



Membership and Marketing  
**prospectus**  
2016/17

#loveportstephens





# welcome

Welcome to the 2016/17 Membership & Marketing Prospectus.

Destination Port Stephens (DPS) would not exist without you... members. We are a non-profit, incorporated body supported by Port Stephens Council (PSC), owned by members and autonomously managed by a board of nine industry representatives. We conduct activities on behalf of our members; for the betterment of the region as a destination; to stimulate the local economy and ultimately provide the lifestyle benefits we have grown to love.

Funding for DPS marketing activities is sourced primarily from the annual investment by PSC, other strategic partners and grant applications. Ultimately though it is up to you, the members, to support the organisation that, in the main, is responsible for the success of our visitor economy that is the lifeblood of this region. The flat \$100\* membership fee is affordable and provides members the opportunity to better tailor their marketing spend to suit their business and budgets. It also means more members in the group, more input, more ideas, more engagement and more benefits for all members.

The membership take-up rate has been inspiring! Now, with over 300 of you joining us in our quest to make Port Stephens the number one destination in NSW, we look forward to reaching new heights and achieving amazing results.

This year, our strategy is to once again leverage the investment from Port Stephens Council through partnerships with our regional neighbours, Destination NSW (DNSW), The Legendary Pacific Coast (TLPC) and other marketing organisations to gain the best possible return on all of our hard earned marketing dollars. It is important for members to leverage their own marketing from the Destination Marketing. The DPS branding campaigns will create the aspirational “want” giving you the chance to piggyback with a perfectly packaged and competitively priced product within

our tactical campaigns. DPS membership is an inexpensive way to increase your business’ brand exposure and recall in a targeted demographic.

Building upon the great work that has been achieved over the past two years, the management plan will see the continuation of developing a strong brand position and growing our visitor economy, particularly in the low and shoulder seasons.

We invite you to take your time, read through the Prospectus and take advantage of the diverse range of marketing opportunities on offer. Buy into simple one-off activities or become a highly valued Marketing Partner and cash in on a full range of activities aimed at driving direct bookings.

## The Destination Port Stephens Mission

To become the premier regional destination in NSW by consistently growing visitation whilst maintaining a sustainable industry for the benefit of business and residents alike.

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## Become a member DPS Membership \$100\*

Become a member of DPS for just \$100\* and take advantage of the marketing, networking and business development benefits included in your membership package.

### Member Benefits

- Product listing on consumer website
- Ability to have products bookable through the DPS online booking engine
- Invitation to attend the bi-monthly networking meeting
- Representation at domestic and international trade and consumer shows
- Discounted participation fees in co-operative marketing activities (Domestic, International, Business Events, Wedding)
- Free PR and media exposure
- Free access to professional media distribution services
- Free listing on member website with direct link to your website
- Subsidised industry training and business development workshop opportunities
- Hosting opportunities for visiting trade and media famils
- Access to DPS and P.S. I Love You branding
- Opportunity to advertise in our printed publications
- Access to corporate website (statistics, professional image library, plans and documents, member contact lists, media monitoring, PR, industry papers)
- Eligibility to nominate for Destination Port Stephens board of directors
- Voting rights at the annual board elections

Please note: all Port Stephens businesses paying the Business Rate Levy are provided with Associate Membership benefits. Charges apply for additional listings under the one business ownership.

**\* All prices exclude GST.**

Join  
today.

## 1 You'll love the value for money

For only \$100\* you have access to a broad range of marketing activities, business development opportunities, training programs and of course, good old industry networking. Get your brand exposed 365 days!



## 3 Sharing the love

Members promote and actively support other members. We are a team. The corporate website and members Facebook page provide access to each other and the ability to communicate via online blogs and discussions. Our bi-monthly member familiarisations give you the chance to meet like-minded business people, build new prospects and create new ideas.

## 4 We love creating jobs

Tourism is the most labour-intensive business in the country and one of the key economic drivers for Port Stephens. Every extra dollar we use to promote Port Stephens helps bring more visitors, stimulates our local economy and creates more jobs.

## 2 We love our members

We really do love telling the world about our amazing members. Membership means your business is represented by DPS at local, national and international consumer shows, trade shows, through media and at industry workshops and familiarisations. We work with you to build new product, create new experiences and get **your** message out there!

# 10 reasons why you'll love being a member!

## 5 We love to spread the word

Our PR and Media Unit produces weekly press releases and product updates to leading travel writers, journalists and media representatives around Australia and overseas. As a member – you can access this service for FREE.

