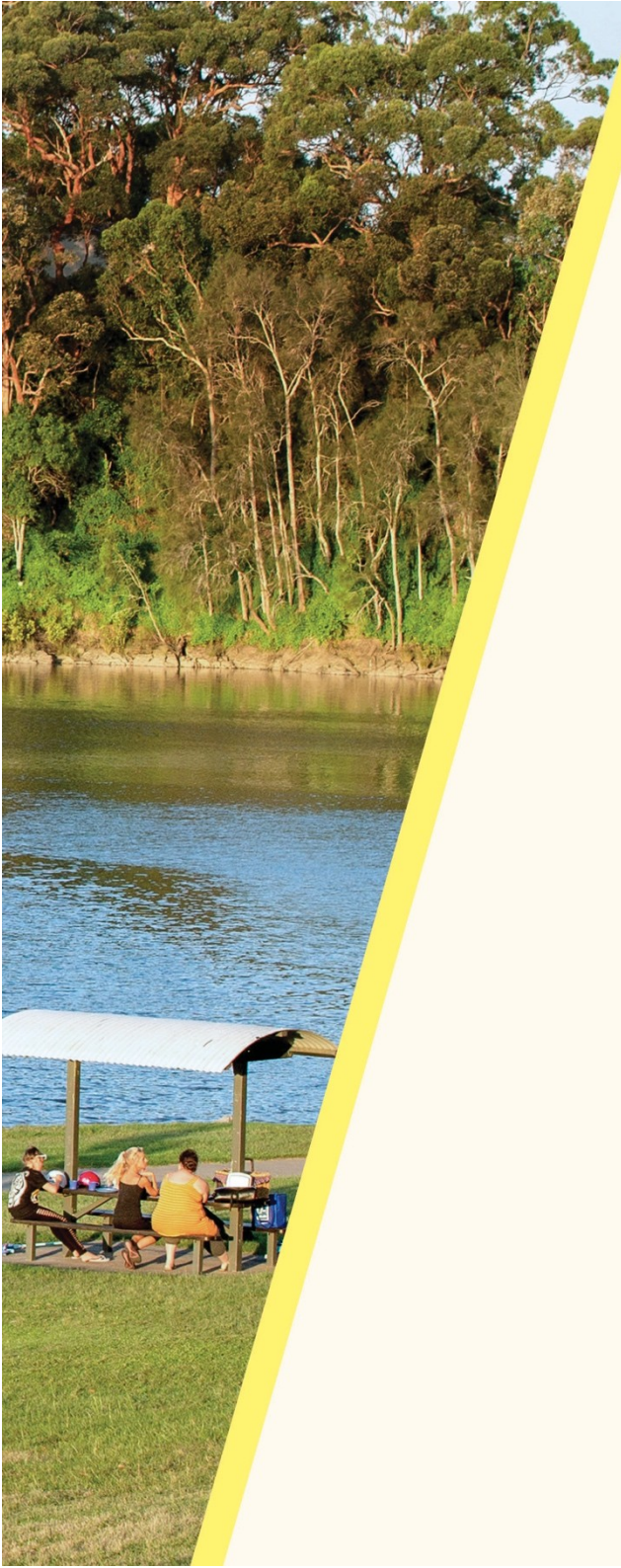


SECTION 5: **ACTION PLAN & TRACKING**





OBJECTIVES

1

Strengthen and differentiate the regional brand through targeted campaigns and immersive storytelling.

2

Encourage travel outside peak season & address business sustainability by smoothing out seasonal peaks & troughs.

3

Encourage dispersal of visitors around the region to address over-tourism in 'hot-spots' over peak periods.

4

Attract High Value Travellers which means fewer visitors who spend more.

5

Increase length of stay - increasing spend.

6

Drive visitor economy growth through collaboration.

7

Collaborate with industry partners through education and engagement to develop and sustain a strong and mature tourism industry.

