

Destination
Port Stephens

Partnership
Program 2019

Welcome

2019 Membership & Partnership Program

Tourism is one of the fastest growing sectors globally however is also one of the most competitive. For Port Stephens to secure an increased share of visitors we need to work in partnership with industry stakeholders to drive increased visitation and economic benefits. Port Stephens is not just competing with other regional NSW destinations for visitors as consumers have a wide choice of domestic and international destinations offering a variety of appealing experiences and competitive pricing.

In 2019, DPS will develop a new brand positioning to define and shape the identity of the destination and is seeking industry investment to undertake a destination marketing campaign, which will then be eligible to receive matched funding via the Destination NSW Regional Tourism Fund for Co-operative Marketing. This offers the opportunity to effectively more than double our marketing investment.

DPS aims to raise a minimum of \$100,000 of industry investment in destination marketing to take Port Stephens tourism to a new level.

About Destination Port Stephens

Destination Port Stephens (DPS) is a non-profit, incorporated body supported by Port Stephens Council (PSC), owned by members and autonomously managed by a Board of nine industry representatives.

Funding for DPS is sourced primarily from an annual investment from Port Stephens Council, members, strategic partners and hard-won grants. Ultimately, it is up to industry – the members – to support the organisation that, will in turn, ensure growth in the visitor economy.

DPS creates, develops and implements a range of projects and marketing programs aimed at increasing brand awareness and intention to travel across key domestic and international visitor source markets. In partnership with members, the organisation also implements a range of tactical marketing campaigns to drive conversion and grow overnight visitation.

DPS advocates for members in areas of policy and regulation across the visitor economy and builds collaborative networks throughout the region to create opportunities for new and existing tourism product.

Our focus is to drive destination marketing, destination management and destination development strategies to increase the overnight visitor spend across Port Stephens.

Vision and Purpose

Vision: For Port Stephens to be recognised as NSW leading tourism destination.

Purpose: To double visitor expenditure to \$1 billion annually by 2030.



1.5 million
visitors



2.3 million
nights



\$539 million
visitor expenditure

Tourism is a \$539 Million Industry

Port Stephens currently attracts almost 1.5 million visitors a year who stay 2.3 million nights and contributes an estimated \$539 million to the local visitor economy, that is almost \$1.5 million a day!

Tourism across Port Stephens is recognised for the economic, social and environmental benefits that it delivers. From increased employment, investment and development of new infrastructure; visitor spend impacts local business either directly or indirectly.

By working together we can have a thriving and sustainable tourism industry and achieve our goal to double visitor expenditure to reach \$1 billion dollars annually by 2030.



BECOME A MEMBER FOR JUST \$200*

If you are in the tourism industry or an associated business that derives indirect benefits, we encourage you to join and partner with DPS and more than 200 members and gain access to a range of benefits and partnership marketing opportunities.

The low membership fee provides members the opportunity to tailor their marketing investment with Destination Port Stephens to suit their own business and budget.

Membership with DPS also allows you to take advantage of the marketing, networking and business development benefits included in your membership package:

- Opportunity to participate in co-operative marketing programs in the domestic and international markets
- Promotion of your product on DPS consumer website portstephens.org.au
- Brochure display at the accredited Visitor Information Centre (brochure size DL)
- Ability to have product bookable through DPS website and over the counter at the Visitor Information Centre
- Access to the DPS member Facebook page - a B2B industry networking group
- Invitation to attend regular member networking meetings
- Access to DPS branding and images
- Opportunity to advertise in print publications# (Port Stephens Visitor Guide and Map)
- Access to corporate member website (statistics, image library, plans and reports, member contact list and industry papers)
- Potential to be featured in DPS generated publicity and visiting journalist program
- Eligibility to nominate for Destination Port Stephens board of directors
- Voting rights at the annual board elections

To join DPS please go to: www.portstephentourism.com.au/join and complete and return the membership form or **call 4981 2964** to speak with one of the team.

** All prices exclude GST and are subject to change. Membership is on a financial year basis. Members joining mid-year are required to pay pro-rata for current year and the following year in advance.*

Advertising fees apply.



PARTNER WITH DESTINATION PORT STEPHENS



Destination Brand Positioning & Domestic Marketing Campaign

Port Stephens Brand Positioning

An effective brand is at the heart of a successful visitor destination and many destinations fail to reach their desired potential because their brand positioning is too generic, particularly in such a dynamic and competitive environment.