## 7 We love to help

We are here to help and offer advice of a general nature such as advertising, brochure production, publicity and industry contacts. We can also assist in developing new products and helping new businesses establish themselves in the visitor economy.

## 6 We love collaborating

Destination Port Stephens has strong, solid relationships with key industry organisations. We are supported by Port Stephens Council, Destination NSW and Tourism Australia. We are active supporters of The Legendary Pacific Coast, we work closely with surrounding destinations for relevant activities including Newcastle City Council, Hunter Valley Wine & Tourism, Central Coast Tourism and Lake Macquarie Tourism.

## 8 You'll love the benefits

Tourism spending, as a result of the efforts of DPS, has an impact on all local businesses, even professional services and others not in the front line of the visitor economy. As a business person, you have a responsibility to invest in the community on whose prosperity you depend. The networking opportunities alone are worth your investment.

## 9 We love competition

Without the professional work by Destination Port Stephens, millions of dollars would pass by our area. With our members' support we can continue to compete for funding and grants for the destination.

## 10 You'll love our hits

Every member can take advantage of the exposure through [portstephens.org.au](http://portstephens.org.au). With over 100,000 unique visitors a month to the site the world really is your digital oyster. Can you afford not to be a member?



#loveportstephens



Partner with

# Destination Port Stephens

Located well south of the Sunshine and Gold Coasts, between the Central Coast and the Mid North Coast on the legendary Pacific Coast lies our own peninsula of paradise, our port of perfection that we like to call “The Awesome Coast”.

With so many destinations fighting for the sun seeking, coast hugging, whale searching, adventurer craving, food loving visitor, it is more important than ever to consolidate Brand Port Stephens and establish it as a tourism industry leader.

We have been very successful in increasing awareness of the destination over the past several years and attracting more visitors to the area due to diligent marketing campaigns. The success of the catchy “P.S. I Love You” campaign has given the brand a personality that still resonates with visitors and locals alike, through creating a sense of place and an identity that we can all relate to and love.

Whether you’re a born and bred Port Stephenian, or you’ve succumbed to her

irresistible charms and moved here in the last 6 months, we all have one thing in common. We love this place.

Locals love it, visitors love it... let’s face it, everyone loves this place we call home. It’s only natural then that we invite the world to share the love!

Our natural beauty, diversity, quality product, location and warmth (both temperament and temperature) blended with the pure joy of being on holidays, breaking away from your everyday - makes for an irresistible cocktail. All we need to do is give them a taste and they will be hooked!

Destination marketing is about growing visitor awareness and demand for the destination in line with the destination brand and all it represents. It involves clearly and effectively communicating what Port Stephens has to offer, through tailoring the right messages to the right people then delivering experiences above and beyond their expectations once in the destination.



The “P.S. I Love You” brand continues to underpin Port Stephens’ messaging as we create awareness and invite our neighbours from our region, our country, our planet – through a targeted, integrated marketing strategy – to come to ‘The Awesome Coast’ and see what all the fuss is about.

Branding activities will run all year round on both digital and traditional platforms whilst our ‘Love Port Stephens’ campaigns will continue to evolve and provide a platform for building visitation during our low and shoulder seasons.

Nature, food & wine, adventure, health & wellbeing experiences will motivate new visitors to Port Stephens and encourage old friends to revisit for new experiences.

Events will continue to be a high priority, with DPS collaborating with our regional neighbours & Destination NSW developing campaigns promoting the wide range of events on offer year round. DPS will continue to support sector based events such as Sail Port Stephens, Naturefest and Love Sea Food given the close alignment with experiential priorities.

Port Stephens has an impressive and active social media presence and we will continue

to build on our strong engagement through creative and innovative content strategies.

The growth of Newcastle Airport continues to be a significant asset for Port Stephens. In partnerships with our neighbours in Newcastle and Hunter Valley Wine Country, and with strong support from Newcastle Airport, we have been able to pool our resources to secure funding for campaigns to encourage visitation to the region from international markets of New Zealand and mainland China as way of stimulating and building the demand for international flights. In our own right we hope to be able to leverage this with our own additional activities within these key markets through trade missions and hosted familiarisations.

Closer to home a Visiting Friends and Relatives campaign will turn all of us into volunteer tour guides as we brag about the size of our dunes, our whales and our bay!

Members’ product is vital to these marketing strategies if we are to help “sell” the unique experiences on offer. By partnering with us, you too can leverage your marketing spend on our buying power. Together we will work on driving conversions to your business.



