

PORT STEPHENS

~Incredible by Nature~

MARKETING CAMPAIGN FACT SHEET

In partnership, Destination Port Stephens and Destination NSW have created the new *Port Stephens - Incredible by Nature* marketing campaign. Launching on 24th June, 2020, the campaign showcases Port Stephens' appeal as a destination offering extraordinary experiences amongst an incredible natural backdrop. You can get involved in the campaign too:

WHY THE NEW CAMPAIGN?

This campaign aims to stimulate the visitor economy by increasing appeal and consideration for Port Stephens as a holiday destination outside of the peak summer season. To do this, the campaign tells the story of Port Stephens as a naturally beautiful, vibrant and exciting playground for visitors, that is in close proximity from Sydney. The campaign is emotionally driven, distinctive and showcases extraordinary and memorable experiences.

LOOK AND FEEL

The campaign features new images and video assets that are warm, authentic and striking. They highlight the range and diversity of experiences on offer across water, sand and land. The campaign showcases experiences on the sand such as sandboarding, quad biking and cultural tours; water experiences such as SUP, surfing, sailing, and dolphin encounters; and land experiences such as hiking, summit views, beaches and the natural landscape.

THE AUDIENCE

Active Couples

The *Incredible by Nature* campaign is targeting the Active Couples audience who are predominantly aged between 25 and 40 years and reside in Greater Sydney and Northern Inland NSW.

Active Couples:

- ▶ Possess the freedom to travel regularly and have money for 'brag-able', premium accommodation and activities
- ▶ Enjoy excursions, adventures, sports and short getaways to decompress from their busy urban schedules
- ▶ Chase new adventures by day and relaxation and indulgence by night

- ▶ Seek aligned experiences to build moments and memories
- ▶ Are influenced by social media and 'insta worthiness', authenticity, word-of-mouth, recommendations and accessibility.

WHERE YOU CAN SEE THE CAMPAIGN?

A highly targeted digital and social media strategy will increase awareness, stimulate consideration and encourage holidaymakers to book a Port Stephens getaway. Channels include:

- ▶ The Visit NSW homepage [here](#), which receives around 768,000 visits every month
- ▶ Digital video across various publications
- ▶ Facebook and Instagram video
- ▶ Facebook and Instagram static and carousel ad formats
- ▶ Instagram Stories
- ▶ Digital billboard at Sydney Airport
- ▶ Inner West Light Rail tram wrap
- ▶ Display banner advertising across online travel, food and lifestyle websites
- ▶ Concrete Playground content partnership
- ▶ Content across digital publisher, We Are Explorers channels to their highly engaged urban outdoor audience
- ▶ Travel inspired influencer activity

All the marketing activities will encourage visitors to Port Stephens campaign pages on [visitnsw.com](#) which will showcase visitor experiences, attractions, tours and accommodation under the following key campaign themes:

- ▶ WATER
- ▶ SAND
- ▶ LAND



visitnsw.com

GET INVOLVED AND SPREAD THE WORD

Local operators can get involved in Incredible by Nature by using imagery, videos and key messaging featured across the campaign on their own channels. By working together we can spread the word further and inspire even more visitors to plan their Port Stephens getaway.

Businesses that use the campaign assets will benefit from brand recognition and alignment with the multi-channel marketing activities being implemented by Destination NSW and Destination Port Stephens.

KEY MESSAGING

- ▶ Port Stephens brings together the best of mother nature and human nature. It's a place like no other with incredible experiences and unique stories to share.
- ▶ The people of Port Stephens are incredible by nature. Feel a warm welcome from locals who love their piece of paradise, but are more than happy to share.
- ▶ Hear the call of adventure in Port Stephens. Where else on earth can you swim with dolphins, surf sand dunes then ride a camel? From the sea to the sand, Port Stephens truly is incredible by nature.
- ▶ Port Stephens is a place where the catch of the day can change the menu in moments. From abalone to oysters and snapper to prawns, the spirit of the sea hits the plate faster here.
- ▶ The traditional owners of Port Stephens land are the Worimi people. Stand proudly with them on sacred sand. Hear their Dreaming stories and the distant call of wild dolphins. Explore majestic dunes and learn ancient rituals. Welcome to Country. Welcome to Port Stephens.

Please note, you will need to [register/login](#) to the Destination NSW Content Library in order to view the campaign imagery via the below link

[CLICK TO ACCESS CAMPAIGN IMAGERY](#)

[CLICK TO ACCESS INDUSTRY TOOLKIT ASSETS](#)

INCREDIBLE BY NATURE VIDEOS

Feel free to share these videos on your social media channels or online as another way to align your business with the *Incredible by Nature* message and campaign:

[DESTINATION CAMPAIGN VIDEO](#)

[WATER SPECIFIC VIDEO](#)

[SAND SPECIFIC VIDEO](#)

[LOCAL STORIES VIDEO SERIES](#)

WAYS TO UTILISE THE CAMPAIGN

- ▶ **List your business for free on visitnsw.com**
List your tourism business – accommodation, tours, food and drink venues, events and visitor attractions – in the Port Stephens section of visitnsw.com by creating a free product listing at destinationnsw.com.au/getconnected
- ▶ **Link your online booking system**
Visitnsw.com showcases accommodation and visitor experiences in Port Stephens. Link your online booking system to your Get Connected product listing so users can book directly through visitnsw.com
- ▶ **Share the campaign on social media**
Share the *Incredible by Nature* social assets across your social media channels, using the campaign hashtags **#portstephens** **#newsouthwales** **#incrediblebynature** and **#LoveNSW** when posting
- ▶ **Use the campaign images and messaging**
Use the new imagery and messaging to update your website and marketing collateral such as brochures, flyers etc.

GET IN TOUCH

For more information on getting involved in the *Incredible by Nature* campaign, please contact:

Destination Port Stephens
info@portstephenstourism.com.au
4981 2964



PORT STEPHENS
~Incredible by Nature~