



*Destination*  
**PORT STEPHENS**  
*~ Incredible Together ~*

# PARTNERSHIP PROSPECTUS

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2025-26

**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.

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# Destination PORT STEPHENS

## DRIVING TOURISM. CREATING IMPACT.

For over 28 years, Destination Port Stephens has been at the forefront of driving tourism and delivering real impact across the region. As the voice of the visitor economy, we lead with purpose, promoting Port Stephens as a must-visit destination, advocating for our industry, and supporting the growth of local tourism businesses. Through bold marketing, strategic partnerships, active advocacy, and industry development, we connect visitors with unforgettable experiences and champion the needs of our stakeholders. Our focus is on sustainable growth, meaningful visitor engagement, and long-term value for both our industry and the broader community.

### Our Vision

- To position Port Stephens as one of Australia's leading and most sustainable tourism destinations.
- Build strong partnerships, create bold ideas, and encourage a united tourism industry.
- Be committed to championing local businesses, nurturing community pride, staying ahead of industry trends, and sharing the extraordinary stories that make Port Stephens truly unforgettable.

Port Stephen 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.

## Our Goal

To double visitor expenditure to \$1 billion annually by 2030.

**Mel Turner**  
Manager Industry  
Engagement

**Jo Thomas**  
CEO

**Lily O'Brien**  
Marketing Coordinator



## Strategic Priorities



### Destination Marketing

Develop innovative marketing programs to drive brand awareness and increased visitation.



### Leadership and Advocacy

Leading the growth of the Port Stephens visitor economy through expert knowledge, advocacy and industry and stakeholder engagement.



### Big Events and Big Ideas

Support investment and development.



### Product/Industry Development

Improve the quality of tourism product in the region through support, education and training to enhance the visitor experience.



### Form a Framework for Success

For Destination Port Stephens to be a sustainable, consultative and effective organisation focused on driving results.

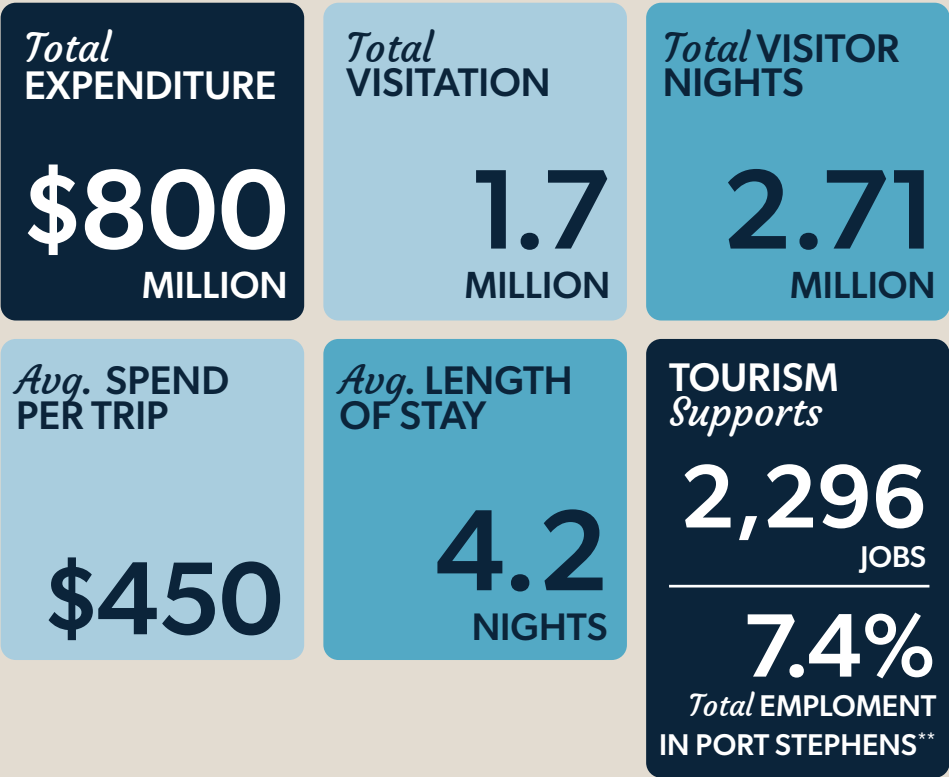


# CURRENT VISITOR ECONOMY POSITION

## Visitation and Tourism Snapshot\*

Year Ending December 2024, Port Stephens welcomed a total of 1.72 million visitors, comprising 820,000 domestic overnight, 873,000 domestic day-trippers, and 23,000 international visitors. Visitor expenditure reached \$822 million, with domestic overnight travellers contributing the majority at \$688 million, followed by \$125 million from day-trippers and \$9 million from international visitors.

