

DESTINATION PORT STEPHENS AND OUR ROLE

Port Stephens Tourism Ltd trading as 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. The Board sets the strategic direction and oversees the operation of DPS and implementation of the strategic plan.

Funding for Destination Port Stephens is sourced primarily from an annual investment from Port Stephens Council, members, strategic partners, and grant funding. Ultimately, it is up to industry and local businesses—the members—to support the organisation that will in turn, ensure growth in the visitor economy.

Destination Port Stephens creates, develops, and implements a range of projects and marketing programs aimed at increasing destination awareness and travel to Port Stephens. In partnership with members, the organisation also implements a range of tactical marketing campaigns to drive bookings 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 and businesses.



VISION:

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

PURPOSE:

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

VISITATION

In the 12-month period from July 2019 to June 2020, Port Stephens received 1.7 million visitors who stayed 2.7 million nights and spent \$569 million in the local economy. That is equal to over \$1.6 million a day spent in the local Port Stephens economy.

Visitors to Port Stephens declined by 4% however visitor nights were up by 2% as at year ending June 2020. This was due to strong growth in the first six months of the 2019-2020 financial year prior to the impact of the bushfire crisis and COVID-19 on travel to the region in the second half of the financial year.

YE June 2020	July-Dec 2019	Jan-June 2020
Visitors	27%	-27%
Visitor Nights	28%	-15%

 $Source: Tourism\,Research\,Australia\,Domestic\,and\,International\,Visitor\,Surveys\,year\,ending\,June\,2020$



WHY BECOME A MEMBER?

If you are in the tourism industry or an associated business that derives indirect benefits, we encourage you to join and support DPS to continue to grow the visitor economy.

Many local businesses are more aware of the contribution tourism makes to their business when travel restrictions were in place in NSW. The impacts of COVID-19 have shown that we need to work collaboratively and unite to rebuild a strong visitor economy

Every dollar spent in tourism (\$569 million in Port Stephens) generates an estimated additional 91 cents* into other parts of the economy.

Currently, around 200 members gain access to a range of benefits and partnership marketing opportunities with DPS.

The low membership fee (\$200 per annum plus GST) provides the opportunity for industry and local businesses to support the ongoing marketing of the destination which in turn drives economic benefits to the local area.

Membership with DPS also allows you to take advantage of the marketing, networking and business development benefits included in your membership package as well as to invest in marketing programs to promote your business in partnership with DPS.

* Source. Tourism 2020 – Tourism Australia's National Long-Term Tourism Strategy



BENEFITS OF BECOMING A MEMBER

Secome a member for just \$200* plus GST per annum.

As a member you will be contributing to the ongoing marketing of the destination to grow the visitor economy which delivers benefits to the tourism industry and local businesses, as well as associated businesses who supply goods and services to the local tourism industry.

Join today to access the following membership benefits:

- Promotion of your product on DPS consumer website portstephens.org.au-attracts over 1.2 million-page views per annum
- Brochure display at the accredited Visitor Information Centre (professional brochure size DL) to access on average 10,000 visitors per month
- Ability to have your tourism product bookable through our website and over the counter at the Visitor Information Centre
- Free Visitor Guide directory listing and opportunity to advertise in consumer publications (Port Stephens Visitor Guide and Map – advertising rates apply)

