

Deep Dive into International

July 2025

Program

12:30pm - Lunch

1:00pm - Shannan Perry-Hall & Kylie Bushby - Destination Sydney Surrounds South

1:20pm - Tracey Pascoe & Kristy Mayhew - Grand Pacific Drive and beyond

1:40pm - Paul Cooper - Sydney Melbourne Touring

2:00pm - Aaron Matis - Australian Tourism Export Council

2:20pm - Speed dating with presenters

2:40pm - Rachael Kent – CEO, Bundanon

3:00pm - 4:30pm – Explore the Museum and Bundanon Mixer

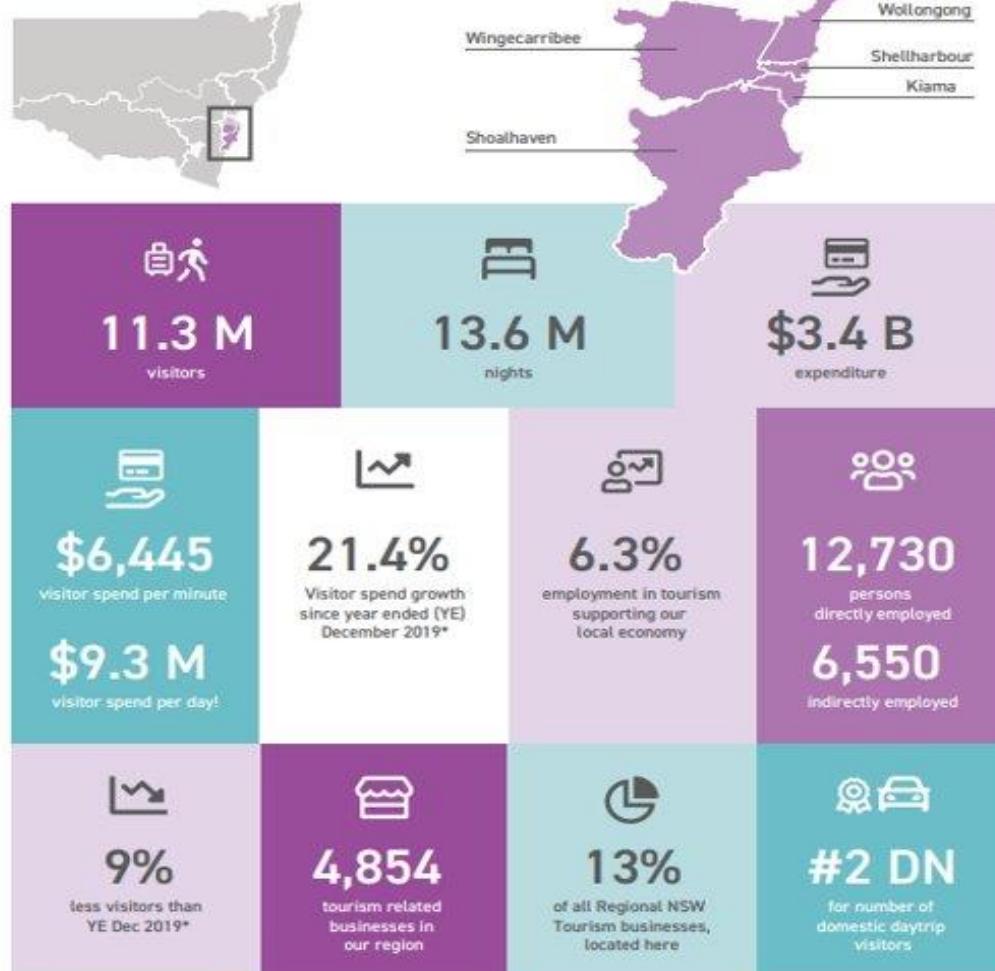


**Destination
Sydney Surrounds South**

Destination Sydney Surrounds South

Value of the Visitor Economy 2024

in Destination Sydney Surrounds South



Source: TRA, 2024. STSA FY2022-23; Tourism Businesses in Australia, June 2023; IVS/NVS YE December 2023.

