

THE MURRAY – BEST SHARED



INTRODUCING A BRAND NEW CAMPAIGN:

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Launch Date: 28 August 2019

In partnership with Destination Riverina Murray and Murray Regional Tourism, Destination NSW has created a brand new campaign, *The Murray – Best Shared*, based on the concept of creating remarkable travel stories visitors can't wait to share. The campaign showcases incredible tourism experiences visitors can have in The Murray, that are distinctive and memorable enough to share with their family and friends.

Read on to learn more and download all your campaign assets.

WHY THIS CAMPAIGN

The Murray is already an appealing and established holiday destination for domestic travellers aged over 50. With that in mind, this new campaign aims to drive overnight visitation and increase length of stay among a younger demographic of 30 to 50 years of age.

The Murray – Best Shared campaign will attract a younger generation to The Murray, while not disconnecting from the established older market, by leveraging the existing Legendary River Stories positioning, and presenting compelling food and drink, golf and nature-based travel experiences.

WHAT YOU CAN EXPECT

The objective of *The Murray – Best Shared* campaign is to promote The Murray as a short-break destination focusing on the shoulder season of spring, inviting visitors to stay longer and share their experiences with friends and family.

LOOK AND FEEL

The Murray – Best Shared campaign aims to broaden the appeal of The Murray to a younger audience with stunning images and video footage highlighting the region's vast natural beauty and diversity of holiday experiences.

The suite of images features an active couple playing golf, kayaking, hiking, fishing, cruising the river on a paddlesteamer, relaxing riverside by a campfire and enjoying a host of food and drink experiences. The visuals capture the sense of space and serenity of the Murray region with panoramic views, golden hour lighting and modern composition.





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THE AUDIENCE:

ADVENTURERS

The Murray – Best Shared campaign targets Active Couples, 30-50 years of age from Melbourne, regional NSW and Victoria. The secondary target is young, active groups, couples and solo travellers over 30 years of age. These segments love getting away from it all in natural surroundings, exploring water-based adventures, bushwalking and sampling local food and wine.

WHERE YOU CAN SEE THE CAMPAIGN

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- > On our Visit NSW website, visitnsw.com/the-murray
- > Facebook and Instagram video
- > Facebook and Instagram newsfeed advertisements
- > Display banner advertising
- > Public relations activity

All the marketing activities will encourage visitors to visitnsw.com pages, which showcase The Murray visitor experiences across the region under the themes of Food and Drink, Nature and Outdoors, and Golf.

GET INVOLVED AND SPREAD THE WORD

To ensure we all speak in the same voice across *The Murray – Best Shared* campaign, when utilising the campaign in your marketing material or on your social media channels, we encourage you to use these key messages:

- > The Murray is just three hours' drive from Melbourne, and even less from regional NSW and Victoria, making it the perfect destination for a short break.
- > The Murray is an ideal road trip destination; with spectacular natural landscapes, laid-back country towns, delicious food and wine regions, plenty of golfing and the mighty Murray River to explore.
- > The Murray is famous for its fresh local produce. Discover delicious cafes, restaurants, foodie trails, farmers markets, orchards, olive groves, wineries, whisky distilleries and craft breweries.
- > The Murray is bursting with natural wonders. Hike through untouched bushland, kayak through ghostly river red gums, fish for legendary Murray cod or explore ancient lunar landscapes.
- > The Murray has a rich and fascinating history, from 20,000-year-old footprints in Mungo National Park to 150-year-old paddlesteamers still cruising the Murray River.
- > There are more than a dozen spectacular golf courses winding along the Murray River. You'll find some of the best courses in regional Australia with pristine fairways and courses to suit all levels of golfers.
- > The Murray makes for a spectacular spring escape, with colourful landscapes, mild climates, rich food and wine trails, and natural wonders.

To watch *The Murray – Best Shared* video and see our new suite of images, visit visitnsw.com/the-murray.



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FOUR WAYS TO UTILISE THE CAMPAIGN

> **List your business for free on visitnsw.com**

List your tourism business — accommodation, tours, food and drink venues, events and visitor attractions — in The Murray section of visitnsw.com by creating a free product listing at destinationnsw.com.au/getconnected

> **Link your online booking system**

Visitnsw.com showcases accommodation and visitor experiences in The Murray. Link your online booking system to your GetConnected product listing so users can book directly through visitnsw.com

> **Share the campaign on social media**

Share The Murray – Best Shared content across your social media channels, using the campaign hashtags #visitthemurray and #newsouthwales when posting.

> **Use the campaign images and messaging**

Use the new imagery and messaging to update your own website and marketing collateral.

TO ACCESS CAMPAIGN ASSETS

Visit the following link to download *The Murray – Best Shared* images and campaign assets. You will need to enter the password to access the folder.

<https://app.box.com/s/3xznjf8popezdbv7ppal3j9o43m04ze5>

Password: bestshared



GET IN TOUCH

For more information on getting involved in *The Murray – Best Shared* campaign, please contact:

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