

MEMBERS ONLY
BE AN INTEGRAL PART OF OUR *Incredible* PLACE

MEMBER RESOURCES GUIDE 2022-23



Destination
PORT STEPHENS



CONTENTS

Section 1: Marketing | Pg 3 - 7

- Consumer Marketing
- Business Events
- Tourist Attraction Signposting

Section 2: Resources | Pg 8 - 9

- Business Development Resources
- Images and Content
- Facts, Figures and Research

Section 3: Connect | Pg 10 - 11

- Connect with Local Tourism Industry
- Subscriptions – industry updates and news
- Key Contacts

GETTING YOU SET UP FOR SUCCESS

We are pleased to have you as a member of Destination Port Stephens (DPS) and we want to see you succeed and thrive in whatever part you play in growing the visitor economy in Port Stephens.

The purpose of this guide is to empower you to make the most of every opportunity available to promote and grow your business. We have compiled a list of tools and resources that we hope you find useful.

You will also find information on our corporate website including a **directory of members** that you can connect with.

If you require any additional information or assistance, please contact Destination Port Stephens on (02) 4981 2964 or email: info@portstephentourism.com.au

CONSUMER MARKETING OPPORTUNITIES

DIGITAL

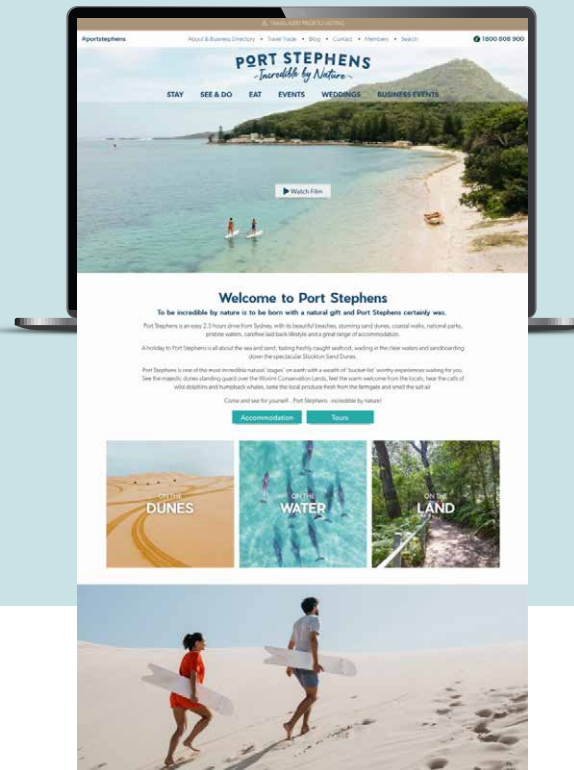
List your product for **free** and use social media tags to reach millions of potential customers.

Destination Port Stephens Consumer website
www.portstephens.org.au

- **Member Listing:** Members receive a (one) listing as part of your membership package. To create a listing, you need to provide suitable images and a product description as per the instructions provided to you on joining. Our website receives over 30,000 users per month and is the primary call to action for our marketing programs undertaken to drive visitation.
- **Bookeasy Booking Engine:** DPS and the Port Stephens Visitor Information Centre manage an online booking engine for visitors to book tours, accommodation and products via our consumer website. Contact the Port Stephens Visitor

Information Centre on 4988 0900 for information on setting up an online bookable product* on portstephens.org.au (*commission applies)

If you require assistance please contact DPS
Email: info@portstephentourism.com.au
Phone: (02) 4981 2964



MARKETING AND PROMOTION



DIGITAL

List your product for **free** and use social media tags to reach millions of potential customers.

