

A man and a woman are riding a camel in a desert. The man is in the front, wearing a light blue denim shirt over a white t-shirt, and has a wide, joyful expression with his mouth open. The woman is behind him, wearing a white button-down shirt over an orange top and blue jeans, also laughing and looking towards the man. The camel is brown with a yellow harness and is facing left. The background is a vast, sandy desert under a clear blue sky.

Destination
PORT STEPHENS
~ Incredible Together ~

**PARTNERSHIP
PROSPECTUS**

2026-27



Destination Port Stephens acknowledges the original custodians of the land and waterways on which we work and live – Worimi Barray (Country). As modern day custodians it is our responsibility to embrace and respect the history, connection and knowledge held by the Worimi and walk in their footsteps to nurture and build on the relationships forged over thousands of years.



Destination PORT STEPHENS

DRIVING TOURISM. CREATING IMPACT.

Destination Port Stephens leads the growth of the region's visitor economy, delivering measurable outcomes for industry, community and government.

As the peak tourism body, we play a critical role as both the voice and the driver of the destination, providing leadership and advocacy, delivering high-impact marketing, and supporting a connected, capable and resilient tourism industry.

In an increasingly competitive and complex environment, our focus is clear: to drive demand, grow overnight visitation and expenditure, and position Port Stephens as a year-round destination of choice. We do this through targeted campaigns, strategic partnerships, industry engagement and evidence-based decision making.

Guided by our 2026–2030 Strategic Plan, we are committed to sustainable growth, stronger industry collaboration, and delivering long-term value for our partners. Together, we are building a more competitive, future-focused destination, one that continues to deliver for businesses, visitors and the wider community.

Our Vision

To be the best regional Destination Marketing Organisation in Australia.

Our Purpose

Grow the Port Stephens Visitor Economy through destination marketing, advocacy, and industry engagement and support.

Our Goal

To increase the visitor expenditure to **\$1.1 billion** by 2030.

Port Stephens voted
Wotif's 2025 Aussie
Town of the Year 2025!



OUR TEAM

Destination Port Stephens is governed by a skilled, experience-based Board and supported by a dedicated team of tourism professionals. Together, we focus on delivering meaningful outcomes for the visitor economy through advocacy, marketing, and industry development. Our work is strengthened by close collaboration with local tourism operators and Port Stephens Council, ensuring a united approach that supports sustainable growth and long-term value for the region.

JO THOMAS

CEO

LILY O'BRIEN

Marketing
Coordinator

BRONTE JACKSON

Partnership &
Industry Manager



Strategic Priorities



Leadership and Advocacy

Championing the needs of the visitor economy through active representation and collaboration.



Destination Marketing and Demand Driving

Delivering high impact, data led marketing that builds brand awareness and drives overnight visitation.



Industry Engagement

Strengthen partnerships, education, and collaboration to empower our tourism community.



Organisational Sustainability

Ensuring DPS remains a trusted, resilient and financially sound organisation that delivers for partners and stakeholders.

CURRENT VISITOR ECONOMY POSITION

Visitation and Tourism Snapshot

In the year ending December 2025, Port Stephens welcomed over 2.1 million visitors, representing an increase of approximately 22% year-on-year, with visitor expenditure reaching around \$840 million, up 2.2% on the previous year.

This strong growth in visitation highlights the increasing appeal of the destination; however, the more modest growth in expenditure indicates an opportunity to further enhance visitor yield. As more visitors are choosing shorter stays or day trips, the focus moving forward is on increasing overnight visitation, length of stay, and attracting higher-value travellers to maximise the economic impact of the visitor economy across the region.

Source:

National and International Visitor Survey, Tourism Research Australia (TRA), YE December 2025.

Australian Bureau of Statistics National Accounts Tourism Satellite Account.



