

An aerial photograph of a campsite nestled in a dense forest of tall, green pine trees. The campsite is located in a clearing and features a green tent, a grey tent, and a campfire with a bright orange flame. A person is visible sitting near the campfire. The overall scene is peaceful and scenic.

LAKE MACQUARIE

Love The Lake

LAKE MACQUARIE TOURISM
PARTNERSHIP PROGRAM 2023-2024



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Welcome to Lake Macquarie Tourism

The Lake Macquarie Tourism Partnership Program is designed to maximise the exposure of Lake Macquarie as a tourism destination through the promotion of local Partner businesses and the provision of quality visitor information.

Tourism is a growing major economic driver in Lake Macquarie. In 2019, Lake Macquarie received almost 1.4 million overnight and day trip visitors, who spent a total of \$210 million across the year*.

Being a Lake Macquarie Tourism Partner offers your business high profile and official avenues of promotion, such as inclusion in the Lake Macquarie Visitor Guide and Map, and a presence online on the destination website, visitlakemac.com.au. In 2021-2022, Lake Macquarie Tourism generated a an online reach of 15.7 million across website, social media and other campaign channels.

Partners can enjoy access to our award-winning 'Love the Lake' marketing campaigns and branding, as well as benefits at the Lake Macquarie Visitor Information Centre and opportunities for networking with other operators in the area.

We look forward to welcoming you on board as a Lake Macquarie Tourism Partner in 2023-2024.

2023 Marketing Initiatives

Visit Lake Mac Website Redevelopment

The Visit Lake Mac website is the main promotional tool and information source with the visitor guide, activity guides and maps available online and in downloadable format. The site is currently under redevelopment and will launch in May 2023. The new website will import the Australian Tourism Data Warehouse profiles to showcase operators. Operators will have the ability to edit their listing and upload their events.

Lake Macquarie Tourism Ambassador Program

The Lake Macquarie Tourism Ambassador Program is an opportunity for our community to actively improve visitor experiences through providing welcoming, genuine and in-depth knowledge of the city and what experiences we have to offer. This Free Tourism Program has been developed to provide Lake Macquarie locals and Tourism Partners an opportunity to become Tourism Ambassadors' and champion our beautiful destination to all that come here and utilise word of mouth marketing.

2023 We Are Explorers Campaign

This major campaign, consisting of high quality imagery and video content will strengthen brand and destination awareness. Through consistently shining a light on the best destinations in Australia, We Are Explorers have gained a hugely authentic voice in the travel space promoting key themes of adventure, the great outdoors and driving holidays.

The campaign will capture a range of Iconic Lake Macquarie locations such as Catherine Hill Bay, Watagans National Park, Glenrock State Conservation Area, Naru beach and 9 mile beach. Positioning Lake Macquarie as destination of adventure through activities such as surfing, boating, mountain biking, hiking and more. The campaign will build of the success of the 2019 campaign, encouraging Australian explorers to put Lake Macquarie at the top of their bucket lists through storytelling that creates excitement, engagement and booking urgency. The overarching goals are to promote low-season visitation and key interstate growth markets.

Staff contacts

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*Source: Lake Macquarie Local Government Area Profile 2019, Tourism Research Australia. Data is based on a four year average from 2016 to 2019.

Partnership Program benefits and costs

For an annual fee of \$50 gain access to our tourism network, resources and a broad range of marketing opportunities.

Benefits

Lake Macquarie Tourism Partners can enjoy a wide range of benefits as part of the annual program:

- ✓ Up-to-date information on Lake Macquarie Tourism initiatives & NSW tourism industry opportunities
- ✓ Access to the complete range of Lake Macquarie Tourism visitor publications to stock at your business for guests (limited to 2 boxes per guide per annum)
- ✓ Priority word-of-mouth marketing through the Visitor Information Kiosk
- ✓ Priority access to sponsorship opportunities at Lake Macquarie City Events & Festivals
- ✓ Access to a range of free and discounted cooperative marketing opportunities
- ✓ Inclusion in Lake Macquarie Tourism public relations opportunities
- ✓ Access to Lake Macquarie Tourism equipment hire
- ✓ Discounted rate on Tourism Networking Breakfast tickets
- ✓ Visitor referrals to your business from the Lake Macquarie Tourism team
- ✓ Basic directory listing