# Consumer Publications

## Port Stephens Visitor Guide (Print and Digital)

**From \$650\***

The Port Stephens Visitor Guide is our primary promotional tool. This full colour, high quality, annual publication is a visitor's must have 'travel tool'. It includes things to see and do in Port Stephens, the history of the area, interesting bits of information, plus advertising and listings for member businesses.

Over 100,000 copies are printed and distributed comprehensively – to all accommodation properties, booking desks, the state network of Visitor Centres, at domestic and international trade shows; through DNSW offices worldwide; hostels and hotels in the Sydney CBD, to conference delegates; hire car and camper outlets.

Members' adverts and listings will link to their website as part of the digital flipbook that is distributed via the consumer website, social media and online marketing campaigns. The digital flipbook is compatible with all mobile devices and can be updated with enriched content such as video.

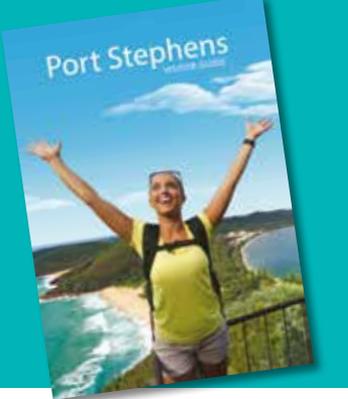
## Port Stephens Map

**From \$825\***

Destination Port Stephens will again produce the official Port Stephens Map which provides valuable resource for visitors to the area and offer members excellent targeted exposure. The map will be printed in full colour and distributed locally. Digital versions of the map will also be distributed via the website allowing visitors to download the map in a flipbook format for use on their mobile device.

Being the official map for the area, this is the only map handed out over the counter at the Visitor Information Centre.

**\* All prices exclude GST**



### FYI

Photos sell!  
If you need  
some fresh  
new images  
we can help!



# Public Relations and Media

## Public Relations

### **FREE to Members!**

DPS is committed to a very proactive media strategy and works continually to generate positive PR for and about Port Stephens across a range of media platforms. Besides press releases that DPS distributes on behalf of the region 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.

As part of our tactical marketing campaigns, DPS also develops specific media kits for distribution with our co-operative partners. Over the past year, many members have had great success from stories picked up by major media outlets so download our DPS Media Release form, complete a few details and send it off. It's easy... but best of all it's free!

## Familiarisation Programs

### **FREE to Members!**

Each year, DPS hosts many media and industry familiarisation visits to both promote the area to potential visitors and to encourage the retail and wholesale travel industry to include Port Stephens in their programs.

Familiarisations (Famils) are a great opportunity for members to showcase their product directly to key influencers within the industry, whether it be journalists, travel agents or industry personnel. It is of vital importance that you invest your time and efforts into famils as history shows on a daily basis that those members who do, will see the rewards down the track.

Where possible, DPS Marketing Partners will be given priority for hosting famils.



### **FYI**

Make the most of your famil... go above and beyond to impress your guests!





## **i FYI**

Make it mobile friendly - stats show 58% of hits are coming from a mobile device.



# Digital Marketing

## Overview

The visitor economy has witnessed a seismic shift from traditional to digital marketing in recent years. With the rise of the Internet, social media and mobile technologies, the way Port Stephens is marketed as a holiday destination, domestically and internationally, has too changed and an effective digital marketing strategy is one of the most important aspects of any tourism business.

With these dramatic changes in technology and consumer behaviours; the way in which the visitor will research, choose destinations and purchase products and services, there is no doubt that [www.portstephens.org.au](http://www.portstephens.org.au) is the most important marketing asset. It is the first port of call for potential visitors from around the globe, and the accompanying digital strategy to drive business to the site, is more important than ever.

In 2016/17, we will continue to engage with visitors using more authentic, emotionally relevant content and communications via our digital platforms. A new and refreshed consumer website will be launched to deliver quality content that will support our SEO and SEM efforts. Our blog, quality video content and consistent messaging will continue to provide consumers with the motivation to visit Port Stephens and experience it for themselves.

Our integrated digital strategy not only consolidates the brand message, it also encourages conversions and building loyalty with our visitors. A consistent targeted campaign that allows us to match product to the demographic.

By increasing our social conversation, we have not only reached an audience of 23,000 followers through Facebook but we have been able to engage with these followers through appealing content which have allowed us to grow a strong following across other key social media platforms of Instagram, Twitter, GooglePlus, Pinterest and YouTube. With such a visually stunning product, these content-based social platforms remain a vital component in our ongoing digital strategy.

# Content Marketing

**From \$2,500\***

Consumers are now searching for fresh, relevant and informative content to help drive their decision making process. This is particularly relevant for tourism product... from reviews to news articles, blogs and videos.

