

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 26 February, 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 5.00pm

### Addendum Agenda

#### **Presentations**

- TA18.10      Update on Hyams Beach - community presentation (Morgan Sant)  
*To update members of the Shoalhaven Tourism Advisory Group on  
Hyams Beach issues.*

#### **Reports**

- TA18.11      Destination Marketing .....1

## TA18.11 Destination Marketing

**HPERM Ref:** D18/20068

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To provide a summary of Destination Marketing activity for October - December 2017.

### Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Destination Marketing Report for information.

### Options

1. Receive the report for information
2. Request more information

### Quarterly Survey Research Statistics – year ending September 2017

#### HIGHLIGHTS (just in)

- Record visitor spend of \$898M up 23% year on year. A huge result for yield and jobs.
- Total visitors at 3.22million, which is a large annual number, however the annual increase overall is up conservatively at 3.7% year on year. Considerable increases are in the winter and spring periods.
- The makeup of visitors shows that domestic overnight visitors (our highest yield market) is up 15% and day domestic day visitors is down 6.5%.
- Domestic overnight visitor nights are up 11% year on year, which is a new record and brings the average number of nights to 3.4 nights per person, coinciding with our stay longer, spend more strategies.
- International visitor numbers are up 28.5%, and yet the number of nights for international visitors remains virtually the same. This is due to us attracting a lot more international day visitors from Sydney and possibly not having the economy priced beds to house the numbers in region.

### Publicity Update

#### Trade and Industry News – Awards and Famils

#### **2017 Stayz Awards**

Shoalhaven won 4 of the 10 National Awards

<https://awards.stayz.com.au/2017-winners/>

Best Family Stay – Berry Beach Farm, Berry NSW

Best Indulgence Stay – Wilburra, Kangaroo Valley  
Best Pet Friendly Stay – Blue Island Culburra Beach  
Best Value Stay – Saddleback Cottage, Berry NSW

### Publicity – Notable Articles (General Tourism)

Major articles listed below – many can be viewed by clicking the links, some articles still to come.

Publication	Reach	Links / Update
Channel 7 News + multiple sites	1.5M+	Re-introduction of Quolls to Booderee National Park <a href="http://www.canberratimes.com.au/act-news/quolls-to-be-reintroduced-to-the-mainland-in-the-wilds-of-booderee-20171223-h09qiv.html">http://www.canberratimes.com.au/act-news/quolls-to-be-reintroduced-to-the-mainland-in-the-wilds-of-booderee-20171223-h09qiv.html</a>
Stuff.co.nz	100K	<a href="https://www.stuff.co.nz/travel/themes/beaches/100427010/hyams-beach-new-south-wales-beach-with-the-whitest-sand-in-the-world">https://www.stuff.co.nz/travel/themes/beaches/100427010/hyams-beach-new-south-wales-beach-with-the-whitest-sand-in-the-world</a>
Good Food online	400K	<a href="https://www.goodfood.com.au/travel/destination-guides/where-to-eat-and-drink-at-the-new-south-wales-south-coast-20171126-gztdir">https://www.goodfood.com.au/travel/destination-guides/where-to-eat-and-drink-at-the-new-south-wales-south-coast-20171126-gztdir</a>

