PORT STEPHENS TOURISM

MARKETING PROSPECTUS 2011- 2012

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FROM THE CHAIRMAN

Welcome to our new format Marketing Prospectus for 2011 - 12. As Chairman of Port Stephens Tourism Limited I invite you to take a fresh look at the new, exciting opportunities offered exclusively to PSTL members.

We all love Port Stephens - that's why we choose to live, work and raise our kids here. Every now and then we need to remind ourselves how lucky we are to live in this little piece of paradise. We invite you to **"fall back in love"** with Port Stephens - the stunning beauty that took your breath away when you first laid eyes on her. What's not to love... the dunes, the dolphins, the whales, the greens, the whites, the reds, the bush, the bays, the beaches, the surf, the scenery, the sun, the fishing, the food , the fun. Its easy to see why a million or so visitors each year love Port Stephens.... for the same reasons we do.

In essence this **sense of place**, this love of where we live is the key message of our marketing campaign... **"PS I Love You xx"** The campaign, launched in early 2011, is ready to roll out across a range of mediums and we invite you to take advantage of the branding, utilise the elements in your own marketing and self promotion and participate in the subsidised co-operative campaigns on offer under the **"PS I Love You xx"** brand.

I look forward to working together with you in these challenging economic times to create the brand and the demand for our unique tourism product as we invite the rest of the world to fall in love with Port Stephens. xx

Michael Aylmer

P.S. I love you xx

FROM THE MARKETING MANAGER

The role of Port Stephens Tourism is to brand and market our destination and act as a vehicle for you, our members, to easily and affordably access marketing opportunities.

This prospectus outlines our strategy to create a brand and build demand for Port Stephens Tourism over the coming financial year. It also offers a range of great opportunities that I encourage you to consider in your own marketing plan.

Apart from the traditional and proven activities such as: famils, consumer shows, PR and international and conference planners - we have taken on board your feedback and introduced new opportunities for members to take advantage of... such as smartphone applications, e-holiday club and a whole range of opportunities for subsidised participation in the fully integrated, mulit-channel "**PS I Love You xx**" campaign.

Where known, costs have been included. There are no direct costs for some activities (ie. Public Relations/familiarisations). Costs are determined by the level of member support OR costs are unknown at this stage.

Accompanying the prospectus is an Expressions of Interest or "EOI" form which is vital to give PSTI staff an accurate picture of the level of interest by members for specific activities. Some offers will be 'first in best dressed' so please don't delay in securing your preferred marketing opportunities. The EOI's themselves are not binding - but critically important in planning, booking and implementing activities.

So please, take a few minutes to review the prospectus, complete the EOI and return it to us so we can work together to help grow your business and Port Stephens Tourism.

Tars Bylhouwer

FAMILIARISATION PROGRAM

Over the year Port Stephens Tourism hosts many media and industry familiarisation tours or 'famils' to both promote the area and to encourage the retail and wholesale travel industry to include Port Stephens in their programs.

Famils for the international market will be directed to International Partners as a first priority wherever possible and where appropriate.

Media famils will be directed to members who have placed media releases wherever possible and appropriate.

As a matter of policy, we will always be guided by what the famil attendees specifically want.

Cost: There is no direct cost to members however you will need to indicate to us that you are interested in hosting famils, generally at your cost.

PUBLIC RELATIONS

Port Stephens Tourism has engaged the services of a professional public relations company, Peak PR. Besides press releases that PSTL puts out on behalf of the area and the local industry, members have the opportunity to submit their own press releases along with digital images. Press releases could be about a new or updated product, a human interest story, an event or activity or simply about a great "Hot Deal" that you may be running.

If appropriate, these will be forwarded to Peak PR who will distribute to all media.

Sometimes the media may follow up with a familiarisation request to experience your product first hand. In these instances, you will need to provide them with free accommodation / as appropriate.

PSTL also monitors the media and all identified stories with Port Stephens or your business will be posted on the corporate web site, www.portstephenstourism.com.au.

This service is free to all financial members and you simply need to email press releases and images to tars@portstephens.org.au.

PORT STEPHENS MAP

By popular demand Port Stephens Tourism is planning to produce an A1 sized map of the area which will fold down to A4. This will replace the Here and Now map in the Visitors Centre and will be distributed locally wherever possible. Advertising will be sold in modules of approx 81mm x 51mm around the map and positions offered on a first come first served basis. Indicative advertising costs are:

Single Module: From **$520 +gst** (if an ad has been taken in the Visitors Guide) to **$550 +gst** (stand alone). Multiple module bookings will attract further discounts.

P.S. I love you xx

CONSUMER

DOMESTIC CONSUMER SHOWS

Port Stephens Tourism is currently reviewing and booking space at the various shows for 2011-2012. To ensure we are able to book appropriate space, we need your completed Expression Of Interest (EOI) as soon as possible. Based on these EOI's, a decision will be made on attendance at the various shows and invoices will be raised when PSTL books the space. Below is a list of shows under consideration.