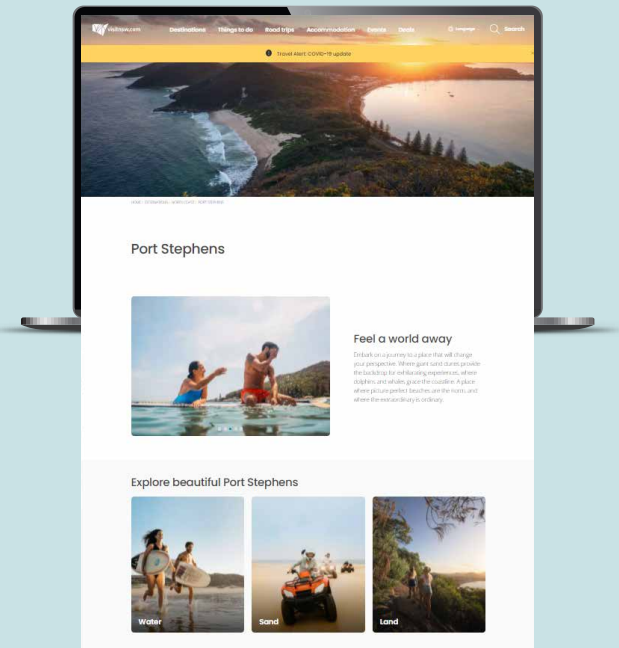
Consumer websites:

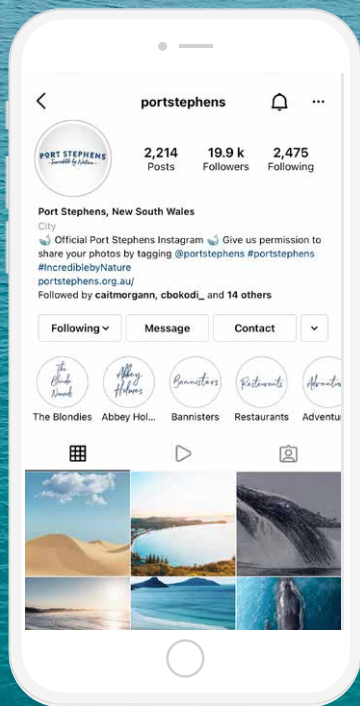
Destination NSW: www.visitnsw.com

Tourism Australia: www.australia.com

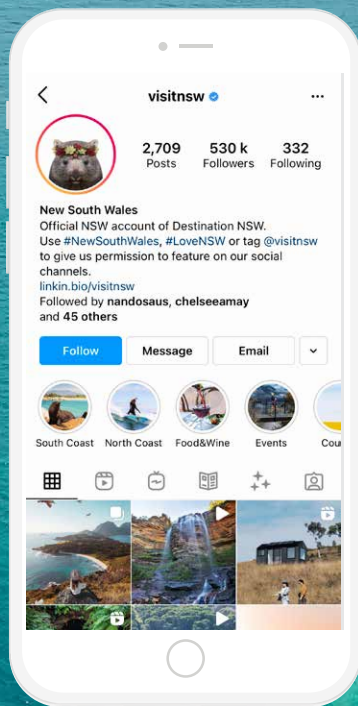
List your tourism product on Destination NSW's consumer websites **free** of charge and tap into over 1.25 million potential customers a month, both domestic and international - that's 15 million people a year who are looking for tourism products!

- **Get Connected** is Destination NSW's website membership program. Simple, easy to use and is free to all tourism operators within New South Wales. You just need to **register** via the ATDW-Online website which is the national digital tourism platform that powers the Get Connected Program. Your content will feature on **www.visitnsw.com**, **www.australia.com** and over 70 other local and national travel websites.
- For information on Get Connected **[click here](#)**.

