

Bundaberg Tourism

2018/19 *Annual Report*



VISITATION SNAPSHOT

CHAIRMAN'S REPORT

DESTINATION MARKETING

VISITOR SERVICES

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Our Role

Originally established in 1971 as a regional tourism and economic development body, today Bundaberg Region Ltd.'s key priority areas are focused on driving visitation to the destination, as we strive to build and maintain a healthy and sustainable regional tourism economy.

PRIORITIES INCLUDE

- Destination Marketing
- Product and Experience Development
- Industry Support
- Visitor Information Services

KEY STAKEHOLDERS



KEYSTATS

\$463 million
visitor expenditure

over three million
visitor nights

5,220
tourism jobs

Average
length of stay
4.18 nights or more

* YE Dec 18

2018 BUNDABERG REGIONAL VISITATION STATISTICS

1,534,000 total visitors

DOMESTIC VISITORS

\$416 million spent in region by domestic visitors **↑ 6.7% YOY**

93.6% domestic overnight visitors

↑ 14.8% YOY **690,000** overnight domestic visitors

3.12 nights average stay

797,000 domestic day trip visitors **↑ 19.3% YOY**

50,000 visitors across three Bundaberg Visitor Information Centres

INTERNATIONAL VISITORS

47,000 overnight international visitors **↑ 4.4% YOY**

20.5 nights average stay

\$47 million spent in region by international visitors

TOP 4 international source markets for Southern Great Barrier Reef

- 1. United Kingdom**
24,000 visitors
- 2. Germany**
20,000 visitors
- 3. New Zealand**
20,000 visitors
- 4. USA**
16,000 visitors

Domestic & International Visitor Stats - Year ending December 2018 Source: Tourism Research Australia
Top 5 International Source Markets - Year ending December 2018 Source: Tourism Research Australia

A strong tourism economy drives community prosperity

From the Chair and General Manager

The Bundaberg Region should be extremely proud of the efforts of the tourism industry and broader community it supports. This past financial year has seen increased collaboration, growth in visitor numbers and broader distribution to key international markets.

The collective efforts of all involved, the strong partnerships nurtured and the positive contribution to the regional economy is something to celebrate.

Tourism represents a contribution of 10.7% to Bundaberg's Gross Regional Product and the tourism industry generated over \$463 million in direct visitor expenditure into our Bundaberg region economy last year.

Injecting over \$1.2million a day of NEW money into the community and supporting many industries across the region, tourism is a big part of what makes the Bundaberg region tick. In fact, for every dollar local government invests in Bundaberg Tourism, it's returning \$780 of visitor expenditure into the Bundaberg region economy.

It is a pleasure to present this annual report for the 18/19 year, as an overview of the outstanding efforts of the Bundaberg Tourism team and industry.

The destination marketing team lead by Ellie Tonkin have delivered extraordinary results digitally this past year, with a strong focus on building brand consistency, creating fresh, relevant content to targeted, engaged audiences. Whilst excelling in the organisations always on digital strategy, we also saw the roll out of the Taste Bundaberg campaign and the Turtle season activity, ensuring the spotlight is on the region for our key hero experiences. (A deep dive into the numbers and campaign activity can be found from page 8).

With the ex-HMAS Tobruk being scuttled off the coast between Bundaberg and Hervey Bay in June 2018, the marketing team had the opportunity to work with Tourism & Events Queensland and RTO Fraser Coast Tourism & Events on the delivery of a \$1 million marketing campaign. With activity including dive consumer show representation in Malaysia, Singapore and Sydney, hosting global dive media and a partnership with Trip Advisor featuring many of our leading products and experiences.

The Visitor Information Centres (VIC) are a key element of the region's overall tourism investment. Visitor Information Centres continue to play a crucial role in informing and educating visitors and influencing visitor behavior, and we maintain accreditation in Bundaberg, Childers and Gin Gin on behalf of the Bundaberg region.

The Bundaberg VIC shifted to the old Bundaberg Rum visitor centre in November 2018 and we sincerely thank the team on the ground at Bundaberg Rum for their support in our transition. With parking and accessibility a key complaint from visitors to the old centre located near the hospital, this new location gives us better accessibility for caravans and motorhomes, as well as room for the RTO team in the historic Spring Hill House.

In the three Visitor Information Centre's, Emily Cleaver and the team of staff and volunteer ambassadors have assisted over 67,000 visitor enquiries this past financial year, a 6% increase on the previous year, and was proudly recognised for the 2nd year running as the Wide Bay Volunteer Organisation of the Year.