Australian Geographic	573K	<a href="https://travel.nine.com.au/2017/12/13/14/39/australias-whitest-beaches">https://travel.nine.com.au/2017/12/13/14/39/australias-whitest-beaches</a>
Highly syndicated best beach in the world #7 Hyams	3M+	Hyams Beach judged number 7 in the world <a href="http://www.escape.com.au/holiday-ideas/beach-holidays/worlds-best-beaches-australias-whitehaven-and-hyams-beach-in-top-10/news-story/cc705544f8cab4e77c054cef636c490d">http://www.escape.com.au/holiday-ideas/beach-holidays/worlds-best-beaches-australias-whitehaven-and-hyams-beach-in-top-10/news-story/cc705544f8cab4e77c054cef636c490d</a>
Travel Channel US	440K	Best swimming spots (NSW) Jervis Bay, Kangaroo Valley. <a href="http://www.southcoastregister.com.au/story/5164558/culburra-travel-blogger-lights-up-american-screens/">http://www.southcoastregister.com.au/story/5164558/culburra-travel-blogger-lights-up-american-screens/</a>
Canberra Times	706K	Shoalhaven River, Lake Conjola, Moona Moona, Shallow Crossing <a href="http://www.canberratimes.com.au/act-news/canberra-life/seven-secret-swimming-spots-on-the-south-coast-20171207-h00oig.html">http://www.canberratimes.com.au/act-news/canberra-life/seven-secret-swimming-spots-on-the-south-coast-20171207-h00oig.html</a>
Nine News Illawarra	60K	Coralie Bell and Culburra Beach Motel on Nine News <a href="https://www.facebook.com/9NewsIllawarra/videos/1958021577797435/?hc_ref=ARQ7oDzWXahsAxXoEgJeOmqqZmwgNA7pBZJhGebNb51Qy87hB7hyYbRwgjN8DROYQts">https://www.facebook.com/9NewsIllawarra/videos/1958021577797435/?hc_ref=ARQ7oDzWXahsAxXoEgJeOmqqZmwgNA7pBZJhGebNb51Qy87hB7hyYbRwgjN8DROYQts</a>
The Australian	319K	Jervis Bay Wild / Sailing / Cruising <a href="http://www.theaustralian.com.au/life/travel/on-board-cruising/messing-about-in-boats-whitsundays-vietnam-french-polynesia-jervis-bay/news-story/dada18aec179e942b8d9ae5b38dc7978">http://www.theaustralian.com.au/life/travel/on-board-cruising/messing-about-in-boats-whitsundays-vietnam-french-polynesia-jervis-bay/news-story/dada18aec179e942b8d9ae5b38dc7978</a>
WIN News 100 Beach Challenge	40K	Tom and Chris as well as Coralie were interviewed. <a href="https://www.youtube.com/watch?v=7kmWQeSVP0A">https://www.youtube.com/watch?v=7kmWQeSVP0A</a>
Realstate.com	3.1M	Sydney prices pushing people to Seachange, mentions Mollymook <a href="https://www.realestate.com.au/news/exit-stage-left-generation-mel-told-to-get-out-of-sydney-now/">https://www.realestate.com.au/news/exit-stage-left-generation-mel-told-to-get-out-of-sydney-now/</a>
Time Out Sydney	228K	Flash Camp glamping at Coolendel <a href="https://www.timeout.com/sydney/news/theres-a-new-glamping-site-on-the-nsw-south-coast-121417">https://www.timeout.com/sydney/news/theres-a-new-glamping-site-on-the-nsw-south-coast-121417</a>
Concrete Playground	800K	Flash Camp glamping at Coolendel <a href="https://concreteplayground.com/melbourne/travel-">https://concreteplayground.com/melbourne/travel-</a>

		leisure/leisure/nsws-south-coast-glamping-retreat-popping-back-summer/
Best Australian Drives + Qantas inflight + Audi network	600K	Collette Dinnigan, Cambewarra Lookout Café, Cupitt Winery, Wharf Rd Restaurant <a href="https://7plus.com.au/BDRI?episode-id=BDRI01-004">https://7plus.com.au/BDRI?episode-id=BDRI01-004</a>
Taste of Travel – Channel 10 and WIN Illawarra	140K	South Coast special - Jervis Bay Kayaks, Cupitts, Ulladulla Fishing Charters, Mollymook and Ulladulla motels and apartments. <a href="https://tenplay.com.au/channel-ten/a-taste-of-travel#Episodes/">https://tenplay.com.au/channel-ten/a-taste-of-travel#Episodes /</a>