WEBSITE GOALS

GOAL	HOW	STATUS
Easy to navigate website with engaging content	New website or refresh of website	
	Report from Google analytics annually that achieve the goals set out in the website brief	
Engage and keep the audience on the site	Host content specific to our target markets	
	Execute direct and personalised marketing campaigns	
	Create more itineraries that help the visitor plan and book their trip	
Improve Google ranking for our site and pages	Optimise Search Engine Optimisation (SEO) & Generative Engine Optimisation (GEO) across the site	
	Research the best keywords to utilise for tourism in PM campaigns	
Give the end user context as to where the things to do are	Google Maps integration with Australian Tourism Data Warehouse (ATDW) data for map overlay and display across the site	
Improve Return on Investment (ROI) tracking for marketing campaigns	Create landing pages for marketing campaigns	
Identify gaps for all products and experiences on ATDW	Develop a yearly program to work with industry to review ATDW content and ensure it is up to date	

e-NEWSLETTERS

GOAL	HOW	STATUS
Build our consumer Electronic Direct Mail (EDM) database	Subscribe banner on website	
	Link social media posts to subscribe where appropriate	
	Promotions to build database	
Drive engagement with tourism experiences and seasonal campaigns	Send a welcome email when they subscribe & ask what areas they are interested in	
	Segment audiences for tailored content	
Increase conversions	Include clear Call-To-Actions (CTAs) - book now, learn more, download etc.	

SOCIAL MEDIA

GOAL	HOW	STATUS
Raise brand awareness & engagement	Post consistently with a mix of reels, stories and static posts	
	Post content that is engaging to our audience	
	Run paid ads targeting key visitor markets	
	Be aware of and implement current algorithms and engagement on the different platforms	
	Engage actively - respond to comments, Direct Messages (DMs) and mentions	
Showcase unique experiences and user-generated content (UGC)	Share UGC content to build authenticity	
	Collaborate with content creators on marketing campaigns	
	Share a diverse range of experiences and places	
Drive traffic to Destination Website portmacquarieinfo.com.au	Link through to articles, itineraries and 'must-dos' when in region from social posts	
	Track in Google analytics	

COLLATERAL

GOAL	HOW	STATUS
Ensure a consistent and recognisable brand across all touchpoints	Maintain and update brand guidelines and templates	
Provide high-quality, visually appealing materials for visitors & stakeholders	Streamline distribution of existing collateral	
	Refresh our map annually	
Updated events prospectus for bids and marketing	Business Events Prospectus	
	Major Events Prospectus	
Updated imagery and footage that appeals to our target market	Update our content across our website, social media, marketing collateral, EDMs and to share with local industry	

MEDIA & COMMUNICATIONS

GOAL	HOW	STATUS
Secure positive coverage in local, regional and national media	Develop media kits with high quality images and itineraries	
	Pitch seasonal stories and event highlights to media outlets	
	Share all good news stories with our corporate communications team and other internal stakeholders	
Build strong relationships with travel journalists and influencers	Host media familiarisations with industry partners	
	Send news to media partners	
Key messaging around Port Macquarie is delivered to the right audiences at the right time	Work with industry partners at Destination North Coast (DNC), Destination NSW (DNSW) & Tourism Australia (TA) to identify and take advantage of opportunities	
Capture and track media mentions	Save down post any articles and share on our website and social media	

MARKETING CAMPAIGNS

GOAL	HOW	STATUS
Drive visitation during shoulder seasons to increase overnight stays and visitor spend through marketing campaigns	Procurement for an agency to manage marketing campaign that can track performance and adjust tactics mid-campaign	
	Marketing campaigns with various partners i.e. TripAdvisor, Australian Traveller, Qantas etc. that are tracked and shared	
Dispersal of visitors through the region in peak season	Get information out on our website, socials, sponsored posts, PR that markets the whole region dispersing visitor spend and experiences throughout	
Always On Campaign	Always a Port Macquarie presence through social media, SEO and email marketing	
Collaborative marketing with tourism operators	Create an Expressions of Interest (EOI) that provides tourism operators the opportunity to do some co-op marketing	
Visiting Friends and Family Campaign (VFR)	In collaboration with Greater Port Macquarie Tourism Association (GPMTA) develop a 12-month VFR campaign	
	Roll out each year leading into winter directly after Easter and then in August to drive September - November	

