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NSW PROMOTED TO YOUTH TRAVELLERS VIA MTV

Popular social media personalities Natasha Oakley and Tyson Mayr will share their NSW travel experiences online as part of a new web series with global entertainment brand MTV giving youth travellers inspiration to plan a trip to the State.

The web series being filmed this week, will be developed by the NSW Government's tourism and major events agency Destination NSW in partnership with MTV and shown on both organisations' digital platforms across the globe later this year.

Destination NSW Chief Executive Officer Sandra Chipchase said the web series will see international social media personalities and their local hosts explore the many things to do and see in Sydney and Regional NSW. It will be supported by a wider campaign including video content, live social media updates, an interactive website and a competition to help promote key NSW destinations.

"This web series will showcase a diverse range of experiences on offer across the State, and will be promoted primarily in the US, UK, Australia and New Zealand to underpin Destination NSW's 2015 youth marketing campaigns," Ms Chipchase said.

"From fashion and shopping to world-renowned beaches, festivals and adventure activities, this new campaign will prove NSW is Australia's most attractive destination for young backpackers, working holiday makers and students.

"Our previous campaigns with MTV, including the 2012 'unmapped' regional road trip videos, the Sydney feature on MTV's travel website in 2013, and the 2014 short film series highlighting some of our State's great events, have been very successful and this is another fantastic new campaign rolling out later this year."

Minister for Trade, Tourism and Major Events Stuart Ayres said NSW is the number one Australian destination for youth visitors, with more than 1.1 million international youth visitors coming to our State in the year ended June 2015. These visitors typically stay longer and travel further than any other travel segment, making them a key target market.

"Growing the youth travel market is a key focus for the NSW Government, and this innovative new web series will help showcase NSW as an exciting, accessible and affordable destination for the young international traveller."

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