* Comparisons made with pre-Covid data due to fluctuations in 2020-21

Strategy

Identify priorities, via our [Destination Management Plan](#) (DMP) and boots on the ground for DNSW

Coordination & Advocacy

Connect industry to whole of Gov. to achieve alignment and ensure industry benefits from initiatives

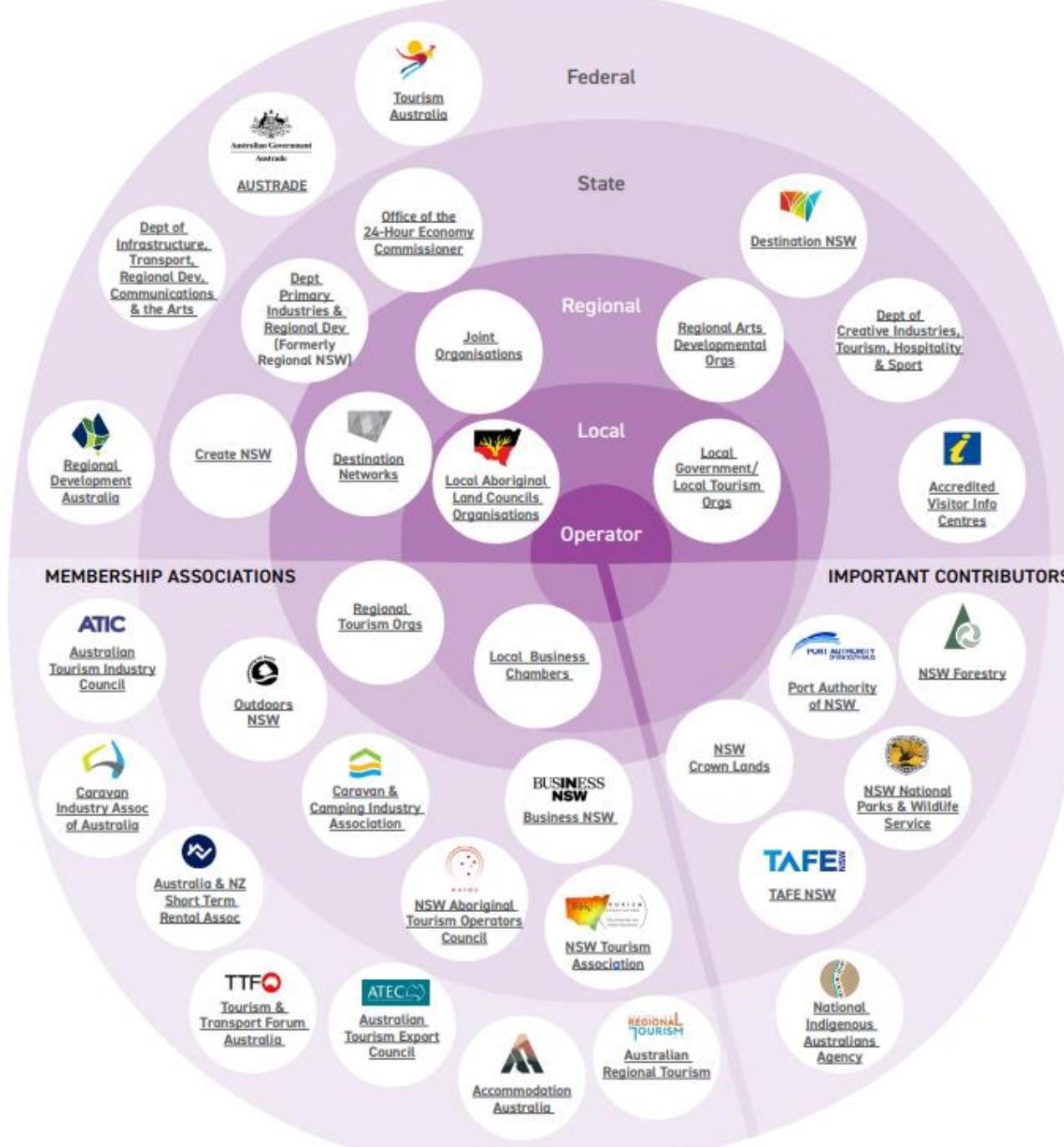
Projects and Programs

Deliver year-round programs and [projects](#) to address gaps and build sector strength eg: agritourism, walking, business events

Engagement

Guide [industry](#) to achieve their goals, working closely with Gov. on Industry Development and [Development Pathways](#)