The costs for members to participate will remain unchanged from the current year, namely:

1. September 9-11, 2011 - Penrith Caravan & Camping Show
2. October 21-23, 2011 - Canberra Home Improvement & Leisure Show
3. February 2012 - Newcastle Caravan and Camping Show
4. February 2012 - South Australian Caravan Super Show
5. March 2012 - Albury/Wagga Holiday Shows
6. March 2012 - Victorian Caravan Super Show
7. March 2012 - Melbourne Holiday Expo
8. March 26-27, 2011 - Sydney Holiday Expo
9. April 15-17, 2011 - Brisbane Holiday Expo
10. April 30 May 8, 2011 - NSW Caravan Super Show
11. May 2011 - Gold Coast Travel Show
12. June 2012 - Queensland Caravan Super Show
13. July 2012 - Gold Coast Home Improvement & Caravan Show

Level 1: Conforming 3 poster display, brochure distribution and the opportunity to be rostered on the stand **$575+gst**

Level 2: Conforming single poster display and brochure distribution **$250 +gst**

Notes: Above costs include freight on two standard cartons (total of 28kg) with excess brochures at additional cost.

Reverse Participation. Where a member attends a consumer show that is not attended by Port Stephens Tourism, support funding is available up to a maximum of $500 depending on the show and the number of participants. The only requirements are that Port Stephens is clearly identified and that the Port Stephens Visitors Guide is distributed.

To access funding, tick the box on the EOI and details will be forwarded.

LEVEL 1:

LEVEL 2:

TRADE SHOWS

AIME (CONFERENCE & EVENTS TRADE SHOW)

Port Stephens Tourism was part of a shared stand with Newcastle and Wine Country at AIME 2011, however the grouping may change in 2012.

Subject to sufficient member interest, PSTL will attend AIME 2012 with an interactive PDF produced as the collateral piece for distribution to clients. The costs will be:

Level 1 Partner: **$1500 +gst** - half page in the Guide, input into client selection process, inclusion in stand roster, copy of contacts list from the organiser's registration system.

Level 2 Partner: **$750 +gst** - quarter page in the Guide, and a copy of the appointment contacts.

Listing: **$225 +gst** - for those who derive business from MICE industry by providing support services to the key operators.

VISITORS GUIDE

The Visitors Guide is the main print piece for Port Stephens, with over 175,000 copies being distributed each year. The Guide is distributed at the Visitors Centre, partner Visitor Centres around the country, international and domestic consumer shows, as well as being displayed in member properties. The Guide is also available for download on the consumer website **www.portstephens.org.au**.

Sales for the Visitors Guide will begin in July. All financial members receive a listing in the back of the Visitors Guide at no charge however map references are not included. Based on last year, indicative costs for advertising are:

- Full page = $6090 +GST
- Half page = $2718 +GST
- Quarter page = $1410 +GST
- Third page= $1836 +GST
- Sixth page = $945 +GST
- Twelfth page = $477 +GST

P.S. I love you xx

INTERNATIONAL OPPORTUNITIES

International visitors come to Port Stephens from an incredible number of countries, from New Zealand to the Americas, Europe, India, China and indeed virtually all Asian countries. Their visits range from day trips (where they typically indulge in dolphin/whale watching, lunch, a sand dune adventure and wine or beer tasting), to longer stays in all forms of accommodation and behaving exactly like domestic visitors in terms of their spending. Some come as part of a group, some book through a travel agent but travel independently whilst others book directly after learning about Port Stephens from agents and other marketing sources.

Whilst not as big as domestic visitation, international tourism is extremely important for Port Stephens. International visitors tend to come mid week and off season providing stability to the industry. They are the lifeblood of a number of attractions and activities who would be unable to survive without them, greatly affecting domestic tourism.

Port Stephens Tourism, along with its members, have facilitated the development of international tourism over many years and have been successful. Like any market however, we need to keep our brand in front of the eyes of existing and new customers or we run the risk of losing them.

All international opportunities will be linked to the International Tour Planner (ITP), which is an interactive PDF. (To view the current edition, see www.portstephenstourism.com.au under the "Agents" tab.) This planner will be used to sell Port Stephens as a destination and the included product at all events and functions attended by Port Stephens Tourism. It will also be distributed to all industry contacts on our international database and it will be posted on the corporate website. Member participants will receive:

a. Representation via their inclusion in the document
b. Reports on all shows with relevant leads / contacts
c. Preferred inclusion in itineraries, media and products developed for the inbound market
d. Preferred participation in international famils where specific product is not requested.

Currently we are evaluating participation in the following events staged by Tourism Australia, Tourism NSW and Australian Tourism Export Council (ATEC) however the final list will be determined in consultation with the partners and will also be dependent on the outcome of funding applications.

NZ New Product Workshop	World Travel Market UK
USA New Product Workshop	TNSW USA Mission
India Travel Mission	ATEC Meeting Place Sydney
NATAS Show Singapore	Korea Travel Mission
MITF show Malaysia	TNSW China Mission
TNSW UK/Europe Trade Mission	Australian Tourism Exchange Perth
Greater China Mission	Inbound Tour Operator Visits

There will be three participation levels, namely:

Level 1: **$2900** +gst for a page

Level 2: **$1540** +gst for half page

Level 3: **$1065** +gst for third page (landscape).