The DPS content marketing program is an innovative way of creating branded content aimed at increasing your profile and engaging with potential visitors 24/7. We create quality content specifically for your product and service – a virtual experience for the viewer. Our content creation package includes:

- Development of two x social media optimised VLOG (video blogs) for your product
- Quarterly content updates for use across your own social media channels
- Participation in the DPS Content Development training
- Scheduled and tailored placement of content across multiple destination platforms including Facebook, Instagram, Twitter, Pinterest, YouTube, Google Plus

# Social Media Marketing

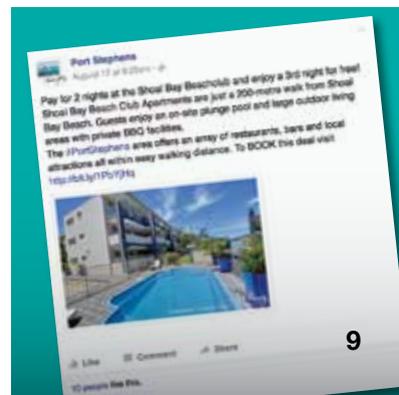
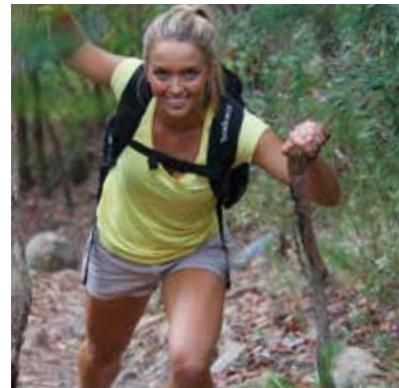
**From \$650\***

There is no doubt that social media is rapidly changing the way we communicate with our audience and the role that it plays in affecting travel purchase decisions cannot be underestimated. Our social media strategy is designed to build awareness of Port Stephens and the vast range of unique experiences the region has to offer. Our cost effective social media marketing packages are aimed at providing you with necessary knowledge to effectively communicate with your existing audience, increase your social media audience, drive traffic to your website and ultimately, increase sales.

Social Media Marketing packages include a minimum of:

- Two posts via Port Stephens Facebook including paid amplification
- Two posts via Port Stephens Instagram account (one static and one animated)
- Two posts via Port Stephens Twitter account
- Two posts via Port Stephens GooglePlus account
- Dedicated Pinterest board for your business.

\* All prices exclude GST





## Port Stephens Blog

### **FREE to Members!**

The Port Stephens blog will be used to provide up-to-date, relevant content that will be cross promoted via the website and through social media channels. Blogs are an effective tool for communicating useful insights and more detailed information to residents, visitors and potential visitors.

A blog is not used for direct advertising as such, but more as a way to start conversations and share information on the destination. Think about using the Port Stephens blog for promoting a seasonal menu change at your restaurant, outlining an addition to your tour program with the use of multi-media or asking a valued guest to outline a first-hand experience of your accommodation.

Blog posts amplified by DPS, extend the reach and views through all social media channels and rightfully, can also be shared to your website and promoted through your social media channels.

## Website and Banner Advertising

### **From \$350\***

With an average of 46,000 unique visitors per month, all looking for information on where to stay and what to do in Port Stephens, the website banner advertising represents some of the best value digital advertising going around and can help you increase bookings and revenue for your business. With the refresh of the new Port Stephens consumer website advertising space will become available based on a minimum number of impressions. Creation of artwork is included in the fee.

Banner advertising for all bookable product must be linked to your BookEasy listing.



## Mini Campaigns

**\$550 per campaign\***

Throughout the year, DPS will implement small campaigns based around key dates, activities or events. They will primarily run as EDMs (electronic direct mails) to our extensive 15,000 contact database but will be supported by the creation of a digital holiday guide that will provide the 'insiders' guide to that particular theme as listed below. These mini campaigns will be supported by DPS' ongoing public relations and digital marketing activities. These campaigns are designed to generate bookings for your business and increase awareness of the destination and your product.

The mini-campaigns will include:

- School Holiday Fun (Families)
- Romantic Escapes (Couples)
- Adventure (Youth)
- Farm Gate (Food & Beverage)

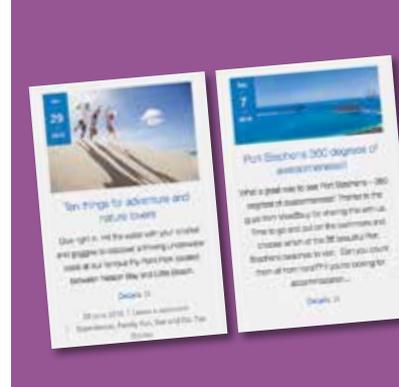
Additional mini-campaigns will be rolled out to support the Naturefest and Love Sea Food event programs.

