

SAPPHIRE COAST

Destination Marketing 2026/27

Activity Plan



beга valley
shire council



SAPPHIRE
COAST

Image David Rogers Photography

Tourism services *on the Sapphire Coast*

Bega Valley Shire Council contracts Sapphire Coast Destination Marketing to provide a range of tourism marketing services on its behalf.

The tourism services contract ensures delivery of tourism destination marketing, experience development and regional leadership activities to contribute to the growth of the local visitor economy.

Tourism services under this contract cover two distinct areas. The provision of tourism office responsibilities to interface with local, state and federal industry stakeholders, and also the planning and implementation of destination promotional activities driving visitation to the region.

As the region looks to the future and continues to bounce back from recent challenges, tourism services will remain flexible and adaptive to ensure maximum benefit to the visitor economy through targeted projects and initiatives.

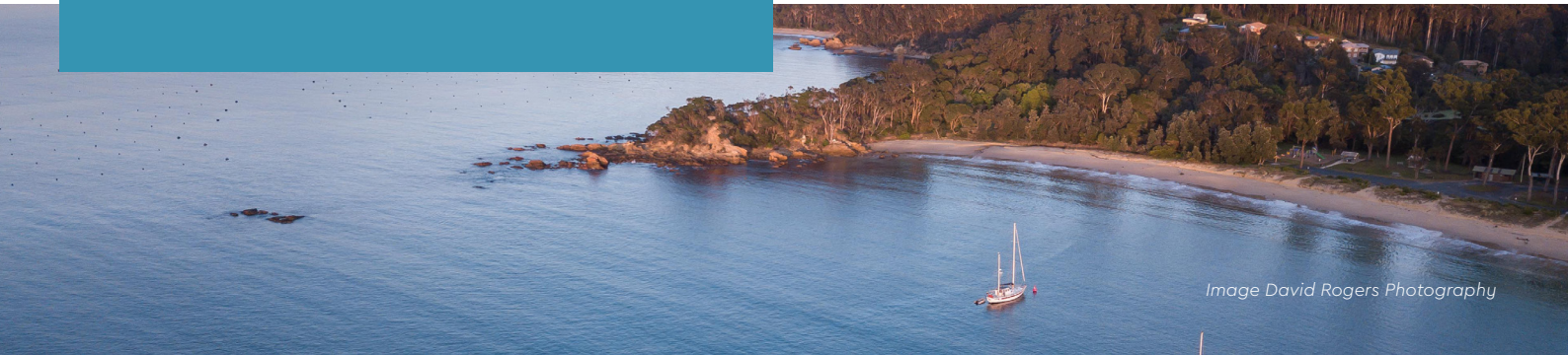


Image David Rogers Photography

Sapphire Coast

Vision

Sapphire Coast is a compelling year-round tourism destination, offering internationally competitive, unique and immersive world-class, nature-based experiences. The towns and villages complement the stunning landscape with passionate chefs and artisans providing unique connections with the pristine oysters, seafood and produce of the region. The warm and welcoming locals create year-round festivals to celebrate this unique place with visitors and community alike

Focus for success

01

Destination positioning **Building a brand**

Aspirational approach to shift the brand to appeal to new markets

Ensure unique positioning to enhance competitiveness and not just line up with other like destinations

Build a compelling proposition to attract new markets and maintain existing markets

02

Focused experience development

Increasing competitiveness

Align with Destination Southern NSW themes to leverage opportunities

Prioritise Sapphire Coast brand relevant experiences

Focus on higher-yield experiences

Prioritise marketing investment in elevating signature experiences

03

Market development

Transitioning to year round destination

Continue programs to support increased visitation from traditional domestic markets

Promote experiences that will increase short-stay shoulder season domestic visitation

Develop event-based visitation initiatives to build visitation in shoulder seasons

Key contract *deliverables*

Develop, manage and implement a yearly Sapphire Coast Destination Marketing activity plan including specific actions, projects, tasks and campaigns aligned to broader regional destination management objectives.

- Deliver activity that directs and inspires local tourism and visitor economy stakeholders across the areas of:
Destination marketing
Product/experience development
Industry representation and leadership
- Leverage additional opportunities, partnerships and mechanisms that grow the visitor economy in the shire.
- Advocate to local, state and federal stakeholders for the Shire's visitor economy and provide general support and advice to Council and the local tourism and visitor economy industry.

The economy

The visitor economy is the foundation of the Bega Valley economy.

In the year ending March 2026, the Sapphire Coast region recorded over 708,000 visitors spending an estimated \$379 million.

