

Dear Members & Industry Contacts

## SCT Travel Shows update

A travel show update was included in the last PR newsletter, but it really deserves some greater attention – especially in recognition of those individuals and businesses who volunteered their time at the shows and also those that provided prizes at the shows.

Our regular program of events marketing and promotions at travel shows is well underway for 2011. Three travel shows have been attended by SCT already this year!

Both regional shows had strong inquiries of the Sapphire Coast with Albury attendees showing a stronger interest of our region from the 2 shows. The success of Wagga & Albury would not have been possible without our dedicated volunteers – Dianne Smith from Merimbula VIC, Benita Creswick from Eden and Susie Mahony from Captain's Quarters in Bermagui. These 3 volunteers did an amazing job and provided a good spread of local information up and down the whole of the Sapphire Coast region.

Recognition of supporting businesses is also required – 8 businesses provided 10 free prizes worth over \$4,500 in value! So 10 lucky winners will now experience the Sapphire Coast for free and also share this positive and happy experience with their friends and family.

SCT would like to extend their gratitude to the following businesses for their support: Aquarius Resort Merimbula, Capri Apartments Merimbula, Captain's Quarters Bermagui, Gracelands Merimbula, Merimbula Gardens Motel, Robyn's Nest Boutique Resort Merimbula, Seashells Apartments Merimbula, Twofold Bay Beach Resort Eden and Woodbine Park Eco Cabins Merimbula.

The Melbourne show was held at Caulfield Racecourse over 6 days and attracted 65,000+ visitors. Normally seen purely as a caravan & camping show, SCT received a large number of inquiries across all accommodation categories this year and many questions on experiences and attractions on offer. Over 1,750 travel bags and 3,000 brochures were handed out to qualified attendees across the show with the SCT stand receiving more inquiries and visitors than any other NSW South Coast stand!

SCT also worked with Frankie J Holden this year who attended the show with the Tathra Beach Caravan Park. Frankie gave 4 concerts at the show and to his credit plugged the Sapphire Coast as the beautiful place where he lived. Having Frankie J as a celebrity and ambassador for the Sapphire Coast was a strong drawcard and as a result, drove increased numbers of interested people to the SCT stall. Many thanks for your support Frankie.

Recognition for our hard working volunteers at the Melbourne show is also necessary – Dianne Smith from Merimbula VIC, Benita Creswick from Eden and Don Smith (ex Merimbula local now Melbourne based) also helped out at the show.



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SCT continues to work towards driving tourists and visitors to our region and the travel shows are just one channel of our promotional activity.

Tourism is the backbone of our economy and utilising the travel shows are a cost effective way of increasing destination exposure and promoting the Sapphire Coast to a large mass market in our key target markets. Specifically promoting at travel shows also provides the opportunity to promote to a market that is interested to learn more about holiday activities and experiences.

We're already planning for the travel show in Canberra later this year and would appreciate volunteer support to help man the stall in destination promotions with SCT. Dates 22-24 October. Please register your interest if you can help out.

Kindest regards  
The SCT Team



Albury Travel Show  
*Susie Mahony from Captain's Quarters Bermagui presenting the accommodation prize to the lucky winner from Lavington NSW*



Melbourne Caravan & Camping Show  
*SCT stall volunteers (left to right) Benita Creswick, Eden; Don Smith, Melbourne & Dianne Smith, Merimbula VIC*