## Hot Deals

**From \$250\***

If you're looking for a way to promote a really great deal, or you have excess inventory that you would like to move, the web hot deals can work for you. The home page of [www.portstephens.org.au](http://www.portstephens.org.au) will have a link to special one-off deals that you can be part of. The hot deals will be promoted via the website, social media, PR and where possible, print advertising.

**\* All prices exclude GST**





# Further Opportunities

## Tactical Marketing Campaign

**From \$3,900\***

Co-ordinated tactical marketing campaigns, designed to drive member bookings through our website, will once again be implemented throughout the year to support our major branding activities and to provide members with affordable, co-operative marketing opportunities.

During 2015/16, we were successful in obtaining over \$190,000 in funding from DNSW for the development and implementation of our tactical marketing campaigns. DPS will continue to work hard to secure additional funding so that we can leverage DPS marketing dollars and ensure the “Love Port Stephens” experiential campaigns continue to provide value for money and strong results – in both brand awareness and increasing conversions for participants.

By developing irresistible specific member offers and driving visitors to our website for quick and easy bookings, we will continue to create awareness about the many reasons to fall in love with Port Stephens in any season.

Walk up Tomaree Summit and “amaze yourselfie” with THAT view, slide down a 40 metre sand dune, discover amazing local produce, enjoy local dining experience. DPS will further develop the awareness of these nature, food & wine experiences along with increased focus on Adventure and the increasing popular Health & Wellbeing.

By participating in these integrated campaigns your business will benefit with highly visible, co-branded creative and a call to action to drive bookings directly to your consumer site listing.

## Seasonal TV Campaigns

### TV campaign from \$3,000\*

Always wanted to get your brand on TV but never thought you could afford it? Now you can from as little as \$3,000! Destination Port Stephens can source affordable and targeted TVC opportunities throughout the year aimed at increasing awareness of the destination while providing subsidised advertising opportunities for members to generate bookings targeting specific times of the year.

## Consumer Shows

### From \$550 per show\*

DPS has been a regular attendee at the consumer holiday and travel shows for many years. Despite consumer dependence on the web, DPS believes strongly that these consumer shows and selected trade shows are still a very valuable tool for getting the message out there.

Another important benefit of consumer shows is the chance for face-to-face communication with potential visitors. The digital age brings huge benefits for our industry, however, the importance of a one-on-one conversation cannot be underestimated. Consumer shows are one of the most effective ways of delivering your message direct to people with a genuine interest in your product.

DPS will produce show specific flyers, which will outline special offers for participating members relevant to the particular show. For example, when in Brisbane, our flyers will promote travel via the Pacific Highway or Newcastle Airport with long stay packages. When in Sydney the focus will be on short breaks. Port Stephens will be represented at Caravanning and Camping Shows held in Sydney, Brisbane and Melbourne. Along with other shows that will be considered on a case-by-case basis.

\* All prices exclude GST



### FYI

Make your offer great! Make your service better! Your happy campers are sure to spend more and tell others.



## Industry Development Program

### From \$55\* per person

To ensure the experience matches the marketing message, we will continue to host our industry development workshops to provide the tools and expertise for our members to create a memorable, unique and enriching experience with service that goes beyond our visitors' expectations.

Consumer expectations are increasing, the cost of global travel is decreasing... so right now every destination is fighting to maintain, or increase, their visitor economy. With such a huge tourism market connected by affordable flights, a Sydneysider could find it quicker and more affordable to fly to Byron Bay, or Noosa, than to drive to Port Stephens. They can spend a week in Port Stephens over Christmas... or 10 days in South East Asia in March for the same cost! The competition is so fierce. The bar has been raised and Destination Port Stephens support industry to overcome such competition.

To maintain and grow a strong visitor economy in this rapidly changing market, it is imperative for our industry to up-skill to reach and surpass the level of our competitors. It is no longer okay to be just "good enough"! One look at TripAdvisor and you'll see how visitors use recommendations to make all sorts of decisions. Now, more than ever, reputation management is vital to your business' success and the destination's success.

The DPS Industry Development Program is designed to not only provide operators with the tools necessary to remain competitive and to communicate authentically, manage your online reputation and engage with your followers – but also to provide industry specialists and expertise to ensure your product surpasses the perception!

