

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.

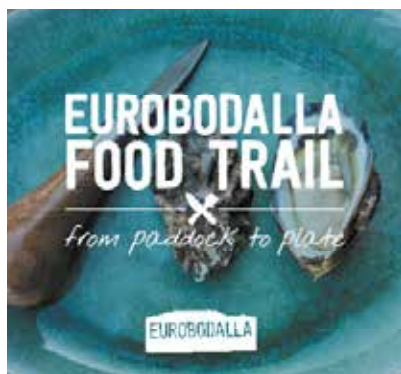


	WEBSITE TOTAL		
	Unique users	Page views	Mobile usage
	15 494	47 951	66.34%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
	367 700	15 555	267 600

	NOVEMBER OCCUPANCY			<i>Source: Localis</i>
	2020	2021	2022	
	66%	62%	46%	

	OCTOBER SPEND				<i>Source: Spendmap</i>
	2019	2020	2021	2022	
	72.2m	85.2m	75.9m	91.3m	



Eurobodalla Food Trail Tourism Award Finalist

The Eurobodalla Food Trail marketing campaign has been selected as a finalist in the 2022 NSW Tourism Awards. The Food Trail has been instrumental in driving awareness of Eurobodalla as a foodie destination with an amazing collection of food growers, producers, chefs, food artisans and providers.

Nominated in the category of Tourism Marketing & Campaigns, state winners were announced in Sydney in November 2022 and while we didn't take out a gong, we are still super proud of the campaign and all the businesses that contributed to it.