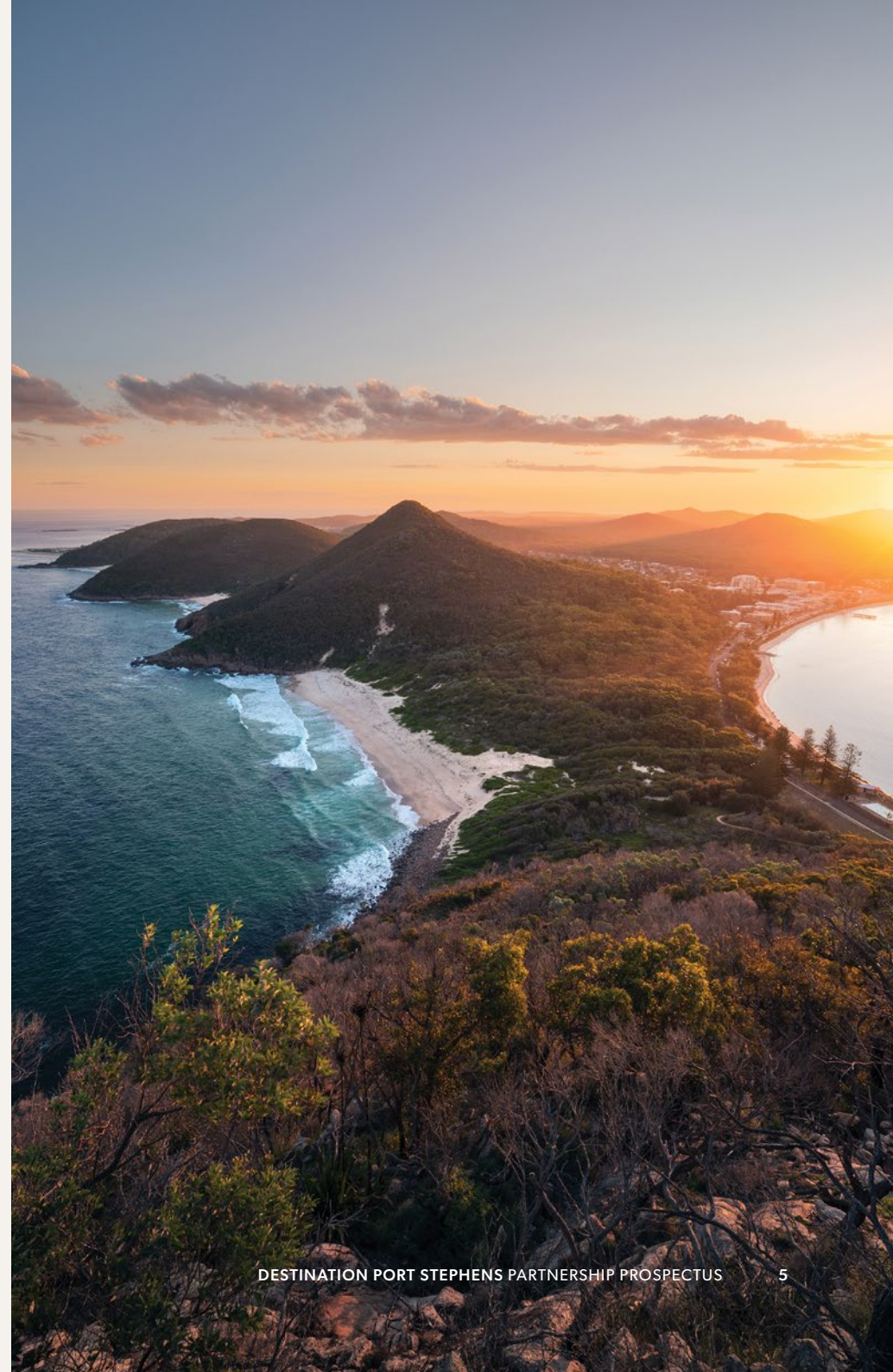
\$840M
TOTAL
EXPENDITURE



2.1M
VISITORS



+2,400
JOBS SUPPORTED
BY TOURISM



OUR DIGITAL ASSETS

Join the Digital Momentum

Our digital platforms continue to evolve in a rapidly changing landscape, with AI transforming how travellers search, plan and book. In response, Destination Port Stephens is investing in smarter, more adaptive digital capabilities, including the launch of a new destination website in the second half of this year, designed to enhance user experience, improve partner visibility and respond to AI-driven search behaviours.

Our current performance reflects a strong and growing digital footprint. The Destination Port Stephens website attracts over 1.1 million annual views, while our digital campaigns reach more than 8.5 million people. Across social channels, we have built a highly engaged audience, including 44,000 followers on Facebook and 28,000 on Instagram, with an emerging presence on TikTok to connect with new and younger audiences.

As our digital ecosystem continues to expand across platforms, partnering with DPS provides access to a powerful, future-focused marketing environment—designed to increase exposure, drive traffic, and convert inspiration into bookings.