708,000

Total visitors

\$379m

Visitor spend

1,777,000

Visitor nights

Destination marketing focus

Digital



273k

Page views on
sapphirecoast.com.au
to July 2026



3.3m

Views to
July 2026



1.4m

Views to
July 2026

Publicity



112

Media articles
to July 2026



8,514

Subscribers on
database

Industry development

Sapphire Coast Destination Marketing works closely with industry to maximise opportunities to improve on existing and develop new tourism experiences.

PRODUCT DEVELOPMENT

NETWORKING EVENTS

ONE-ON-ONE MENTORING

Local visitor economy

Relationships and responsibilities

Bega Valley Shire <i>Tourism service provider</i>	Visitor Centres	Industry
 <p>Overall destination planning, management and 'Sapphire Coast' brand and digital asset custodian</p>  <p>Industry leadership and representation with state and federal partners</p>  <p>Support and facilitate product and experience development</p>	 <p>Provision of visitor services via accredited Visitor Information Centre</p>  <p>Promotion of member product and services</p>  <p>Support for local town events</p>  <p>Advocate and support Sapphire Coast destination positioning</p>	 <p>Promote own businesses in domestic/international markets</p>  <p>Delivery of quality products Provision of visitor information to customers</p>  <p>Engage in industry development opportunities</p>  <p>Align promotion with the region's destination positioning</p>

Partnerships

Our collaboration with these strategic partners is critical to supporting the region in industry development and destination promotion.



Leverage channels to promote the Sapphire Coast in domestic and international markets, and access programs to help local operators develop, promote and sell their tourism products.



Provide support to VisitCanberra to position 'coast touring' as a must-do experience for Canberra domestic and international visitors.



Partner with Eurobodalla Shire Council to collaborate on joint marketing campaigns, touring routes, trails, experience development, and other strategic initiatives.

Sapphire Coast local tourism boards

Partner and collaborate with local tourism boards and visitor centres of the Sapphire Coast.

Sapphire Coast mountain bike clubs

Support mountain bike tourism and the development of Sapphire Coast mountain bike clubs.



Align with and utilise the resources of Destination Southern NSW to support local operators in experience development, market development and grant programs.



Provide support to NSW National Parks to develop new and improved tourism experiences.



Capitalise on growing cruise visitation by developing new experiences for the self-drive market and implement strategies to encourage cruise visitors to return for overnight stays in the region.



Work closely with the Department of Primary Industries and Regional Development to leverage funding opportunities to support regional recovery and deliver tourism and economic benefits for the region.



Leverage Tourism Australia marketing campaigns to increase promotion of Sapphire Coast international-ready experiences.



Partner with Local Aboriginal Land Councils to support the development of the Bundian Way and Aboriginal tourism experiences on the Sapphire Coast.

SCDM activity plan 26/27

Destination promotion

Activity	Strategic	Operational
Website management sapphirecoast.com.au	<ul style="list-style-type: none">• Ensure web content aligns with the Sapphire Coast brand values and contributes to building visitor growth and audience engagement	<ul style="list-style-type: none">• Develop and publish new website content e.g. blogs, events, news and other best-practice content• Publish industry/operator information and content• Publish flagship event content• Ensure Search Engine Optimisation (SEO) and Generative Engine Optimisation is at best practice• Apply latest security updates to protect the website• Monitor and advise on technology opportunities to improve performance
Digital marketing	<ul style="list-style-type: none">• Use Sapphire Coast social media and website marketing channels to increase awareness of the Sapphire Coast destination and hero experiences• Focus on encouraging visitation in shoulder and low seasons• Ensure content aligns with destination brand values	<ul style="list-style-type: none">• Develop briefs, commission Facebook & Instagram posts and implement best-practice audience engagement activity• Develop briefs and commission regular blogs or relevant best practice content• Feature of Sapphire Coast flagship events• Monitor opportunities to develop and implement collaborative (jointly funded) campaigns with industry
Media and publicity	<ul style="list-style-type: none">• Attract media visits that align closely with the Sapphire Coast brand and experience development themes	<ul style="list-style-type: none">• Manage an accurate and up-to-date media database• Plan and distribute quarterly media invitations to visit and publish stories• Work proactively with DNSW to create media opportunities• Respond to requests to assist partners in media visits e.g. developing itineraries, hosting visits• Seek support from industry to host and provide experiences to visiting journalists

