Boyd National Park
- › Ku-ring-gai Chase National Park
- › Livingstone National Park
- › Montague Island Nature Reserve
- › Morton National Park
- › Murray Valley National Park
- › Murrumbidgee Valley National Park
- › Royal National Park
- › Seaham Swamp Nature Reserve
- › Sydney Harbour National Park
- › The Rock Nature Reserve - Kengal Aboriginal Place
- › Timmallallie National Park
- › Wallarah National Park
- › Worimi National Park
- › Yengo National Park

GET INVOLVED

You can find out more about the NSW National Parks campaign and get involved by:

- › Visiting the [website](#) and being inspired by the new TV commercial
- › Listing your business on [visitnsw.com](#) by creating a free Get Connected product listing at [destinationnsw.com.au/getconnected](#)
- › Linking your online booking software to your Get Connected product listing so users can book directly through [visitnsw.com](#)
- › Using the campaign hashtags in your social posts #FeelNSW #NSWParks and encouraging your visitors to use them. Find out more about posting engaging content here: [Social Media Guidelines 2022 - Destination NSW](#)
- › Accessing the [Destination NSW Content Library](#) for free images of NSW National Parks to promote via your channels
- › Getting tips on promoting your experience and selling online through the [NSW First Program](#)

