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Destination NSW and Qantas Airways awarded Best Digital Advertising in Singapore

Destination NSW and Qantas Airways have been awarded 'Best Digital Advertising' at the Straits Times Digital Life Awards 2014 in Singapore for their recent collaborative advertising campaign.

The campaign, which incorporated both print and digital advertising, was delivered in partnership with Qantas Airways as part of the NSW Government's \$30 million agreement to promote Sydney and Regional NSW. The campaign took place from 16 October until 9 November 2014 and targeted Singaporean travellers to motivate them to visit Sydney and Regional NSW including Port Stephens and the Blue Mountains.

Destination NSW Chief Executive Officer Sandra Chipchase said the award was in recognition of the campaign's success in engaging Singaporeans and encouraging them to discover what Sydney and Regional NSW has to offer.

"Singapore is one of our international priority tourism markets and it's fantastic to see that our successful marketing collaboration with Qantas Airways has been acknowledged for its outstanding efforts," Ms Chipchase said.

"In the year ending 2014, visitors from Singapore spent an estimated \$214 million in NSW, compared to \$186 million in the year ending September 2013. It is through these unique partnerships that we can attract visitors from overseas which help us to achieve the NSW Government's goal of doubling overnight visitor expenditure by 2020," she said.

The campaign incorporated Destination NSW's 'Love Every Second' promotion, which has repeatedly shown to be a successful marketing strategy for the NSW Government's major tourism and events agency.

"Our innovative marketing campaigns such as 'Love Every Second' reinforce Sydney as the number one city to visit in Australia, and positions NSW as having something for everyone," she said.

"Destination NSW is proud to have received this award in partnership with Qantas Airways and we look forward to welcoming those international visitors to Sydney and Regional NSW," Ms Chipchase said.

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