Right:
Bundaberg Tourism
General Manager
Katherine Reid.



Left: Bundaberg Rum on the global stage at Queensland's Happy Hour at the Australian Tourism Exchange 2018.



Mon Repos Turtle Volunteers won Gold at the Queensland Tourism Awards 2018.

Team BT were active in supporting the Auswide Bank Cycle Fest International event seeing 51.9% outside of region visitation and global publicity. This event was a great example of how significant events can drive visitation and economic prosperity. Supported by both Tourism & Events Queensland and Bundaberg Regional Council

The Southern Great Barrier Reef (SGBR) destination partnership continues to be a strong, collaborative destination brand, with consistent growth in visitation and expenditure, taking the SGBR to \$1.2billion in overnight visitor expenditure year ending March 2019. In addition to the destination brand, this partnership (between Bundaberg, Gladstone and Capricorn regions) is about pooling resources to create efficiencies across the three organisations, stretching small budgets further for the benefit of our tourism industry.

We'd like to acknowledge the ongoing partnership and support of Tourism & Events Queensland, Queensland Tourism Industry Council, the robust and collaborative partnership with Bundaberg Regional Council and the contribution of North Burnett Regional Council. These key stakeholders help to shape the work that the organisation delivers and we are looking forward to continuing to work together.

Here at Bundaberg Tourism, our mission is to lead the sustainable growth of the region's tourism industry, maximising economic benefits for our businesses

and communities. We will be valued by members and stakeholders and recognised as a leading destination management organisation which embraces best practice in delivery of our marketing, visitor servicing and destination development roles.

Together, as a united and strong business community, we can build tourism success as one of the state's most thriving regional destinations.

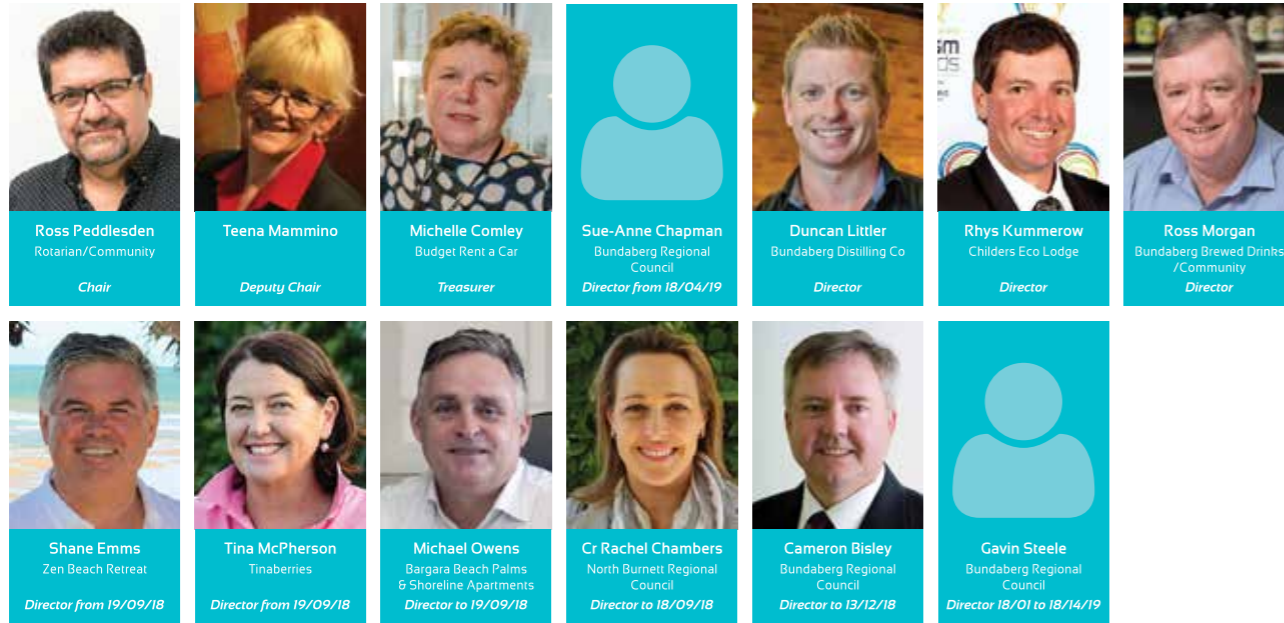
Ross Paddlesden
CHAIRMAN

Katherine Reid
GENERAL MANAGER

Our Dedicated Board

Providing strategic direction to the organisation is an elected Board of Directors, representing the industry. Board Directors meet monthly and give of their time

on a voluntary basis. Director positions are based on a two-year rotation and fall due at each Annual General Meeting.