Many regional NSW destinations have developed strong brand positionings that relate to the destination experience and resonate with consumers e.g. Unspoilt South Coast, The Good Life in the Hunter Valley and Go with Flow in the Riverina. These branding strategies and associated campaigns are genuine and authentic. They convey a memorable travel experience unique to their destination which will ultimately drive demand within key market segments.

For several years, Port Stephens destination marketing has been underpinned by the 'PS I Love You' tagline, which at the time provided a strong base to develop destination branding and marketing campaigns. To capitalise on the experiences offered across Port Stephens and to remain current and competitive in the cluttered landscape we need to develop a new and unique marketing proposition to increase visitation and grow visitor spend.

DPS has engaged with industry stakeholders, members and Council to build the foundation of our new brand strategy. Now, in partnership with Destination NSW and strategic planners/creative agencies, we are in the process of developing a new brand positioning for Post Stephens which will re-energise the destination, build appeal and motivate consumers to visit.

MAJOR DESTINATION MARKETING CAMPAIGN

Double our Marketing Investment

DPS has received approval to be eligible to access funding from Destination NSW via the Regional Tourism Fund to develop a new brand positioning and implement a major destination marketing campaign.

Domestic tourism represents 97% of visitors to Port Stephens. In a highly competitive marketplace it is vital to the ongoing growth of the tourism sector that as an industry we undertake destination marketing to build appeal (provide reasons to select our destination over others) and ultimately drive increased business to the local tourism industry.

Last year the Hunter Valley launched a major campaign valued at more than \$600,000 based on raising \$300,000 in industry investment which was matched by Destination NSW. Successful campaigns have already been undertaken to promote the South Coast and Snowy Mountains. The Central Coast, Lake Macquarie, The Hawkesbury and many other destinations in NSW are also working with industry to invest in undertaking destination marketing.

DPS invites tourism operators and businesses to invest collectively to undertake a destination marketing campaign to drive increased visitation.

To grow tourism to Port Stephens requires us all to think as “we” not “me”

Funds invested by DPS and industry will be matched via the Destination NSW Regional Tourism fund (minimum investment \$100,000) to undertake a campaign in partnership with Destination NSW, our

state peak organisation. Destination NSW will work with DPS to develop a new brand positioning, the campaign strategic approach and KPIs associated with the campaign to drive optimal exposure for our investment and to drive conversion to increase visitor expenditure in Port Stephens.

Destination NSW will also provide significant additional value to the Port Stephen’s campaign via their channels which includes website (more than 11.5 million visits per annum), social media (more than 2.6 million fans), Escapes E-newsletter (more than 270,000 subscribers) as well as providing expertise in marketing, digital and publicity.

Investment: Pending industry investment it is proposed that the campaign investment will be a minimum of \$200,000¹.

Target Markets: Primarily Sydney and Regional NSW

Planned timeframe: In market from August to drive visitation over the shoulder season from early Spring.

Industry Expression of Interest: We are requesting industry to advise an EOI to invest in a domestic destination campaign. A presentation on the campaign strategy and marketing channels will be delivered prior to final industry commitments.

Note: Every \$1 contributed by industry partners will be doubled by Destination NSW – none of the funding raised will be used for administration or any other associated expenditure.

¹ The minimum investment by DPS to be eligible to secure Regional Tourism Funding is \$100,000.

Destination Marketing Campaign Partnership Packages

DESTINATION CAMPAIGN BENEFITS	SILVER PARTNER	GOLD PARTNER
Key partner in the new destination brand campaign. Call to action to visitnsw.com/portstephens	✓	✓
Destination feature on visitnsw.com receiving more than 11.5 million visits	✓	✓
Destination promotion in Escapes e-newsletter to more than 270,000 subscribers	✓	✓
Destination publicity to drive traffic to visitnsw.com/portstephens	✓	✓
Partner primary feature (promotional tile) on the campaign landing page on visitnsw.com over the campaign period linking directly to your product listing on visitnsw.com	✓	✓
PLUS		
Feature on Destination Port Stephens consumer website during the campaign and inclusion of special offers – portstephens.org.au	Sub Feature	Major Feature
EDM during the campaign period to more than 12,000 subscribers of the Holiday Club	Included in 1 EDM	Solus EDM
Website banner advertising on portstephens.org.au linking to your website	40,000 impressions	70,000 impressions
Social media posts over the campaign period (paid posts)	2	4
Social media posts throughout the year	2	4
Marketing partner in seasonal campaigns	1	2
Priority inclusion in publicity opportunities	✓	✓
Port Stephens campaign branded toolkit and assets	✓	✓
Discount on advertising rates for the Port Stephens Visitor Guide	15%	25%
Discount on advertising rates for the Port Stephens Map	15%	25%
Priority preference for domestic media and familiarisation visits	✓	✓
Creation of a product listing or update existing listing on visitnsw.com	✓	✓
	\$7,000	\$10,000