#### Publicity Update – summer touch-points

<b>Road Toll issues</b>		
Multiple international coverage	5M+	<a href="https://www.9news.com.au/national/2018/01/13/15/27/jessica-falkholt-clings-to-life">https://www.9news.com.au/national/2018/01/13/15/27/jessica-falkholt-clings-to-life</a>
Multiple national coverage	2M+	<a href="http://www.smh.com.au/nsw/two-people-airlifted-to-hospital-after-fatal-head-on-crash-narrawallee-20180111-h0h2gv.html">http://www.smh.com.au/nsw/two-people-airlifted-to-hospital-after-fatal-head-on-crash-narrawallee-20180111-h0h2gv.html</a>
South Coast Register	100K	<a href="http://www.southcoastregister.com.au/story/5156835/man-in-serious-condition-after-princes-highway-bus-and-car-crash/">http://www.southcoastregister.com.au/story/5156835/man-in-serious-condition-after-princes-highway-bus-and-car-crash/</a>
<b>Hyams Beach issues</b>		
Illawarra Mercury 13 Jan	37K	<a href="http://www.illawarramercury.com.au/story/5165791/popularity-of-south-coast-beach-drives-locals-to-despair/">http://www.illawarramercury.com.au/story/5165791/popularity-of-south-coast-beach-drives-locals-to-despair/</a>
Domain.com.au	795K	<a href="https://www.domain.com.au/news/worlds-whitest-sand-tagline-tormenting-permanent-residents-of-hyams-beach-20180113-h0ffzl/">https://www.domain.com.au/news/worlds-whitest-sand-tagline-tormenting-permanent-residents-of-hyams-beach-20180113-h0ffzl/</a>
SMH Traveller	863K	<a href="http://www.traveller.com.au/hyams-beach-the-whitest-sand-in-the-world-h06bgt">http://www.traveller.com.au/hyams-beach-the-whitest-sand-in-the-world-h06bgt</a>
Illawarra Mercury + syndication	120K+	<a href="http://www.illawarramercury.com.au/story/5165791/popularity-of-south-coast-beach-drives-locals-to-despair">http://www.illawarramercury.com.au/story/5165791/popularity-of-south-coast-beach-drives-locals-to-despair</a>
South Coast Register	8,200	<a href="http://www.southcoastregister.com.au/story/5153312/popularity-of-hyams-beach-hideous-for-residents/">http://www.southcoastregister.com.au/story/5153312/popularity-of-hyams-beach-hideous-for-residents/</a>
2ST +	6K	<a href="https://www.2st.com.au/news/shoalhaven-news/118563-councillor-guile-says-hyams-beach-tourists-should-pay-for-parking">https://www.2st.com.au/news/shoalhaven-news/118563-councillor-guile-says-hyams-beach-tourists-should-pay-for-parking</a>
The Financial Review	49K	Interviews with residents on Hyams Beach <a href="http://www.afr.com/business/banking-and-finance/hyams-beach-with-whitest-sand-on-earth-becomes-victim-of-its-own-popularity-20180118-h0k7ow">http://www.afr.com/business/banking-and-finance/hyams-beach-with-whitest-sand-on-earth-becomes-victim-of-its-own-popularity-20180118-h0k7ow</a>
The Australian	319K	“Beach Enclave Hordes, Haunt Lucky Owners” <a href="https://tinyurl.com/yboyzhvy">https://tinyurl.com/yboyzhvy</a>

Harper's Bazaar	144K	Bannisters feature in October Magazine Escape Weekends. <a href="https://tinyurl.com/y95s98cx">https://tinyurl.com/y95s98cx</a>
Luxury Travel online	300K	Bannisters Hotel review <a href="https://www.luxurylifestylemag.co.uk/travel/hotel-review-australia-bannisters-by-the-sea/">https://www.luxurylifestylemag.co.uk/travel/hotel-review-australia-bannisters-by-the-sea/</a>
A Taste of Travel, Channel 10	200K	Full feature on South Coast – Jervis Bay Kayak, Cupitts, Ulladulla Fishing Charters, Mollymook Cover Apartments, Bannisters Hotel, Husky B&B, Harborview Serviced Apartments Ulladulla <a href="http://www.atasteoftravel.com.au/episode-2">http://www.atasteoftravel.com.au/episode-2</a>