WEBSITE
views



1.1
MILLION

DIGITAL
campaigns



+8.5M
REACHED

FACEBOOK
followers

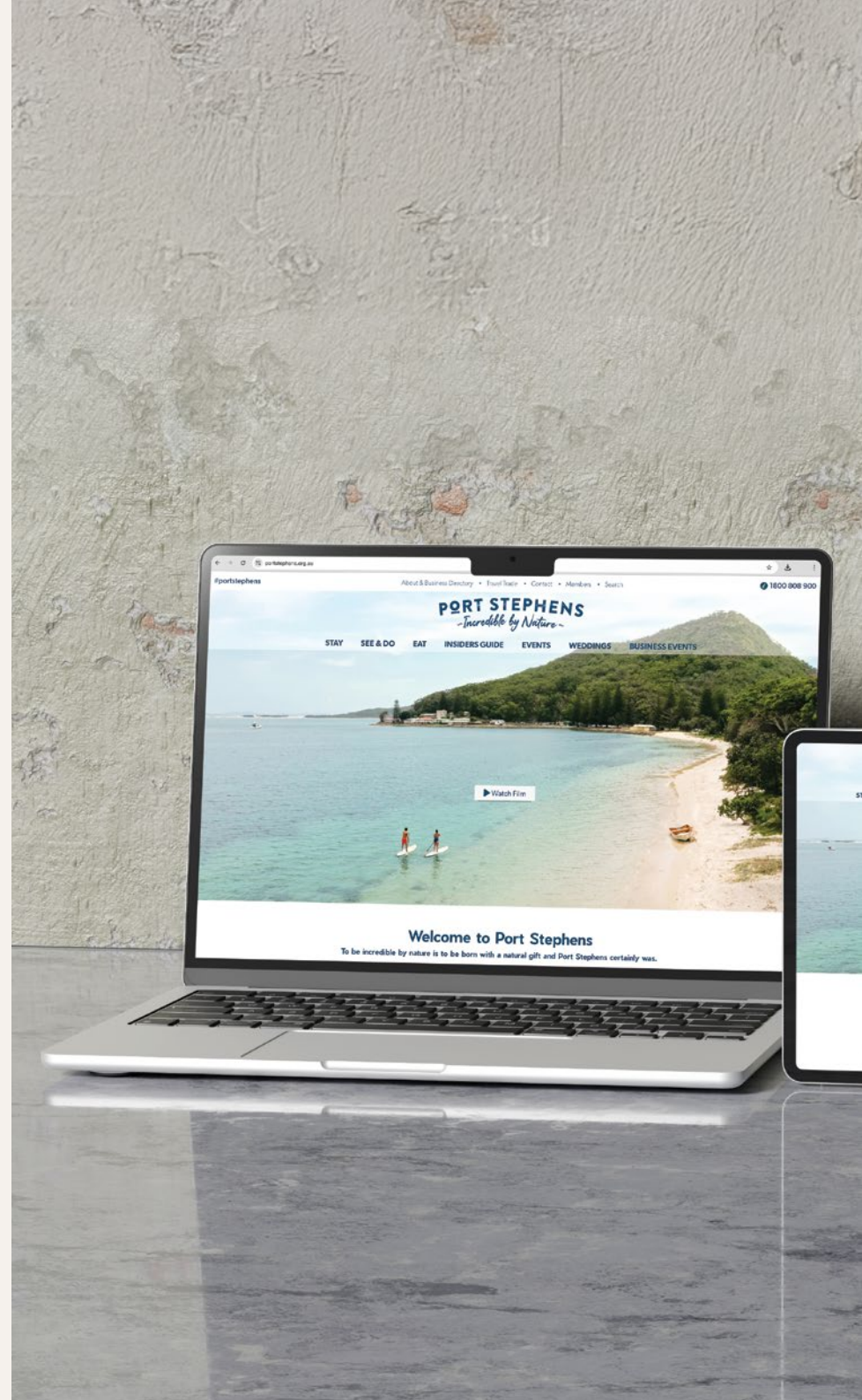


44,000

INSTAGRAM
followers



28,000



CURRENT VISITOR ECONOMY POSITION

Strategic Support on the Ground: Port Stephens Visitor Information Centre

The Port Stephens Visitor Information Centre is a vital frontline partner in our destination strategy and in promoting your business. As a trusted source for thousands of travellers seeking local guidance, the Centre plays a key role in converting interest into action. Staffed by knowledgeable locals and destination ambassadors, the team provides personalised recommendations, distributes partner brochures, and actively promotes experiences, tours, and services. By aligning with Destination Port Stephens, your business benefits from this strategic partnership, gaining direct exposure to high-intent visitors and being part of a cohesive, on-the-ground effort to enhance the visitor experience and boost local tourism.