Committed and Passionate Team

Team BT is made up of a hard-working and passionate team motivated to make a difference for our tourism industry, our communities and the broader regional economy.

- Katherine Reid *General Manager*
- Sheryl Thompson *Office Manager/Accounts*
- Gillian Jenney *Executive Assistant to Nov 18*
- Ellie Tonkin *Marketing Manager*
- Greer Zunker *Marketing Assistant to Feb 19*
Marketing Coordinator from Feb 19
- Jon McPherson *Digital Specialist*
- Amanda Baxter *Marketing Project Officer*
- Maddison Clerke *Holiday Experience Specialist & Marketing Assistant*
- Emily Cleaver *VIC Manager*

VISITOR INFORMATION CENTRE HOLIDAY EXPERIENCE SPECIALISTS

Elke Grieving, Kim Koplick, Zoe Murch, Leanne Holyoake, April Dingle, Barbara Rise, Sandi Davis, Maddison Clerke, Cheryl Cooper, Sierra Darney.

Above: Our volunteers during National Volunteer Week.

Left: Team Bundaberg and VIPs at the opening of the new Bundaberg VIC.

Engaged and Supportive Members

Leading a strong, united tourism industry, connecting like-minded people, providing learning and business development opportunities and assisting businesses achieve exposure domestically and internationally. The region has an extraordinary group of tourism businesses working together for the region.

Bundaberg Tourism also introduced a dual membership and stronger partnership with the **Bundaberg Chamber of Commerce**, delivering a joint Chamber & Tourism breakfast event and supporting the delivery of the Business Excellence Awards, including an additional 5 tourism categories.

BEST OF QUEENSLAND

Tourism and Events Queensland, in partnership with the Regional Tourism Organisations, developed a program that guides the Queensland tourism industry to deliver exceptional customer experiences, create positive word of mouth, help attract more visitors, grow expenditure and increase market share.

The Best of Queensland Experiences program identifies and recognises experiences that best bring the Queensland story to life and consistently deliver a high-quality visitor experience.

The program is based on an independent set of criteria that incorporates online customer reviews, responds to consumer expectations and reflects industry best practice.

All operators in the program receive a personalised bench-marking report, allowing them to celebrate their successes and continually deliver exceptional experiences.

Bundaberg Tourism have been assisting businesses for the past 18 months to ensure as many operators as possible achieve Best of Queensland status, for their business success.

Congratulations to the following Bundaberg and North Burnett region businesses that have been achieved Best of Queensland recognition this year:

Alexandra Apartments, Alexandra Park Zoo, Bargara Beach Caravan Park, Bargara Blue Resort, Billabong Motor Inn Mundubbera, Bundaberg Coral Villa Motel, Bundaberg East Cabin and Tourist Park, Bundaberg Regional Art Gallery, **Bundaberg Rum Visitor Experience**, Bundy Bowl and Leisure Centre, Bundy Food Tours, Burnett Riverside Motel, Childers Eco-lodge, **Grand Mercure C Bargara Resort**, Grunske's By The River Seafood Market and Restaurant, Hinkler Hall of Aviation, Koola Beach Apartments Bargara, Lady Elliot Island Eco Resort, **Lady Musgrave Experience**, Manta Bargara Resort, Matilda Motel, Mingo Crossing Caravan and Recreation Park, Mon Repos Turtle Centre, Moncrieff Entertainment Centre, Moore Park Beach Motel, Mountain View Caravan Park, **NRMA Woodgate Beach Holiday Park**, RiverFeast Bundaberg, RM Williams Australian Bush Learning Centre, Rocky Point Retreat, The Point Resort Bargara, ZEN Beach Retreat.

(Bolded businesses received a perfect score)



Right: Southern Great Barrier Reef team at the Australian Tourism Exchange 2018.



Above: Tourism winners at the Bundaberg Business Excellence Awards 2018.

QUEENSLAND TOURISM AWARDS

The Queensland Tourism Awards recognise the outstanding achievements of the state's tourism industry, including individuals, businesses (industry operators) and events.

