



MURRAY TOURISM PR ACCELERATOR

PUBLIC RELATIONS UPSKILLING PROGRAM



ABOUT THE DESTINATION NSW PR, INFLUENCERS AND VISITING MEDIA TEAM

Destination NSW has a team of in-house publicists who coordinate activities to engage a range of different media both domestically and internationally. In financial year 2023/2024 the team secured more than 80,000 pieces of coverage with a total reach of over 34 billion using tactics such as hosting visiting media; managing media relationships; conducting global outreach activities to pitch stories to media; implementing promotional events; and developing media resources.

Media and Influencer Famils

- * Hosting a famil provides an opportunity to showcase your product
- * The DNSW Visiting Media and Influencer Program engages top tier media and influencers to generate high impact media and social coverage
- * All media and influencer famils are vetted by Destination NSW to ensure it meets our requirements and aligns with strategic priorities and will deliver a minimum 10:1 return on investment based on equivalent advertising value of media coverage (AVE).
- * The media is always on the hunt for interesting story angles, so keep this top of mind when planning for media visits. Experiences you may showcase include:
 - > Opportunities to participate in a behind-the-scenes tour or experience that brings to life your story
 - > Opportunities for media to stay in your accommodation free-of-charge or at a media rate
 - > Opportunities to dine at your restaurant, showcasing NSW produce and paired with NSW wine/beers/spirits free-of-charge or at a media rate
 - > Providing interviews, i.e. key quotes about your experience or experience, from yourself or from previous customers
 - > Allowing content capture (i.e. video and photography) at your business
 - > For regional operators, partnering with other local businesses and operators to provide a robust experience/itinerary for the media and influencers in region
 - > Showcasing local talent eg winemakers, food producers, event organisers
 - > Local events



AMPLIFY YOUR STORY THROUGH DESTINATION NSW PR ACTIVITY

- * By providing editorial, imagery or video content or supporting media/influencer familiarisations, you create opportunities to generate earned media and social coverage about a tourism business or destination.
- * Register your interest to participate in future media famils and submit your news and media releases via the QR code (below).
- * Opportunities include:
 - > Supporting Visiting Media and Influencer Program (famils)
 - > Destination NSW Media Centre, Uncovered newsletter (weekly media newsletter) and press office activity inclusion
 - > Supporting broadcast opportunities

You can always reach the team at media@dnsw.com.au



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DESTINATION NSW INFLUENCER FRAMEWORK + CRITERIA

Destination NSW partners with influencers to drive awareness, consideration, and appeal for Sydney and New South Wales. The Destination NSW Influencer Framework ensures a strategic and consistent approach, allowing Destination NSW to identify, evaluate, and collaborate with the right influencers.

Our selection process follows a two-phase evaluation:

- ✱ **Phase 1:** Assesses social performance, analysing audience authenticity, reach, engagement, demographics, content quality, and brand alignment.
- ✱ **Phase 2:** Applies further scoring to assess brand fit, influence, audience appeal, and potential risks.

This structured approach enables Destination NSW to work with trusted influencers and drive meaningful tourism impact.

WORKING WITH INFLUENCERS

Consider the following when working with influencers:

Authenticity & Credibility: Does the influencer genuinely connect with your brand? Are they excited about collaborating, or do their past partnerships feel overly commercial?

Platform Relevance: What social platforms do they have and what is the right fit for your offering to feature in? I.e. Instagram, TikTok, YouTube.

Audience Fit: Does their audience align with the types of visitors you want to attract?

Content Alignment: Does their style, tone, and storytelling complement your brand or offering?

Influence & Engagement: Do they have an engaged and authentic following? Are the comments on their posts positive and reflective of genuine influence?

Disclosure & Compliance: Are they following disclosure guidelines (i.e. #ad, paid partnership tags) in accordance with ACCC regulations?

Campaign Goals: What specific outcomes do you want to achieve from this partnership? Clearly define success, whether it's awareness, engagement, or conversion.

Clear Deliverables & Usage Rights: Confirm content deliverables (e.g., posts, stories, reels) upfront. Can you reshare or repurpose their content on your channels? Define all expectations for a seamless collaboration.