Visitor Economy Eco-System



Your Visitor Economy Network

Tourism Australia



Destination NSW



Destination Network



Council / Local Government

Visitor Economy Businesses

Destination
Sydney Surrounds South

WOLLONGONG
press play



Kiama
SOUTH COAST N.S.W. AUSTRALIA

Shoalhaven
SOUTH COAST - NSW

Southern Highlands
NEW SOUTH WALES

Greyleigh Kiama Credit: Destination NSW



Industry Development

IDEATION

BUSINESS
READY

TOURISM
READY

DISTRIBUTION
READY

EXPORT
READY

Product Development Pathway

TOURISM
FUNDAMENTALS

WORLD CLASS
EXPERIENCE
DEVELOPMENT

DIGITAL SKILLS

SELL
EXPERIENCES
ONLINE

INBOUND
STRATEGY

NEW PRODUCT
WORKSHOP

ADVANCED
DISTRIBUTION
SKILLS

DEVELOP

PROMOTE

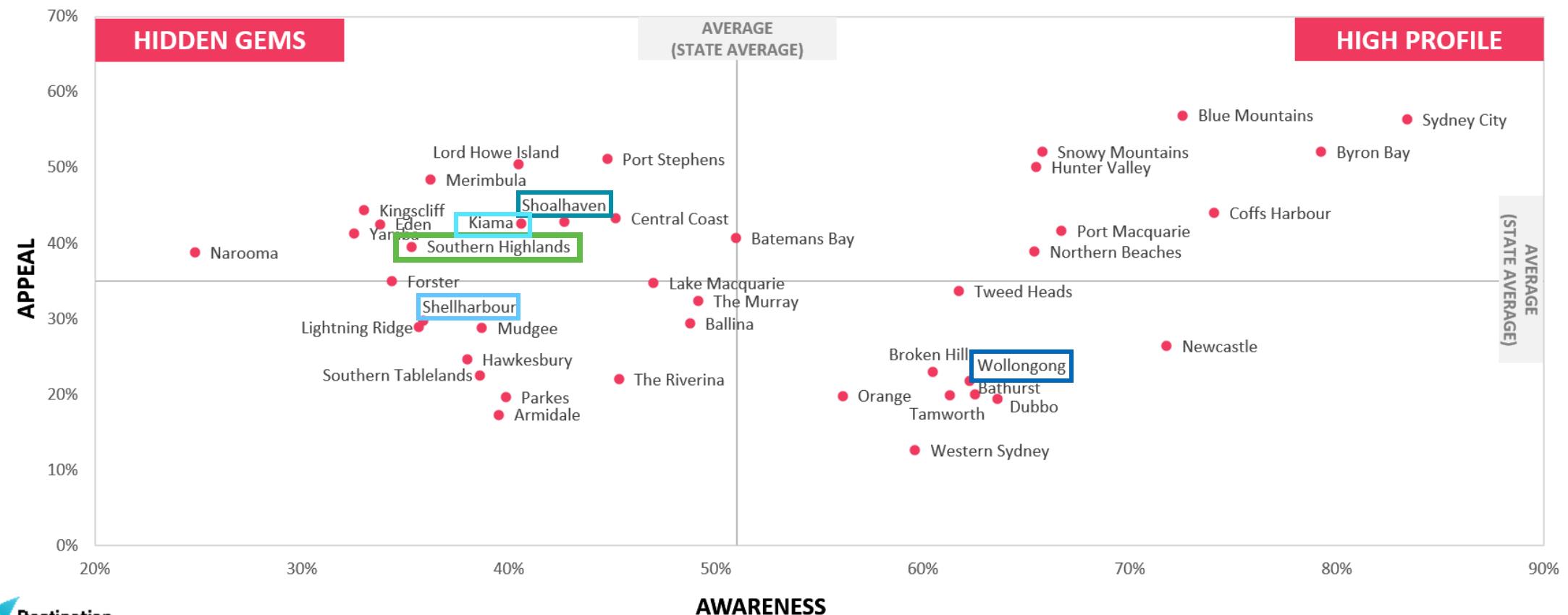
SELL

YOU ARE
HERE

AWARENESS & APPEAL FROM A NATIONAL LENS

AWARENESS AND APPEAL – AWARE OF DESTINATION

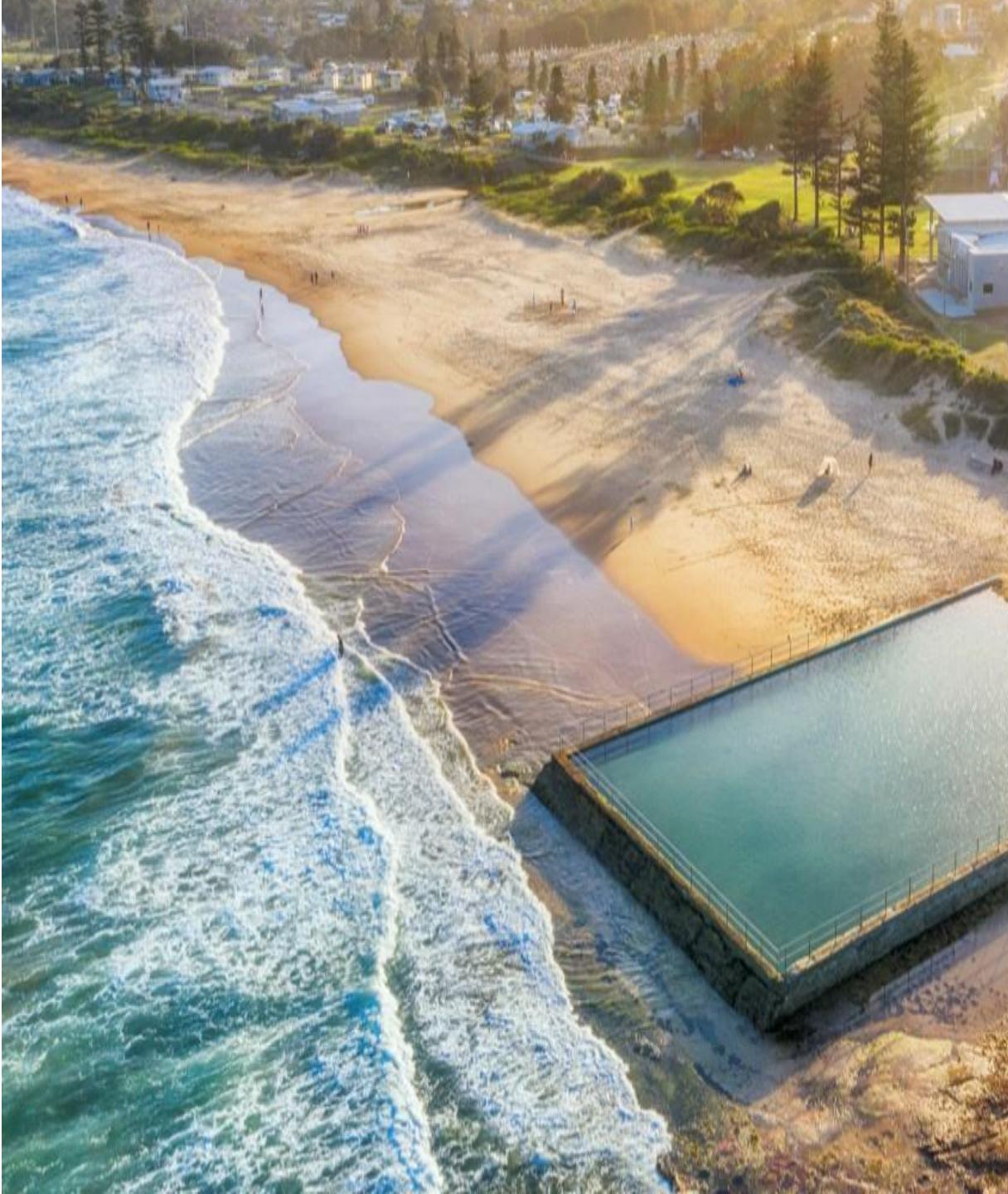
TOTAL TRAVELLERS - 2023



Working with the DNSW

Key Support Areas from Destination NSW

- DNSW's Distribution team works closely with tourism businesses and regional destinations to connect them with international trade partners and inbound tour operators (ITOs).
- The team helps operators **become export-ready**, and **align with distribution channels** such as wholesalers, online travel agents, and inbound programs. [DNSW Inbound opportunities](#)
- Participation in **Trade Events** such as ATE (Australian Tourism Exchange), Inbound Workshops, and Roadshows.
- **Product development support** to meet the needs of global audiences, particularly through tailored coaching, mentoring, and feedback loops via [NSW First Program](#).
- Access to **NSW First Export Ready tools** for preparing tourism businesses to enter international markets: [NSW First Program – International Markets](#)
- Media & PR Opportunities