### Industry Training

DPS develops a comprehensive annual industry training program that provides members with the necessary resources to deliver amazing visitor experiences through an integrated program. Training will focus on topics which link to the growth of the Port Stephens experience.

### Segment Development

To assist in building a diverse offering of activities, a balanced mix of visitor markets and maximise seasonal dispersal, DPS works with a number of niche industry action groups including the weddings sector, backpacker industry, business events and sporting groups. This activity includes strong digital advertising supported by web development,







# International Marketing

**From \$1,500\***

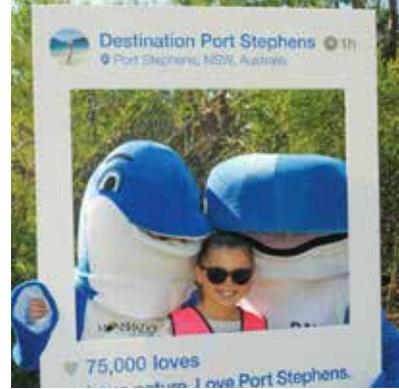
International visitors come to Port Stephens from an incredible number of countries, from New Zealand to the Americas, Europe, India, China and indeed virtually all Asian countries. Their visits range from day trips to longer stays and our international guests behave exactly like domestic visitors in terms of their spending.

The market is diverse with some coming 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. Visitation during off season and mid-week periods add a range of diversity to the destination which would not exist otherwise. This market segment continues to provide the opportunity for growth.

Whilst not as big as domestic visitation, international tourism is extremely important for Port Stephens and has great potential for growth. International visitors tend to

come outside peak season, providing stability to the industry. International visitors are the lifeblood of a number of Port Stephens attractions and activities who would otherwise struggle. Ultimately, this group effects a range of products and experiences for all visitors to the destination.

Destination Port Stephens, has not only supported members in their quest to increase international tourism but has been the facilitator of its development for many years. Ongoing investment is needed to incubate and nurture new business and to keep Brand Port Stephens in the face of existing customers to ensure international visitation to Port Stephens continues to grow sustainably for the long term.



## International Priority Markets and Strategy

As part of our Destination Management Plan, the Destination Port Stephens International Strategy aims to attract independent travellers to the destination, generally small groups, families or incentive travellers from key priority markets being South East Asia, China, India and New Zealand.

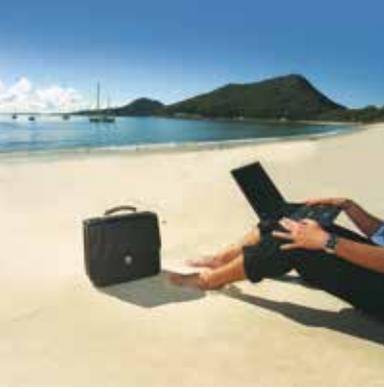
The behaviour of these independent travellers is very similar to domestic visitors; they stay in a range of accommodation styles, they explore the destination, eat out at restaurants and cafés, spend in shops and boutiques and often book some or all of their activities once they are at the destination.

DPS has also begun making in-roads into the European and Americas markets again, with a focus on low season, midweek stays and through strong partnerships with The Legendary Pacific Coast, Newcastle, Hunter Valley and the Central Coast, will continue to see growth across all international markets in particular China, South East Asia and New Zealand.

Over the 2016/17 year, Destination Port Stephens will implement a full program of international marketing activities including:

- In market sales missions to key markets such as South East Asia, Japan, India, China, Korea and New Zealand
- Development of co-operative itineraries
- Development of a comprehensive Port Stephens International Travel Planner
- Regular communications with key industry contacts via quarterly updates
- Online training and product information for international product planners
- Industry training and development sessions.





## Business Events

### From \$1,500\*

The Port Stephens Business Events industry is continuing to grow from strength to strength and looks set for another successful year. DPS is excited to be continuing on with our marketing activities within the business events sector aimed at specifically promoting and securing more Meetings, Incentive, Conference and Event business into our region.

By identifying opportunities to attract this market to our destination and providing the framework to bring individual businesses together to create, promote and implement unique business events – Port Stephens Business Events provides the greatest potential in providing a positive impact on the local visitor economy. In 2015/16, \$2.8 million worth of enquiries were generated for industry to convert.

DPS continues to harness the potential of this important market that offers our members high yielding returns, generally midweek and most often in low or shoulder seasons.

We have strong product in Port Stephens that offers allows us to offer a unique proposition for clients. Let's face it – where else can delegates see historic fighter planes, pat a koala, slide down a sand dune, gallop along the beach, parasail across a bay, take a yoga class, enjoy fresh lobster on a yacht, watch dolphins dive, bushwalk to a spectacular lookout, taste beer & fresh macadamias and get up close and personal with an albino whale.