The Awards are a submission and inspection based program and provide the opportunity to publicly acknowledge and showcase Queensland's finest tourism operators. The Awards cover 30 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, marketing and more. In 2018, Bundaberg regional operators gained state recognition with wins in the following categories at the Queensland Tourism Awards:

GOLD

Outstanding Contribution by a Volunteer or Volunteer Group

Mon Repos Turtle Volunteers

Tourism Wineries, Distilleries and Breweries

Bundaberg Rum Visitor Experience

Richard Power Award for Destination Marketing

Ultimate Guide to Driving the Great Barrier Reef

Steve Irwin Award for Ecotourism

Fun Over Fifty

SILVER

Excellence in Food Tourism

Bundy Food Tours

Tourism Attractions

Bundaberg Rum Visitor Experience

BRONZE

Standard Accommodation

Kellys Beach Resort

Steve Irwin Award for Ecotourism

Lady Elliot Island Eco Resort

Below: Bundaberg region operators at the Australian Tourism Exchange 2018.



Bundaberg Rum Visitor Experience received Gold at the Queensland Tourism Awards 2018.

These awards are not a small undertaking and Bundaberg Tourism also acknowledges the operators who nominated - 1770reef Great Barrier Reef Eco Tours, Lady Musgrave Experience and Mollydookers Cafe & Bar.

AUSTRALIAN TOURISM AWARDS

The Australian Tourism Awards (ATAs) are the tourism industry's peak Awards – recognising and promoting excellence in tourism. Winners of Gold in all categories of the State Tourism Awards become national finalists. In February 2019, the following Bundaberg tourism operators won in their respective categories at the ATAs:

Ecotourism

Fun Over Fifty

Tourism Wineries, Distilleries and Breweries

Bundaberg Rum Visitor Experience



Above: Operators attended extensive workshops throughout the year.



Water St Kitchen's Alex and Jen with Chef Alastair McLeod for The Australian.

2018/19 IN REVIEW

WEBSITE STATISTICS

BUNDABERG

262,955 ↑
total website visitors +24.0% YOY

683,363 ↑
total page views +24.6% YOY

196,638 ↑
unique website visitors +22.7% YOY

8 min 41 sec ↑
average length of stay on website +11 sec YOY

SOUTHERN GREAT BARRIER REEF

43,825
total website visitors

281,961
total pageviews

42,957 unique website visitors

SOCIAL MEDIA STATISTICS

BUNDABERG

3,499,991 total combined reach*
67,229 total engagements**

14,531 @visitbundaberg Facebook followers ↑ +17.7% YOY

7,371 @visitbundaberg Instagram followers ↑ +32.0% YOY

6,642 @tastebundabergfestival followers (Facebook & Instagram combined)

SOUTHERN GREAT BARRIER REEF

5,052,000+ total combined reach
182,000+ total engagements

27,357 @southerngreatbarrierreef Facebook followers

24,323 @southerngreatbarrierreef Instagram followers

* Visit Bundaberg & Taste Bundaberg Festival Facebook combined

** Visit Bundaberg & Taste Bundaberg Festival Facebook & Instagram combined

FAMILIARISATIONS

24 media & influencers hosted
8 trade famils in region

REGIONAL COLLATERAL

50,000 Southern Great Barrier Reef Touring Guides

BUNDABERG CAMPAIGN PR

60,490,000+ International media reach
\$559,000+ PR value generated

BUNDABERG EDM

6,278 ↑ subscribers +71.9% YOY
8 ↑ EDM sends +166.7% YOY

VISITOR INFORMATION CENTRE STATISTICS

67,404 visitors to three regional visitor information centres

34.8% ↑ average open rate +13.3% YOY
10.55% average click through rate ↑ +91.8% YOY



DESTINATION MARKETING

Consumer

DIGITAL MARKETING

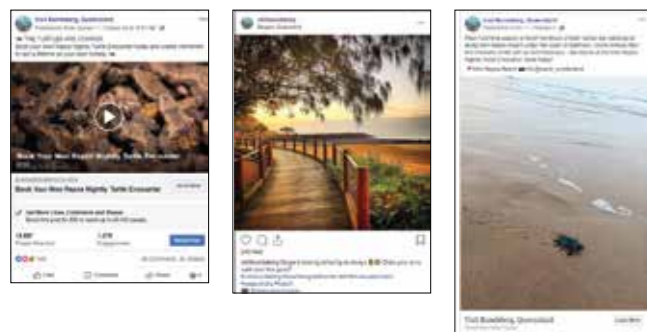
Bundaberg's 'Always On' digital and social strategy continued to drive significant benefits to the region by engaging digitally savvy travellers at multiple stages within the path to purchase in order to influence decision making.

