

Thursday, 15 November 2018

## **DESTINATION NSW RECEIVES TOP GONG IN SINGAPORE FOR COLLABORATIVE MARKETING CAMPAIGNS**

Destination NSW's collaborative marketing efforts with Qantas and Singapore Airlines have been recognised in Asia this week with Gold, Silver and Bronze awards being claimed for two campaigns.

The 'Qantas Sydneyporeans' campaign took out two Golds and one Silver at the 2018 Marketing Excellence Awards in Singapore, while the 'Singapore Airlines Memories in Sydney' campaign won Bronze at the 9th Asian Digital Media Awards in Hong Kong.

Minister for Tourism and Major Events Adam Marshall said the campaigns, which were both launched in Singapore, were designed to showcase the array of experiences on offer in Sydney and regional NSW.

"Our collaborative marketing campaigns with Qantas and Singapore Airlines injected a combined \$2.4 million into the NSW visitor economy, so to see the initiative recognised internationally is a fantastic achievement," Mr Marshall said.

"Over the past five years, total visitors and expenditure from Singapore to NSW has shown strong growth and initiatives such as this help ensure Sydney and regional NSW are front and centre in the minds of potential travellers in key priority markets.

"With our world-class calendar of events and outstanding regional destinations within easy reach of Sydney, the NSW Government is committed to attracting visitors from Singapore to our State."

The 2018 Marketing Excellence Awards saw record participation with more than 630 entries received while the 9th Asian Digital Media Awards saw 157 entries from 27 media companies across 10 countries.

### **2018 Marketing Excellence Awards:**

Excellence in Content Marketing / Native Advertising / Branded Content  
*Gold Award: Destination NSW/Qantas Singapore campaign*

Excellence in Integrated Marketing (Consumers)  
*Gold Award: Destination NSW/Qantas Singapore campaign*

Excellence in TV / Video Advertising  
*Silver Award: Destination NSW/Qantas Singapore campaign*

### **9th Asian Digital Media Awards:**

Best Digital Marketing Campaign  
*Bronze: Destination NSW/ Singapore Airlines campaign*

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## **About Destination NSW**

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.