

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.

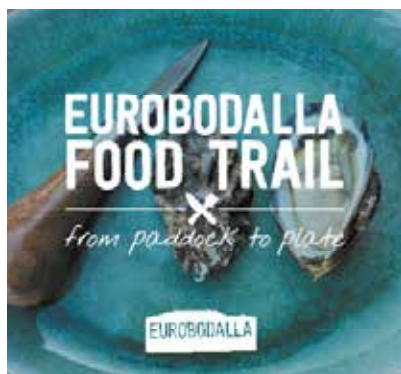


	WEBSITE TOTAL		
	Unique users	Page views	Mobile usage
	11 686	32 974	72.89%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
	325 500	10 337	159 600

	OCTOBER OCCUPANCY			Source: Localis
	2020	2021	2022	
	68%	38%	49%	

	SEPTEMBER SPEND				Source: Spendmap
	2019	2020	2021	2022	
	60.8m	77.1m	54.0m	88.0m	



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 will be announced in Sydney in November 2022 and the winner will automatically go in the running for the Australian Tourism Awards.