#### Publicity Update – Social Media Influencers

Lauren Bath	5K	Bannisters promo <a href="https://www.instagram.com/p/BcwP6zEAo86/?hl=en&amp;taken-by=laurenepbath">https://www.instagram.com/p/BcwP6zEAo86/?hl=en&amp;taken-by=laurenepbath</a>
Tourism Australia	66K	Repost Tourism Australia (Booderee Echidna) <a href="https://www.instagram.com/p/BcJ9Ai3Df4K/?hl=en&amp;taken-by=australia">https://www.instagram.com/p/BcJ9Ai3Df4K/?hl=en&amp;taken-by=australia</a>
National Geographic	200K	Organic post National Geographic Channel at Pebbly Beach
Tourism Australia	69K	Organic Post Tourism Australia (2018 cover shot VG) <a href="https://www.instagram.com/p/BcNgw5_jpCB/?hl=en&amp;taken-by=australia">https://www.instagram.com/p/BcNgw5_jpCB/?hl=en&amp;taken-by=australia</a>

## South Coast Unspoilt Campaign Update

### Interim results end campaign Nov 2017

The 2017 campaign has now concluded, and the interim campaign results indicate that the campaign performed very well and exceeded the targets that were set. The interim campaign results indicate strong year on year growth across both visits and leads to industry. Further information on results will be available in February 2018.

### 2018 Campaign:

Regular DNSW WIP meetings are now in progress to plan for the 2018 campaign which will commence in April 2018, spanning autumn, winter and spring. The EOI for the one-off addition of video content creation has been circulated to agencies are still under review. Agreed approach from the South Coast partners is not for big advertising agency approach and more of a production company / media company approach. The media plan is due back from the agency by early February for approval. Once the campaign partners have signed off on the approach, publicity opportunities will be available to the Minister and partners.

## Arts and Culture Brochure and Promotion

Tourism Marketing look forward to consulting with The Shoalhaven Arts Board (SAB) who have nominated Barbara Dawson to be the SAB representative on the Shoalhaven Tourism Advisory Group working group considering cultural tourism opportunities.

In the coming months marketing will liaise with local arts, history and heritage groups to create content around the highlights and trails throughout the area. This will include another A5 brochure in our suite of themes activity brochures as well as online campaigns and a small publicity component, as well as product development. Marketing would like STAG to assist in the development of ideas for this project.

## 'Our Stories' Video series

Andy Zakeli, our inhouse videographer has completed another set of videos featuring operators and their stories. Spring focus was adventure, nature and wildlife and Summer was Coastal and Aquatic themes. They have been doing well across social media – different versions on Facebook and Instagram. Please watch our videos below if you haven't already.

Developments across the Spring Adventure / Wildlife / Nature and Summer Coastal and Aquatic Series:

*Tom from Region X* tells his story of nature touring career and experiences on the Pebbly to Pretty Beach Walk and Pigeon House Mountain Walk. View: <https://vimeo.com/248232069>

*Natalie Childs from South Coast Soul* Natalie from a Jervis Bay Yoga studio tells her story of zen on the south coast and the beautiful environments she teaches her students in. View: <https://vimeo.com/249736948>

*Dave from Paradise Pets Park* tells his story of long history in dog training and the unique socialisation at his Falls Creek boarding and day care facility perfect for visitors with pets. View: <https://vimeo.com/248231702>

*Liz from Hyams Beach Hampers and Huts* explains her unique business providing local produce hampers and picnic set ups in Jervis Bay as well as her favourite beach and experiences. View: <https://vimeo.com/247922041>

