



Working in Tourism

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30 September, 2011
(4)

 SYDNEY NSW Destination NSW

Working in Tourism

- Destination NSW
- Consider your markets
- Tourism Basic Essentials Audit
 - Digital
 - Brochures
 - Relationships

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(4)

 SYDNEY NSW Destination NSW

Destination NSW

- New statutory tourism and events authority
- Promote tourism and major events in NSW
- Responsible for marketing and promoting Sydney and NSW

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Who is your Market?

- Art lovers
- Local residents
- Visitors

Guess who's going to the Gallery, 2010
Cultural Tourism to NSW Year ended December 2009

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Connecting with the Market

- What is the message to art lovers?
- What is the message to locals?
- What is the message to visitors?

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Tourism Marketing Basics Checklist

- Digital promotion
- Brochures
- Relationships

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Digital Promotion

- Destination NSW – www.visitnsw.com
- Get Connected
- Maximising your online presence

More information: www.visitnsw.com
www.tourism.nsw.gov.au/getconnected
www.tourism.nsw.gov.au/tourismekit

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Visit NSW / Destinations / South Coast / Jervis Bay & Shoalhaven / Huskisson / Attractions / Lady Denman Heritage Complex

LADY DENMAN HERITAGE COMPLEX - HUSKISSON

[Add to Shortlist](#) [View shortlist](#)

Spring School Holidays - Regional 2011 [Show deal](#)
Half price family entry from \$12.50 (normally \$25). [More...](#)

Details
The Lady Denman Heritage Complex is located on 10 hectares and houses a Museum with significant maritime history, Laddie Timbery's Aboriginal Arts and Crafts, the Museum shop and a vast outdoor recreation space including a boardwalk, fish feeding harbour, and historic buildings.

The centrepiece is the Lady Denman - a wooden Inner Harbour Sydney ferry built in Huskisson in 1911 and retired in 1979. She was returned home in 1980, and now rests in a purpose built building to receive her many visitors.

Other museum exhibits include:

- Shipbuilding, shipwrecks and lighthouses as well as the magnificent Halloran Collection housing rare and beautiful surveying/navigational instruments, weapons, artworks and historic maritime artefacts of world significance.
- Koori Coast: the story of the Shoalhaven Aboriginal people.
- Jervis Bay: the history of Jervis Bay from 1800 to 1939.
- The Vera Hatton Gallery which hosts travelling exhibitions from far and wide.

Opening times
Open 10am to 4pm daily Closed Christmas Eve and Christmas Day

Contact
www.ladydenman.asn.au
Dent Street & Woollamia Road
Huskisson, NSW 2540
Phone: (02) 4441 5675
Fax: (02) 4441 7688
ladydenman@shoalhaven.net.au

Request Information
Your Message*

Your email address*

Daytime phone number

Address:
Dent Street & Woollamia Road
Huskisson, NSW 2540

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Digital Audit

Do regular audits:

- Own website
- Tourism websites e.g. visitnsw.com, RTO and local tourism association website
- User generated content e.g. Tripadvisor, blogs and forums

Does the copy engage?
Do the images do you justice?

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Home → South Pacific → Australia → New South Wales → Armidale → Places to visit
→ Armidale Aboriginal Cultural Centre and Keeping Place

Armidale Aboriginal Cultural Centre and Keeping Place

#2 of 3 Attractions in Armidale
5.0 (1 review)

Type: Art Museums, Tourist/ Visitor Centres
128 Kentucky Street Armidale 2350
Australia
+61 2 67713606
<http://www.acckp.com.au/>

Reviews you can trust

Sort by **Date** Rating English first

1-1 of 1

“Get a taste of the “real” Aussie”
5.0 Reviewed 15 May 2010

theunbeat...
Australia
★ 11 reviews

Every Australian should make it thier business to inform themselves of our Aboriginal history and contemporary lives. the Armidale Cultural centre not only provides such information but it also holds amazing art exhibitions, has a delicious cafe and is able to provide interpritive cultural walks. The staff are friendly, the prices are excellent and their is a wide array of gifts for you to purchase to take home. Well worth a visit by all generations.

[less](#)

“Get a taste of the “real” Aussie”
theunbeat...
15 May 2010

Browse nearby
Hotels | Restaurants | Things to do

Compare Rates for Armidale Hotels

Check-in	Check-out	Adults
7/10/2011	9/10/2011	2

COMPARE RATES!

BOOKING.COM **Expedia.com.au**

Hotels.com

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Brochure Audit

- Review your own brochure
- Review the local tourism information brochure
- Check other brochures which might feature your gallery/museum

Does the copy engage?
Do the images do you justice?

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Tourism Relationships

- Local tourism industry – accommodation owners, tour operators, attractions owners
- Tourism Manager
- Visitor Information Centre staff

Your ambassadors !

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Maintaining Relationships

- Events – Host tourism events
- Familiarizations – local tourism industry, visitor information staff,
- Regular contact – updates on significant acquisitions or changes

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Summary

- Keep your website and collateral looking fresh and interesting
- Monitor what others are doing
- Maintain strong relationships with :
local tourism manager, visitor information centre staff and
tourism businesses
- We work closely with your local Tourism Manager and RTO

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