

SUMMER 2024-25



Your Incredible Summer ~
PORT STEPHENS

MEMBER'S TOOLKIT

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INCREDIBLE SUMMER 2024-25

There's nothing quite like summer in Port Stephens! For generations visitors have journeyed to our turquoise coastlines, lush hinterlands and majestic dunes to experience the very best of mother nature and create summertime memories that last a lifetime. And this year they will come once more, perhaps bringing along the kids or grandkids, to jump off jetties, soak up the sun and swim in the sea making new memories.

This is our busiest time - the time to 'make hay while the sun shines', so join us in welcoming our holiday makers and embrace all that is summertime in Port Stephens.

Our **"Ten Tips to Your Incredible Summer"** campaign offers local insights and insider tips to make our visitors feel welcomed and provide the information they didn't know they needed. Where to get your beach driving permit, maps for local dog parks, links to patrolled beaches and hidden gems off the beaten track.

Take advantage of the assets designed to help spread the word and make this peak season the best yet! Communicate, educate and celebrate this incredible summer season in Port Stephens.



COMMUNICATIONS STRATEGY

Lists get clicks - its an undeniable fact in our digital world. We love a list - so does Santa, apparently. So... to help us help you help our guests, we've devised a list of helpful do's and dont's to keep everyone safe, calm and hopefully happy!

By distributing digital assets to our databases and through our social networks as well as printed posters and brochures we can reach our visitors and guests and help spread the word. By scanning the QR code they will find "10 Tips for Your Incredible Summer".

KEY MESSAGING

10 Tips for Your Incredible Summer

Sun, sea, salt and Santa...what's not to love! Summer is our favourite time in Port Stephens! So come all ye faithful and relive the memories of carefree, sunny, summers in Port Stephens... jumping off jetties, swimming and surfing, hot days and cool drinks, salty hair (and chips). Now it's time to make new memories with the kids and grandkids, family and friends. We hope this handy guide, full of local knowledge and insider tips makes for an easy, breezy incredible summer in Port Stephens! Enjoy this incredible place!

CALL TO ACTION

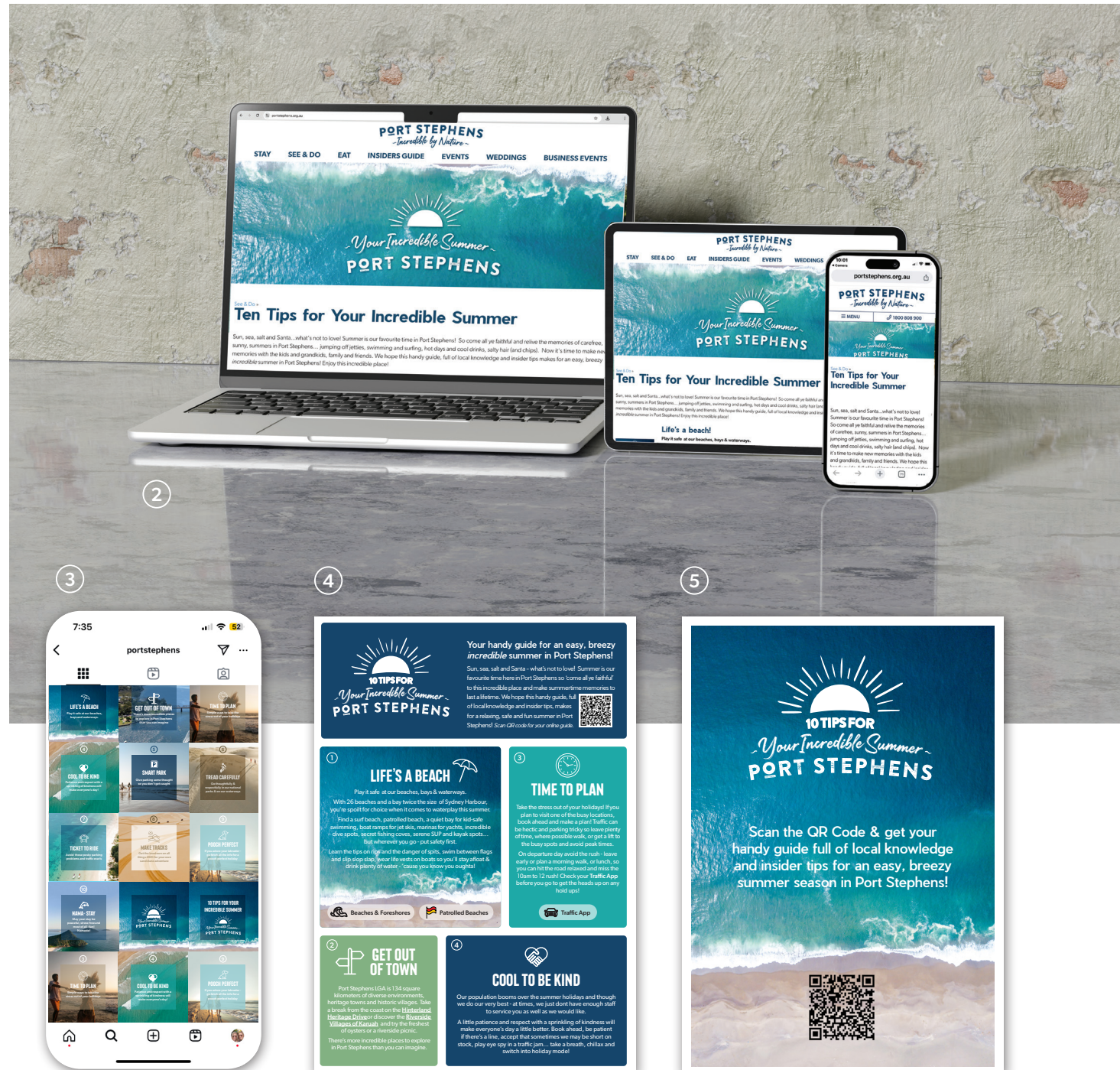
Scan the QR Code & get your handy guide full of local knowledge and insider tips for an easy, breezy summer season in Port Stephens!



ASSETS

A full suite of marketing assets are ready for you to employ. [Download from your members page.](#)

- ① DL Printable Brochure
- ② Website Landing Page
- ③ Social Media & Stories Tiles
- ④ A4 Digital Flyer (with clickable links)
- ⑤ A4 Printable Posters



Any questions, please
CONTACT US

Jo Thomas

CEO Destination Port Stephens
ceo@portstephentourism.com.au

Mel Turner

Destination Port Stephens
mel@portstephentourism.com.au

Ph: 4981 2964

www.portstephens.org.au



PORT STEPHENS
~Incredible by Nature~