

TOURISM MARKETING

GOLD

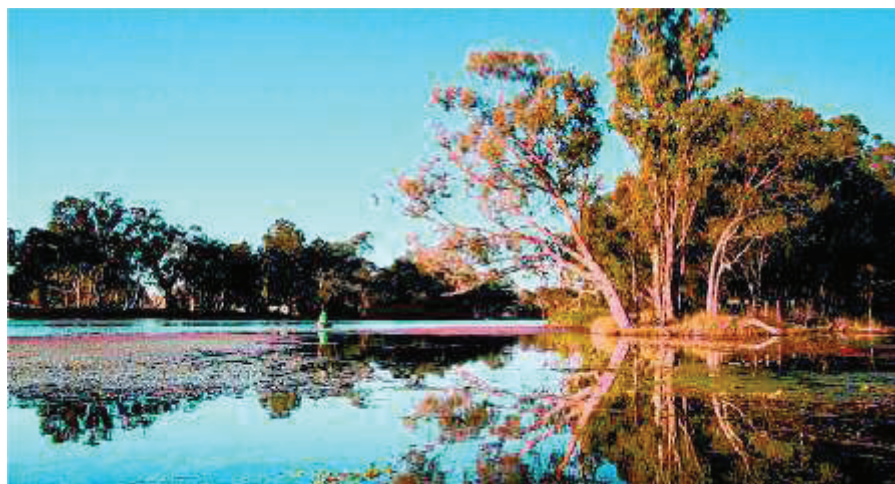
GREATER PORT MACQUARIE TOURISM MARKETING

Greater Port Macquarie Tourism is a small and passionate team in the Tourism and Events unit at Port Macquarie Hastings Council that works in close partnership with the Greater Port Macquarie Tourism Association. In 2009 and '10 they rolled out a new brand to sell Port Macquarie, a beautiful coastal destination on the north coast. It is the ideal place to 'come out of your shell' and reconnect with family and friends in a holiday playground of unspoilt and natural beauty.

SILVER

DARLING RIVER RUN

Outback NSW Tourism is a not-for-profit organisation that is focused on developing and promoting tourism experiences in Outback NSW for the return of a growing economy. Many towns in this area, which covers 52 per cent of the state, only survive on tourism and this focus ensures their sustainability long-term.



BRONZE

WE LOVE THE GONG

On 29 April 2010, Tourism Wollongong launched a marketing campaign to promote Wollongong to the visiting friends and relatives market, titled 'We Love the Gong'.

The campaign, aimed at being light-hearted, cheeky, fun and bold, plays on the affectionate nickname of the city – the Gong.

Using a variety of channels including websites, social media, merchandise, TV, print, radio and external signage, the campaign provided local Wollongong people with a platform to share their passion and spread their love for the Gong; to friends, family, and the world.

Finalists: Barrington Tops Tourism Initiative: rentahome.com.au