*Bart from Jervis Bay Kayaks and Paddlesports Co* describes the exhilaration of aquatic adventures in Jervis Bay such as calm waters and dolphins. View: <https://vimeo.com/242875111>

*Nick from Shoalhaven Zoo* explains his passion for his zoo and the unique experiences you can have with the animals such as meerkats, lions and monkeys. View: <https://vimeo.com/241435744>

More videos in production for our Summer and Arts and Culture series are in production such as:

- The Fleet Air Arm Museum
- Friendly local Surf Lifesavers (Mollymook)
- Clyde River Berry Farm
- Sussex Inlet Fisherman and boat hire

## 2018 Visitor Guide

100,000 copies produced at \$0.87c each offset by advertising to approximately \$59,000 in revenue, covering two thirds of our printing costs this year. Media Kits were put out early last year, allowing for smooth production and a high demand for space in the publication.

The guide arrived in time for Summer Holidays distribution on 1 December. 37,000 copies have already been distributed including:

49 NSW Visitor Centres

Extensive distribution to tourism operators in region

8,500 tipped onto Australian Geographic (Jan/Feb) in NSW and ACT newsstand

The remaining 63k in guides to be distributed throughout the year.

A landing page campaign has been live since December with inbound campaign links from google, Facebook and Instagram ads.

### Website Visitor Guide Downloads:

Guide Release Date: 24/11/2017 (53 days active)

Guides Downloaded: 261 (avg. 5 per day)

Request for Hard Copies: 57

Request to join mailing list (contained in Visitor Guide Download Form): 105

### Facebook Visitor Guide Campaign Results:

Durations: 14 days (Dec 25<sup>th</sup>, 2017 – Jan 8<sup>th</sup>, 2018)

Website Link Clicks: 393

Page Likes (resulting from Advert): 32

Downloads: 20 Guides  
People Reached: 12,679  
Impressions: 33,959

## 100 Beach Challenge Update

### Strategy:

More than a year into the campaign, and the 100 Beach Challenge is proving a successful promotional tool of Shoalhaven's coastal and aquatic assets as well as an important dispersal strategy to diversify the economy and visitor economy across the region. It has been an essential tool in the communication strategy of Hyams Beach overcrowding this summer, being the linch pin to combat visitor and corporate communications. Social media posts, blog content and google ads promoting all the 16 white sand beaches of Shoalhaven were targeted to visitors within and outside the region.

### Promotions:

The 100 Beach Challenge user generated content strategy for social media and has continued to fuel our weekly fan photos and use of the #100BeachChallenge hashtag. The fold out map in the 2017 visitor guide has been highly praised and utilised by operators and has therefore been included in the 2018 visitor guide also. Entry and exit billboards in the Shoalhaven remain skinned with the 100 Beach Challenge promo.

Number of uses of Hashtags across Instagram: 3,133 posts

### Publicity:

Local filmmakers Chris and Tom, Instagram handle @100beachchallenge took up the challenge off their own bat to complete the challenge in 3 days after seeing two students from Sydney complete it in 3 weeks. They created a video of their journey which was picked up by WIN News and gave the campaign a boost in the lead up to summer. View: <https://www.instagram.com/p/BbjQkl4n8U/?hl=en&taken-by=100beachchallenge>

## Shoalhaven.com Website Update

Our new shoalhaven.com website went live mid-October and has been performing well. More promotion needs to be done around the itinerary builder but the format, user experience and ability to access experiences has been garnering great feedback. 42 hours of out of scope improvements and reporting modules are still in the process of being built. We hope the board is utilising and sharing the word about how useful this site is.