Website

The destination website continues to significantly expand our digital footprint and enhance our capacity to deliver meaningful digital experiences to those considering and visiting the Bundaberg region. In 2018/19, the website attracted 22.7% more unique visitors year on year (YOY), who stayed longer and visited more pages than ever before.

Social Media

Leveraging user-generated content through key software integration has enabled the team to reach nearly 3.5million consumers across Facebook and Instagram, generating over 67,000 engagements. We also saw a 22.2% YOY increase in our Visit Bundaberg followers.



EDM

Considerable development of the consumer electronic direct mail (EDM) strategy saw a 71.9% YOY increase in subscribers in 2018/19. 8 EDMs were sent, each tailored to key market segments, which saw an impressive average open rate of 34.79% and average click through rate of 10.55%.



MAJOR CAMPAIGN ACTIVITY

Turtle Season (September 2018 – March 2019)

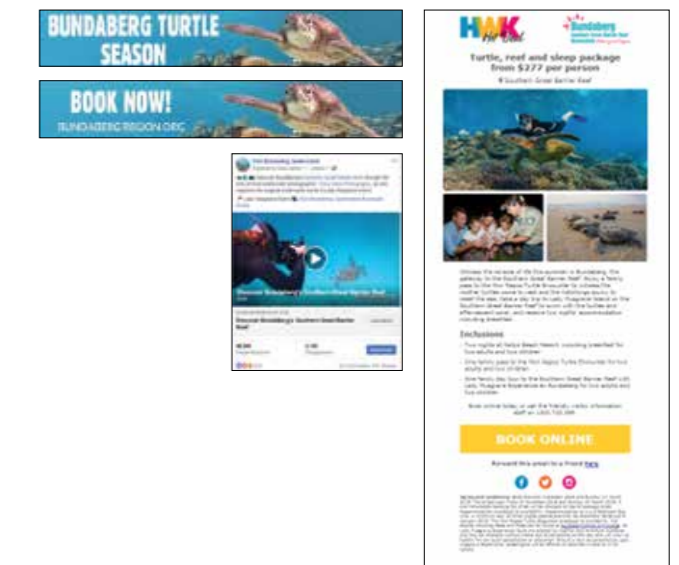
A Hero Experience for the Bundaberg region, the Mon Repos Turtle Encounter drives considerable visitation to the region across summer. The 2018/19 season saw the encounter at 83% capacity, with nearly 30,000 people attending. Only 17% of visitors are from the Bundaberg region, with 60% are drawn from other Queensland destinations, nearly 10% from interstate and nearly 13% from overseas.

To maximise these opportunities, Bundaberg Tourism's marketing campaign included the following highlights:

- The turtle pages are the main call to action for the campaign, and attracted over 143,000 pageviews by over 104,000 unique visitors, an increase of 14.9% YOY, who stayed on the website an average of over 9 minutes each time;
- Advertising in Queensland's domestic EDM saw over 1,500 leads generated;
- A display campaign was conducted across websites owned by Australia's largest media company, News Corp Australia with 16+ million active readers saw an impressive 15,041 direct clicks to our website and strong conversion rates, both exceeding industry averages considerably;
- A campaign with Holidays with Kids, one of Australia's leading family travel magazine and website, which included 12 months display of supplied native content on the website and a featured deal in an EDM to HWK's database of 63,000 subscribers plus a boosted Facebook post to their 70,000 followers and 3 months website presence.
- Media coverage including a two-page spread in Holidays With Kids' October print edition;



- A social media campaign which saw over 1.8million consumers reached who engaged nearly 37,000 times
- Refinement of the EDM strategy to push highly tailored content to audience segments, which saw 7 EDMs (with a 52.76% average open rate and 23.80% average click rate) accompanied by 8 Deals EDMs (with a 54.38% average open rate and 14.91% average click rate)
- Content creation of 22 assets including 6 videos and 11 blogs
- 12 media famils and 5 trade famils hosted in region





DESTINATION MARKETING

Winterfeast 2018

The annual Winterfeast festival, an initiative of Bundaberg Tourism and Bundaberg Regional Council, was held between Friday 6 and Sunday 15 July 2018, with 16 events staged by 14 event partners throughout the region. The festival attracted 19,496 attendees, with 17.5% from out of the region and was supported by Tourism & Events Queensland, Win News and Queensland Rail Travel.