Recent In Region PR + Media Opportunities

International Media Famil – China Vivid & SSS Famil

In May 2025, as part of Destination NSW's International Media Famil Program, the DNSW PR team hosted 6 Chinese media (4 journalists and 2 KOLs) to showcase Vivid Sydney and regional NSW. Following their visit to Sydney, they visited Helensburgh, Bowral, Berrima, Kangaroo Valley and Wollongong.

DSSS operators included Symbio Wildlife Park, Book Yarn Restaurant at Bendooley Estate, Centennial Vineyards, Berida Hotel, Bistro Sociale, The Press Shop, Experience Nature, Kater's Restaurant, Red Cow Farm, The Friendly Inn, Touchdown Helicopters

International Media Famil – Post-ATE

In collaboration with Tourism Australia and their 2025 ATE Media Program, Destination NSW hosted five international media, in Sydney, Blue Mountains, Bowral, Kangaroo Valley and Clifton from 29 April – 2 May. Attending media included freelance journalists from South Korea, India, Japan, and New Zealand, as well as a content creator from India.

Experiences and operators included: Bowral Green Lane precinct, Dirty Janes, Bendooley Estate, Peppers Manor House, Katers Restaurant, Experience Nature Group, Sea Cliff Bridge, and Symbio Wildlife Park

Coverage from Capsule NZ has appeared [HERE](#) (reach: 3K, AVE \$700). Content creator Parth Bajaj also published one post featuring Symbio Wildlife Park [HERE](#) (reach: 107K, AVE: \$5.4K). Additional posts featuring DSSS operators are being evaluated.

International Magazine Collaboration – InStyle Magazine - China

In May/June 2025, Destination NSW collaborated with high-end fashion and art magazine, InStyle China, to host their magazine crew for a celebrity shoot around Sydney and New South Wales, featuring Hai Qing, a Chinese actress and model.

After the shoot in Sydney, the team travelled to Bowral and Berima. DSSS operators/ attractions featured included Gumnut Patisserie & Bendooley Estate.

International Media Famil – UK Natural & Native Famil

As part of Destination NSW's International Media Famil Program, the DNSW PR team hosted 4 UK journalists to showcase the natural beauty and native of Sydney and NSW in April 2025. Following their visit to Sydney and the Blue Mountains, they visited Kangaroo Valley, Wollalama and Jervis Bay.

DSSS operators included Wildes Boutique Hotel, The Friendly Inn, Experience Nature Group, Paperbark Camp, Huskisson Hotel, Jervis Bay Wild, 5 Little Pigs, The Gunyah, Baabaa-Gulli Murru Tour, and The Imperial at Clifton.

Results will be evaluated once coverage has been published.

International Magazine Collaboration – Moevir Magazine - China

In April 2025, Destination NSW collaborated with high-end fashion and art magazine, Moevir China, to host their magazine crew for a celebrity shoot around Sydney and New South Wales, featuring Guo Biting, a Taiwanese actress and model.

After the shoot in Sydney, the team travelled to Bowral and Kangaroo Valley. DSSS operators/ attractions featured include Symbio Zoo, Barranca, Green Lane Bowral, Hampden Bridge and Kiama Blowhole.

As a result, MOEVIR will produce: 2x cover pages (English and Chinese editions), 30-40 pages of celebrity shoot with Sydney/NSW backdrops, 10-12 pages of destination editorial content, 10 Weibo posts

Based on minimum numbers in the range above, this campaign projects a minimum AVE of AUD\$2.2M and a subsequent minimum ROI of 38:1.

Coverage is expected to be published in the August edition of the magazine. A preview of the coverage can be found [HERE](#) – not to be shared with operators/publicly. DNSW PR will share with operators once the edition has been published.

Excitingly, Symbio Wildlife Park will be featured on the [front cover!](#)

International Media & Influencer Famil – South Coast

As part of Destination NSW's International Media Famil Program, the DNSW PR team hosted 6 US creators and journalists to showcase a 'Bright & Bold' NSW, off the back of Sydney's Gay & Lesbian Mardi Gras. Following their Sydney trip, they visited the South Coast & DSSS, stopping in Eurobodalla and Helensburgh.