These visitors accounted for 2.71 million visitor nights, with the average spend per trip sitting at \$839 for domestic overnight, \$143 for day trips, and \$381 for international visitors. This strong performance highlights the continued growth and economic value of the Port Stephens visitor economy.



\* National and International Visitor Survey, Tourism Research Australia (TRA), YE December 2024.  
\*\*Australian Bureau of Statistics National Accounts Tourism Satellite Account.



# OUR DIGITAL ASSETS

## Join the Digital Momentum

Our digital platforms are thriving, and your business can be part of the success. With 1.33 million annual website views and over 358,000 users, the Destination Port Stephens website is a trusted source of inspiration and information for travellers. Across Facebook, Instagram, and TikTok, we've built a combined community of 67,000+ followers and a growing consumer database of 18,000+ delivering strong engagement and visibility for our partners.

We're also expanding our reach through YouTube and LinkedIn, creating even more opportunities to showcase the Port Stephens experience to new and growing audiences. Partnering with DPS means tapping into this powerful digital ecosystem to increase exposure, drive traffic, and inspire bookings.

WEBSITE  
*views*



1.33M

DIGITAL  
*campaigns*



2024-25

8M PEOPLE  
REACHED

FACEBOOK  
*followers*



41,000

INSTAGRAM  
*followers*



26,000





# 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

 <b>35,00 WALK-IN VISITORS ANNUALLY</b>	 <b>NETWORKING &amp; INDUSTRY SUPPORT</b>
 <b>7,500+ PHONE &amp; EMAIL ENQUIRIES</b>	 <b>FACE-TO-FACE INTERACTION = MORE VALUE</b>
 <b>TOUR &amp; ACCOMMODATION BOOKING SERVICES</b>	 <b>LOCALLY MADE PRODUCTS &amp; MERCHANDISE</b>
 <b>FREE WIFI</b>	



# PARTNERSHIP PROGRAM EVOLUTION: 'INCREDIBLE TOGETHER'

## Growing Together. Shaping the Future of Tourism.

The Destination Port Stephens Partnership Program reflects our ongoing commitment to collaboration, shared success, and regional pride. As our destination grows, so too does the way we work together. This evolved program goes beyond traditional membership, it's a dynamic network of like-minded businesses, working side by side to strengthen Port Stephens' position as one of Australia's most sustainable and visitor-ready destinations. It's designed to adapt to changing industry needs, foster deeper connections, and ensure every partner plays a meaningful role in our shared journey. Together, we're building a destination grounded in purpose, driven by collaboration, and enriched by the people who make Port Stephens unique.

**"As part of our new direction, we're transitioning from the term memberships to 'Partnerships'. This isn't just a change in language, it's a mindset shift. One that recognises the value of all businesses connected to our visitor economy, whether they're on the frontlines of tourism or playing a supporting role behind the scenes."**

– Jo Thomas, CEO, Destination Port Stephens





# THE VALUE OF PARTNERSHIP

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## 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
<b>Inclusions</b>				
Partner Perks*	✓	✓	✓	✓
Partner Webpage	x2	✓	✓	✓
Product Famil by DPS	✓	✓	✓	
Featured Social Media Organic Post	✓	✓	✓	
Magazine Advertisement	Half Page or 2 x Quarter (Template Ad)	Third Page (Template Ad)	Quarter Page (Template Ad)	Directory Listing Only
Online Insider Guide Feature Blog	x2	x1		
DPS Consumer eDM inclusion	x2	x1		
Online Itinerary inclusion	✓	✓		
Digital growth session**	✓	✓		
Social media paid campaign	✓			
Media Famil inclusion***	✓			
Host a LevelUp Event	✓			
Annual Strategic Planning Inclusion****	✓			
<b>2025-26 ANNUAL FEE</b>	<b>\$8,000 + GST</b>	<b>\$4,500 + GST</b>	<b>\$3,000 + GST</b>	<b>\$500 + GST</b>
<b>Weekly equivalent (approx.)</b>	<b>\$154 + GST</b>	<b>\$87 + GST</b>	<b>\$58 + GST</b>	<b>\$10 + GST</b>



Corporate Partnership - Visitor Economy Advocate \$10,000 + GST	Inclusions
Partner Perks*	✓
Website footer feature tile with link	✓
Full page magazine ad – own artwork permitted	✓
Local Community Campaign recognition	✓
Annual Strategic leadership planning opportunity***	✓

