

Friday 27 March 2015

## LASTMINUTE CAMPAIGN TO PROMOTE NSW FOOD AND WINE

A new campaign between Destination NSW and [lastminute.com.au](http://lastminute.com.au) is showcasing the State's unique food and wine destinations to entice potential visitors to book a trip to Sydney and NSW.

Destination NSW Chief Executive Officer Sandra Chipchase said the campaign, *Wine and Dine*, involves [lastminute.com.au](http://lastminute.com.au) bloggers visiting nine food and wine destinations across NSW and creating original content to share their experiences.

"The campaign began on 16 March, and is running for almost a month promoting the fantastic experiences NSW offers domestic visitors. It promises to attract a significant number of travellers, providing a boost to local visitor economies across the State," Ms Chipchase said.

"[Lastminute.com.au](http://lastminute.com.au) bloggers will take part in nine different NSW food and wine experiences, which include weekends in the Hunter Valley, Orange and Mudgee, an overnight visit to Newcastle, and day trips to the Blue Mountains and Southern Highlands. In Sydney they will go on a 'ferry hop' through the city, experience the best in celebrity dining, and visit the Inner City suburbs of Erskineville, Newtown and Chippendale.

"The campaign will advertise food and wine packages for each of the regions identified and, during each week of the campaign, the content will be refreshed so potential visitors are engaging with new regional and Sydney content.

"NSW is home to Australia's very best food and wine, and the range of experiences on offer is second to none. In the year ended September 2014, international and domestic overnight and day trip wine tourism visitors to NSW spent \$1.9 billion in NSW, contributing significantly to the State's visitor economy," she said.

According to [lastminute.com.au](http://lastminute.com.au) spokesperson Louise Ryan, the *Wine and Dine* campaign is the ultimate opportunity to highlight the many ways visitors can eat and drink their way through NSW.

"The campaign really utilises the power of content to inspire and encourage people to visit NSW's food and wine regions. From Mudgee, to Orange, Hunter Valley, Sydney and beyond, visitors are spoilt for choice when it comes to gourmet getaways in NSW," Ms Ryan said.

"We love wining and dining in NSW and this fresh new content adds to an existing base of great posts about the region on the [lastminute.com.au](http://lastminute.com.au) blog. The campaign will be promoted via various social media channels, emails and the *Wine and Dine* campaign page."

The Destination NSW and [lastminute.com.au](http://lastminute.com.au) *Wine and Dine* campaign runs until 12 April 2015. Posts and information can be found at <http://www.lastminute.com.au/blog/tag/wine-and-dine/>

# Media Release



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This promotion continues the work of Destination NSW in promoting food and wine tourism in the State. In 2014 Destination took a leading role in Tourism Australia's 'Restaurant Australia' campaign, as well as partnering with Wonder Communications to produce the innovative 'PLONK' short film series which showcased NSW wine experiences. To check out PLONK go to [https://www.youtube.com/watch?v=rjvi\\_1dMDq4](https://www.youtube.com/watch?v=rjvi_1dMDq4)

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