

Discover Greater Sydney 2008

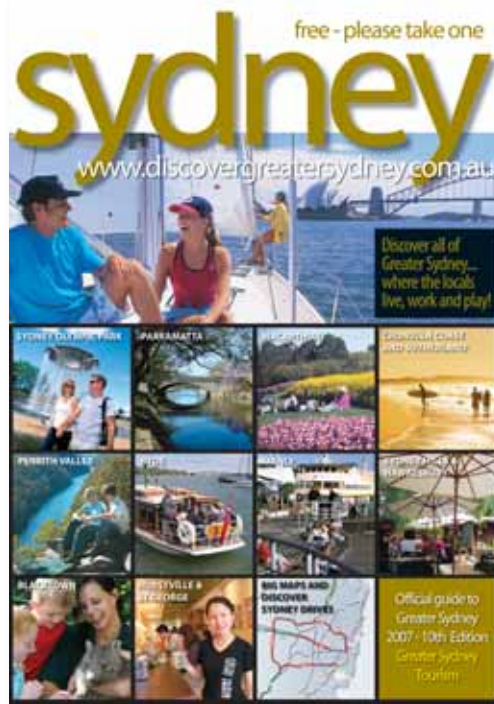
BACKGROUND INFORMATION and FAQ's

1. WHAT IS DISCOVER GREATER SYDNEY?

A 52 page Full Colour, Full A4 sized magazine style Visitors Guide to the whole Sydney. It is printed on quality stock using the latest printing technology with the best available photos and information. We use only the best design studios to produce a quality product. Guaranteed 100,000 circulation.

2. WHAT IS GREATER SYDNEY?

Greater Sydney covers all of Sydney's 42 Local Council areas from Pittwater, Hornsby and Hawkesbury to Sutherland and Wollondilly and from Waverley and Manly to Penrith Valley and includes Sydney CBD, Darling Harbour and The Rocks. Other Council areas that associate closely with Greater Sydney such as Wyong, Gosford and Blue Mountains are welcome to participate.



HIGHLY ACCLAIMED 2007 EDITION

3. WHAT IS GREATER SYDNEY TOURISM INC. ?

An incorporated tourism organisation, which represents all the tourism-focused Councils in the Sydney. Its Chairman is Paul Page, Tourism & City Marketing Supervisor of Penrith City Council. Membership is open to all Councils and tourism operators in Sydney. Contact vcampbell@penrithcity.nsw.gov.au

4. WHO ARE THE PUBLISHERS?

Connex West Marketing & Publishing Pty Ltd has published 'Discover Greater Sydney' for Greater Sydney Tourism Inc. (and its predecessors) since 1994 as its ONLY official visitors' guide. This will be the 11th edition of this very popular publication. Over 1 million copies have been published and distributed. The principal of CONNEX WEST, Graeme Dubé, has lived in Greater Sydney all his life and has over 30 years experience in the tourism and hospitality industries.

5. WHEN IS DISCOVER GREATER SYDNEY PUBLISHED?

Published annually with the next edition in December 2007 which will be current for the whole of 2008.

6. WHAT IS THE TARGET MARKET?

The target market for 'Discover Greater Sydney' is any person from anywhere in Australia who is planning to visit Sydney or who has arrived and is looking for options for things to see and do in Sydney.

We are told by Information Centres in Regional NSW and Interstate that 'Discover Greater Sydney' is often the only information available about Sydney in these centres. Its wide acceptance ensures that it reaches its target market.

GREATER SYDNEY METROPOLITAN AREA



7. THE DOMESTIC TOURISM MARKET

Did you know??

- > **80% of Australia's Tourism market is domestic**
- > 80.5% of NSW travellers arrive in Sydney by private motor vehicle.
- > 36% of NSW travellers obtained information for making decisions from a Guide Book
- > 28% of NSW travellers obtained information for making decisions from Visitor Centres
- > 34% of NSW travellers obtained information for making decisions from the Internet
- > 70% of NSW travellers booked direct with an operator or through a Visitor Centre

From those figures, it is clear that most domestic visitors travel by car, get their information from Visitor Guides and Visitor Information Centres and either book through those Centres or direct with operators.

Reach all these markets with just one publication – 'Discover Greater Sydney'.

It is a key objective of Discover Greater Sydney to encourage visitors to link with their local Visitor Information Centres or tourism marketing organisation for information and bookings.

8. WHEN DO I NEED TO PAY?

Invoices are issued when your Feature is finalised and publication is imminent. We are often asked to invoice at a different time to suit individual budgets. Eg before or after a financial year. Provided you supply an official order number there is no need for a deposit.

9. HOW DO I GET COPIES?

We will happily supply you with as many copies of Discover Greater Sydney as you need. Orders should be placed by Fax to 4739 0378 and are filled as soon as possible, usually in the last week of each month.

10. WHEN DO I NEED TO SEND MATERIAL?

We have started to compile the 2008 edition. So, the sooner the better! As we do all the artwork, we like to get your information as soon as possible. Proofs are published on our website for you to download and print or we can mail print proofs to you. We encourage you to edit and refine your Feature to make sure that you are happy with what is going to print. Final approvals are always sought before publication.

11. WHERE DO THE PHOTOGRAPHS COME FROM?

You are responsible for providing photographs for your Feature. In some cases photographs can be obtained from operators or photo libraries and even from our own resources. They must be supplied as high-resolution digital images to our specifications. Or we can take them for you.

12. CAN TOURISM OPERATORS PARTICIPATE IN FEATURES?

Yes. And we encourage that. You are able to invite tourism operators in your area to participate in and contribute to your Feature. We can give you some guidance as to how this can be done. The Cronulla Coast and Sutherland Feature on pages 18-21 is a good example of how this can be achieved.

13. IS DISPLAY ADVERTISING AVAILABLE?

Yes. A separate information brochure and rate card is available. Display ads are available in UNITS of 60 mm deep x 45 mm wide. Operators who want to be part of your Feature can buy as many UNITS as they want. You can on-sell the UNITS in your Feature. Some Councils choose to pass on the full cost, while others will provide some subsidy to operators as an incentive to participate. Display advertisements, which are not part of a Feature, will be grouped in a separate part of the Guide.

14. WHAT HELP DO WE OFFER?

We can provide you with all the help you need to make sure that your Feature is attractive and informative. We can sub-edit your copy, advise you on photographs and can even arrange to have some take for you. We can also guide you through the process of encouraging operators in your area to participate with you on a cooperative basis.

15. CAN MORE THAN 1 COUNCIL BE PART OF A FEATURE?

Yes. We encourage Councils to group into definable and marketable geographic areas to create a Feature. The 'Macarthur Country' Feature on Pages 24 to 27 of the 2007 edition is a good example.

16. WHERE CAN I GET MORE INFORMATION?

Please do not hesitate to contact us at any time on 4739 6017, or mobile 0418 280974 or fax to 4739 0378.

Email to dgs@connexwest.com.au. Or go to www.discovergreatersydney.com.au

We are happy to call and visit you.

Conditions and more information are included in the order form online at www.discovergreatersydney.com.au/dgsads.

DISCOVER GREATER SYDNEY ONLINE

All Features will be displayed on our web site www.discovergreatersydney.com.au FREE of charge. This site received over 200,000 hits in the last 12 months.

WEB ADVERTISING IS ALSO AVAILABLE

Discover Greater Sydney **The only Guide for Visitors** **to the whole of Sydney!**

Published for Greater Sydney Tourism Inc by

Graeme & Vivian Dubé

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www.discovergreatersydney.com.au

**'Discover Greater Sydney' is often the
only information available about Sydney**