Note: To receive matched funding from Destination NSW under the Regional Tourism Fund the criteria is that the campaign will be developed and implemented in partnership with Destination NSW and the call to action is to visitnsw.com/portstephens (to accurately report campaign results). Destination NSW will work with DPS and stakeholders will be engaged in the campaign development. Port Stephens product/experiences will be required to be listed on visitnsw.com to feature/benefit from the campaign.

Destination
Port Stephens



DPS SEASONAL CAMPAIGNS

DPS will also undertake seasonal campaigns to drive visitation over the shoulder and low season. They will primarily focus on digital and social media marketing as well as PR. These campaigns are designed to drive conversion (bookings). Value-add offers and special packages will be promoted to drive bookings for your business and increase awareness of the destination and your product.

Autumn: Focus short breaks – relax, rejuvenate and discover Port Stephens

Winter: Focus on adventure, nature (whale season) and Love Sea Food. Promotion via digital and social media as well as traditional media for Love Sea Food.

Social media advertising examples

AUTUMN & WINTER SEASONAL CAMPAIGNS

Inclusion of offer / package to be featured on campaign landing page on portstephens.org.au

Paid social media advertising featuring your product/offer

Feature in EDM to 12,000 holiday club subscribers

Inclusion in campaign media releases

\$650* PER CAMPAIGN

CONSUMER PUBLICATIONS

Port Stephens Map

To provide maps for visitors to Port Stephens, DPS will continue to produce an Official Port Stephens Map which is a valuable resource for visitors and offers members targeted exposure. The map is printed in full colour and distributed locally. A digital version of the map is also distributed via the consumer website for visitors to download or view in a flipbook format.

Being the Official Map for the area offers the opportunity to promote your product to visitors to the region. This is the only map handed out over the counter at the Visitor Information Centre.

Published: June/July 2019

Port Stephens Visitor Guide (Print and Digital)

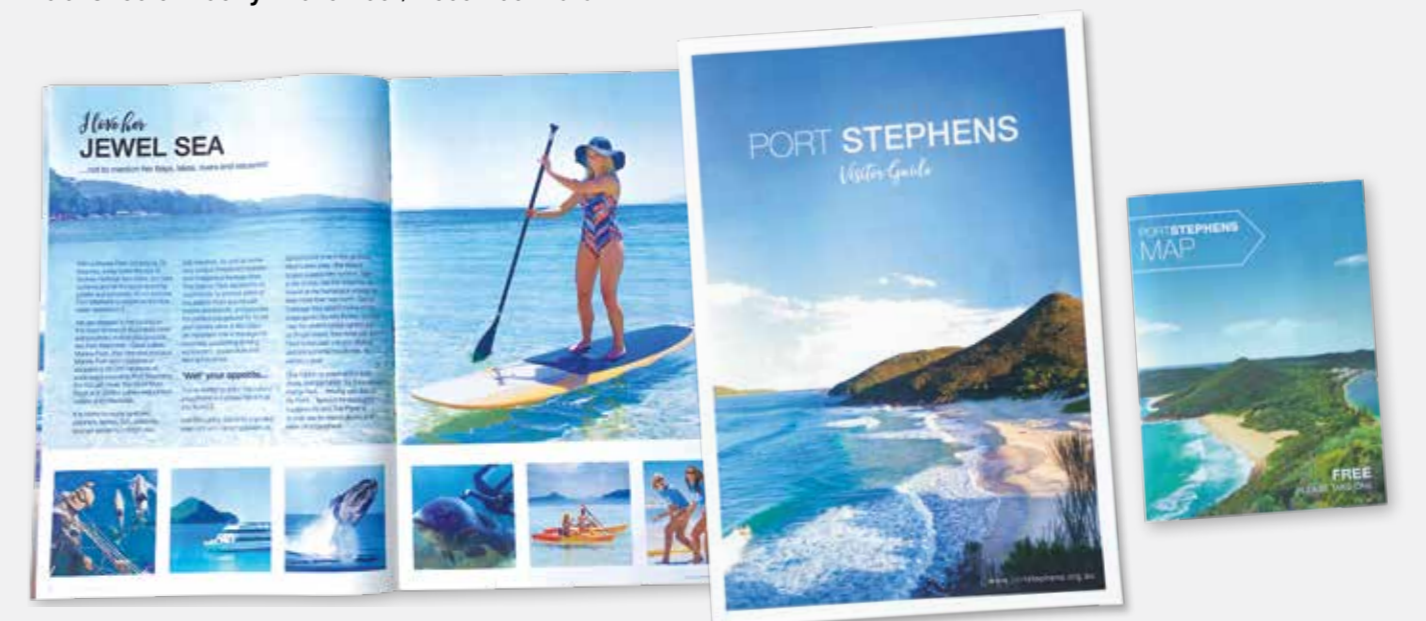
The Port Stephens Visitor Guide is our primary promotional tool. This full colour, high quality, annual publication is a visitor must have "travel tool". The guide features things to see and do in Port Stephens, places to stay or dine, travel information plus advertising and listings for member businesses.