Operators included The Oaks Ranch, ARLO, Cupitt's Estate, and Symbio Wildlife Park.

Results are still being evaluated

International Media Famil – Indian Content Creator Summer in Sydney Famil

Destination NSW hosted a mega media and creator famil from various International Markets in November/December, to showcase Sydney & NSW as the ultimate summer destination. As part of this, a group of 5 **Indian creators** also visited Kiama and surrounds as part of a day trip. They visited Kiama Blowhole, Diggies Kiama, Illawarra Fly Treetop Adventures, Bombo Headland Lookout and Sea Cliff Bridge.

Results

Reach: 2,055,965
AVE: \$104,031

Based on coverage received to date, specific to coverage featuring DSSS.

International Media Famil – Chinese Media & Content Creator Summer in Sydney Famil

Destination NSW hosted a mega media and creator famil from various International Markets in November/December, to showcase Sydney & NSW as the ultimate summer destination. As part of this, a group of **6 Chinese media and creators** visited DSSS for a 2-night stay in Mollymook. This group visited Jervis Bay Dolphin Watch Cruises, Jim Wild's Oysters, Bannisters Mollymook, Cupitt's Estate, Region X Oyster Tasting Kayak Tour, JJ's at the Marina, Rick Stein at Bannisters Mollymook, Kiama Blowhole, Diggies Kiama and Symbio Wildlife Park.

As a result of this famil, DSSS operators were featured in 12 social clips, with a cumulative total of 6.5M reach and \$98K AVE.

DSSS was also featured in print articles for Travelling Scope ([view print article](#)) and Traveler Magazine ([view print article](#)). Together, these articles had a reach of 1.5M and \$655K AVE. More coverage is expected from National Geographic Traveller and Southern Metropolis Daily.

Results

Reach: 8,042,044
AVE: \$759,276

Based on coverage received to date, specific to coverage featuring DSSS.

Boutique Breaks – Kangaroo Valley

As part of our activity to fuel media coverage in priority domestic outlets, the PR team stages a series of two-night Boutique Break famils to support regional destinations and operators, with Country Style, Qantas Magazine, and Broadsheet hosted at Barranca in Kangaroo Valley on 16 – 18 March. The itinerary also included operators such as Bendooley Estate, The Friendly Inn, Wildes Dining, a kayak and bushwalking experience, Bundanon Art Museum and more.

Results to date (more coverage to come):

- Reach: 57,741
- AVE: \$20,00

Influencer Famil – Blue Mountains & Southern Highlands

DNSW worked with influencer couple [Brooke Styles](#) (256K IG, 1.4M TT) and [Jake O'Neill](#) (55K IG, 102K TT) as they explore the Blue Mountains and Southern Highlands.

Experiences and operators included: Mountain High Pies, Visiting Leura, Lilianfels, Darley's, Scenic World, Sorensen's Glasshouse, Blue Mountains Stargazing, BLAQ, Mushroom Foraging, Briars Inn, Osborn House, Fire Feast at Osborn House, Dirty Janes Bowral, Bendooley Estate, Eschalot, The Swallows Nest.

Results:

- 84 pieces of content
- 5.7M reach
- \$286K AVE
- Highlight coverage:
 - <https://www.instagram.com/p/DKWRReMtzRys/?hl=en>

Insights & Research

Destination NSW provides deep data to help you **understand international visitor behaviour and preferences.**

Use this to tailor your product for the **right market segments** (e.g., Luxury, FIT, Families, Baby Boomers):

- [International Market Profiles](#)
- [Market Segment Statistics](#)

Key insights include:

- Top 15 source markets
- Visitor motivations and experience preferences
- Booking lead times, travel seasons, and spending behaviours

