

An aerial photograph of a coastal area, likely Port Stephens, Australia. The image shows a sandy beach on the left, a wooden pier extending into the water, and several sailboats anchored in the bay. The water is a clear, vibrant blue, and the sky is a mix of blue and white clouds. The text is overlaid on the upper portion of the image.

DESTINATION PORT STEPHENS
International Marketing Prospectus 2019-2020

Marketing Port Stephens – International

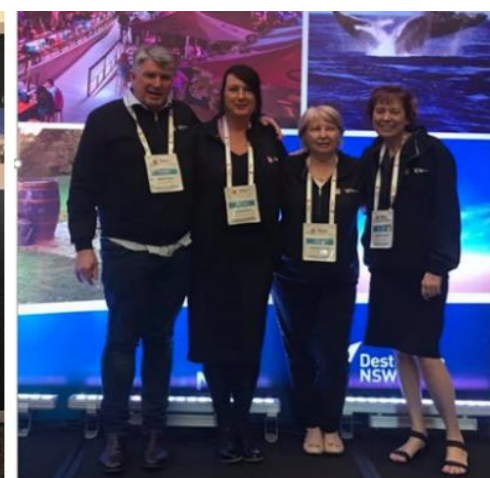
The international market is important to the Port Stephens as overseas visitors travel year-round, contributing to the stability of the local tourism industry.

International overnight visitors to Port Stephens has averaged 15% growth over the past five years attracting 45,000 international overnight visitors who stayed 165,000 nights in year ending March 2019. The region also attracts a significant number of day trip visitors (approx. 170,000 per annum) which contributes significantly to the visitor economy and the sustainability of some of Port Stephens attractions and operators, who also invest in international marketing.

Tapping into international markets can very expensive and for this reason our 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 undertaken by travel trade and Destination NSW to drive visitation.

DPS has been instrumental in developing the international market for Port Stephens and has supported the development and promotion of export-ready products and experiences. For DPS to continue to invest and develop the international market requires the support of industry stakeholders.

By working together, we can cost effectively promote the export-ready product and experiences Port Stephens have to offer, expand the markets being targeted and continue to grow international visitation.



Industry Partnership Opportunities

DPS provides support and advice to emerging export-ready products and promotes international marketing partners at all trade events, workshops and features in relevant opportunities to increase exposure and inclusion in international programs. DPS works with Destination NSW and Tourism Australia to host travel trade and media familiarisations, attend trade events and provides product and destination information, itinerary planning advice and training to travel trade with a focus on international marketing partners.

| International Ready Product | Developing* (emerging) International Product |
|---|--|
| Product representation at key industry tradeshows in 19/20: China, UK Europe, Australia Tourism Exchange, New Zealand. | Product representation at key industry tradeshows in 19/20: China, UK Europe, Australia Tourism Exchange, New Zealand. |
| Destination Port Stephens works with industry partners to showcase a united and Co-ordinated presence at ATE. | Provision of international mentoring session including marketing updates. |
| Featured in Destination Port Stephens presentation at tradeshows. | Participation in joint sale calls to ITO's. |
| Port Stephens International Travel Brochure – print and digital (translated in Chinese) distributed at all international trade events and to inbound trade and media participants. The brochure is also featured on Destination Port Stephens Trade Website. | Port Stephens International Travel Brochure – print and digital (translated in Chinese) distributed at all relevant international trade events and to inbound trade and media participants. The brochure is also featured on Destination Port Stephens Trade Website. |
| Develop or update fact sheet* of your product to be distributed at all trade events and famils. Used in the follow up of inbound agents after tradeshows. Featured on the Destination Port Stephens Website for trade to download. <i>*If multiple fact sheets additional artwork costs may apply.</i> | Develop or update fact sheet* of your product to be distributed at all trade events and follow up. Featured on the Destination Port Stephens Website for trade to download. <i>*If multiple fact sheets additional artwork costs may apply.</i> |
| Preferred inclusion in the itineraries promoted to the travel trade international. | Featured in a New Product Update to Destination NSW head office, international offices, inbound tour operators and relevant travel agents (based on product appeal to market) |
| Recommended for inclusion in International trade and media familiarisations. | Support to attend a DNSW New Product Workshop or attend a DNSW First workshop. |
| Participate in a key inbound agent famil for the Western. This could include showcasing your property, meet and greet of the agents, attend a breakfast, dinner or lunch with the agents. | Opportunity to attend Australian Tourism Exchange on a day pass to meet with buyers on the Destination Port Stephens booth (valued up to \$500). Note: Attendance cost and travel expenses are at your own cost. |
| Six monthly updates in the form of a report or an International Partnership meeting. | Six monthly updates in the form of a report or an International Partnership meeting. |

Booking Form – 19/20 International Marketing

Working in partnership with DPS provides cost effective international marketing opportunities to increase the promotion and exposure of your product/experience to the international travel trade for inclusion in packages and itineraries sold to consumers.

Business Name: _____

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Contact Name: _____

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Phone: _____

Mobile: _____

Email: _____

Yes, I'd like to book the following:

- International Marketing Partnership – Export Ready Product @ \$1,500 International Marketing Partnership
- International Marketing Partnership –Developing Export Ready Product \$750*

I agree to the total investment of \$_____ with Destination Port Stephens which the total amount will be invoiced and paid by Direct Deposit.

Signature: _____ **Date:** _____

Please return to Sharon Turley, International Marketing at Destination Port Stephens: sharon@portstephentourism.com.au

If you have any questions regarding the International partnership, please ring Sharon Turley: 4981 2964