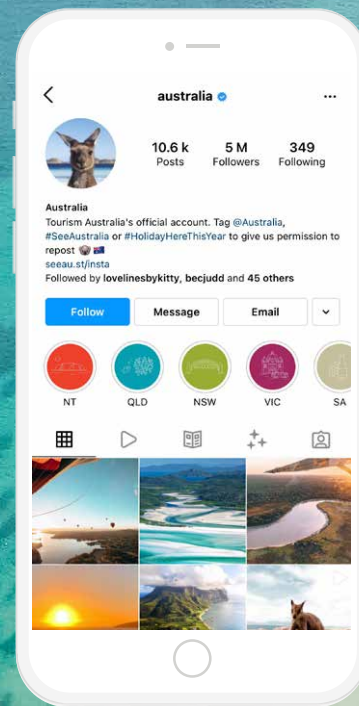




@portstephens



@visitnsw



@australia

SOCIAL MEDIA

- **Destination Port Stephens:** DPS has over 55,000 followers across our social media channels including **Facebook** and **Instagram**. Please ensure that you hashtag your posts to allow us to share your content. Use the following hashtags: **#portstephens #IncredibleByNature**
- **Destination NSW:** Operates over 16 social media channels promoting awareness of NSW destinations, experiences, attractions, and key events to consumers in domestic and international markets. They reach over 1.2 million followers on **Facebook** and half a million followers on **Instagram**. Remember to include the Destination NSW hashtags when posting on your channels. To share your regional NSW content ensure you tag **#NewSouthWales #feelnew #feelnsw** You can also access Destination NSW social media guidelines **online**.
- **Tourism Australia:** With a reach of over 8 million **Facebook** followers and 5 million **Instagram** followers ensure you tag **#seeaustralia @australia**



DPS MARKETING PROGRAMS

DPS offers members the opportunity to invest in co-operative marketing opportunities targeting domestic, international and business event visitors. DPS also works closely with Destination NSW to promote Port Stephens and advises industry of opportunities as they become available via our monthly newsletter.

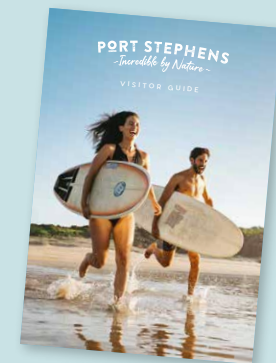
Please contact DPS for information on our marketing programs or [check here](#).



PORT STEPHENS VISITOR INFORMATION CENTRE

Port Stephens Visitor Information Centre is located at 60 Victoria Parade, Nelson Bay. The VIC can be contacted on 1800 808 900 or by email info@portstephens.org.au. Make time to visit or call the visitor centre to introduce yourself! If you have special offers or new products, remember to update the visitor centre and DPS.

Brochure display: Your membership entitles you to one quality DL size brochure space in the visitor centre. You are responsible for producing and printing your brochure or flyer.



BUSINESS EVENTS

- **Meet in NSW: www.meetinnsw.com.au**

This website showcases regional NSW destinations for business events as well as venue and supplier listings. It is managed by the regional conferencing team at Destination NSW. Visit the website to register and create your free listing or offer. **Click here.**

- **NSW Regional Conferencing Toolkit**

Destination NSW has produced a toolkit for Regional Business Event Suppliers which includes tools and tips of the trade. **Click here.**

TOURIST ATTRACTION SIGNPOSTING

Tourist signs in NSW have a white legend on a brown background. Tourist attractions can apply for tourism signposting through Destination NSW (cost of signs is covered by applicant). For further information **click here.**



BUSINESS DEVELOPMENT AND RESOURCES



BUSINESS DEVELOPMENT

- Destination NSW has an extensive range of business development resources available to assist tourism operators and related businesses in the tourism and events industry. **Click here.**
- You can view online webcasts, access the NSW First Guides on how to Develop, Promote and Sell your tourism product plus register to be kept informed of product development and training opportunities available via Destination NSW, NSW First Program. For information and to register **click here.**

