

Our little secret

As we head into the quieter months of the year we are focusing on all the great experiences and locations all throughout Eurobodalla.

Talking about the great food and drink, outdoor experiences, towns and villages and some of our favourite little spaces and places.

Follow along on our socials and if you have a favourite space, place or business we would love

to hear it.

EXPEDIA - Our \$40,000 spend resulted in \$150,549 worth of bookings made in Eurobodalla.

The campaign had 723.3k impressions into Sydney, ACT and regional NSW.

The campaign ran from February 1 to March 31.

This was a grant supported campaign with DNSW.

**OUR
LITTLE
SECRET**



WEBSITE TOTAL

Total users

13,085

Page views

39,445

Mobile usage

70.9%



SOCIAL TOTAL

Source: Facebook and Instagram

Impressions

1.29m

Engagements

12,556

Reach

1.11m



APRIL OCCUPANCY

Source: Localis

2020

26%

2021

59%

2022

50%



MARCH SPEND

Source: Spendmapp

2019

\$68.6m

2020

\$78.3m

2021

\$84.4m

2022

\$85.2m



Exploring our Food Trail

Eurobodalla Food Trail is 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.

This will be a focus of the next few months to get visitors to disperse across Eurobodalla and enjoy some of the amazing local produce that we have available.