Additional opportunities:

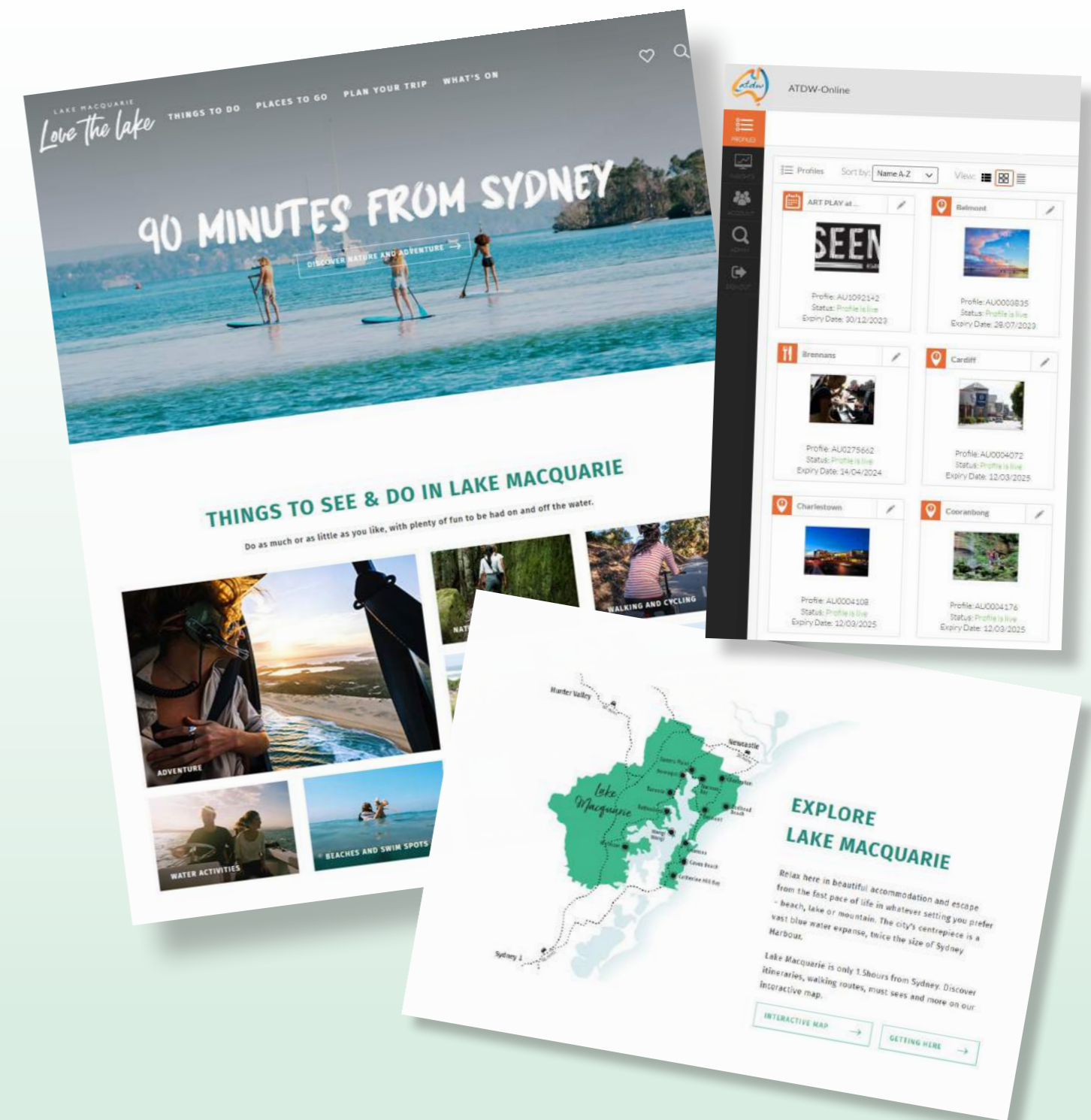
- Brochure display at our Visitor Information Kiosk: \$50 per annum
- Tourism Directory listing in the Visitor guide (full-page advertorial: Print & online): \$350 per annum
- Tourism Directory listing in the Visitor guide (half-page advertorial: Print & online): \$200
- Tourism Directory & map listing – Standard listing advertorial (Print): \$100
- Additional boxes of printed guides: Price on application
- Campaign partnership (invitation only): Price on application.