Over 100,000 copies are distributed to all accommodation properties, booking desks, state network of Visitor Centres, hostels and hotels in Sydney CBD, to hire car and camper outlets as well as at international trade shows and through Destination NSW offices worldwide.

A digital flipbook of the Visitor Guide is also available online and features a link from the members advertisement direct to their own website.

All financial members of DPS receive a free listing in the Directory Section of the Visitor Guide.

Published annually: November/December 2019



VISITOR GUIDE & MAP

Port Stephens Map - various advertisement sizes available and includes artwork production From \$650

Port Stephens Visitor Guide - various advertisement sizes available from a twelfth of a page and includes artwork production From \$650

DPS DIGITAL & SOCIAL MEDIA CHANNELS

All members receive a free listing on the DPS visitor website

Website: over 30,000 visits per month. Destination Port Stephens consumer website promotes the destination, experiences and events. Members are provided a free listing to promote their product or experience. When searching Port Stephens in Google the Port Stephens website is number one.

Instagram: over 13,000 followers and growing – less than three months ago we had just over 9,000 followers. Instagram is a growing platform used by consumers for inspiration and to research a destination. Instagram stories provide the opportunity for consumers to connect to the website for more information with the aim to convert interest to bookings.

Facebook: over 29,000 followers. Over the past few months we have integrated the Port Stephens Facebook page with Instagram so that images and posts on Port Stephens Instagram are featured on our Facebook page as user generated content has greater appeal.

Holiday Club: over 12,000 subscribers to the Port Stephens Holiday Club. Members can be featured in EDMs or book a solus EDM.

MEMBER DIGITAL OPPORTUNITIES

DIGITAL & SOCIAL MEDIA	
Three Facebook paid posts promoting your tourism product/experience	\$400
Website Banner advertisement for one month on the DPS visitor website	\$550
Special Offer/package featured on the DPS visitor website for one month (must be bookable online)	\$300
Solus EDM to Holiday Club subscribers (12,000) - call to action to your website	\$650
Feature inclusion in an EDM to Holiday Club subscribers (12,000) - call to action to DPS visitor website	\$250
Professional Instagram Manager on site for one day to provide training on content creation and advice on how to use Instagram effectively	from \$550
Creation of one Instagram story featured on the Port Stephens Instagram	from \$450

Digital Starter Pack

Promote your tourism product via DPS digital and social media channels with our Digital Starter Pack offering you the opportunity to test and analyse the channels that work best for your business.

DIGITAL STARTER PACK INCLUSIONS	
Two posts via Port Stephens Facebook page promoting your tourism product/experience	
Feature inclusion in an EDM to Holiday Club subscribers (12,000) - call to action to DPS visitor website	
Creation of one Instagram story featured on the Port Stephens Instagram	
Special offer/package featured on DPS visitor website (must be bookable online) and integrated into social media posts.	
	\$750

Note: Members are required to provide quality images for all social, digital and website content.



International overnight visitors to Port Stephens is increasing and over the past four years has grown on average by 14.4% per annum and will continue to provide opportunity for growth.

Port Stephens received almost 200,000* international visitor nights which contributed \$17.5* million in the local visitor economy. Port Stephens also received approximately 170,000* international day trip visitors which is estimated to have contributed an additional \$8-\$10 million to the local economy.