Strategic Support on the Ground



35,00 WALK-IN VISITORS
ANNUALLY



NETWORKING &
INDUSTRY SUPPORT



7,500+ PHONE &
EMAIL ENQUIRIES



FACE-TO-FACE INTERACTION
= MORE VALUE



TOUR BOOKING
SERVICES



LOCALLY MADE PRODUCTS
& MERCHANDISE



FREE WIFI







THE VALUE OF PARTNERSHIP

Backing Local. Building Momentum.

The Destination Port Stephens Partnership Program is about more than marketing, it's about meaningful connection. It brings together tourism operators, local businesses, and the wider community through shared goals, smart strategy, and genuine collaboration. As a partner, you're not just supporting destination marketing, you're actively shaping the future of tourism in Port Stephens. Every contribution goes directly into initiatives that grow our region's visibility, drive visitation, and support long-term sustainability. For your business, the benefits are clear:

- More visibility through strategic campaigns designed to reach the audiences that matter most.
- Stronger impact by standing alongside a collective brand that's confident, connected, and ready to lead.
- Real collaboration with industry and key stakeholders, including Tourism Australia, Destination NSW, Destination Sydney Surrounds North, Newcastle Airport, Hunter regional brands, and Port Stephens Council, among others, to guide the future of local tourism.

Key Takeaways

- Every dollar is reinvested into promoting Port Stephens.
- Your brand becomes part of a bigger, unified story.
- We're building a more resilient and future-ready tourism model.
- Together, we reach further than we ever could alone.

PARTNERSHIP PROGRAM

	TIER ONE	TIER TWO	TIER THREE	TIER FOUR
	Destination Leader	Experience Partner	Growth Partner	Anchor Partner
Inclusions				
Partner Perks*	✓	✓	✓	✓
Partner Webpage	x2	✓	✓	✓
ATDW listing	✓	✓	✓	✓
Product Famil by DPS	✓	✓	✓	✓
Featured Social Media organic post	✓	✓	✓	
Magazine Advertisement (Page 13 – Template Ads)	Half page or x2 quarter pages	Third page	Quarter page	Directory listing
Blog Feature	x2	x1		
Consumer eDM inclusion	x2	x1		
Website Product Map inclusion	✓	✓		
Website Itinerary inclusion	✓	✓		
Product Representation in Inbound & Business Events activities	✓			
Awaken Winters Wild Campaign inclusion	✓			
Social media paid campaigns	✓			
Media Famil inclusion**	✓			
Option to host a LevelUp event	✓			
2026-27 ANNUAL FEE	8,000 + GST	\$4,500 + GST	\$3,000 + GST	\$500 + GST
Weekly equivalent (approx)	\$196	\$96	\$64	\$11

Corporate Partnership - Visitor Economy Advocate \$10,000 + GST	Inclusions
Partner Perks*	✓
Linked recognition on Port Stephens Website footer, corporate email marketing footer and DPS team email signature	✓
Full page magazine ad – own artwork permitted	✓
Local Community Campaign recognition	✓
Invitation to Strategic Leadership Planning Sessions (when scheduled)	✓

***Partner Perks include**

Partner portal access	Directory Listing – Port Stephens Magazine and Map
Opportunity to advertise in the Port Stephens Magazine	List your events on website What’s on Guide
Access to participate in DPS Partner Facebook Group communications	Invitation to participate in cooperative marketing campaigns
Access to Port Stephens image & video library	Access to the DPS Partner Resource Guide
Access to the latest local, state and national tourism industry news & partner newsletters	Access to Destination Port Stephens & Port Stephens Council tourism data and dashboard insights
Invitation to networking events to connect with tourism industry professionals	Invitation to professional tourism marketing education and training workshops
Brochure display at Visitor Information Centre	Digital advertising opportunities in-house at Visitor Information Centre
Option to nominate for the DPS Board	Voting rights at DPS Annual General Meetings

****Media famils:** These opportunities involve showcasing selected partner products, experiences, or services to visiting journalists, influencers, or content creators. Inclusion is dependent on the nature of media requests, relevant themes, and the specific opportunities available. Partners selected for inclusion will align with the editorial focus, audience interests, and storytelling needs of each famil.

PARTNERSHIP PROGRAM

Value-Adds: Unlocking Targeted, High Impact Opportunities

Beyond the core benefits of your Partnership tier, DPS offers exclusive opportunities throughout the year. These optional investments allow financial partners to participate in strategic marketing initiatives aligned with their business objectives and key visitor markets. Designed to be flexible, timely, and results-driven, these opportunities include:

- **Wedding Marketing:** An industry-led Wedding Trail will be established in early 2027 and Partners will be invited to participate.
- **Business Events:** DPS will represent Partners at relevant trade events to attract incentive groups and famils to the region.
- **International Markets:** Backed by \$32,000 in EMDG funding in FY27, DPS will continue to implement the Inbound Strategic Plan for 2026/27 to expand our global reach.

