

Welcome to our Happy Place

Our new summer marketing campaign - welcome to our happy place - launched on 7 October across Facebook and Instagram.


It positions Eurobodalla as a collection of happy places and authentic voices from the community. It entices the audience to slow down and take in the moments and places that give them a sense of happiness


and wellbeing. Around 18 industry operators were captured on film and will be featured in weekly content pieces and reels


welcoming visitors to their happy place.


We have also created a library of campaign giphys that can be loaded as stickers to your own Instagram reels and stories, allowing everyone to join in the campaign.



	WEBSITE TOTAL		
	Unique users	Page views	Mobile usage
	22 385	73 313	75.41%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
434 800	21 175	334 100	

	DECEMBER OCCUPANCY			Source: Localis
	2020	2021	2022	
68%	67%	54%		

	NOVEMBER SPEND				Source: Spendmap
	2019	2020	2021	2022	
68.4m	81.2m	89.1m	91.8m		



Merry Christmas 2022 from the Team

It's been a busy year and finally it feels like there are good times ahead without restrictions and with gorgeous weather predicted, we're hoping for a bumper season.

We are also looking forward to the return of some major events including Red Hot Summer Tour and the George Bass

Marathon, and with the opening of new infrastructure projects like Bay Pavilions and Observation Point Lookout, visitors and locals will have some new and exciting experiences on offer this season.

From all of us in the tourism and events team, have a safe and happy Christmas and a fantastic new year!!!