

Dear SCT Members and Industry Colleagues

2010 is well underway now that the school year has started and the summer holidays have come to a close. Lots is happening on the ground and on a wider industry level and we would like to share the following with you all:

Postcards and Getaway TV promoting the Sapphire Coast

SCT has been busy working our industry contacts on a local and also at a state level for the benefit of you all and is proud to share not 1 but 2 different TV opportunities promoting the Sapphire Coast!

Postcards TV show

520,000+ viewers per episode and aired nationally regionally on WIN TV, via CH9 in the major cities and also on pay TV Discovery Channel. 3 days of filming took place at the start of Feb with a focus on the variety of 'experiences' we have to offer. From Eden all the way up to Bermagui – a true regional perspective was captured with a coastal scenic flight over Eden, a food experience at Wheelers Oysters, sea kayaking and snorkelling with Coastlife on Merimbula Lake, images of Bega Heritage Centre, the coastal drive up north and the new Bermagui Fisherman's Wharf and a well timed catch of tuna on display. The 2010 Postcard season starts in June and we'll advise when the segment is scheduled to air.

Getaway TV show

Working with TNSW, SCT are also proud to announce Getaway with Dermott Brereton will be filming not 1 segment but 3 different segments on the Sapphire Coast next week! An overnight stay shoot at Eden highlighting the Crown and Anchor B&B and the Killer Whale Museum; a full day's experience of nature and Ben Boyd NP with a one on one guide provided by NP&WS; and then a separate segment highlighting the Sapphire Coast Drive, including a variety of destinations from the south to the north along the way. Getaway is Australia's longest running and most popular TV travel show with around 1.5 million viewers every week – and a promotion on the Sapphire Coast is worth its weight in gold.

Tourism NSW Get Connected – FREE business opportunity

This was mentioned in our last newsletter – but have you registered your business on Get Connected yet? This is a database for TNSW and Tourism Australia to be made aware of your business, your product and services. All media and PR opportunities (eg. Postcards and Getaway TV) have product sourced and recommendations made from the GetConnected database. This is a **FREE of charge** opportunity to promote your business online and tap into over 300,000+ potential customers a month, both domestic and international.

Additionally, in a 12-month period to June 2009, Tourism NSW, through its www.visitnsw.com website delivered 790,000 pre-qualified business leads to tourism operators.



By registering your business with Get Connected your details will be listed on the following websites and databases:

1. www.visitnsw.com Tourism NSW's primary consumer website which attracts over 310,000 visitors a month
2. www.sydney.com This international website, has market and language specific versions for the following countries; Hong Kong, China, Korea, Japan, United Kingdom, North America, New Zealand, Singapore, France, India, Malaysia, Middle East, France, Italy and Germany
3. www.australia.com Tourism Australia's website attracts over 6.8 million visitors per year, delivers 50 million pages of information to customers worldwide, and is the primary call to action in all international tourism marketing and promotional activities
4. **The Australian Tourism Data Warehouse** A centralised database of Australian tourism product and destinations, supplying NSW product to a variety of websites and accessed by TA and TNSW for promotional regional information and prospective media and PR visits.

To remain current, you need to confirm your details [every 6 months](#). Don't let this opportunity of free exposure pass you by – only 100 businesses are currently listed in the Sapphire Coast and we all know there are many more. To find out more about the criteria or to register your product and service, visit www.tourism.nsw.gov.au/getconnected

Fantastic Customer Service Training Opportunity

Working in the Tourism and Hospitality industries, we all know that high levels of customer service are consistently required to meet our visitors expectations.

The Merimbula Area Community Association (MACA) in partnership with NSW Industry and Investment are running a workshop on Creative Customer Service. The workshop would suit any person or business owner working in the customer service industry and is open to everyone.

Guest speaker Bob Johnson from Applied Retail Training has more than 30 years experience in Australia and overseas as a training facilitator and keynote speaker at conferences. He was responsible for creating the training programs for volunteers and workers at the Sydney 2000 Olympics.

The workshop will be held Wed 24 Feb 5-9pm at the Merimbula RSL and for only \$15 to cover workbooks and catering is great value for money. For bookings and further information go to www.merimbulainfo.com.au or call Nigel Ayling on 0412 463 386.



Travel Shows

The travel show schedule to promote the Sapphire Coast has started in earnest for 2010.

Albury and Wagga Travel Shows were held 13-14 February and not even the rain could dampen the numbers to the show. With 1,000 qualified information packs on the Sapphire Coast distributed across the weekend and many more inquiries received, we hope to see many more visitors from Albury and Wagga visiting our region. A special thanks to Chantelle & Dianne Smith for managing the stall for SCT.

