



MEDIA RELEASE

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Free Guide Offers Advice to Grow Tourism

Minister for Tourism and Major Events, George Souris, today launched an instructive guide to help businesses of all sizes throughout NSW promote their tourism products, destinations or events.

The *Partnership Opportunities with Destination NSW Prospectus*, developed by Destination NSW, the Government's tourism and major events agency, covers sales and marketing opportunities, detailing more than 30 activities to assist NSW businesses.

"This is a free, step-by-step guide on how to access many free-of-charge resources as well as a wide range of marketing and sales activities, to help build sales and reach consumers and the tourism trade in NSW, Australia and overseas," Minister Souris said.

"The Prospectus is focused on practical tools - it's everything a tourism-based business needs to know about making the most of the ways to increase sales and maximise exposure for their visitor products and experiences.

"Tourism is big business for NSW, with visitors contributing more than \$26 billion in the year ending March 2013. We are ensuring we arm our NSW tourism industry with as many useful resources as possible to support their growth," Mr Souris added.

The Prospectus includes "How To" information such as being featured in visitor publications like *The Official Sydney Guide*, publicity opportunities with visiting international media, travel trade familiarisation programs to generate sales leads, joining Destination NSW advertising campaigns and digital programs including, social media and online bookings, partnering with the Government on major events and regional events and the funding options available.

Destination NSW CEO Sandra Chipchase said: "This is the second year of *the Partnership Opportunities Prospectus*. Our goal is to provide the NSW tourism industry with an easy to use resource that has everything operators need to know about maximising the sales and marketing opportunities for their business.

"*Partnership Opportunities with Destination NSW* can be downloaded from our website, and businesses wanting to get involved in any of the thirty-plus options can complete an Expression of Interest form and we'll be in touch to follow up."

Business development resources, market research and statistical data and visual resources including, access to a library of over 10,000 images are all available, free on charge through Destination NSW.

Partnership Opportunities with Destination NSW can be accessed at the following address:
www.destinationnsw.com.au/partneropportunities