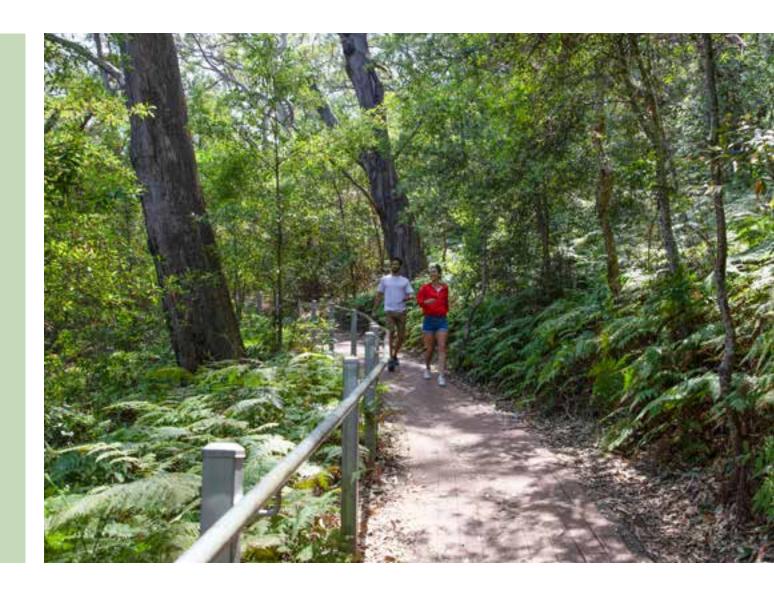
- Access to destination branding and images
- Invitation to attend regular member networking meetings (includes online meetings)
- Access to the DPS Member Facebook group a B2B industry networking group
- Opportunity to participate in co-operative marketing programs
- Access to corporate member website
 (statistics, image library, plans and reports, member contact list and industry papers as well as product development opportunities)
- Potential to be featured in DPS generated publicity and visiting journalist program
- Members Fact Sheet providing access to information on opportunities for promotion, training, as well as key contacts.
- Eligibility to nominate for Destination Port Stephens board of directors
- Voting rights at the annual board elections Further details on DPS Marketing programs is outlined on pages 8 to 13.



HOW TO BECOME A MEMBER?

- To join Destination Port Stephens will take just a few minutes.
- Go to: www.portstephenstourism.com.au/join
- Complete the online form and return to info@ portstephenstourism.com.au

An invoice will be issued and once payment is received you will receive a welcome email outlining how you can access your membership opportunities as well as other resources to develop your business.



MARKETING PORT STEPHENS

Destination Port Stephens' primary role is to develop and implement destination marketing programs. Due to the significant impacts of COVID-19 our programs in 2020-21 are required to be flexible and adaptable.

Co-operative marketing opportunities are available for members to participate to promote their product or experience.



2020-21 RECOVERY STRATEGY

In May 2020, DPS released a COVID-19 Recovery strategy which focuses on a three-phase program aimed at providing support to the tourism industry and local businesses during the crisis and when travel restrictions lifted to drive destination marketing, This staged approach to the recovery campaign allows agility and flexibility as required.

DPS launched Phase one of recovery marketing programs from June to October 2020 (see New Domestic Destination Brand Campaign).

Phase two of the campaign is planned to launch in February 2021 (pending market conditions). The campaign will build on the activity undertaken in Phase one however will include a focus on driving interstate visitation in partnership with Newcastle Airport. Members will have the opportunity to invest in partnership with DPS in Phase two of the campaign.

DPS will work closely with our members to access available grant funding and paid partnerships to further extend our marketing programs.



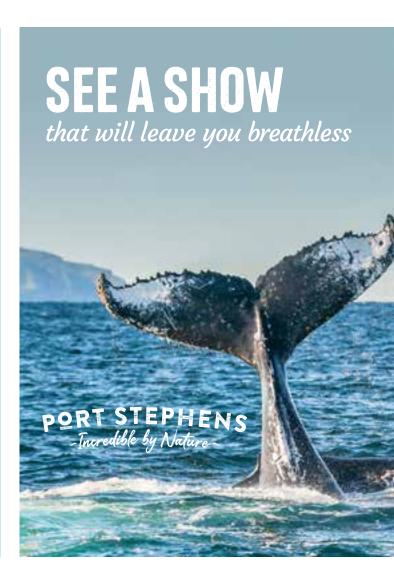


NEW DOMESTIC DESTINATION BRAND CAMPAIGN

In June 2020, DPS launched phase one of a new destination brand and campaign. The new Port Stephens 'Incredible by Nature' campaign aimed to re-boot the vital local visitor economy in the wake of COVID-19. Developed in partnership with Destination NSW, the campaign showcases the extraordinary experiences and authentic 'locals' that make Port Stephens a must-do destination.