**\*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

**\*\*Digital growth session** by Ely Marketing offers Tier 1 and Tier 2 Partners

**\*\*\*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.

**\*\*\* Annual Strategic Planning:** Invitation to join DPS Team for round table strategic planning workshop.

# PARTNERSHIP PROGRAM

## Partnership Add-Ons: Unlocking Targeted, High Impact Opportunities

Beyond the core benefits of your Partnership tier, DPS offers exclusive Add-On 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:

- **Weddings Marketing:** An industry-led committee will be established in late 2025 to develop and drive initiatives that grow the wedding market.
- **Business Events:** DPS will represent partners at AIME and support the attraction of incentive groups and familiarisations to the region.
- **International Markets:** Backed by \$56,000 in secured EMDG funding, DPS will implement the **Inbound Strategic Plan for 2026/27** to expand global reach.

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

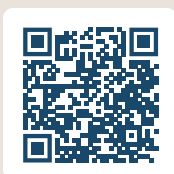
## Value-Adds: Designed with Flexibility in Mind

We've built the program to be inclusive and accessible, offering flexible options to support businesses of all sizes:

- **Payment Plans for Premium Tiers:** Corporate Partnership - Visitor Economy Advocate, Tier One Partners - Destination Leader and Tier Two -Experience Partner levels can access monthly payment plans over six months, making it easier to manage investment while maximising visibility. Please note: payment plans are not available to those who opt in to the Early Bird discount.
- **Early Bird Discount:** Renew or join before 30 June to receive a **5% early bird discount** — our way of rewarding early commitment and enthusiasm.
- **Multi-Business Discount:** Own multiple businesses? Enjoy **10% off additional partnership packages** under the same ownership — because we understand many of our partners juggle multiple roles.

These added benefits are designed to give you more choice, greater value, and stronger returns.

## PARTNER WITH US



*Scan for  
more details*



**#portstephens**  
**portstephens.org.au**



# CONTACT US

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## **Partnership Program Enquires**

Mel Turner

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[mel@portstephentourism.com.au](mailto:mel@portstephentourism.com.au)

## **Marketing and Partnership Onboarding**

Lily O'Brien

M: 0477 868 719

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## **Corporate Partnership – Visitor Economy Advocate**

Jo Thomas

M: 0408 274 755

[ceo@portstephentourism.com.au](mailto:ceo@portstephentourism.com.au)

## **Address**

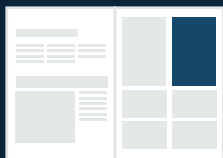
60 Victoria Parade, Nelson Bay NSW 2315

## **Phone**

+ 61 2 4981 2964

# PORT STEPHENS MAGAZINE PRICE & SIZE GUIDE

We're excited to announce the launch of the refreshed Port Stephens Magazine, formerly known as the Visitors Guide, coming in October 2025! The pricing and size guide below highlights the great value of advertising opportunities available through our Partnership Program Tiers, as well as the rates for standalone Half Page and Full-Page ads.



## Quarter Page Template

(included in Tier Three – Growth Partner)

One hero photo, 50% image and 50% text (approx. 70 words)

**\$2,250 + GST**

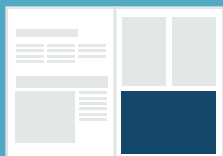


## Third Page Template

(included in Tier Two – Experience Partner)

One hero photo, 50% image and 50% text (approx. 80 words)

**\$2,650 + GST**



## Half Page Template

(included in Tier One Partnership - Destination Leader)

Up to 2 photos, 50% image and 50% text (approx. 100 words)

**\$4,100 + GST**

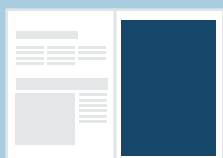


## Free- Form Half Page

To be supplied as a standalone high-resolution PDF.

Specs to be provided.

**\$5,600 + GST**

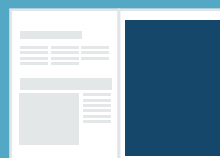


## Full Page Template

(included in Corporate Partnership – Visitor Economy Advocate)

Up to 4 photos, 60% image and 40% text (approx. 150 words)

**\$7,500 + GST**



## Free Form Full-page Advertisement (with preferred placement)

To be supplied as a standalone high-resolution PDF.

Specs to be provided.

**\$10,500 + GST**



## Directory Listing

2 lines - Location and Phone Number Only

Free to all financial Partners

## How to book

Email [info@portstephenstourism.com.au](mailto: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.







*Destination*  
**PORT STEPHENS**  
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