The Lake Macquarie Tourism Partnership Program runs on a 12 month basis, aligned with the new financial year. The annual fee is \$50 including GST – a flat fee all operators of sizes*.

Lake Macquarie Tourism online

visitlakemac.com.au is the official destination website for Lake Macquarie, receiving over 128,000 website hits in 2022.

All Lake Macquarie Tourism-led destination campaigns direct traffic here. Visit Lake Mac has been newly redeveloped to import Australian Tourism Data Warehouse profiles to showcase operators. Operators will have the ability to list and edit their business and events.



Lake Macquarie Visitor Guide

The Lake Macquarie Visitor Guide is a major piece of promotional collateral for Lake Macquarie Tourism and the Lake Macquarie destination.

This 100-page, high quality booklet provides visitors with detailed information on what to see and do in the area, as well as highlighting Lake Macquarie Tourism Partners with a comprehensive business listing including contact details, image and descriptive copy. Be included from only \$100 p.a.

The Visitor Guide is distributed via these outlets:

- ✓ The Lake Macquarie Visitor Information Centre
- ✓ Accredited Visitor Information Centres throughout NSW
- ✓ Newcastle Airport
- ✓ Lake Macquarie City Council facilities including Lake Macquarie City Art Gallery, Lake Mac Libraries, Council Customer Service Centre, Lake Mac Holiday Parks
- ✓ Lake Macquarie Tourism Partner businesses including hotels and holiday accommodation, clubs, restaurants, cafes and shops
- ✓ Viewable online at visitlakemac.com.au
- ✓ Supplied to conference delegates, sporting competition attendees and other large groups of visitors
- ✓ Mailed out at customer request
- ✓ Consumer and trade shows
- ✓ Destination NSW offices



Lake Macquarie Visitor Map

Lake Macquarie Tourism also produces an annual Visitor Map. This map has proved itself perennially popular with visitors, and is distributed via the same channels as the Lake Macquarie Visitor Guide, acting as a complimentary travel planning tool. Be included in both our Visitor guide and map from only \$100 p.a.



Lake Macquarie Visitor Information Kiosk

Lake Macquarie Visitor Information Kiosks, launched in February 2023. Proudly funded by the NSW Government Regional Tourism Activation, the project is the first of its kind in NSW and has been developed to meet the changing needs and habits of visitors that have identified a need for more accessible visitor information across Lake Macquarie.

This new project ensures that the city's infrastructure, facilities and services have the capacity to facilitate and support growth in the visitor economy.

Visit the website for the Visitor Information Kiosk Schedule.

Partner opportunities

- ✓ **Brochure Display**
Tourism Partners receive priority brochure display at the Lake Macquarie Visitor Information Centre. There will be an opportunity for kiosk brochure display for an additional \$50 per annum.
- ✓ **Visitor referral**
Be included in recommendations from Visitor Kiosk staff
- ✓ **Product presentations**
The opportunity to familiarise the Lake Macquarie Tourism team with your product