A clearly defined marketing strategy continued to develop inter and intrastate visitation and build brand awareness through key markets.

Key activities included:

- Social media campaign reaching over 2.8million users who engaged 8,800 times;
- Dedicated Winterfeast social media accounts saw a combined 27.8% YOY increase in followers;
- Event PR campaign reaching over 18million people
- 2 dedicated media famils culminating in stories in Gourmand & Gourmet, and distributed across the Fairfax Regional Media network
- Content creation including 538 new images including 18 hero images, 15 blogs, 26 hours of raw video footage, and 1 x 30 second and 1 x 15 second TVC
- Collateral creation of 4000 x 20 page full colour A4 programs, 10 x A3 posters and 200 x A4 posters
- TV and newspaper advertising to key drive markets
- Features in Queensland Rail's *Embark* magazine

Taste Bundaberg Festival

After three successful years, Winterfeast underwent significant rebranding and restructuring in 2019 to become Taste Bundaberg Festival.

The motivations behind this include challenges and opportunities highlighted in the 2017 Winterfeast Strategic Report, especially branding issues tied to the existing event name, as well as operational challenges facing the Bundaberg Tourism Marketing Team, particularly the PR value of a late-in -season event, fatigue faced by event organisers following 10 days of multiple events, and audience competition due to the peak event season and school holiday timing of the event.

Tourism & Events Queensland (TEQ) partnered with Bundaberg Tourism in the rebranding of the event.

Key highlights of the Festival marketing campaign, which sits across the 2018/19 and 2019/20 financial years, include:

- 31 events delivered across the four-month program by 22 event organisers and 12 collaborative partners
- Display campaign conducted across websites owned by Australia's largest media company, News Corp Australia and delivering 400,008 impressions, 471 direct clicks with a 0.12% click through rate, exceeding the industry average 0.01%, and delivering 16,395 visitors to our website
- Social media campaign activity delivering a 19% YOY increase in Facebook page likes, a 16% YOY increase in Instagram followers, a 140% YOY increase in Facebook organic reach, and a 318% YOY increase in Facebook paid reach.
- Hosting of 3 media in region with articles delivered across the News Corp group including the national *Escape* publication and a reach of over 1.3million readers

Marketing Collateral & Distribution Strategy

Southern Great Barrier Reef Touring Guide 2019/20

The Southern Great Barrier Reef Touring Guide is one of the primary pieces of marketing collateral produced by the three Regional Tourism Organisations (RTOs) of Capricorn Enterprise, Gladstone Area Promotions & Development Ltd (GAPDL) and Bundaberg Tourism. The coordinated campaign under the destination brand of "Southern Great Barrier Reef" (SGBR) has proven very successful in gaining reach and cut through to influence visitors deciding on where to holiday.

The biennial Touring Guide complements the Bundaberg North Burnett Region Official Visitors Guide and combines the individual precincts that Southern Great Barrier Reef encompasses, showcasing sweeping imagery and allowing a focus on the region's Hero Experiences of Southern Great Barrier Reef including; Turtles, Regional Flavours and Regional Characters.

The 50,000 Touring Guides have a two-year shelf life and are distributed to all 115 Accredited Queensland Visitor Information Centres (VICs), over 10 intra and interstate consumer travel shows, and throughout the region's businesses including accommodation houses and tourist attractions.

Consumer Shows

In partnership with the SGBR RTOs, Bundaberg was represented at the Brisbane, Sydney and Melbourne Caravan, Camping & Touring Shows.

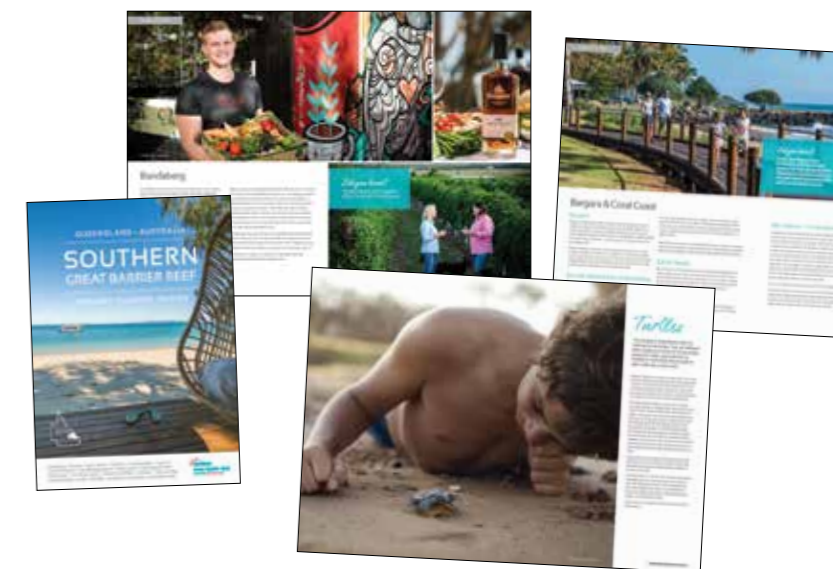
It is also available to view and read online at southerngreatbarrierreef.com.au, capricornholidays.com.au, queensland.com.au, gladstoneregion.info, bundabergregion.org and the RACQ Virtual Visitor Centre.

