

**JOIN TODAY!**  
BE AN INTEGRAL PART OF OUR *Incredible* PLACE

## MEMBERSHIP PROSPECTUS 2022-23



*Destination*  
**PORT STEPHENS**



# Contents

03	<b>Destination Port Stephens and our role</b>
04	<b>Visitation</b>
05	<b>Why become a member?</b>
06	<b>Benefits of becoming a member</b>
07	<b>How to become a member</b>
08	<b>Marketing Port Stephens</b>
09	Domestic marketing
11	Business events
12	International
13	<b>Websites and social media</b>
14	<b>Visitors Centre advertising opportunities</b>

Information correct as at July 2022 and is subject to change without notice.

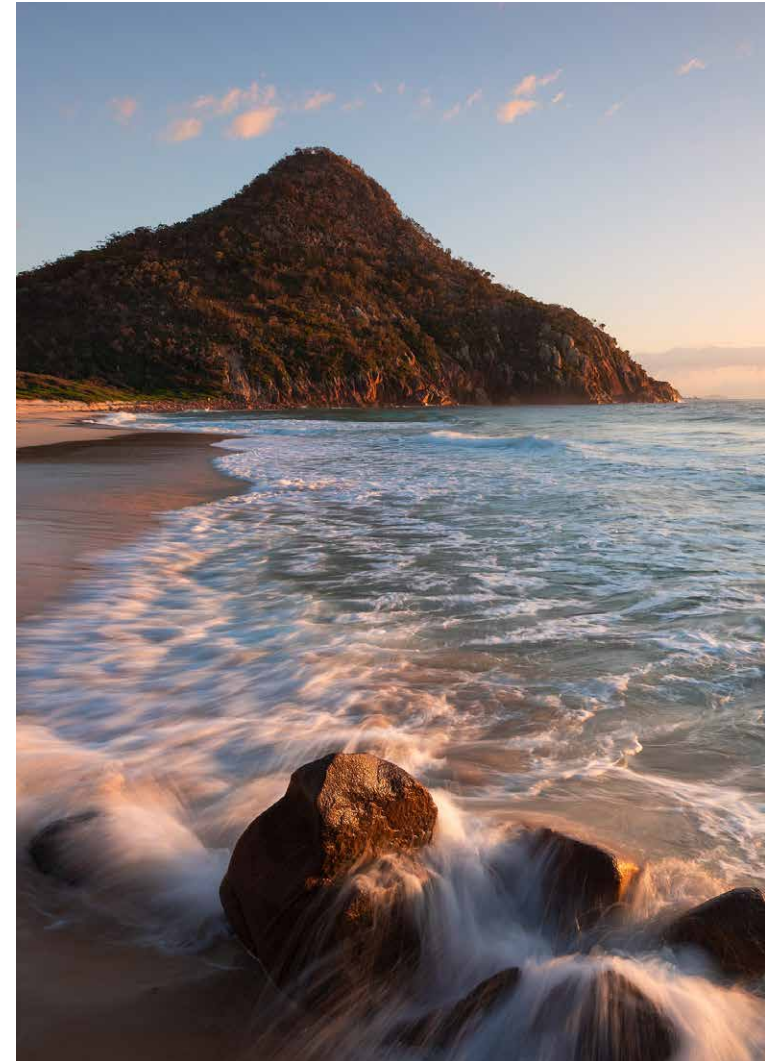
## DESTINATION PORT STEPHENS AND OUR ROLE

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:

To be one of Australia's most successful and sustainable tourism destinations.

## OUR GOAL:

To increase visitor expenditure to \$1 billion annually by 2025 (from \$705 million in 2021).



## VISITATION

For year ending June 2021, the total number of visitors to Port Stephens was just over 1.7 million (up 2%) who spent over 2.5 million nights (up 5%).

Overall growth was impacted by Covid-19 obliterating international visitors and visitor nights.

The domestic market to Port Stephens achieved strong growth between 2017 and 2019 with an annual growth rate of 9% before the impacts of Covid-19. In 2020, visitation declined before rebounding in 2021 with a 20% increase in domestic overnight visitors.

Visitor expenditure increased by 25% to reach \$705 million in year end June 2021. This equates to \$1.9 million a day into the local economy.

	Year Ending June 2020	Year Ending June 2021
Visitors	1.69 million	1.71 million
Visitor Nights	2.3 million	2.5 million
Visitor Expenditure	\$569 million	\$705 million

Source: Tourism Research Australia Domestic and International Visitor Surveys year ending June 2020 and 2021.

TOURISM  
CONTRIBUTES  
**\$1.9**  
MILLION A DAY  
TO THE PORT  
STEPHENS  
ECONOMY



## 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 (\$705 million in Port Stephens) generates an estimated additional 91 cents\* into other parts of the economy.**

Currently, around 220 members gain access to a range of benefits and partnership marketing opportunities with DPS.