### Analytics

Unique users 40,173  
Pageviews 114,440  
Pages per visit 2.26  
Bounce rate 57.72%

### Top pages-

Honeymoon Bay (6,877)  
Visitor Guide (6,279)  
Bookings/place (3,994)

## Digital and Social Media Update October 31, 2018 – January 15, 2018

Social Media changes coming

Mark Zuckerberg (Facebook Founder) just announced major changes to Facebook's platform - its algorithm. In a battle to combat spam and irrelevant content, Facebook is changing the way you see content on your newsfeed. By reducing 'irrelevant' content by 20%, Facebook will concentrate on post by family, friends and groups by enhancing their visibility on the newsfeed. Facebook will also penalise brands and business who produce spam-like content (think: "like this post", "share this post to win!") to encourage business and brand pages to create genuine community engagement.

This means that we will need to investigate suitable strategies to overcome these changes and to ensure we continue to have engaging content. Refining our strategies will be key during this period, some recommendations include:

- A greater emphasis on video content (in-house) and user-generated content (permission from the creator)
- A shift on focus from 'Likes' to 'comments' (in the past the number of likes was a good indicator on how well the post is going, now it's better to measure how many comments)
- Allocated budget to 'Boost' posts on a more frequent basis
- Investigate how we can incorporate involvement into 'Groups' in our strategies. For example, engaging with the local 'Shoalhaven Foodie' group or creating our own group with a specific niche.
- The possibility of Facebook Live - however the brand alignment and sustainability of this methods would need to be proven first.

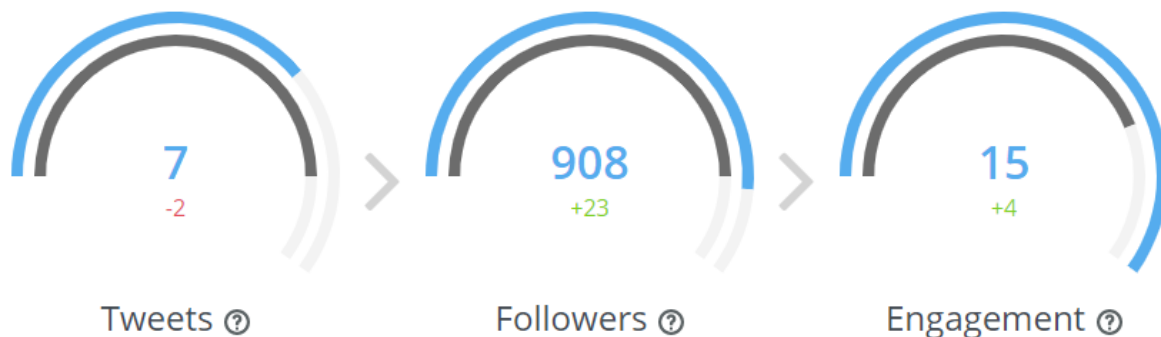
## Instagram @visitshoalhaven



## Facebook @visitshoalhaven



## Twitter @visitshoalhaven



## Visitor EDM

### October:

3,475 recipients  
26.2% open rate  
Most Clicked Link – Diving and Snorkelling

### November:

3,464 recipients  
24.6% open rate  
Most Clicked Link - Dog and Monocle Bar and Restaurant

### December:

3,458 recipients  
28.2% open rate  
Most Clicked Link – Shoalhaven Stories: Meet Dave from Paradise Pet Parks

## Tourism Talk

### October:

1151 recipients  
29.7% open rate  
Most Clicked Link – visit shoalhaven.com website

### November:

1,145 recipients  
34.3% open rate  
Most Clicked Link – Events

### December:

1,136 recipients  
35.2% open rate  
Most Clicked Link – Events

**Up next:**

- 2018 campaign planning – Visiting friends and relatives campaign
- Adventure publicity and promotions for Autumn
- Refresh, new ad sales and reprint of A5 brochures on surfing, pets, kayaking and bushwalking
- Development of A5 Arts and Culture trails and happenings brochure
- Customer Relationship Management database redevelopment
- Renewed publicity strategy
- New Berry billboard
- Ask Me I'm a Local B2B and ambassador strategy
- Tourism Talk website launch – operator website

**There is one exception to request volunteers for an Arts and Culture marketing promotion working group.**