



PROJECT BRIEF

DSNSW Feel New Alignment Project

Background

The Destination NSW brand campaign, **FEEL NEW**, was launched in 2022. The campaign introduced the state's new visitor brand and was designed to unify Sydney and regional NSW, bringing to life all the diverse feelings in the state that combine to make visitors feel new.

Destination Southern NSW has identified that destination marketing outcomes could be greatly enhanced should stakeholders build a strong and enduring alignment with the FEEL NEW visitor brand and future DNSW marketing campaigns.

Tourism stakeholders currently have the opportunity, in an ad hoc fashion, to buy into Destination NSW cooperative marketing campaigns on a dollar-for-dollar basis (or similar). Outside of these opportunities, stakeholders and regions define their own brand positioning and run their own campaigns in isolation of DNSW.

Project Objective

The project aims to align the brand positioning of each of the Destination Southern NSW sub-regions (Snowies, Southern Tablelands and South Coast) as closely as possible with the Destination NSW FEEL NEW visitor brand. Subsequently, a marketing toolkit will be developed for each sub-region to assist all industry in developing tourism experiences and marketing to visitors.

All sub-region tourism stakeholders including direct tourism operators, retail and hospitality businesses, Councils, Local Aboriginal Land Councils, and arts and cultural groups, will benefit through:

- Improving their approach to developing and marketing visitor experiences that better align with their sub-region positioning.
- Improving alignment to the FEEL NEW visitor brand to leverage Destination NSW co-operative marketing opportunities and campaigns.

Project Objective (continued)

Destination Southern NSW seeks to take a leadership role with this project and supercharge its region's connection to Destination NSW marketing campaigns and the NSW visitor brand.

Project Scope

This project is not designed to directly impact any existing stakeholder brand or marketing strategies. This project will include:

- A review of Southern NSW stakeholder brands at local government (LGA) and/or local tourism organisation (LTO) level to develop a current understanding of brand strategies, current destination campaign messaging and promoted signature experiences.
- Strategic planning to best align the brand positioning for each sub-region (Snowies, Southern Tablelands and South Coast) with the state's FEEL NEW visitor brand.
- Develop a marketing toolkit for each sub-region to assist in delivering/developing experiences for visitors, enhancing successful marketing and participating in DNSW co-operative campaigns, grant applications and business development opportunities.

Project Partners

To deliver this project, DSNSW is partnering with South Coast based destination branding and industry development specialists, [The Destination Agency](#).

Next Steps

Stay in touch for project updates, announcements will be made via our [newsletter](#) and [LinkedIn](#).

Key Contact

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