



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

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PORT STEPHENS' NATURAL BEAUTY ON SHOW IN NEW TOURISM CAMPAIGN

The natural wonders of Port Stephens will feature at the heart of a new joint tourism campaign, designed to inspire young active couples to book a trip to the region.

The NSW Government's tourism and major events agency Destination NSW has partnered with Destination Port Stephens to develop the new *Incredible By Nature* destination brand and marketing campaign, which has launched today.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the NSW Government is committed to supporting the recovery of regional NSW in what has been an incredibly difficult year.

"When work on this co-operative marketing campaign commenced, we couldn't have anticipated the challenges that were to come in 2020, particularly for the tourism industry," Mr Ayres said.

"With the recent easing of travel restrictions, we now have the opportunity to seize on the enormous appetite among holidaymakers to explore their own backyard.

"New South Wales is recognised globally for its breathtaking natural scenery and attractions, and one of the best places to experience this is in Port Stephens with its coastal bushland, undulating sand dunes, a spectacular rocky coastline and pristine beaches.

"Driving visitation to regional NSW is one of the best ways we can help our state to recover from the crippling effects of bushfires and COVID-19 and *Incredible By Nature* shows just how many extraordinary experiences there are to enjoy right on our doorstep."

Destination Port Stephens successfully applied for matched dollar-for-dollar funding from Destination NSW under the [Regional Tourism Fund \(RTF\) Co-operative Marketing Program](#) to be able to create and implement the new destination brand and marketing campaign.

Incredible By Nature is now live and will be delivered predominantly through social and digital channels, targeting active couples aged 25-40 years.

Destination Port Stephens Chairman Andrew Macdonald said *Incredible By Nature* captures the essence and spirit of Port Stephens beyond the awe-inspiring scenery.

“The seascapes and landscapes here are an idyllic backdrop for the many amazing experiences that feature in our campaign - from quad biking and sandboarding down the largest moving dunes in the Southern Hemisphere, to swimming with wild dolphins and hiking through bushland to the top of Mount Tomaree,” Mr Macdonald said.

“This campaign celebrates not only the amazing natural environment unique to Port Stephens, but the warm and friendly nature of the people who live here.”

Port Stephens Mayor Ryan Palmer said it’s the ideal time to launch a campaign that puts the region top of mind for travellers and helps to reboot the local visitor economy.

“The people who live in Port Stephens and the visitors who return year-after-year know just how incredible this place is by its very nature, from the many, one-of-a-kind natural assets,” Mayor Palmer said.

“In support of the joint campaign with Destination NSW, Port Stephens Council will be investing to extend its reach to include outdoor, print and TV advertising - not only to attract return visitors but to inspire more people to visit and spend in the region, ultimately driving economic growth and supporting local jobs.”

Images and the 30-second campaign video are available to download [here](#).