

Dear Members and Industry Colleagues

1. Postcards TV 'Sapphire Coast' feature on air this weekend!

Postcards TV feature on the Sapphire Coast as organised by SCT and TNSW that was filmed earlier this year will be aired on TV this weekend.

Make a diary note to sit down and watch WIN TV at 5.30pm this Saturday 5 June.

2. Sapphire Coast 2010-2011 Visitor Guide

Expressions of Interest for participation in the next Sapphire Coast Visitor Guide are now open.

Sapphire Coast Tourism with your co-operative advertising support would like to create a first class and quality key promotional brochure for the whole of the Sapphire Coast that will be used to highlight and market the amazing variety of experiences we have on offer.

To provide a true representation of all of the businesses, products and experiences we have on offer within the Sapphire Coast, participation will be open to ALL businesses within the region and website listings will also be provided for in the guide.

The Visitor's Guide will be distributed to meet direct interested parties inquiries, via the Visitor Information Centre network in our core target markets of VIC, ACT and NSW, and will also be distributed at various industry recognised travel shows and used for a number of marketing and promotional purposes.

Sapphire Coast Tourism attended NINE different travel shows in the last 18 months alone in VIC, ACT & NSW promoting the Sapphire Coast on your behalf to a wide market of interested and prospective travellers. For a nominal fee, this is a cost effective means of promoting your business and products within a multi-state distribution base across a variety of channels.

Your participation and support is needed to make this project a success! Further information and an application form are available from the Merimbula VIC on 6495 1129 or admin@sapphirecoast.com.au

3. Awards update

Both the regional South Coast Awards and the State awards celebrate creativity, professionalism and innovation; provide a benchmark for best practice, and publicly recognise and reward excellence within the industry. With 25 different categories to choose from your businesses will all be represented.

The South Coast Tourism Awards entry date closed last week – did you get your nomination and payment in on time? If so, a reminder that full submissions are due in by Friday 25 June 2010.

The NSW State Awards are still open, with entries (nomination and payment) due by 23 July 2010 and final submissions due by 31 August 2010. Further details available at www.ticnsw.com.au



2.

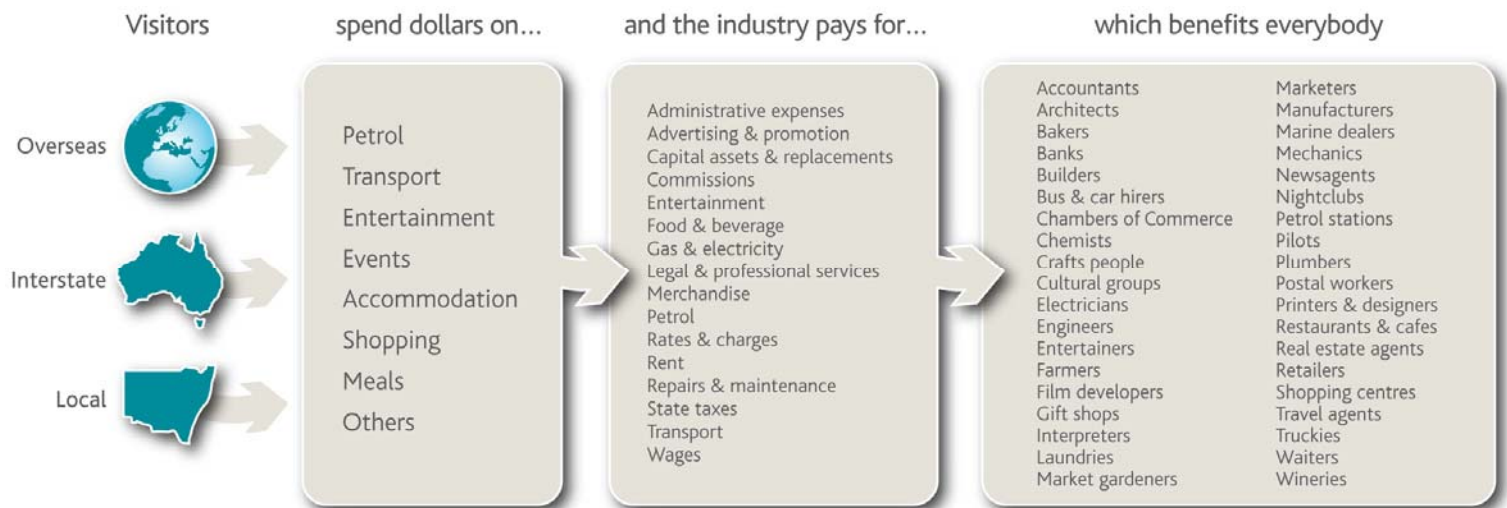
4. The Benefits of Tourism

With all of the discussions in the local media, it is worth remembering what the benefits of the tourism industry are to our region.

How Tourism Works for Everybody

Tourism is an integral cog of the Sapphire Coast and the Bega Valley Shire. Why? Because tourism generates jobs. Tourism is the Shire's largest employer of labour and the largest contributor to our local economy – delivering economic, social and environmental benefits to our whole region.

Tourism is part of everybody's business. Accommodation, transport and tour operators are the most visible tourism businesses, but many more people are employed in the tourism industry, or benefit from it. You or someone you know is employed or in some way services the many tourists who visit our area or attend or regional events and as the visitors' dollars trickle down, they spread throughout the economy and the community in often surprising ways:



Research has indicated:

- The South Coast region remains in the top 10 Australian regions to visit
- 94% of visitors and their expenditure is from the domestic travelling market
- International interest and awareness of the region is growing with our involvement in Tourism Australia's 'Australia's Coastal Wilderness' National Landscapes project, as shown by increasing numbers of overseas visitors making inquiries via the VICs and visiting the area
- In total, tourists generate \$255 million of visitor expenditure into our local economy each year



3.

Tourism spending has what is known as a 'multiplier effect' in the local community as its spend is re-spent by local employers, employees and the community. This effect contributes to the quality and quantity of local services and facilities. This 'multiplier effect' is worth around 2.5 times in the Australian market, so the actual spend of tourists \$255 million dollars every year is worth around \$637.5 million to our local economy annually!

By working collectively together for a bigger piece of the pie, we will ALL share in the collective rewards, increased wealth and the resulting stronger economy that tourism spend will provide us together.

Working together is the one sure way, we can all benefit! Whether you're the restaurant that feeds our visitors, the butcher who supplies the restaurant, the accountant who does the motels tax return, the real estate agent who also offers holiday letting, the petrol station who provides fuel to our travelling visitors or even the tradies who refurbish and service the accommodation businesses – the flow on effect of the tourism dollar affects businesses at all levels and we all benefit in some way from the tourism dollar.

"It is difficult, if not impossible for destinations and tourism enterprises to survive if they do not actively participate in linkages, networks, partnerships and alliances. Tourism destinations, by their very nature are often a mix of places, visitor experiences, businesses and organisations. At times these disparate elements must come together to present a unified and cohesive product for prospective visitors." *Seventeen Essential Ingredients for Community Tourism Success*. Bill Baker, Total Destination Management.

We need to remember the importance of tourism to our local economy and make a concerted effort to work together and be strategic about the development of our tourism industry and our future together. This is what Sapphire Coast Tourism is trying to achieve for the tourism industry and collective benefit of the Bega Valley Shire and its communities.

Kindest regards
The SCT Team