

CASE STUDY

PORT JET CRUISE ADVENTURES:
EXPORT READY DEVELOPMENT

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Business Profile

Port Jet Cruise Adventures offers the most comprehensive range of water-based activities in Port Macquarie, four hours' drive north of Sydney. From May to November, visitors can choose from two vessels to enjoy whale watching.

The scenic coastal tours for dolphin spotting are offered all year round. Thrill seekers can hop aboard the Ocean Blast Thrill Ride, which rides the swell and speeds along the beautiful coastline, or jump on a jet ski and enjoy the exclusive Jet Ski Park.

For visitors looking for peace and relaxation there's a Sunset River Cruise along the stunning Hastings River.

portjet.com.au

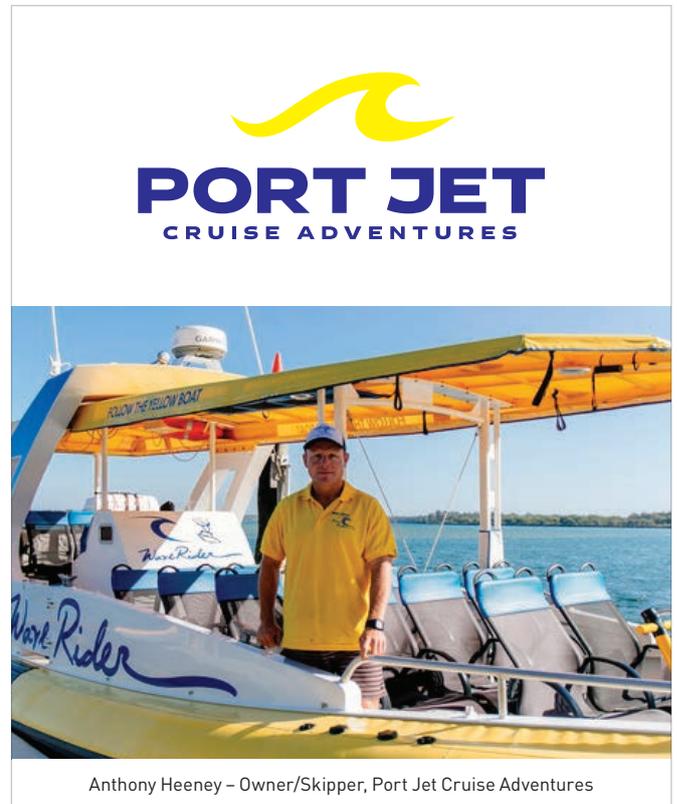
Quick Facts

Product Type: Cruise & Tour

Focus: Adventure & Nature

Location: Port Macquarie, Mid-North Coast

Destination Network: Destination North Coast



How did you start working with Destination NSW and the NSW First program?

We first heard about Destination NSW and the NSW First program from our local Destination and Tourism team in Port Macquarie.

How did the NSW First workshops help your business?

We have seen numerous benefits from attending a NSW First workshop:

- Networking with fellow tourism operators from our region and across the state
- Learning about inbound tour operators and online travel agents and the habits of travellers from both international and domestic markets
- Encouraging us to study our business in depth and plan how to grow.

Which international markets do you target?

The international markets that we have targeted include France, South East Asia, USA and other parts of Europe.

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How did you develop into an export-ready business?

We grew into an export-ready business with much assistance and encouragement from both our local Port Macquarie tourism team and Destination NSW. While it was daunting at the beginning, with every step along the way we have seen benefits.

What's one thing you've learnt about your target market from experience?

Immediate follow up to any enquiry is essential, as key partners are often operating on a tight time frame. You are more likely to win the booking with prompt attention.



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How did the Destination NSW New Product Workshop assist your business?

Attending the New Product Workshop has opened our eyes to new markets and the value of working in these markets. It also enabled us to look past the commissions and see that we are exposing our business to markets that previously we would not have been visible to. We still have our usual trade but the exposure to international markets is invaluable.

What are your top tips for businesses looking to become export ready?

- Whilst it can be daunting to get started, just make a start and Destination NSW and your local tourism representatives can help you along the way.
- It can be hard to get your head around the 25-30% commission that the travel trade require, however we have found that we are getting exposure in markets that we previously had no visibility in, and our margin on all our other products has remained the same.
- Once you are listed with the trade, don't stop there, continuously keep them informed!

What types of trade partners are you working with?

We have been working with online travel agents and are starting to receive some contact and bookings from a few inbound tour operators.

What are the benefits of working with online travel agents?

Listing with online travel agents (OTAs) has given our business visibility online that we previously did not have unless you looked for us specifically. The OTAs have enormous marketing budgets and reach.

What are the benefits of working with inbound tour operators?

The benefits of working with inbound tour operators are that the bookings are usually well in advance, so we are getting forward bookings and their clients often travel in off-peak times.