Activity	Strategic	Operational
Direct consumer marketing (email)	<ul style="list-style-type: none"> • Grow and curate consumer membership of an active database of visitors interested in Sapphire Coast experiences • Implement strategies that bring cruise visitors back to the region on overnight visits 	<ul style="list-style-type: none"> • Encourage and manage database subscriptions via Sapphire Coast website and other digital channels • Collect Cruise Eden visitor data to include on consumer database • Send seasonal and special offer emails • Monitor data to improve uptake/engagement of offers
Destination NSW advertising campaigns	<ul style="list-style-type: none"> • Increase short stay domestic visitation • Create awareness in key metro markets 	<ul style="list-style-type: none"> • Support and contribute to DNSW managed campaigns • Manage day-to-day planning and implementation of publicity campaigns with DNSW media team
Visitor information	<ul style="list-style-type: none"> • Work with VICs and local tourism organisations to align local visitor engagement with destination marketing • Create interest and awareness of Sapphire Coast for the touring market visiting neighbouring regions 	<ul style="list-style-type: none"> • Meet quarterly with VIC's/lo cal to urism or ganisations for activity briefings and to build alignment and collaboration • Distribute the Sapphire Coast visitor guide and Event Calendar • Manage reprinting of brochures and guides when necessary • Identify collaborative funding opportunities to produce marketing publications
Destination promotion – general		<ul style="list-style-type: none"> • Maintain accurate Sapphire Coast attraction listings on Australian Tourism Data Warehouse • Encourage and liaise with operators and VICs to maximise operator listings on ATDW

Tourism office/industry development and partnerships

Activity	Strategic	Operational
Sapphire Coast industry leadership and engagement	<ul style="list-style-type: none"> • Improve and grow industry experiences and operator skills to improve competitiveness • Raise awareness and understanding of the value of tourism • Support and grow key tourism growth sectors 	<ul style="list-style-type: none"> • Provide marketing and development advice and guidance to Sapphire Coast operators • Develop and host networking events to encourage interaction and collaboration within industry • Work with DSNSW and other partners to identify industry development opportunities including funding opportunities • Maintain an up-to-date industry database and share important information via industry newsletter
Destination NSW (DNSW)	<ul style="list-style-type: none"> • Capitalise on activity, investment and strategies to increase industry support and Sapphire Coast promotion 	<ul style="list-style-type: none"> • Provide on-demand data, insights and content to assist promotion of the region in domestic and international markets • Promote DNSW industry development programs and opportunities to industry
Destination Southern NSW (DSNSW)	<ul style="list-style-type: none"> • Capitalise on activity, investment and strategies to increase industry support and Sapphire Coast promotion 	<ul style="list-style-type: none"> • Provide on-demand support to capitalise and maximise industry involvement in DSNSW key projects • Update DSNSW on product/industry changes • Update DSNSW on destination planning
Cruise Eden	<ul style="list-style-type: none"> • Exploit growing cruise visitation to develop new experiences for the self-drive market and implement strategies to bring cruise visitors back the region on overnight visits 	<ul style="list-style-type: none"> • Identify opportunities, maximise success of industry in other visitor markets, and work closely with Cruise Eden • Collaborate with Cruise Eden to develop initiatives such as events, information sessions and workshops to jointly support industry improvement and development • Align development of shore experiences for Cruise with other visitor markets

Activity	Strategic	Operational
VisitCanberra	<ul style="list-style-type: none"> Position Sapphire Coast as a coastal experience for Canberra domestic and international visitors 	<ul style="list-style-type: none"> Partner in Capital Coast & Country digital and printed marketing material Provide and maintain content for VisitCanberra digital and other channels. Support and encourage Sapphire Coast participation in VisitCanberra media famils Support VisitCanberra at internationally-marketed events, e.g. Australian Tourism Exchange & international sales missions
Tourism Australia	<ul style="list-style-type: none"> Maximise opportunities to have Sapphire Coast experiences included in marketing campaign 	<ul style="list-style-type: none"> Update Tourism Australia channels with accurate regional information on experiences and attractions
NSW National Parks (NPWS)	<ul style="list-style-type: none"> Ensure region and industry exploit key initiatives Amplify Sapphire Coast nature tourism experiences through NPWS marketing channels 	<ul style="list-style-type: none"> Engage industry, in collaboration with NSW National Parks Visitor Experience Team, to encourage development of experiences to support the Light to Light Walk and National Parks Source NPWS information and opportunities and share with industry Share Sapphire Coast nature-based content with NPWS marketing teams
South Coast and neighbouring Local Government Areas and tourism bodies	<ul style="list-style-type: none"> Partner with neighbouring destinations to create marketing efficiencies and ensure touring itineraries take a broader regional approach Maximise opportunities that arise from neighbouring destinations to create efficiencies in cross-boarder marketing and visitor experiences 	<ul style="list-style-type: none"> Develop touring itineraries to suit VisitCanberra, Grand Pacific Drive, Sydney Melbourne Touring and other regional marketing programs Maintain positive relationships, collaborations and marketing activities with neighbouring destinations

Sapphire Coast Destination Marketing

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