The low membership fee (\$300 <sup>#</sup> 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.

<sup>#</sup> Membership fees are increasing to \$300 + GST per annum as at January 2023.



## BENEFITS OF BECOMING A MEMBER

Become a member for just  
**\$300\*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](http://portstephens.org.au) - attracts over 1.6 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
- Opportunity to advertise in consumer publication (Port Stephens Visitor Guide/Map) – advertising rates apply)
- Invitation to attend regular member networking meetings (includes online meetings)
- Access to destination branding and images
- 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 Resource Guide 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.

\*Membership fees are increasing to \$300 + GST per annum as at January 2023. For members who join in the second half of 2022, fees will be charged pro-rata of the current 2022 annual membership fee (\$200 + GST) plus the 2023 membership fee for membership through to December 2023. Membership fees correct as at July 2022 and are subject to change.



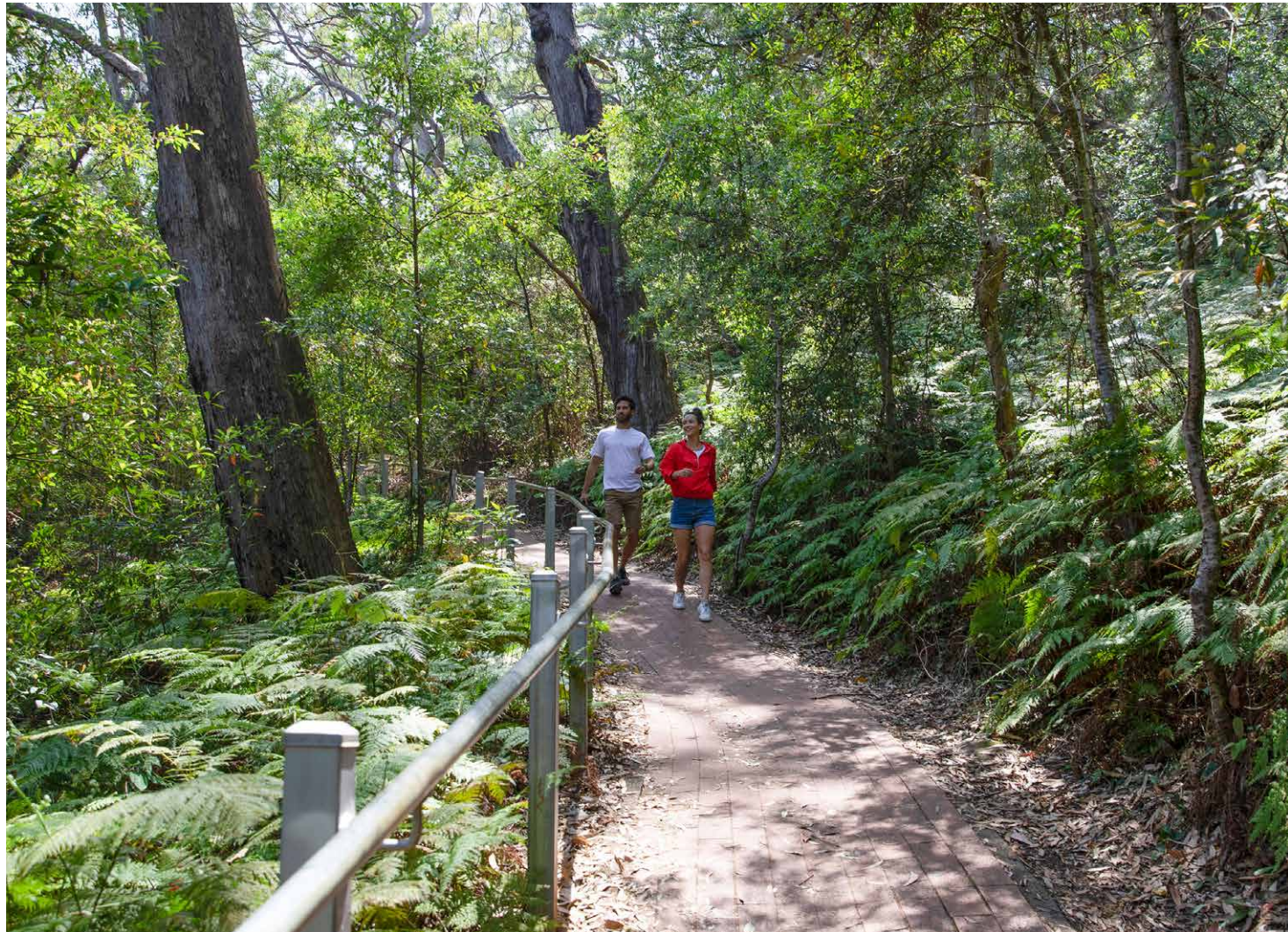


## HOW TO BECOME A MEMBER?

- To join Destination Port Stephens will take just a few minutes.
- Sign-up using the link below:  
**[portstephentourism.com.au/join](https://portstephentourism.com.au/join)**
- Complete the online form and pay by credit card

Once payment is received you will receive a tax invoice and a welcome email outlining how to access your membership opportunities as well as other resources to develop your business.