Other Regional Collateral

Bundaberg Tourism's ongoing regional collateral distribution strategy aims to promote dispersal of visitors within the Bundaberg region. Key activities include ensuring display at VICs within a 400km drive radius of the region, a proactive distribution program to regional businesses, and the availability of all of Bundaberg Tourism's collateral for download from bundabergregion.org.

Collateral includes:

- Bundaberg North Burnett Visitors Guide 2018/19
- Bundaberg Region Visitors Map
- Great Barrier Reef Drive Brochure



DESTINATION MARKETING

Media

VISITING JOURNALIST PROGRAM

A record number of media and influencer familiarisations have been conducted in the Bundaberg region in partnership with tourism partners and Tourism & Events Queensland to deliver hundreds of thousands of dollars in media value.

The program included:

- August 2018 - National Geographic (UK)*
- August 2018 - Country Style
- October 2018 - Queensland Weekender
- November 2018 - Great Australian Doorstep
- December 2018 - Christine Retschlag
- December 2018 - Japanese YouTubers*
- February 2019 – Buzzfeed*
- January 2019 – TV show Turbo (France)
- February 2019 - Nance Haxton
- February 2019 - Kathy Lette*

- March 2019 - Volkswagen Group
- March 2019 - Lincoln Lewis
- March 2019 - NKC – European Motorhome Association
- May 2019 – News Corp – Robyn Hungerford (Taste Bundaberg Festival)
- May 2019 – Escape – Tiana Templeman (Taste Bundaberg Festival)
- June 2019 – Courier Mail – Leisa Scott (Taste Bundaberg Festival)
- June 2019 - Tobruk Global Dive Famil (4 international media, 1 domestic media and 1 domestic videographer)*
- June 2019 - Tobruk Nature Experiences - Matt Williams
- June 2019 - Tobruk Nature Experiences - Melissa Findley

* in partnership with Tourism & Events Queensland



Left: Alastair McLeod at Grunske's with Beryl and Sian. Image credit: The Australian/ Tourism & Events Queensland.



Photographer Matt Williams exploring the North Burnett.

Trade

The Southern Great Barrier Reef partnership continues to grow the Bundaberg region's international market visitation, length of stay and expenditure.

The United Kingdom, German, New Zealand and the USA make up our region's Top 4 international source markets, with these being our priority for targeting marketing and in-market representation.

2019 AUSTRALIAN TOURISM EXCHANGE (ATE)

ATE brings together Australian tourism businesses, and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia's tourism offering first-hand through pre and post-event familiarisations.

Around 1,500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from over 30 countries, and 70 international and Australian media attend this global event, which was held in Perth in April 2019.

Bundaberg region operators attending in the Southern Great Barrier Reef section were Bundaberg Rum Visitor Experience; Lady Musgrave Experience; and 1770Reef, who were supported by General Manager Katherine Reid.

TRAVEL TRADE FAMILS

Visits to region are a great opportunity for our trade partners to familiarise themselves with the destination and product, and a fantastic chance for our operators to build relationships with tour travel trade partners.

The 18/19 travel trade famil program included:

- ITO - Insight Australia Travel
- Tour Co - Get Lost Travel Group
- TEQ Great Barrier Reef Destination Specialists
- TEQ Content Team
- ATEC Post-Workshop Famil
- Jorg Ehlich
- Debbie Hodder (NZ Agent)
- AOT Group



Right: Travel trade representatives on famil following the ATEC Workshop in 2019.



Cheryl & Emily representing the Southern Great Barrier Reef at the Sydney Caravan and Camping Show.