The distinctive new brand was born by identifying the region's unique combination of incredible nature and humble, coastal town soul. Aspirational local experiences are leveraged to inspire consumers to explore what's on offer and plan their visit.

In support of the campaign, Port Stephens Council invested to extend the reach of the campaign which included outdoor, TV, print, content, digital and social media targeting Sydney and Regional NSW. Outdoor advertising (Light Rail Train Wrap and Maxi Panels on Sydney trains) will continue until December 2020. DPS will continue to implement digital, social media and PR over Spring/Summer and undertake tactical programs as required.



DESTINATION BRAND CAMPAIGN CREATIVE EXAMPLES



SOCIAL MEDIA



SYDNEY LIGHT RAIL



BILLBOARDS



SYDNEY TRAINS



BUSINESS EVENTS

Destination Port Stephens developed a new business events marketing program in early 2020. As the market recovers, DPS will continue to work with industry partners to promote and secure business events, conferences and incentives through strategic initiatives.

Participation in DPS business events marketing program is in addition to membership fees.
Contact DPS for details.







INTERNATIONAL

Prior to COVID-19, international visitors to Port Stephens was an important market as overseas visitors travel year-round contributing to the stability of the local tourism industry.

DPS has supported the development and promotion of export-ready products and experiences in partnership with the support of industry members.

Whilst international visitation is not possible at the current time, DPS continues to engage and promote Port Stephens to the international travel trade via online webinars and workshops, in partnership with Destination NSW and Tourism Australia, so that we are in a strong position to rebound once international borders open for travel.

Participation in DPS international marketing program is in addition to membership fees.
Contact DPS for details.



WEBSITES AND SOCIAL MEDIA

CONSUMER DIGITAL & SOCIAL MEDIA CHANNELS

The Port Stephens consumer website www. portstephens.org.au and social media channels are primary marketing communication channels for the destination.

- Consumer Website portstephens.org.au has an audience of over 30,000 visits per month.
 - 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
 - Opportunity to have your product available to book online and at the Visitor Information Centre
- Social media: DPS has over 50,000 followers on social media platforms.

 Holiday Club: 12,000 subscribers to the Port Stephens Holiday Club. Members can be featured in newsletters (EDMs) or book a product specific EDM (fees apply).

CORPORATE WEBSITE

The corporate website portstephenstourism.com.au has been developed to provide resources for our members including access to images, statistics, and product development information.

- facebook.com/portstephenstourism
- instagram.com/portstephens/
- youtube.com/channelUCqmqFmM4HMp6i4h8jWS9lwg
- twitter.com/Port_Stephens



CONSUMER PUBLICATIONS

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 magazine style guide features things to see and do, places to stay, tours, activities, dining etc plus advertising and listings for member businesses.

Over 100,000 copies are distributed to accommodation properties, booking desks, state network of Visitor Centres, hostels and hotels in Sydney CBD, to hire car and camper outlets.

A digital flipbook of the 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 and are offered the opportunity to advertise.

Published annually: Next edition planned for early 2021. Various advertisement sizes will be available from \$650*

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.

Published: Next edition early 2021. Advertising available from \$650*

*Publication is dependent on members advertising. Timeframes may change pending market conditions.



VISITORS CENTRE PROMOTIONAL OPPORTUNITIES ... CENTRE OF ATTENTION

The Port Stephens Visitor Information Centre (VIC) is a very valuable resource for all DPS members with an average of 10,000 visitors to the centre per month and an average of 3,500 phone calls per month!

As part of the DPS – Port Stephens Council strategic partnership, members of DPS have access to a range of promotional opportunities in the Nelson Bay VIC including:

- In-Centre Advertising: The VIC offers members the opportunity to promote their product on the digital screen (additional fees apply).
- Brochure Display: DPS members can display one brochure on the brochure racks at the VIC for no charge.

BookEasy Training: The VIC can take accommodation and tour bookings for your product. BookEasy is the online reservation system linked to the DPS consumer website portstephens.org.au. The booking platform is managed by the team at the VIC who provide training for all levels of operation.