TOURISM INDUSTRY DEVELOPMENT & COLLABORATION

GOAL	HOW	STATUS
As per Economic Development Strategy (EDS) advocate for and invest in infrastructure to unlock economic potential	EDS Priority Four - Enabling Infrastructure	
Build on knowledge of Short-Term Rental Accommodation in region	Subscribe to or obtain any information available from Airbnb and/or Stayz, etc.	
Improve on visitor experience - especially during peak seasons	Organise workshops for business operators to meet visitor needs	
	Contribute feedback into road works and facilities plans that are in tourism hot spots	
Assist businesses with staffing issues	Promote PMHC as a great place to live and work and the tourism industry as a vocation of choice as per EDS Priority Two - Regional Strengths and Shared Identity.	
Emerging trend industry support	Support tourism businesses to develop their operations in areas of emerging trends in tourism	
Advocate within Council on behalf of Tourism Operators	Work collaboratively across council to enhance the way tourism operators work with different departments	
Build industry engagement	Collaborate with industry where possible	
	Build out the tourism toolkit and make it easily accessible to operators	
	Continue to meet in person with operators	
	Continue to send out operator newsletters	

Provide education opportunities to Industry	Offer tourism workshops that are in-line with DNSW's FIRST workshop program	
	Encourage operator attendance at all workshops on offer via industry focused EDM	
Raise awareness around the importance of tourism to the economy	Pitch local media	
	Utilise Council's owned communications channels and other internal stakeholders	
Increase PMHC product inclusion and distribution in key state and regional programs and channels that support priority market objectives	Send out quarterly product and other updates to industry i.e., DNC and DNSW (also included under Communications)	

SECTION 6: **KPIS**



KPIs

WHAT	TARGET
DIGITAL	
Destination Website	Increase user visits to PMHC website
	Increase average time on site
	Increase social media referrals to website
	Decrease bounce rate for website homepage
	Increase referrals to operator booking
Social Media	Increase engagement and followers on Facebook and Instagram
	Post regularly with a mix of reels, stories and static posts
	Engage in (3) distinct collaborations with social media influencers per annum
e-Newsletters	Benchmarking against industry averages for consumer newsletters
	Include clear CTAs from conversions on EDMs
COLLATERAL	
Brand Creative	Update brand guidelines and templates
	Develop a Business Events Prospectus

	Develop a Major Events Prospectus
	Project overview for a Destination Guide
	Annual refresh of the PMH tourism map
COMMUNICATIONS	
Public Relations	Develop a media kit
	Host media familiarisations annually
	Showcase media mentions on our website
MARKETING CAMPAIGNS	
Paid	Deliver 2 marketing campaigns with a media agency per year
	Deliver 6 smaller marketing campaigns with partners per year
	Be involved in all free of charge TA, DNSW & NC campaigns that are applicable to us
	Set up GEO and SEO with keywords
	Create a VFR campaign with GPMTA
Events	Secure (2) sporting, business or arts and cultural events for the region each calendar year
	Improve community awareness and understanding around the value events bring to the local economy
	Develop (1) new, unique event concept for the region together with an event organiser external to Council

TOURISM INDUSTRY DEVELOPMENT & COLLABORATION	
Strategic Alignment	EDS Priority Two, Four & Six primarily for Tourism
Data	Update data sources on tourism annually to share with industry and host on PMHC
	Work with Corporate Communications to promote the value of tourism to the region
Stakeholders	Monthly meetings with industry leaders on tourism
	Host (4) quarterly get togethers for local Tourism Operators
	Distribute monthly industry support newsletters
Emerging Trends	Create and share collateral for tourism businesses can do to develop in areas of - events, inclusive tourism, wellness, sustainable and Aboriginal tourism, agritourism and the night-time economy