Melbourne Travel Show the 'Victorian Caravan, Camping and Tourism Supershow' is booked for SCT attendance 9-14 March. Held at Caulfield Racecourse for 6 days, this show is the major Melbourne travel show and receives large numbers of interested parties wanting to learn more about holiday destinations and touring options.

SCT is asking for support from the industry to help man the show with volunteers for the Sapphire Coast Tourism stall. Please email your interest and availability to admin@sapphirecoast.com.au

Australia's Coastal Wilderness (ACW) update

1.3 million hits per month to www.australia.com/nl website is consistently being achieved and the exposure of the Sapphire Coast as a world class destination as part of the ACW program is increasing. Not only will ACW raise our profile internationally but with the National Landscapes (NL) now an important focus of Tourism Australia's (TA) domestic program as well, its a win win on both sides. The Sapphire Coast is only 4 clicks away from TA's website (thats 4 clicks from 1.3 million hits per month!) and our inclusion in this program is phenomenal. TA has already spent \$8million on the NL program to date – something we could literally never afford.

ACW has been selected as the landscape to be used as a pilot for the development of a brand toolkit and also a web strategy project to the value of \$120K that will be funded by TA and Parks Australia (PA). Brand workshops were held recently throughout ACW with participants invited from a variety of categories throughout the industry for a well rounded perspective and collective feedback. We will keep you up to date as both of these projects develop.

TA/NL media opportunity

TA now have a dedicated PR contact to increase awareness and exposure in the media (traditional print media and new social media outlets) as well as to blog and spread word of mouth bite size information about the National Landscapes program. As businesses within the ACW region, if you have any information on new products or experiences, news relating to flora or fauna discoveries, interesting conservation efforts, or quirky and interesting news stories – forwarded them onto us so we can in kind share these stories for promotional and media purposes with Tourism Australia to increase exposure of our region. Via email is best, again – please forward info and stories to admin@sapphirecoast.com.au



ATE – 29 May-4 June in Adelaide 2010

The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere. The business-to-business (B2B) event provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and provides the international travel trade the opportunity to experience Australia first hand.

To assist in the development of export-ready products or businesses interested in working with international markets, TNSW is offering businesses and product suppliers to attend ATE as a day delegate. The aim is to provide attendees with the opportunity to obtain an understanding of ATE and assess the suitability of becoming a participant in the future. Demand for day passes is extremely high and all day passes must be ordered with TNSW prior to 29 March. Cost of a day pass is \$350 per day and \$750-\$800 per additional delegate. Should this opportunity interest you, please email Samantha via the Merimbula VIC on admin@sapphirecoast.com.au

SCT 2010 Membership

Memberships of SCT to the end of this financial year are now being taken. For a nominal fee, take the opportunity to support your regional tourism organisation who works hard behind the scenes to promote and increase exposure and awareness of the Sapphire Coast. This is for the benefit of you all, to increase interest and visitation to our region. As a member of SCT, you will receive industry information, your business will be listed on our website, you will have the opportunity to participate in SCT organised marketing initiatives at a discounted rate and your DL brochures can be displayed in all VICs and TICs in the Sapphire Coast (besides the Eden VIC which has their own membership fee in place now that the VIC is being run by the local community and the Eden Chamber of Commerce. An individual Eden VIC membership is necessary to help with their own running costs and financial sustainability).

SCT Marketing Prospectus

A prospectus offering a variety of traditional print media opportunities is being created as we speak and will soon be offered to SCT members and the wider industry. Special features specifically on the Sapphire Coast in print media have been negotiated with participation required from you and the industry to achieve their success. Expressions of interest (EOIs) will also follow soon for participation in the 2010 Sapphire Coast Regional Visitors Guide. A premium, quality and emotive Visitor Guide highlighting the many experiences we have on offer will be produced and used beyond the Sapphire Coast to increase interest of our region and bring more visitors to the Sapphire Coast. EOIs will also be generated to source interest for participation in other marketing ideas and products such as an iPhone application, localised destination promotional maps, cinema advertising and discount/voucher books.

Help us to help you increase your business success by supporting SCT. By collectively working together, SCT will increase exposure and awareness of the region – which will in kind provide you and your businesses with your own success. Collectively we can all work for the benefit of the industry as a whole.

Please feel free to distribute this newsletter amongst your own networks and contacts to help us communicate with the industry and the wider community for better communication all round.