

Tourism New South Wales International Year of Ecotourism 2002 Outcomes

Tourism New South Wales was an official sponsor of the IYE and distributed all IYE marketing and promotional material to NSW Accredited Visitor Information Centres.

Tourism New South Wales also sponsored the 2002 Ecotourism Australia International Conference held in Cairns. Tourism NSW managed the NSW booth at the conference and displayed NSW accredited Ecotourism Product Brochures along with a NSW Nature Highlights Flyer.

NSW Nature in Tourism Plan

A major initiative for Tourism New South Wales was the development of the first NSW Nature Tourism Plan titled "Nature in Tourism – A Vision for New South Wales". This Vision is currently waiting for the official sign-off before being publicly launched.

In conjunction with the Nature in Tourism Plan was the development of a set of NSW Nature in Tourism Fact sheets that are available from our corporate website. These fact sheets provide practical advice for Nature in Tourism Operators and are made available free of charge.

Research

Tourism New South Wales undertook Phase two of its Nature Tourism Research. This research examined the impact of development on Coastal NSW and its implications for Consumer destination choice. This research incorporating both qualitative and quantitative methods was presented at the International Ecotourism Conference in Cairns.

Marketing

Tourism New South Wales produced a "Nature in NSW" promotional video. This Video was launched at the International Ecotourism Conference in Cairns.

Tourism New South Wales has produced a NSW Highlights flyer giving an overview of the diverse and accessible Nature NSW has to offer.

IYE was also featured on our consumer website www.visitnsw.com.au to inform consumers of the initiative.

The Launch of Tourism New South Wales new consumer campaign "That's Freedom" highlights NSW Nature as a key experience and asset of NSW

Tourism New South is undertaking a Nature Tourism Photo Shoot, which will assist in positioning of NSW as a 'Top of Mind' nature destination.

Alliances

Tourism New South Wales has established strong working relationships with key government agencies such as NSW National Parks and Wildlife Service, NSW State Forests and the Department of Land and Water Conservation. A key objective of these strategic alliances is to ensure a cooperative and coordinated approach towards the sustainable development, management and marketing of NSW Natural Assets.