Partner marketing opportunities

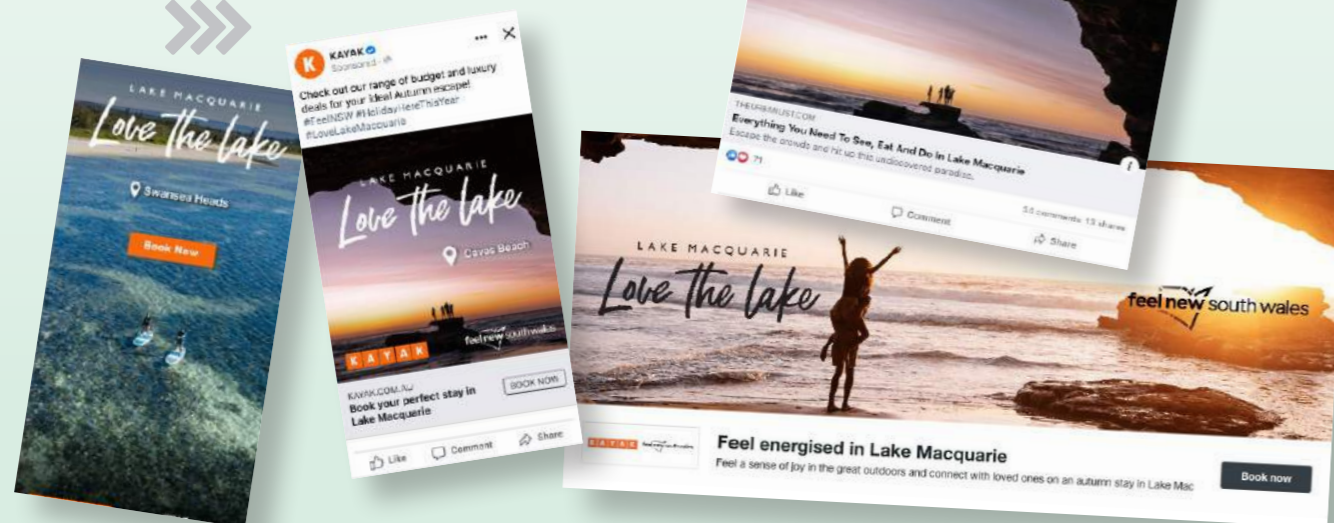
Lake Macquarie Tourism coordinates a wide range of marketing activities across the year, both paid and free, that Partners can participate in. Costs will be communicated as the various opportunities are distributed via email. Examples include:

Business advertising in the Lake Macquarie Visitor Guide

Catch visitors' eyes as they browse the Guide with a larger-size listings or branded advertisement



Campaign partnership (price on application)



Media familiarisations

Host visiting journalists to promote your business through travel and lifestyle outlets



Seasonal online campaigns

Participate and drive your online engagement via social media.



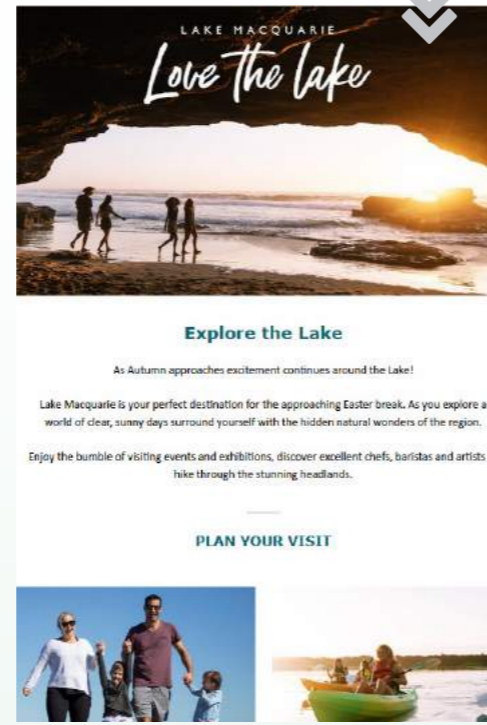
Social media collaboration

Spread the word about your business through the Lake Macquarie Tourism channels



eNewsletter

Inclusion in Lake Macquarie Tourism eNewsletters, distributed to subscriber base of 7,000



How to join

Applications for joining The Lake Macquarie Tourism Partnership program close June 1.

Scan here to submit your application



Or visit <https://bit.ly/PartnershipProgramLakeMac>

National PR Opportunities





Lake Macquarie Tourism

☎ 1800 802 044

✉ tourism@lakemac.nsw.gov.au

🌐 visitlakemac.com.au

📘 facebook.com/visitlakemac

📷 @visitlakemac #VisitLakeMac #LoveLakeMacquarie

**LAKE
MACQUARIE
CITY**

NEW SOUTH WALES

Love The lake