

BROKEN HILL & CENTRAL DARLING

2020



OVERVIEW

- In partnership with Broken Hill and Central Darling Shire councils, Destination NSW created a new campaign, Broken Hill and Central Darling – *It's Out There*.
- The *It's Out There* campaign aimed to ignite appeal and increase consideration for Broken Hill and the Central Darling region as a holiday destination, in turn, increase overall visitation and spend.
- Further, the campaign aimed to differentiate Broken Hill and the Central Darling Shire from its competitors, by showcasing unique experiences and positioning the region as a 'different kind of outback.'
- Campaign dates were affected by several external factors such as bushfires and Covid-19 - with an initial delay of 4 weeks. Before going live, it was important to ensure it was safe to travel to the region and activity aligned to traveller confidence. Activity commenced on 27 February 2020 and rolled out over three bursts until 4 September 2020.



OVERVIEW

- Despite the challenges of 2020, the Broken Hill & Central Darling campaign delivered 59,402 unique visits to visitnsw.com, 23,786 leads to industry operators and public relations activity valued at more than \$1.7M (Burst 1 & 2).
- Broken Hill City Council invested additional funds to extend the marketing activity over their core season between August and September 2020 (Burst 3). The 4-week extension delivered 48,173 web visits and 16,972 leads to industry operators.

Campaign Live Dates

Burst 1 - BH & CDS	27 Feb – 30 Mar 2020
Burst 2 - BH & CDS	24 Jun – 24 Jul 2020
Burst 3 - BH EXT	6 Aug – 4 Sept 2020
TripAdvisor	Burst 1: 28 Feb – 31 Mar 2020 Burst 2: 29 Jun – 20 Aug 2020*

* TripAdvisor Burst 2 was paused 27 July for 2 weeks due to travel restrictions.

