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## **DESTINATION NSW CAMPAIGN WINS EXPEDIA MEDIA SOLUTIONS MARKETING AWARD**

A cooperative marketing campaign to drive visitation to Sydney and regional NSW has won 'Australia & New Zealand Campaign of the Year' at the Expedia Media Solutions 2017 Asia Pacific (APAC) Partner Awards.

Presented today to Destination NSW's Chief Executive Officer Sandra Chipchase at the Australia Tourism Exchange (ATE), the Awards acknowledge campaigns that demonstrate innovation, creativity and achievement in travel marketing.

Ms Chipchase said the campaign's success was a great example of what can be achieved through collaboration.

"For the award-winning campaign, Expedia developed a bespoke digital hub that featured inspirational videos and images alongside recommended hotels, allowing audiences to instantly book their Sydney or regional NSW holiday."

"The campaign was a success in driving strong business leads to featured hotels and travel to Sydney and regional destinations, including the North and South Coast, Hunter, Blue Mountains, Central Coast, Orange and the Southern Highlands."

Expedia spokesperson Wendy Olson-Killion said, "Our APAC Partner Award winners demonstrate best in class work in terms of creativity, sophistication and the use of innovative technology. The campaigns showcase how a destination, hotel, airline or travel experience can come to life on our platforms and increase brand awareness, change perceptions or drive demand for our partners."

Destination NSW partners with Expedia Media Solutions several times a year on seasonal campaigns to drive incremental sales to a variety of NSW destinations.

The 2016-17 *Sydney and Regional NSW in Summer* campaign showcased NSW as the ideal holiday and short break destination by promoting the number and diversity of experiences on offer in the State.

To see the campaign, go to <https://dnsw.expedia.com.au>.

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