Please note: All new member applications must go via the Destination Port Stephens Board for approval.





## MARKETING PORT STEPHENS

Destination Port Stephens' primary role is to develop and implement destination marketing programs. Due to the potential ongoing impacts of Covid-19, our programs in 2022-23 are required to be flexible and adaptable.

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





## DOMESTIC MARKETING

DPS undertakes destination marketing programs to build destination awareness and ultimately to drive increased visitation to Port Stephens.

To extend our marketing programs, DPS works in partnership with our members, Destination NSW, and travel distribution and media partners to extend our investment and reach of our marketing programs. DPS also work in partnership with Newcastle Airport and travel industry partners e.g., airlines and online agents to target interstate visitors.

To promote Port Stephens year round, DPS undertakes an always on program of digital, social media and PR.

Members have the opportunity to invest in partnership with DPS in seasonal campaigns which aim to drive visitation primarily during the shoulder seasons, Spring and Autumn, as well as in campaigns in partnership with travel industry partners.

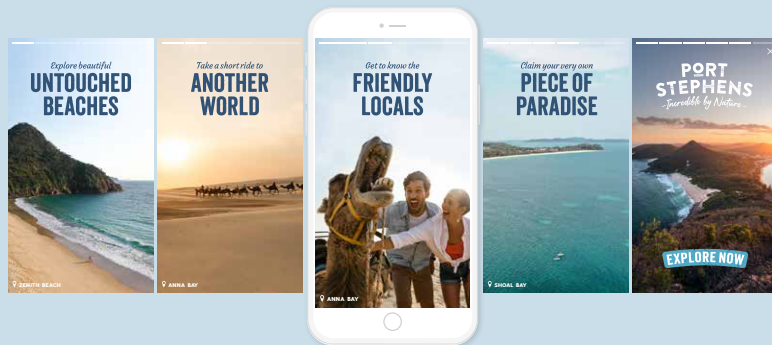
# SEE A SHOW

*that will leave you breathless*

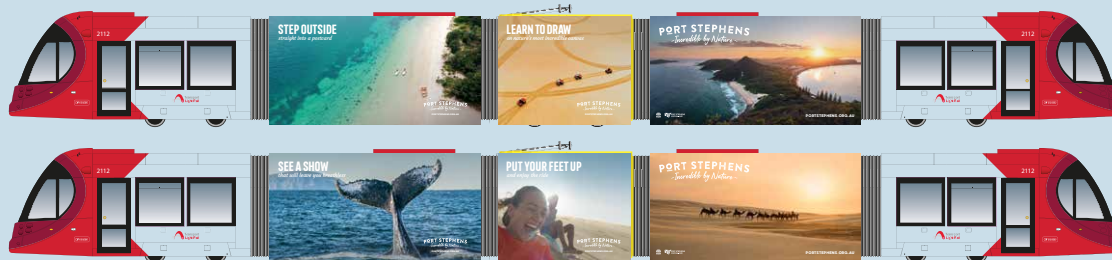
**PORT STEPHENS**  
*Incredible by Nature*

## DESTINATION CAMPAIGN CREATIVE EXAMPLES

### SOCIAL MEDIA



### SYDNEY LIGHT RAIL



### BILLBOARDS



### SYDNEY TRAINS





## BUSINESS EVENTS

Destination Port Stephens undertakes marketing programs to promote the region as a business event destination to secure corporate and association meetings, conferences and incentives.

Business Events represent one of the highest yielding sectors in the Australian visitor economy and contributes to driving mid-week and traditional shoulder and low season visitation.

DPS works with industry partners to promote and secure business events to Port Stephens through strategic initiatives.

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



## INTERNATIONAL

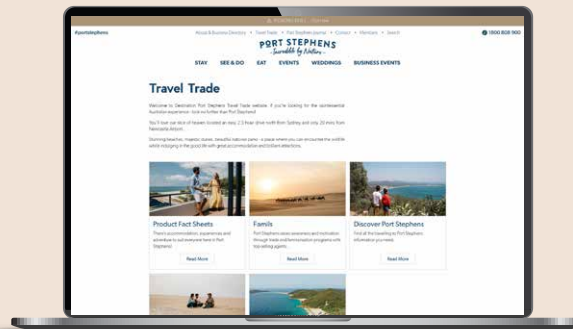
With Australian borders opening in February 2022, international visitation has been returning to Port Stephens. Prior to the pandemic, Port Stephens received almost 170,000 international visitor nights which contributed \$11 million to the visitor economy. Port Stephens also received approximately 170,000 international day trip visitors which is estimated to have contributed an additional \$10 million to the local economy.

