



PROMOTE YOUR EVENT ON THE COFFS COAST

Your guide to getting your event noticed by locals and visitors alike

Coffs Coast Tourism is here to help you maximise exposure for your event. Use these key channels to reach more people, attract attendees, and amplify your impact.

ESSENTIAL STEPS TO BOOST YOUR EVENT VISIBILITY

1. List Your Event on ATDW

It's free and easy. Once listed, your event will automatically appear on **CoffsCoast.com.au**, **VisitNSW.com**, **Australia.com** plus more than 100 other national and state tourism platforms as well as the **Coffs Coast Explorer App** and **Digital Visitor Kiosks** across the region.

Visit www.ATDW.com.au to start your listing.

2. Create a Facebook Event

Tag **@CoffsCoastNSW** as a co-host to enable potential sharing on our official social media platforms (subject to suitability).

3. Keep Your Website Up to Date

Ensure your website includes clear event information, engaging visuals, and a strong call to action.



NEED MORE IDEAS?

- ✓ Share your event in major Coffs Coast community Facebook groups
- ✓ Distribute your media release to Southern Cross Austereo, Channel 7 and 9 local news, News of the Area
- ✓ Your event may be eligible for inclusion in a Coffs Coast Champions Breakfast or Visitor eNewsletter (subject to suitability)
- ✓ Run a social media competition to drive engagement
- ✓ Create fun "vox pop" video interviews with locals or past attendees
- ✓ Consider paid digital signage at the Coffs Harbour Airport or local shopping centres.

PLUS!

To help drive visitation, you are welcome to use free destination content including Coffs Coast social media reels and imagery via our Industry Hub:
coffscoast.com.au/industry-hub