

Dear Business Owner/Manager,

### **Sapphire Coast Tourism Membership**

Sapphire Coast Tourism (SCT) is the official tourism organisation for the Bega Valley Shire and is responsible for the regional development and strategic marketing of the Sapphire Coast to domestic and international consumers, trade, media and business. It is the objective of SCT to develop a strategic framework for tourism and to plan and implement branding, promotions and destination marketing.

SCT is a membership based organisation with members coming from a diverse range of businesses, backgrounds and experiences including accommodation providers, tour operators, retail businesses, restaurants, clubs, and boat charters just to name a few.

All of these businesses share one goal in common – to the success and growth of the local tourism industry and the development of sustainable tourism within our region. It is the aim of SCT to develop the industry and encourage sound product development via partnerships of these members to increase the social and economic benefits for the region as a whole.

Tourism is the single biggest component of the region's economy, now eclipsing the traditional industries of fisheries, forestry and agriculture. 96% of tourism is derived from the domestic market. This market has seen little growth and is expected to be almost stagnant to at least 2020 (Tourism Forecasting Committee). The health of the region's future tourism economy is critically dependant on holding our current market share in challenging expenditure times while at the same time, diversifying away from the strong seasonal dependence on the summer beach recreation market. The SCT Board therefore has a dual role in supporting our current core business but at the same time strategically positioning the region to provide new tourism experiences in the growth markets.

These growth markets are inbound tourism, nature based experiences and heritage tourism. Involvement in Tourism Australia's, Australia's Coastal Wilderness National Landscapes will have long term benefits for the region while the development of the Sapphire Coast Heritage Strategy will take advantage of heritage tourism as a growth market. Both of these are strategic decisions by the SCT Board for diversification of experiences, infrastructure and product development for future industry growth areas and benefits.

SCT has a variety of marketing and promotional activities planned for the coming year and will participate in cross channel advertising and promotions to increase awareness and exposure of the destination to ultimately increase visitation and visitor spend.

SCT will continue to participate in numerous holiday travel shows in our source markets of Melbourne, Canberra and regional VIC and NSW. Continued participation in consumer travel shows provide benefits of cost effective destination marketing to an interested market.

A combination of media networking and continued investment in a public relations strategy that began in 2010 will also continue, having generated unprecedented exposure for the Sapphire Coast with huge potential benefits for the local tourism industry.

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Free editorial has been achieved in numerous publications (including Qantas magazine and various Sydney Morning Herald features) and online blogs and articles that have an estimated value of over \$500,000 for the first 6 months of 2011 alone. Relationships with key media contacts and freelance journalists will only develop and reap greater benefits over time.

There has never been a better time to support SCT - your regional tourism organisation and industry.

Copies of the Membership Prospectus and Fee Structure can be downloaded from  
[www.sapphirecoast.com.au/contact\\_membership\\_information.php](http://www.sapphirecoast.com.au/contact_membership_information.php)

Should you have any queries, please do not hesitate to contact one of the Tourism Officers on either 02 6495 1129 or freecall 1800 150 547.

We welcome your contribution to tourism on the Sapphire Coast and wish you every success in your business throughout the coming year.

Kindest regards  
The SCT Team