



Andrew Stoner MP Deputy Premier of NSW Minister for Tourism & Major Events

MEDIA RELEASE

22 July 2014

DESTINATION NSW PARTNERS WITH HOTELCLUB TO SHOWCASE SYDNEY'S WINTER GEMS

For the first time, the NSW Government's tourism and major events agency, Destination NSW has partnered with HotelClub, an online travel booking community of 1.2 million members to promote travel to Sydney this winter, Deputy Premier and Minister for Tourism and Major Events Andrew Stoner announced today.

"This digital campaign features new video content, of our glorious Harbour City, hosted by architect and Channel Seven's House Rules judge Joe Snell. Mr Snell gives the viewer a local's insight into 'Sydney by day' and 'Sydney by night' showing that there is much more to see and do in Sydney than just visiting the renowned icons and also to encourage repeat visitation," Mr Stoner said.

In addition to bespoke video content, HotelClub will also run a fully integrated, cross platform digital media campaign designed to educate, engage and influence its highly loyal travel savvy members. HotelClub has a successful record of destination campaigns with its members but this is the first time they have produced such unique content for a tourism organisation.

"Sydney is Australia's global city and one of the world's most exciting and desirable destinations, and this campaign will encourage HotelClub members to visit Sydney during the winter months," Mr Stoner said.

"This is the first time Destination NSW has partnered with HotelClub, who are part of global online travel company Orbitz Worldwide," he said.

Director of Partner Marketing at Orbitz Worldwide, the parent company of HotelClub, Stuart Stacy said: "Research indicates 63% of leisure travellers use video to inform their choice on 'where to next' and it also plays an integral part in itinerary planning with 65% watching video content to plan their stay.

"We have some of the Sydney's best hotels on sale with up to 30% off."

Video host Joe Snell said, "As a HotelClub member and a Sydney resident it's great to be involved in a tourism campaign which encourages people to visit and explore this evolving and enchanting city, and to discover what sets us apart from the rest of the world."

"Even though I grew up and have lived here most of my life, the natural beauty of Sydney never ceases to amaze me. What excites me right now is the quality of our

lifestyle, the social and entertainment culture, combining with that natural beauty to create a true gem in the international landscape of cities.”

Destination NSW Chief Executive Officer Sandra Chipchase said the partnership had been executed as part of Destination NSW’s ‘Love Every Second’ of Sydney in Winter campaign.

“Launched in 2012 the seasonal ‘Love Every Second’ of Winter and Summer campaign, continue to deliver exceptional results contributing more than 1.67 million visits to the Sydney.com website and more than 327,500 sales leads to the tourism industry in Winter 2013,” Ms Chipchase said.

“Winter in Sydney is a specular time to visit and to explore the great outdoors and many attractions for the whole family to enjoy.”

The HotelClub digital campaign is in market until 8 August 2014

To view the campaign visit www.hotelclub.com/p/Sydney-Offer or for more information on what’s on in Sydney go to www.sydney.com