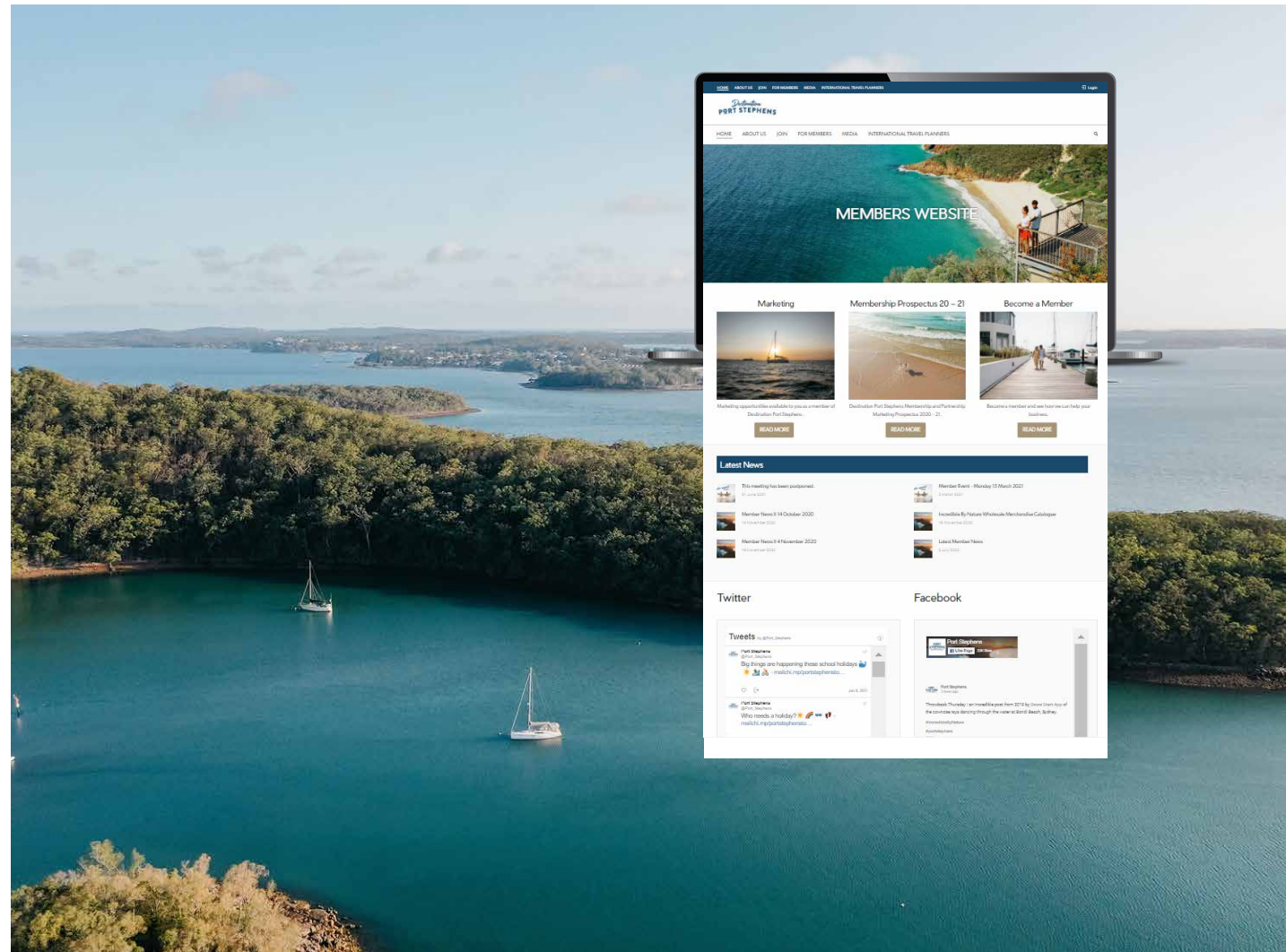
IMAGES AND CONTENT

- The Destination NSW Content Library is a resource that includes inspiring images and content on Port Stephens for industry to access for the purpose of promoting NSW tourism experiences. You can find out more about the content library and register. **Click here.**
- Destination Port Stephens also has a range of images and video content available. Please email requests to info@portstephentourism.com.au.