These add-ons are a powerful way to amplify your exposure and engage with high-value audiences.

Optional Add-Ons

Add-ons have been introduced to give partners greater flexibility to tailor their involvement, allowing them to invest in targeted opportunities that align with their specific business goals and maximise return on investment.

- Tier Two, Three and Four Partners can participate in the Awaken Winter’s Wild campaign for an investment of \$2,000 + GST.
- All Partners can purchase an additional website listing for \$450 + GST.
- All Partners can purchase free-form advertising in the Port Stephens Magazine. Refer to page 13 for more information and pricing.

Payment Options: Designed with Flexibility in Mind

	Corporate Partner	Tier One	Tier Two	Tier Three	Tier Four
Early Bird 5% Discount*	✓	✓	✓	✓	✓
Multiple Business 10% Discount**	✓	✓	✓	✓	✓
Monthly Payment Plan for 6 months***	✓	✓	✓	✓	

*Renew or join before 30 June to receive 5% Early Bird discount – our way of rewarding early commitment.

** The highest-value (primary) business package is excluded from the 10% discount.

***First instalment must be paid upfront before Partnership is activated.




PORT STEPHENS MAGAZINE PRICE & SIZE GUIDE

The refreshed Port Stephens Magazine is now in its second year of production and continues to be a powerful platform to showcase your brand to a highly engaged visitor audience. With a distribution of 70,000 hard copies across key visitor touchpoints, along with a digital version achieving over 5,000 views annually, it plays an important role in driving inspiration and consideration for the region. The pricing and size guide below highlights the strong value of advertising opportunities available through our Partnership Program Tiers, along with rates for standalone half-page and full-page placements.


PARTNER ADVERTISING INCLUSIONS




Full Page - advertising value = \$5,000 + GST
(included in Corporate Partnership – Visitor Economy Advocate)
Up to 4 photos, 60% image and 40% text (approx. 150 words)



Half Page – advertising value = \$2,500 + GST
(included in Tier One Partnership - Destination Leader)
Up to 2 photos, 50% image and 50% text (approx. 100 words)



Third Page - advertising value = \$2,100 + GST
(included in Tier Two – Experience Partner)
One hero photo, 50% image and 50% text (approx. 80 words)




Quarter Page – advertising value = \$1,800 + GST
(included in Tier Three – Growth Partner)
One hero photo, 50% image and 50% text (approx. 70 words)



Directory Listing
2 lines - Location and Phone Number Only
Free to all financial Partners

OPTIONAL ADVERTISING PRICING



Free- Form Half Page
To be supplied as a standalone high-resolution PDF.
Specs to be provided.
\$2,500 +GST



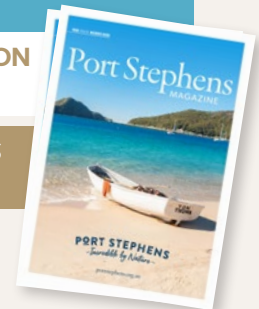
Free Form Full-page (with preferred placement, subject to availability)
To be supplied as a standalone high-resolution PDF.
Specs to be provided.
\$5,000 +GST



Free Form Full-page + Website Blog Article (Enhanced advertisement with preferred placement)
Magazine & DPS Web Blog created for you by marketing & design experts. Ad design, Ad copy & Long-form website ad copy created for you by We Are Coast design agency, and published to the DPS website.
\$7,500 +GST

MAGAZINE DISTRIBUTION
70,000 COPIES

WEBSITE VIEWS
1.1 MILLION



How to book

Email info@portstephenstourism.com.au
Book your Visitor Guide advertisement online by 31 July.

For more information contact The Destination Port Stephens team on (02) 4981 2964.





CONTACT US

Partnership Program Enquiries & Onboarding

Bronte Jackson

M: 0407 402 884

bronte@portstephenstourism.com.au

Marketing and Advertising Enquiries

Lily O'Brien

M: 0477 868 719

marketing@portstephenstourism.com.au

Corporate Partnership – Visitor Economy Advocate

Jo Thomas

M: 0408 274 755

ceo@portstephenstourism.com.au

Address

60 Victoria Parade, Nelson Bay NSW 2315

Phone

+ 61 2 4981 2964

Destination
PORT STEPHENS
~ Incredible Together ~