

Dear Members

Congratulations on surviving the silly season! We hope you all had a busy and prosperous summer holiday season and enjoyed the increased visitation of tourists to our beautiful part of the world.

Welcome also to our new look newsletter and corporate identity of the website applied. This will be the first of a suite of monthly newsletters as we plan to stay in constant communication via e-letters moving forward to keep you all up to date and fully informed.

You may have heard of a few changes at Sapphire Coast Tourism – and whilst change can sometimes be confusing and fearful – change is also challenging, progressive and extremely beneficial!

To this end, the Sapphire Coast Tourism Board were very disappointed to receive a resignation from our Tourism Manager Jacqui Vincent. Jacqui resigned to resume her teaching career with TAFE and will continue her strong commitment to regional tourism, the benefits of which will be seen in well trained young professionals entering the tourism industry. The Board wishes her well in her future endeavours.

We'd also like to take this opportunity to let you know that Samantha Smith our new Marketing Manager is now on board having moved up from Melbourne, and is currently located at the Merimbula VIC. Another new recruit is Carol Buchanan, who also recently started working with us in the role of Tourism Officer. Feel free to drop in or call the VIC and introduce yourself to Samantha and Carol.

Membership

For those of you who have already renewed your memberships this year – thank you. For those that haven't quite got around to it yet, this is a friendly reminder that membership renewal is now overdue.

Membership periods run from Jan-Dec and we need your support to promote and market our region's visitor experiences. There are a variety of membership levels and an array of benefits, products and services provided to you for being a member with Sapphire Coast Tourism.

For more information, member prospectuses can be downloaded from our website:

http://www.sapphirecoast.com.au/contact_membership_information.php

Remember to support the industry that supports you.

Advertising Banners

You may have seen the newly uploaded advertising banners that are now live on our website.

This is a cost effective method of promoting your business to a wider market and another advertising media channel to add to your marketing portfolio. With future e-marketing online campaign proposals for Sapphire Coast Tourism being considered, this is one form of advertising you need in order to be seen and to remain competitive in today's savvy market.

In context, new research shows that 80% of all initial travel inquiries now takes place on the web, and our own website stats for the week 09/02-15/02 display an impressive result - 96,000 hits and 27,926 page views!

Take advantage of special introductory rates of 50% off (available for a short time only), be sure you don't miss out!

For more information, click on the 'Advertisement' link in the top header of our website, or go to:

http://www.sapphirecoast.com.au/advertise_with_us.php

Website

A quick update on our website – the long awaited (and poorly missed) booking engine – the single page booking function – similar to Wotif, is not too far away with the programming all but complete and testing soon to be underway. The detailed programming requirements of this function has taken a little longer than envisaged and for this we apologise. But we're almost there – watch this space!

So with new staff on board, current planning on brand strategy and awareness with all marketing requirements and activity being reviewed, don't miss the opportunity to be part of this new and exciting growth phase of SCT.

We look forward to working with you all.
The SCT Team