China Visitor Profile to NSW

Year ended March 2025

Source: International Visitor Survey, Tourism Research Australia



VISITORS
493,600
30.8% YoY



NIGHTS
19.1m
16.8% YoY



EXPENDITURE
\$4303.2m
33.3% YoY

Average spend
\$225 per night
\$8719 per visitor

Average length of stay
38.7 nights

Rank in NSW
#1 for visitors
#1 for nights
#1 for expenditure

United States of America Visitor Profile to NSW

Year ended March 2025

Source: International Visitor Survey, Tourism Research Australia



VISITORS
453,400
-1.3% YoY



NIGHTS
4.5m
-5.5% YoY



EXPENDITURE
\$1014m
10.0% YoY

Average spend
\$226 per night
\$2236 per visitor

Average length of stay
9.9 nights

Rank in NSW
#2 for visitors
#5 for nights
#2 for expenditure

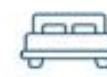
New Zealand Visitor Profile to NSW

Year ended March 2025

Source: International Visitor Survey, Tourism Research Australia



VISITORS
416,300
-4.3% YoY



NIGHTS
3.6m
-7.5% YoY



EXPENDITURE
\$507.9m
-4.5% YoY

Average spend
\$143 per night
\$1220 per visitor

Average length of stay
8.6 nights

Rank in NSW
#3 for visitors
#8 for nights

Stay Connected

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[Industry newsletter](#)

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[New Experience Update Form](#)



Destination
Sydney Surrounds South



Deep Dive into International



Tracey Pascoe – Destination Wollongong

Kristy Mayhew – Shoalhaven City Council

What is the Grand Pacific Drive

- 140km scenic coastal touring route – Starting in Sydney's Royal National Park winding along the South Coast and beyond...
- USP; Royal National Park, Bald Hill, Seacliff Bridge, rainforests, beaches, coastal & country villages, blowholes, Australian wildlife, unique stays & gourmet trails.
- Multi-day appeal or day trip from Sydney



Why Market to International

Iconic Coastal Scenery

- Spectacular coastline, dramatic cliffs, pristine beaches lush rainforests.

Ease & Accessibility

- Only a 45-min drive from Sydney CBD & International Airports
- Rental fleets in all major categories (compact, SUV, campervans) catering to all budgets

Curated Experiences Along the Way

- Gourmet stops, adventure & immersion

Flexibility & Personalisation

- Independent travelers can design 2-7 day itineraries
- Groups can visit for a daytrip or multi-day

Safe & Comfortable

- Well-lit & maintained roads, one of the world's safest destinations



Trade Events – International Strategy

Australian Tourism Exchange

Global Buyer Meetings

ATEC Membership

Market insights, ITO connections, export-ready support

Tourism Australia's Aussie Specialists Program

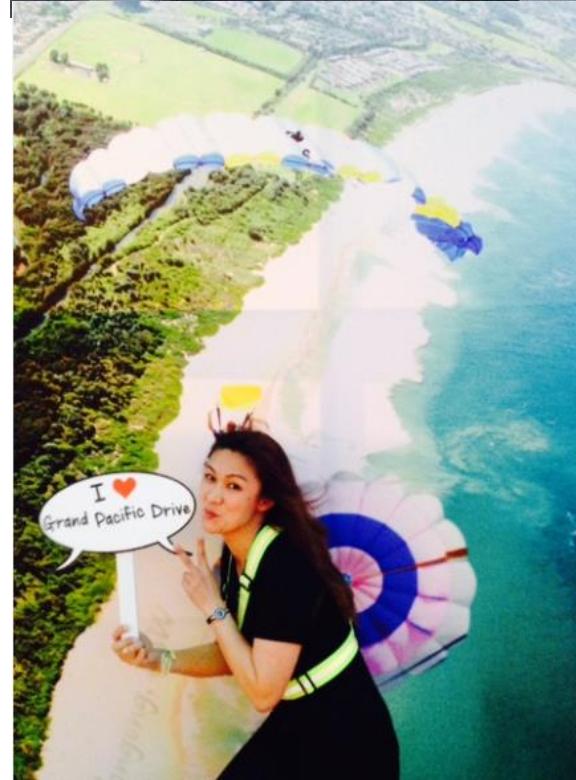
Destination Training

Trade Missions - Market Place

In market: one on one meetings, campaign inclusions

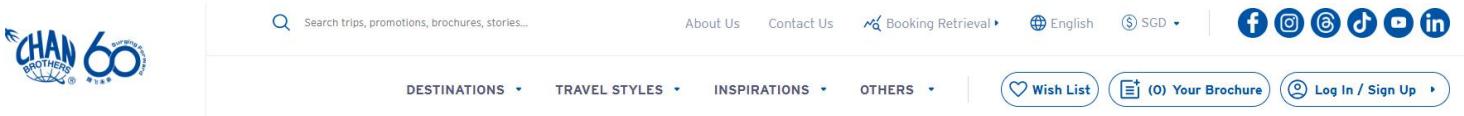
Familiarisations

Pre and post trade events



How we sell GPD Internationally

- Wholesalers: Multi-night itineraries, visual collateral, packages
- Retail Agents: Store-led selling, maps, high-quality imagery
- Inbound Tour Operators: bundle-ready, trade-bookable product