DPS will once again continue to work in partnership with neighbouring destination partners of Newcastle and Hunter Valley on co-operative opportunities and initiatives under the 'Greater Hunter Business Events' banner. In addition, DPS will be leveraging existing relationships with Business Events Sydney to ensure Port Stephens is front of mind as the regional NSW destination of choice.



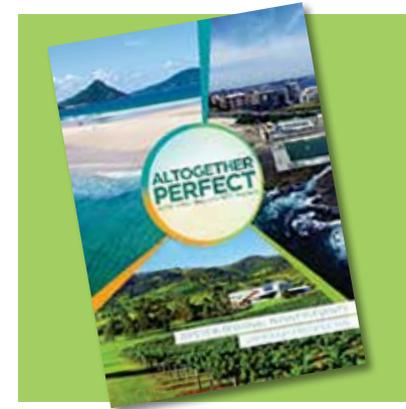
## Website and Lead Generation

The website features a Conferencing page whereby visitors can obtain information, download the Facilities Guide and complete an enquiry form. This form is then forwarded on to specific operators for them to respond to the client with a tailor-made proposal. The enquiries will still be sent out to individual properties but the co-ordination and follow up will be taken up by Destination Port Stephens in an effort to ensure the highest sales conversion.

The website provides general information such as access, weather, venue capacities and also provides a number of suggested itineraries and Business Events related product updates. Your Business Events buy-in will allow you to provide information on your facilities as well as being able to promote conference specials and seasonal offers throughout the year.

## Facilities & Services Guide

Business Events participants will have their products and services displayed in our digital Facilities Guide, which will be promoted on the website and can be offered as support collateral for all members' proposals, conference bids and to be used as main form of sales collateral.



# Marketing Bundles

Grow your business with Destination Port Stephens. Choose your package...

Inclusions	Bronze Partner	Silver Partner	Gold Partner
Advertisement in the Port Stephens Visitor Guide	Quarter Page	Half Page	Full Page
Video link on Visitors Guide digital flipbook listing	✓	✓	✓
Advertisement in on the Port Stephens Map	One Unit	One Unit	Two Units
Product listing in special interest digital Holiday Guides	Quarter Page Listing	2 x Half Page Listings	Full Page & Half Page Listings
Inclusion in Mini Campaign Package	1 x Mini Campaign	2 x Mini Campaigns	3 x Mini Campaigns
Digital Content Marketing Package	4 x Quarterly content updates, 1 x Vlog, Scheduled placement on PS platforms	4 x Quarterly content updates, 2 x Vlogs, Scheduled placement on PS platforms	4 x Quarterly content updates, 2 x Vlogs, Scheduled placement on PS platforms
Digital Content Marketing Training Package	2 Hours	3 Hours	4 Hours
Professionally written and optimised web listings	✓	✓	✓
Website Banner advertising	10,000 impressions for 12 months	10,000 impressions for 12 months	40,000 impressions for 12 months (Homepage & Events Landing Page)
Social Media Advertising Marketing Package	X	2x Facebook posts, 2x Instagram, 2x Twitter, 2x GooglePlus and a dedicated Pinterest board	3x Facebook posts, 3x Instagram, 3x Twitter, 3x GooglePlus, dedicated Pinterest board and Facebook takeover
Consumer show representation	X	✓	✓
Dedicated Solus EDM	X	1 EDM	2 EDMs
Professionally written blog entry	X	X	1 Blog
TripAdvisor banner advert	X	X	✓
BookEasy packaging and bundle support	✓	✓	✓
Priority preference for media and familiarisations visits	✓	✓	✓
	\$4,900*	\$7,900*	\$12,900*

then choose your booster packages!

### Love Port Stephens Marketing Campaign

- Inclusion in 'Love Port Stephens' campaign offers
- Priority placement on 'Love Port Stephens' campaign landing pages
- Development of campaign creative specific to your business
- Inclusion in 'Love Port Stephens' campaign media kit
- Nudge tool / banner advertising marketing to push your package or offer
- Campaign blog posts
- Digital banner advertising package
- Social media campaign content
- Paid social media advertising package

\$3,900\*

### International Marketing Partnership

- Complimentary attendance at international marketing workshop
- Half page advertising in the Port Stephens International Tourism Planner
- Annual feature in the Port Stephens International Update
- Detailed reporting and contact database from all international travel trade missions
- Product representation at Inbound Tour Operator and transport provider sales calls
- International mentoring session
- Preferred inclusion in international itineraries
- Priority preference for international trade and travel famils
- Preferred inclusion LPTCTR international trade and product planner

