

How do you spend your HAPPY HOUR?

This is the question we are asking on our social channels and encouraging visitors to answer polls and allow them to see the amazing array of visitor options in Eurobodalla.

We have had a great December with a continued cloud of Covid restrictions and changes for businesses. We have seen strong accommodation occupancy and strong

increases again across our digital channels. We have launched our new Eurobodalla map for visitors in destination as well.

We will be launching a new conversion campaign in February to keep accommodation bookings strong for February and March.



DECEMBER WEBSITE TOTAL

Total users

18,193

Page views

51,779

Mobile usage

70%



DECEMBER SOCIAL TOTAL

Source: Facebook and Instagram

Impressions

2,277,800

Engagements

16,595

Reach

2,102,200



DECEMBER OCCUPANCY

Source: Localis

2019

58%

2020

70%

2021

68%



NOVEMBER SPEND

Source: Spendmapp

2018

\$58.1m

2019

\$63.6m

2020

\$76.2m

2021

\$77.6m



Exploring our Food Trail

Eurobodalla Food Trail has gone live and encouraging visitors in destination to get out and explore Eurobodalla and enjoy all of our amazing produce.

This is supported by a range of videos including local legend Paul West. Be sure to follow our social channels as we put out these videos.

We have brochures and itineraries set up on the website for visitors to follow. So, jump on and see the trails and encourage visitors to get out and support our local producers and eateries. All whilst enjoying something grown or crafted here in Eurobodalla.