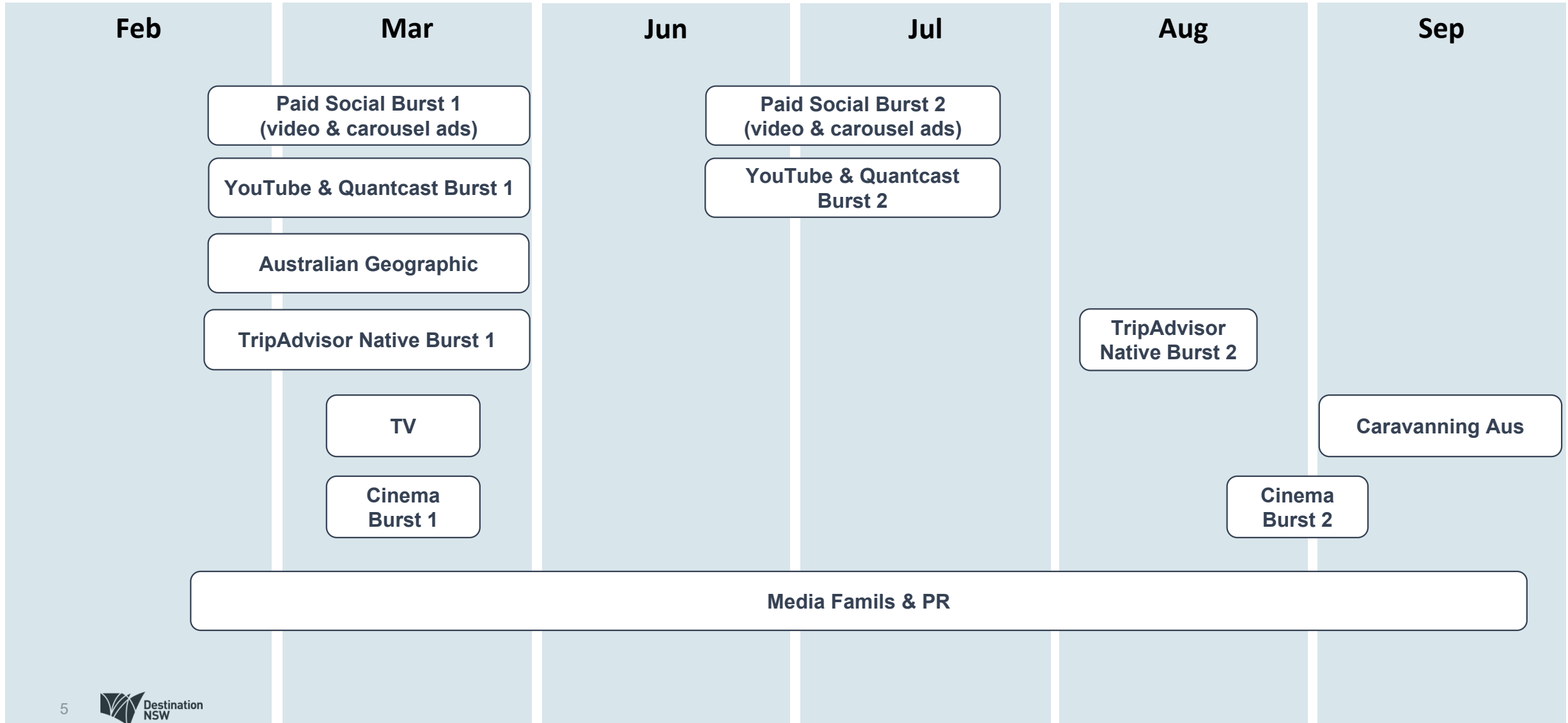


OVERVIEW

- The campaign targeted Empty Nesters (road trippers/long haul touring visitors) and Grey Nomads (couples 45 - 60 years), residing in Regional NSW, ACT, SA, VIC, Sydney and SE QLD.
- Broken Hill & Central Darling paid media:
 - Cinema and regional TV
 - Paid and organic social
 - Digital video
 - Australian Geographic print and digital
 - Caravanning Australia print and digital
 - TripAdvisor content partnership
 - Public relations
- Broken Hill Extension paid media:
 - Paid and organic social
 - Digital video



MARKETING PROGRAM BURSTS 1 & 2 – BH & CDS



FINAL MARKETING PROGRAM – BURST 3 BH EXT



HIGH LEVEL SUMMARY – BURSTS 1 & 2 BROKEN HILL & CENTRAL DARLING



IMPRESSIONS

5,764,524*

Impressions across paid media channels

+3% vs media target



VIDEO VIEWS

1,566,716

Videos watched in full across digital platforms



TOTAL WEBSITE VISITS

59,402

The destination pages collectively received over the campaign period with a 71% increase in new users

+277% YOY

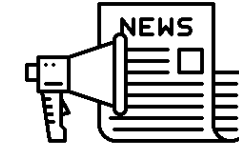


LEADS TO INDUSTRY

23,786^

Delivered to local operator websites over the campaign period

+119% YOY



PR ADVERTISING VALUE EQUIVALENT

\$1,767,776

PR program delivered a reach of more than 5M people

Sources: Google Analytics
Havas Media Datorama Report / Havas Post Campaign Analysis
PR Analysis
All results are subject to final validation and may be subject to change.

* Cumulative reach **This number reflects post-click and post-impression leads generated from paid media. (i.e. someone viewed a display ad and then ended up on the event page organically and then converted)

^ Lead is click to book, call, email or visit website from an operator listing

HIGH LEVEL RESULTS – BURSTS 1 & 2 BROKEN HILL & CENTRAL DARLING



TIME ON SITE

00:01:56

average session duration

(average visitnsw.com session duration during the same period was 01.88)



NEW VISITORS TO WEBSITE

70.68%

of visitors to Broken Hill & Central Darling pages on visitnsw.com during the campaign period were new



PAGES PER SESSION

2.02

average number of pages viewed during a session

(average visitnsw.com pages per session during the same period was 2.20)



DIGITAL MEDIA PERFORMANCE

38,167

Clicks sourced from paid digital channels

**A session is a period of time a user is engaged with the website.*

HIGH LEVEL SUMMARY – BROKEN HILL EXTENSION



IMPRESSIONS

4,937,905*

Impressions across paid media channels

+6% vs media target



VIDEO VIEWS

537,259

Videos watched in full across digital platforms



TOTAL WEBSITE VISITS

43,173^

The destination pages collectively received over the campaign period with a 71% increase in new users

+434% YOY



LEADS TO INDUSTRY

16,972

Delivered to local operator websites over the campaign period

+267% YOY

* Cumulative reach **This number reflects post-click and post-impression leads generated from paid media. (i.e. someone viewed a display ad and then ended up on the event page organically and then converted)

^ Lead is click to book, call, email or visit website from an operator listing

Sources: Google Analytics
Havas Media Datorama Report / Havas Post Campaign Analysis
All results are subject to final validation and may be subject to change.

HIGH LEVEL RESULTS – BROKEN HILL EXTENSION



TIME ON SITE

00:02:28

average session duration

(average visitnsw.com session duration during the same period was 02:39)



NEW VISITORS TO WEBSITE

71%

of visitors to Broken Hill & Silverton pages on visitnsw.com during the campaign period were new



PAGES PER SESSION

2.40

average number of pages viewed during a session

(average visitnsw.com pages per session during the same period was 02:44)



DIGITAL MEDIA PERFORMANCE

31,512

Clicks sourced from paid digital channels

**A session is a period of time a user is engaged with the website.*