We will also investigate a listing for minor players who receive some benefit from international market.

DIGITAL

Web Hot Deals

As we continue our new campaign into the marketplace, members have the opportunity to submit a hot deal on www.portstephens.org.au at no cost. In addition to being promoted on the home page of our website, we will promote these hot deals in our marketing activities, press releases, and on our Facebook and Twitter pages.

Hot deals will be limited to those operators who have bookable product within the website (both 24 hour operators and Gold operators). Port Stephens Tourism reserves the right to accept and reject the deals based on relevance. We are looking for attractive value-add offers, as opposed to discounted rates. If you would like to submit a hot deal, please send an email to Tars with the following details:

- **Your name**
- **Company**
- **Hot deal (A limit of 150 words per listing)**

As mentioned above, these will link to your operator page on **www.portstephens.org.au**.

Website Banners

Banner advertising across **www.portstephens.org.au** is available to all members. Reduced prices are available for multiple and or extended banner bookings for extended periods. The costs are outlined below:

$400 +gst per month linking to an external website

$150 +gst linking to the operator page within the **www.portstephens.org.au** website (BookEasy)

OPTION 1:

OPTION 2:

Conditions:
- **minimum 3 month booking**
- **10% discount on bookings for 6 months, payment upfront**
- **If extended for a further 6 months, a 15% discount will be given for the second period.**

Home page and accommodation pages are the same cost.

eHoliday Club Newsletter

We have now carefully profiled our extensive consumer database and the new look eHoliday Club newsletter has been successfully debuted.

This newsletter will continue to form an integral part of the "PS I Love You" campaign and we aim to develop and grow it over the year. Initially we aim to send out one newsletter per month, with three advertising spots per newsletter.

Cost: Each advertiser placement cost **$400 +gst**

P.S. I love you xx

Smartphone Application

Smartphones and Iphones are becoming a way of the future.
They allow us access to any information we desire with the touch of a button and all that fits right in your pocket.

Travellers are increasingly using their smart phones to plan holidays, to make tour and accommodation bookings and to find their way around a destination. We are creating a brand new Port Stephens application for visitors to utilise when in the area.

Whilst we have the Visitor Information Centre, local maps and Visitor Guides, this new way of sourcing information is intended to satisfy the growing generation of tech savvy people. According to Trip Advisor, travellers increasingly rely on their smart phones when planning their trips. Around 60% of respondents to their survey said they downloaded a travel app to their mobile device before or during travelling.

For those a little unsure about this new technology, an Iphone or smartphone is basically a mobile phone onto which you can download mini computer programs and games which are called applications or apps. These apps allow people to have most things they could access on a home computer in their pocket - from maps, games, banking, emails to just about any other information you can think of.

COST:

We will create an 'app' that is all about our fabulous Port Stephens. It will have a series of tours as well as local information on things like shopping, accommodation, restaurants, as well as natural features and public facilities. GPS capability will allow it to feature instant information about the area or business they are at.

As an example: I am standing in the middle of Nelson Bay and I click on the Flora and Fauna Tour. It will then give me a list of; tours I can go on; nature I can look at; places to visit; and lookouts. I then click on lookouts. It will suggest two lookouts I can go to and when I click on the Tomaree Headland lookout it will give me a short video of slides with photos with information and some history. After the walk, it will guide me to the nearest café / restaurant for a meal or refreshment.

As PSTL members, you have the opportunity to be featured on the application. Pricing has not yet been finalised and will depend on development costs but at this stage, it is a fantastic chance for you to be a part of this exciting new opportunity.

THE CAMPAIGN

Campaign Opportunities

As part of the Port Stephens Tourism marketing and branding strategy the "PS I Love You" campaign will be implemented across a range of advertising and marketing channels. Retail campaigns will be integrated with the branding to provide the ideal vehicle to build demand and promote your business, leveraging on the PSTL branding. The double-sided postcard and stamp devices will be the graphic elements used to communicate specific products under the "PS I Love You" banner.

Over the year we will provide specific offers and their costs which will be allocated on a 'first in, best dressed' basis. Cost will vary dependent on the media selected, production costs and the level of involvement. All packages will be tailored to suit your requirements and budget. The strategy includes opportunities for TV, bus advertising, outdoor, radio, print, signage, e-marketing, events and even clothing and badges! These campaigns will be run during the following periods: pre Winter, Spring, late summer and Easter. The specifics will be communicated in the lead up to the campaign.

We will be providing you with style guides, "PS I Love You" logos and design elements as well as some ideas of how you can implement these into your own marketing to "piggyback" on the branding. By adding the "PS I Love You" handwritten lettering to your own signage, vehicles, etc as well as the words appearing on rusted roof tops and in "crop circles" as you fly into Williamtown... the message will soon become viral. Everyone will be asking "What's it all about?" and you - as Port Stephens biggest fans - will no doubt, be more than willing to explain just why we all love Port Stephens!!

Television

Outdoor

Outdoor

P.S. I love you xx

Apparel

e-newsletter

Press

Signage

Bus wrap

P.S.
I love
you
XX