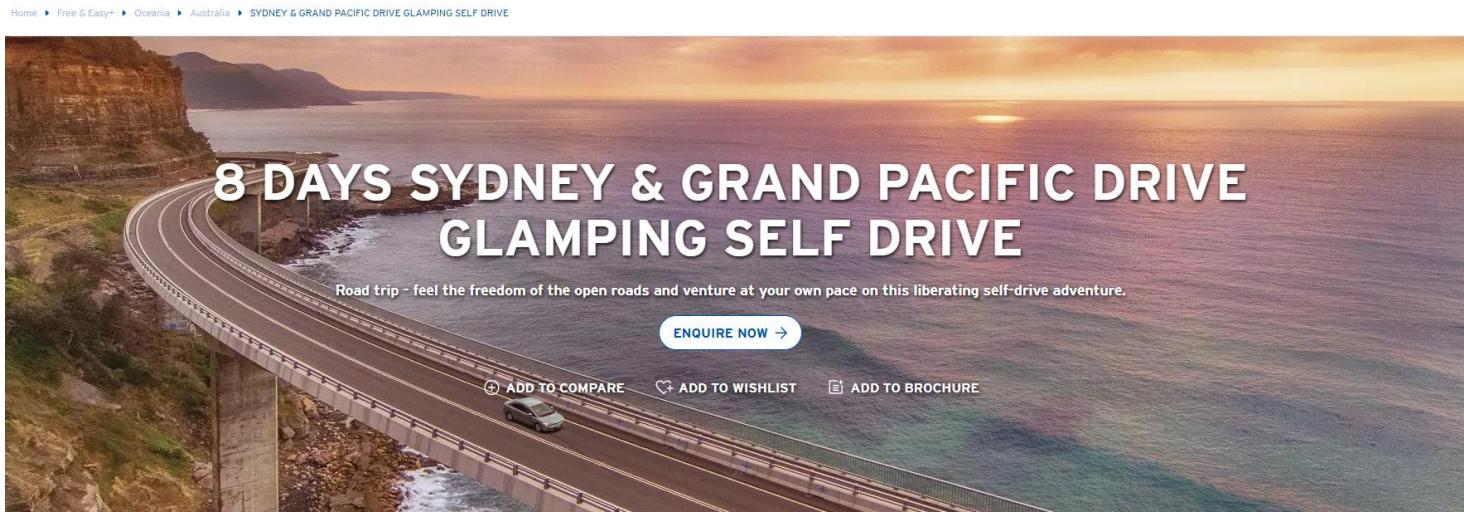
CHAN BROTHERS 60th Anniversary

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8 DAYS SYDNEY & GRAND PACIFIC DRIVE GLAMPING SELF DRIVE

Road trip - feel the freedom of the open roads and venture at your own pace on this liberating self-drive adventure.

ENQUIRE NOW →

ADD TO COMPARE ADD TO WISHLIST ADD TO BROCHURE



Tour



7D6N Sydney to Wollongong

CYCLING TOUR

fr\$2488*
Confirmed Dep:
24 May 2025

EU HOLIDAYS 欧美假期 | www.euholidays.com.sg | (+65) 6958 8888 | TA2047 *T&Cs apply

From SGD
SGD 2,488.00

Duration: 7 Days (approx.)
Location: New South Wales
Product code: 6NAUSYDCYC24

What Success Looks Like

- Marketed as one of the best Australian road trips by TA & DNSW
- Inclusions in trade itineraries & brochures
- Growth in International Visitors & yield
- Volume mid week group business
- Growth of Internationally ready experiences
- International Exposure



Our Commitment & Next Steps

- Marketing Support & itinerary inclusion
- Ongoing representation at Trade Events
- Attend NSW First Program
- Update ATDW Listings & Product Fact Sheets
- Research

