

Dear Members and Industry contacts

We hope that you found the Winter/Spring regional advertising and co-operative opportunities information distributed recently of benefit and interest to you.

SCT Visitor's Guide 2010-2011

Bookings for advertisements in the 2010-2011 Sapphire Coast Visitor Guide will be accepted until **1 September**. Don't miss your opportunity to be involved in this regional marketing initiative. For further details contact Merimbula VIC on 6495 1129 or admin@sapphirecoast.com.au

SCT web stats

The SCT regional website is a valuable and cost effective tool to promote your business. 18.1% of accommodation bookings received for 09-10 were via the website and the website has received over 3.2 million hits year to date! Use this tool to promote your business by supplying special deals and packages that can be promoted on the 'Play & Stay' section of the website. Please provide deal and package info to admin@sapphirecoast.com.au

SCT Blog is now up and running!

SCT has developed a blog which is now active and accessed via the 'Blog' tab on our website. What is a blog? Blogs are a means of communicating in an interactive fashion, allowing visitors to leave comments and ideas. This interactivity is what distinguishes blogs from other static websites. Google updated their search analytics a few months ago, making it harder to be found and counted in search engine optimisation and rankings. Blogs create additional online chatter and an open form of communication to those searching for information about the Sapphire Coast. Check it out and join in on the conversations. Do you have a subject that you would like to feature on the blog? Email them through to admin@sapphirecoast.com.au and we'll load them onto the blog for the trails of comments to begin.

SCT on Facebook

Slowly dipping our toes into social media, SCT now also has a Facebook page. You do need to be a member of Facebook to access the page <http://www.facebook.com/pages/Sapphire-Coast-Tourism/130201687012584?v=photos#!/pages/Sapphire-Coast-Tourism/130201687012584?v=wall> Leave a message on the wall or share you own local stories and experiences on the site to increase exposure and awareness in this social media channel.

Social Media – What's all the fuss?

For those of you who are still unsure about social media or don't realise the impact its making and shaping in today's world, check out the following clip on You Tube: www.youtube.com/watch?v=sIFYPQjYhv8. Radio took 38 years to reach 50 million users; TV took 13 years; the internet 4 years. Facebook received 100 million users in less than 9 months and if it was a country it would be the 4th largest in the world!



2.

Promoting locally

SCT is always on the look out to promote our members businesses and services. Using our local networks, SCT recently met with the Woolworth's developers and supplied accommodation and local information for use by the many contractors who will be coming into the shire and building the Bega and Tura Beach Woolworth stores.

Promoting externally

SCT has also been working with some freelance writers to increase our brand and destination awareness through editorial features. SCT are pleased to announce that a feature will be included in the Toyota Trade Secrets magazine in September. The trade magazine is distributed to all Toyota smash repairs and dealers nationally and a double page spread will promote Eden and whaling as part of a whale article.

Training Opportunity

SCT in conjunction with our state partners I&I NSW will be hosting a full day's workshop on Online Marketing in September. The workshop will provide up to date information on the best tools to use to market, promote and sell online for your tourism business. Topics will include Google advertising, Search Engine Optimisation, Online Sales, Email Direct Marketing and Social Media. By the end of the day you will have a list of ways to get the most out of the internet with practical skills and knowledge of how to survive and succeed online. More details to follow shortly.

Latest Industry News

Challenges for domestic tourism will unfortunately continue as the ABS released its Overseas Arrivals & Departures (OAD) data for the month of July with key findings:

- 36% of all short-term overseas visitors to Australia spent the majority of their time in NSW
- This compares with 27% share for QLD and %20 share for VIC

These figures show arrivals for the 2009-2010 financial year up 2.7% compared to a 15.9% jump in international travel by Australians. For the first time, the gap between Australians travelling overseas and international visitors to Australia has broken the one million mark in a 12 month period.

Princes Hwy Upgrade

An online discussion forum has been set up for communities that rely on the Princes Highway to be able to share their thoughts and stories about the road with decision makers in Sydney and Canberra. Upgrading is an issue that affects residents, transport workers, tourists, businesses, the elderly, people getting to and from work, school, shopping, recreation, hospitals and services. Crash rates cause delays, impact on those involved and those who assist. A safe highway is as important as safe vehicles and safe drivers. Please contribute your comments and forward this email to your colleagues, friends and families so they can also have their say. Access at <http://princeshwyupgrade.com.au/talk-about-the-highway>

Kindest Regards

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