

# Festive Season News

Hope you're having a very merry **Unspoilt South Coast** Christmas!

South Coast Regional Tourism:  
Shellharbour, Kiama, Shoalhaven,  
Eurobodalla and BegaValley/Sapphire Coast



To all our South Coast RTO friends,

*The South Coast Regional Tourism Organisation board would like to thank you for your support in 2015.*

This has been a huge year for South Coast Regional Tourism, with the success of the UNSPOILT South Coast marketing campaign helping us achieve record-breaking growth in visitor numbers and visitor nights\*. The entire region has pulled together after some challenging times and through this successful collaboration has managed to not only meet but smash all of our goals set by Destination NSW who partner with us in this campaign.

## Here are some of the key highlights:

### UNspoilt NSW Campaign:

- Secured funding for a circa \$800k marketing campaign highlighting the Unspoilt South Coast;
- Gold winner NSW Tourism Awards, Destination Marketing;
- Finalist in the 2016 Australian Tourism Awards (winners to be announced Feb 2016).

For the first time ever, the South Coast region has won the top tourism marketing award in the state, presented in Sydney in November. This also qualified the South Coast as a finalist in the Qantas Australian Tourism Awards which will be held in Melbourne in the new year.

- The South Coast region achieved double the average visitation of the rest of regional NSW on the VisitNSW.com website, the biggest tourism site in Australia.
- National Visitors Survey: broken the region's record for the growth in visitor nights and visitation since survey began in 1999.
- South Coast RTO chosen to host the annual DNSW Board meeting in a regional area – Kiama October 2015.
- South Coast RTO presented to DNSW Board in Kiama October 2015 on tourism issues and challenges.
- Presented to the DNSW RTO Review Committee, Sydney, November 2015
- South Coast chosen from all regional NSW to host the DNSW International Managers Famil, December 2015.
- Presented to the South Coast Forum of Mayors, Sept. 2015.

### South Coast Tourism Awards

South Coast RTO again hosted the annual South Coast Tourism Awards, held this year in August at the Uladulla Civic Centre. With a 33% increase in entries from last year which also saw a healthy increase, we are on track to reach our goal of engaging, acknowledging and supporting excellence in our local tourism industry.

### Looking forward to 2016

- The latest visitation figures, which will be released in the new year, are set to show yet further record growth for the region and some more big announcements.
- The South Coast RTO has plans to encourage industry development in 2016 with workshops and seminars aimed at building international readiness, online marketing success and collaborative packaging.
- Contestible projects for the growing weddings and events sector, motel re-vamps and touring routes are also in the planning phase.

**About South Coast RTO:** The South Coast Regional Tourism Organisation works with Destination NSW, the State government's tourism and events marketing arm, to promote tourism in our region. Destination NSW provides funding for the RTOs through the Regional Visitor Economy Fund. The South Coast board is made up of representatives from five local government areas: **Shellharbour, Kiama, Shoalhaven, Eurobodalla and Bega Valley/Sapphire Coast.** The board also hosts the annual tourism awards and advocates for the industry in business, community and political circles.

\* National Visitors Survey 2015

South Coast Regional Tourism Organisation

ph: 0429 830 490 email: office@southcoast.net.au website: southcoast.net.au

**"The South Coast RTO board wishes you a happy festive season and prosperous new tourism year!"**

**Catherine Shields, Chair, South Coast RTO**