Attracting international visitors can be very expensive and therefore 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 are then featured in packages and itineraries promoted to consumers.

DPS works in partnership with Destination NSW and Tourism Australia to engage with international travel trade via attendance at trade events, sales calls as well as by hosting familiarisation visits to showcase Port Stephens and the experiences we offer.

DPS will focus on international markets that are returning in greater numbers to Australia e.g., Singapore, South Korea and the UK in 2022-23.

Members will have the opportunity to participate in DPS international marketing programs which is in addition to membership fees. Contact DPS for details.





## WEBSITES & SOCIAL MEDIA

### CONSUMER DIGITAL & SOCIAL MEDIA CHANNELS

The Port Stephens consumer website **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 55,000 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).



[facebook.com/portstephenstourism](https://facebook.com/portstephenstourism)



[instagram.com/portstephens/](https://instagram.com/portstephens/)



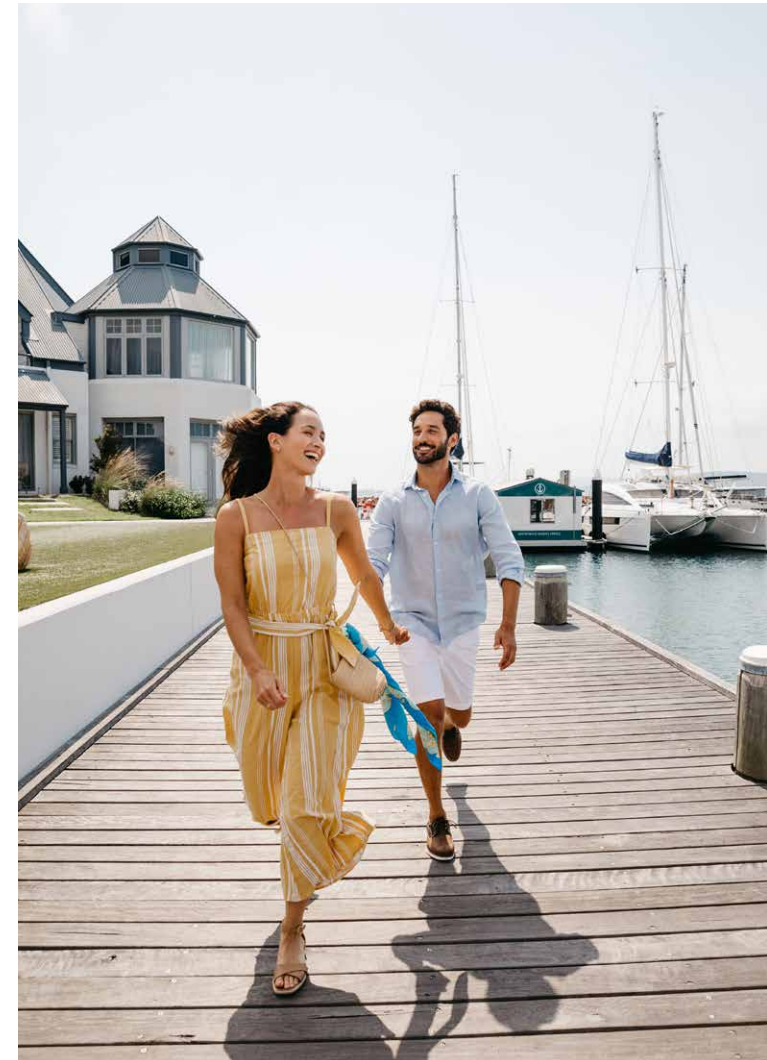
[youtube.com/user/visitportstephens](https://youtube.com/user/visitportstephens)



[twitter.com/Port\\_Stephens](https://twitter.com/Port_Stephens)

### 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.





## 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 professional brochure on the brochure racks at the VIC for no charge.
- BookEasy Training: BookEasy is the online reservations system linked to the DPS consumer website [porstephenstourism.org.au](http://porstephenstourism.org.au) to enable online bookings for accommodation, tours and attractions as well as for the VIC to make bookings for visitors. The VIC provides BookEasy training to tourism operators who have product that has the ability be booked online (commission fees apply).







### MEMBERSHIP TEAM

[info@portstephentourism.com.au](mailto:info@portstephentourism.com.au)  
02 49812964

### CORPORATE WEBSITE

[portstephentourism.com.au/join](http://portstephentourism.com.au/join)

*Destination*  
**PORT STEPHENS**