FACTS, FIGURES & RESEARCH

- DPS produce an annual Tourism Monitor on visitation statistics to Port Stephens which is available on our **corporate website**. Please contact DPS who will assist with available data to meet your requirements.
Email: info@portstephentourism.com.au
- Destination NSW is the lead provider in NSW of the latest statistical data and analysis to assist the tourism industry. You will find all the facts, figures and tourism insights you need to understand the latest trends. **Click here.** You can also request specific information you may require.
- **Tourism Research Australia** is a branch within Austrade and are Australia's leading provider of quality tourism intelligence across both international and domestic markets. **Click here.**



CONNECT



CONNECT WITH LOCAL TOURISM INDUSTRY

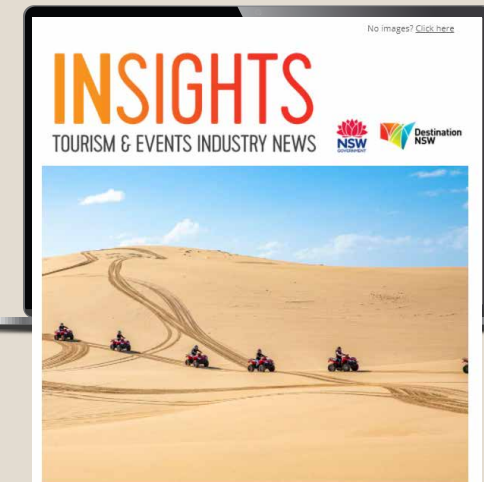
- Destination Port Stephens **Members Facebook Page**. You can join the DPS Members Facebook page which will enable you to engage with other members and promote your product or service.
- A directory of Destination Port Stephens members is available on our **corporate website** for you to access.

SUBSCRIPTIONS

When you join DPS you are automatically registered to receive our Industry Newsletters.

We recommend that you also register to receive industry news from:

- Destination NSW Industry “**Insights**” Newsletter
- Tourism Australia’s “**Essentials**” Newsletter
- Austrade – **Tourism News** Newsletter
- **Business Events News** – To register **click here**
- **Destination Sydney Surrounds North** Newsletters



QUARANTINE-FREE TRANS-TASMAN TRAVEL CONFIRMED

Industries engaged in the NSW visitor economy have welcomed the New Zealand Government's announcement that it will join the Safe Travel Zone between Australia and New Zealand from 19 April.

The announcement will enable quarantine-free travel between Australia and New Zealand on both sides of the Tasman helping to reunite families and friends and give tourism operators a significant boost.

Destination NSW is working with media and industry partners in New Zealand to capture the first international tourism market for Australia since border restrictions were introduced last March. This includes conversion partner campaigns to drive flight, accommodation and

KEY INDUSTRY CONTACTS

Destination Port Stephens

Eileen Gilliland (CEO)

Natalie Compton (Coordinator)

Mel Turner (Marketing)

Email: info@portstephens.com.au

Phone: (02) 4981 2964

Port Stephens Visitor Information Centre

Email: info@portstephens.org.au

Phone: (02) 4988 0900

Destination NSW

A list of key contacts at Destination NSW and their international offices is available on their corporate website. [Click here.](#)

Industry contacts and associations

An industry network contact list is available on the Destination NSW corporate website which has been produced to aid new and expanding tourism and events business operators. It serves as an introduction to the types of organisations in the marketplace that can help you. [Click here.](#)

Destination Network: Sydney Surrounds North

Destination Sydney Surrounds North (DSSN) is one of six Destination Networks formed by Destination NSW to work closely with local government, tourism organisations and operators.

The Destination Networks are incorporated bodies (not part of Destination NSW) however receive funding from the NSW Government to support regional tourism.

Glenn Caldwell (General Manager)

Email: glenn.caldwell@dssn.com.au

Phone: 0408 567 088

Michael Forster (Industry Development Manager)

Email: michael.forster@dssn.com.au

Phone: 0466 093 709





MEMBERSHIP TEAM

info@portstephentourism.com.au

02 49812964

CORPORATE WEBSITE

portstephentourism.com.au/join

Destination
PORT STEPHENS