\$1,500\*

### Business Events Marketing Partnership

- Inclusion in Altogether Perfect regional business co-op activities
- Priority preference for major famil inclusion scheduled for March 2017
- Business listing on the [www.portstephens.org.au/conferences](http://www.portstephens.org.au/conferences)
- 1/2 page ad in the Business Events Port Stephens Facilities Guide
- Opportunity for PR to showcase conference products & services
- Detailed reporting, lead generation and contact databases from all Business Events shows
- Digital & social media through Altogether Perfect channels
- Media exposure in all major Business Events publications
- Inclusion with conference bids and site inspections

From \$1,500\*

### Wedding Marketing Partnership

- Business listing on [www.portstephens.org.au](http://www.portstephens.org.au) wedding microsite
- Advertising in the Port Stephens Wedding Magazine
- Complimentary attendance at quarterly networking evenings
- Product representation at targeted Wedding Expos and consumer events
- Professional written media release promoting your product or service with distribution to relevant publications
- Social Media Marketing Package designed to promote your product and service to key target markets

From \$600\*

### Mini-Campaign

- Inclusion of offer / deal to be included in campaign
- Inclusion in campaign booking widget on landing page
- Development of campaign creative specific to your business (campaign tool kit)
- Inclusion in mini-campaign media kit
- Landing page banner ad based on a minimum of impressions
- Campaign blog posts
- Social media campaign content
- Paid social media advertising package

From \$550\*

\* All prices exclude GST

# Marketing Activity Pricing Schedule

2016/17

ACTIVITY	DETAILS	COST PER UNIT	QUANTITY	TOTAL INVESTMENT
Instagram Signs	Min quantity of 5	\$130		
Familiarisations		Free to members		
Public Relations and Media		Free to members		
Solus EDM		\$850		
Mini Campaigns		\$550		
Seasonal TVC Campaigns	Indicative pricing only	\$3,000		
Tactical Marketing Campaign		\$3,900		
Social Media Marketing Package	Indicative pricing only	From \$650		
Content Marketing Package	Indicative pricing only	From \$2,500		
Port Stephens Blog		Free to members		
Hot Deals		\$250		
Website Banner	Indicative pricing only	From \$350		
Consumer Shows		\$550		
Port Stephens Visitors Guide	Indicative pricing only	From \$650		
Port Stephens Map	Indicative pricing only	From \$825		
International Marketing Partnership		\$1,500		
Business Events Marketing Partnership	Indicative pricing only	From \$1,500 - \$5,000		
Wedding Industry Partnership	Indicative pricing only	From \$600 - \$1,200		
<b>TOTAL INVESTMENT</b>				

\* All prices exclude GST

These 'bundles' offer your business a fully integrated and planned marketing strategy and an opportunity to "piggy back" on the branding, messaging, exposure and credibility of the Destination Port Stephens campaigns. The marketing is heavily underwritten by DPS offering all members a level of exposure and opportunities that would normally be cost prohibitive. Set your 12 month marketing budget – buy a bundle and save a bundle!

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Yes I'd like to book the following:

- Bronze Marketing Partnership
- Silver Marketing Partnership
- Gold Marketing Partnership
- Love Port Stephens Marketing Campaign
- Wedding Industry Marketing Partnership
- Business Events Marketing Partnership
- International Marketing Partnership
- Mini-Campaign

I agree to the total investment of \$ \_\_\_\_\_ with Destination Port Stephens.

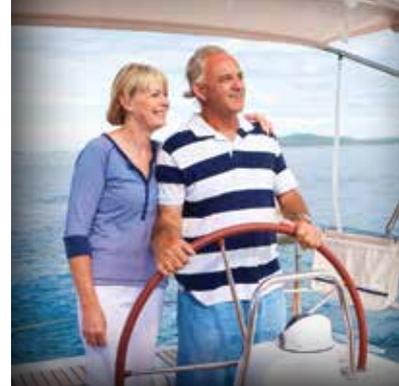
I understand the total amount of \$ \_\_\_\_\_ which I understand will be paid by Direct Debit and invoiced on a monthly basis for the amount of \$ \_\_\_\_\_ per month.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_









# Port Stephens

*P.S. I love you xx*

Phone: 4981 2964

Email: [info@portstephentourism.com.au](mailto:info@portstephentourism.com.au)

Consumer Website: [www.portstephens.org.au](http://www.portstephens.org.au)

Member Website: [www.portstephentourism.com.au](http://www.portstephentourism.com.au)

