

Dear Members & Industry Contacts

As mentioned in the last newsletter, the Destination NSW website has recently been updated:

### Revitalised Destination NSW website

Destination NSW has re-designed [www.visitnsw.com](http://www.visitnsw.com) to improve the way regional NSW is showcased to potential visitors. Key features include:

- Enhanced display of tourism products including increased multi-media content, videos and interactive maps
- Improved display of destinations – bigger, clearer layouts with more information on towns, regions and areas
- Bold mega-menus making it easier for visitors to find destinations
- Editorial content
- More closely aligned with DNSW social networking channels, with real-time feeds appearing on all pages.

**The downside of this update is that it has affected your listing on the [www.visitnsw.com](http://www.visitnsw.com) website. If you haven't updated your listing since September this year, YOUR LISTING HAS BEEN DELETED!!**

In August as a region we had 180 businesses registered. At this point in time there are now only 20 businesses registered across all categories of accommodation, attractions, events, hires or tours.....so a visitor searching on the Destination NSW website would be pretty disappointed with what we have to offer as a region.

This is a poor participation rate by the industry when registration information has been included in the last 3 SCT newsletters and the visit.com website receives over 7 million hits per year! You're missing out on extra business and awareness by not being on [www.visitnsw.com](http://www.visitnsw.com)



The new display for an operator listing

You have a responsibility as a business owner to register your own product on this free service. To be involved in the TQUAL accreditation program (as emailed 07/11) you also need to be registered with Get Connected. The enhanced NSW website will showcase your business with:

- Up to nine images displayed in an image gallery
- Larger image sizes for operators
- Links to operators' social media sites such as *Facebook*, *Twitter* and their videos on *You Tube*
- Operators' products automatically appearing in maps integrated into destination and editorial pages

**RE-REGISTER YOUR BUSINESS or JOIN UP FOR FREE NOW** at [http://corporate.tourism.nsw.gov.au/Get\\_Connected\\_p582.aspx](http://corporate.tourism.nsw.gov.au/Get_Connected_p582.aspx)

Kindest regards  
The SCT Team