DPS has been instrumental in developing the international market for Port Stephens and has supported the development of export-ready products and experiences. Tapping into international markets can be very expensive and for this reason the focus is to increase the inclusion of export-ready Port Stephens product in international travel trade programs (airlines, travel agents and online travel agents) which can then be featured in travel itineraries and packages promoted to consumers in marketing programs.

International markets, whilst not as large as the domestic, offers potential for growth and to drive year-round visitation, contributing to the stability of the local tourism industry. By working together, we can cost effectively promote the destination and the export-ready product and experiences Port Stephens has to offer.

DPS will focus on key international markets including China, SE Asia, New Zealand, and Korea as well as plans to increase activity into the UK and or USA markets in 2019/2020.

To assist new product to target the international markets DPS has introduced a lower rate for developing international product (\$750). Additional information on page 14.

**Source, International Visitor Survey year ending September 2017.*

International Marketing Partner Packages

INTERNATIONAL MARKETING - INTERNATIONAL READY PRODUCT
Product representation at key industry tradeshows and missions which will include Singapore, Malaysia, China, New Zealand and Australian Tourism Exchange (ATE - all markets). Trade Events from July-November 2019 TBC
ATE - DPS works with participating members to showcase a united Port Stephens presence at ATE
Port Stephens International Travel Planner* - Full page inclusion (print and digital). Distributed at international trade events, to inbound operators and to trade and media familiarisation participants as well as Destination NSW thirteen international offices and Tourism Australia
Priority inclusion in international trade and media familiarisations
Featured on the DPS Trade Site where travel trade can download product fact sheets, destination copy, suggested itineraries, images, videos, maps and case studies e.g. incentive groups
Priority inclusion in the hosted ITO familiarisations to Port Stephens
Preferred inclusion in international itineraries promoted to travel trade
Quarterly international marketing partners meetings to share insights and updates
\$1,500*

INTERNATIONAL MARKETING - DEVELOPING INTERNATIONAL PRODUCT
Provision of international mentoring session including market insights
Port Stephens International Travel Planner* - Full page inclusion (print and digital). Distributed at international trade events, to inbound operators and to trade and media familiarisation participants as well as Destination NSW thirteen international offices and Tourism Australia
Potential inclusion in international trade familiarisations (for those that have shown interest)
Featured on the DPS Trade Site where travel trade can download participating product fact sheets, destination copy, suggested itineraries, images, videos, maps and case studies e.g. incentive groups
Featured in new product update to Destination NSW head office and international offices, inbound tour operators and to select relevant agents (based on product appeal to the market)
Opportunity to attend Australian Tourism Exchange on a day pass to meet with buyers on the DPS booth.
Note: Attendance costs for day pass and travel expenses are at your own expense.
Support to attend the Destination NSW New Product Workshop
Inbound tour operator contacts
\$750#

*Note: The Travel Planner will be designed for the travel trade in a fact sheet format to showcase each of the products and experiences Port Stephens has to offer international visitors. Participants will receive an electronic version of their fact sheet for their own use. DPS will also source quotations to translate in traditional Chinese, Korean and Japanese which will be at an additional cost.

#Available to new and developing export ready product for the first year only.

PUBLIC RELATIONS

Publicity is integrated into DPS marketing programs as it can be highly effective in building destination appeal, motivating consumers to travel and to deliver tactical messages around product and pricing.

Our PR activity will focus on generating media coverage each season featuring key experiences, events, new products and special offers that will motivate consumers to visit.

Members will have the opportunity to provide news and product updates for potential inclusion along with digital images in our PR activity.

Familiarisations

DPS hosts many media and industry familiarisation visits to generate media coverage and exposure of Port Stephens and the products and experiences the destination offers. Industry are requested to host media and priority is given to marketing partners.

24 ESCAPE DESTINATION • NEW SOUTH WALES

SAND DUNE ADVENTURES

JOIN THE QUAD SQUAD
Ride the ups and downs of Stockton dunes

TRAFALGAR
FLY FOR \$999*
EXPERIENCE THE BEST OF EUROPE & BRITAIN
SEE YOUR TRAVEL AGENT OR CALL 1300 790 439

escape WEEKEND JUNE 30, JULY 1, 2019

BLUE SKY THINKING

Throw yourself into a Port Stephens holiday, complete with its heady mix of sun, surf, sky and sand - and only two hours from Adelaide

TRAFALGAR
FLY FOR \$999*
EXPERIENCE THE BEST OF EUROPE & BRITAIN
SEE YOUR TRAVEL AGENT OR CALL 1300 790 439

NETWORKING & PRODUCT DEVELOPMENT EVENTS

The Destination Port Stephens Member Networking events are held bi-monthly and provide a regular opportunity for industry to catch up, meet new members and find out the latest news and opportunities across the visitor economy.

Guest speakers provide presentations and updates on topics that can help your business develop as well as updates on strategic planning and developments from Port Stephens Council, Destination NSW, Tourism Australia and other lead agencies.

Visitor Information Centre

The Port Stephens Council Visitor Information Centre (VIC) is an outstanding and underutilised resource for all DPS members. You could be directly reaching the 10,000 visitors the centre receives each month!

We encourage members to regularly update the team at the VIC with any new products or information on your business. They're always keen to find out new information, tips or deals they can pass onto the motivated visitor! An upgrade, new menu, additional service, bonus offer or discount - a recommendation from a local makes your deal even sweeter!

GET CONNECTED

Connect with Destination Port Stephens

Become a member and you will be connected via Destination Port Stephens consumer website, member website and members Facebook.

Promote your product on Destination NSW consumer website (tourism operators only)

Get Connected is Destination NSW's website membership program. It is free, simple and easy to use. Get Connected is open to all tourism operators in NSW. You will have the opportunity to showcase your tourism product on visitnsw.com and Sydney.com which reach more than 2 million potential customers a month, both domestic and international.

Start by registering at atdw.com.au. The more tourism operators featured on visitnsw.com will increase the promotion of Port Stephens and the products and experiences offered.

Destination Port Stephens assists members to list their product via Get Connected.

Follow us on social media

Facebook: facebook.com/portstephenstourism

Instagram: instagram.com/portstephens

Twitter: twitter.com/Port_Stephens



BOOKING FORM

I am interested in investing in the below marketing programs in partnership with Destination Port Stephens and understand that each activity will be invoiced prior to implementation. Advertising rates for the Visitors Guide and Map will be provided to confirm space and booking. Please return to info@portstephenstourism.com.au.

ACTIVITY	COST*	
Destination Campaign Silver Package	\$7,000	
Destination Campaign Gold Package	\$10,000	
Seasonal Campaign Partner - Autumn 2019	\$650	
Seasonal Campaign Partner - Winter 2019	\$650	
Digital Starter Pack	\$750	
Solus EDM to Holiday Club subscribers (12,000)	\$650	
Feature inclusion in an EDM to Holiday Club subscribers (12,000)	\$250	
Special Offer/package featured on DPS Visitor Website for one month (must be bookable online)	\$300	
Website Banner advertisement for one month on the DPS Visitor Website	\$550	
Three Facebook paid posts promoting your product/experience	\$400	
Professional Instagram Manager onsite for one day to provide training on content development and advice	from \$550	
Creation of one story featured on Port Stephens Instagram	from \$450	
Visitor Guide published November/December 2019	from \$650	
Port Stephens Map published June/July 2019	from \$650	
International Ready Product Partner	\$1,500	
Developing International Product Partner	\$750	
		TOTAL

*All prices exclude GST

Business Name _____

Contact _____

Phone _____ Mobile _____

Email _____

Signature _____ Date _____

GLOSSARY

ATE: Australian Tourism Exchange is an annual event held in Australia managed by Tourism Australia.

Travel Trade/Distribution Partners: Includes wholesale agents, travel agents, online agents and airlines who sell and promote travel to destinations.

ITO: Inbound Tour Operators provide land content (product) to international travel trade to sell in market.

DPS: Destination Port Stephens

PSC: Port Stephens Council

DPS Visitor Website: Website developed specifically to promote the destination and members product and experiences – www.portstephens.org.au

DPS Member Website: Website developed to provide easy access for Industry information and updates from DPS – www.portstephentourism.com.au

DPS Members Facebook: A members only Destination Port Stephens Facebook page where you can post product updates, events etc and communicate with other members.

Get Connected: Get connected is the Destination NSW program that allows tourism businesses to be displayed on their consumer websites www.visitnsw.com and www.sydney.com and Tourism Australia's website www.australia.com

Australian Tourism Data Warehouse (ATDW): ATDW is the national database that is owned and managed by the official state government destination marketing bodies and Tourism Australia. This database feeds the state tourism websites eg. www.visitnsw.com as well as other commercial websites.

Please note: All prices exclude GST. The information contained within this document are subject to change without notice.



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