DESTINATION MARKETING

Projects

GREAT BARRIER REEF CAMPAIGN

The Great Barrier Reef Campaign was created in 2018-19 to increase visitation to the Great Barrier Reef and adjoining destinations from the lucrative German market. It is part of a multi-year partnership between Tourism and Events Queensland Europe and the seven Regional Tourism Organisations along the Great Barrier Reef. The campaign educates consumers and trade about the diversity of premier experiences both on the Reef and on the adjoining mainland. It also highlights the ongoing commitments to preserve the Great Barrier Reef. The campaign will drive visitation to the Tropical North Queensland, Townsville, Whitsundays, Mackay, Gladstone, Capricorn and Bundaberg regions.

EX-HMAS TOBRUK CAMPAIGN

\$1M of State Government funding was allocated to lead a promotional and marketing campaign for the dive experience and broader nature-based tourism opportunities within the Bundaberg and Fraser Coast regions.

Right: Mt Walsh, by photographer Matt Williams.



50% (\$500K) to promote and market ex-HMAS Tobruk as a Bundaberg and Fraser Coast dive experience within a broader Queensland dive experience offering to a niche market of divers.

50% (\$500K) to promote and market broader nature-based tourism experiences within Bundaberg and Fraser Coast regions to domestic High Value Travellers.

Key outcomes included attendance at national and international dive consumer shows, content partnerships with PADI and Scuba Diver Life, a nature-based experiences campaign with content partnerships and digital activation with Trip Advisor, trade and media famils, and content creation.



Left: Water St Kitchen's The Long Lunch at Taste Bundaberg Festival 2019.



Below: Kinkuna by Matt Williams.



Water St Kitchen's The Long Lunch at Taste Bundaberg Festival 2019.

Events

CRUSH FESTIVAL

In 2018, Bundaberg Tourism provided social media and PR strategic assistance, as well as delivered PR outcomes for Bundaberg's Crush Festival. The strategy outlined the desire to grow Crush Festival's offering as an iconic regional arts event, inspiring people to travel to experience the unique destination-specific offering. The PR program saw 1.7million people reached throughout Queensland, Australia and internationally.

AUSWIDE BANK CYCLE FEST INTERNATIONAL

Bundaberg Tourism was a Platinum Partner of the major cycling event in 2019, providing marketing assistance and event mentoring. The event has been recognised as a major opportunity for the Bundaberg region, with Bundaberg Regional Council estimating the economic impact of the event to be around \$5million. In 2019, the event attracted 2,794 attendees, 51.9% of whom were from out of region (40.2% intrastate, 8.5% interstate and 3.2% international), and generated over 6,000 nights of accommodation.

The event received Union Cycliste Internationale (UCI) Accreditation in 2019, which attracts professional international teams to compete for world ranking points. As a result, highlight packages were streamed on Fox Sports' KAYO streaming services, as part of the newly formed agreement with Cycline Australia, and will in 2020 stream live on the service, exposing the region to millions of viewers worldwide. In addition, the event was live streamed across all Cycling Australia Media and Cycling QLD Media.

OTHER EVENTS

Bundaberg Tourism supported other regional events with marketing assistance, including:

- Childers Festival
- Heartland Festival
- Spirit of Bundaberg Festival
- Oceanfest

Right: Shooting video content on location at the Windmill Cafe.

Below: Taste Bundaberg Festival 2019.



Right: Lighthouse Hotel's Head Chef Matt Buwalda at Taste Bundaberg Festival 2019.

Visitor Information Centres

Bundaberg Tourism operates three Visitor Information Centres, delivering visitor and community services on behalf of the Bundaberg region. These centres are a hive of activity, with both staff and volunteers servicing over 67000 visitor enquiries, through the doors and over the phone through the 2018/19 financial year.

The Visitor Information Centres both service visitors and also the local tourism industry, by making bookings and distributing information, which would not be possible without the wonderful, passionate and robust contribution of our volunteer ambassadors.

38 Volunteer Ambassadors for 2018/19

Bundaberg VIC

Don Ash
Sandii Bennett
Evelyn Bury
Cheryl Cooper
David Corfield
Jean Fassott
Janet Hermann
Norma Jensen
John Kronenburg
Georgia Mackay
Ngairie McRae
Judy O'Donoghue
Delma Page
Ron Walsh
Maree West

Connie Battley
Brett Burgess
Lindy Cockerill
Judith Cooper
Ken Evans
Michael Geaney
Louisa Hyland
Ian Kidd
Paula Lavender
Judith Mason
Kym-Maree Murphy
Richeal Paige
Robert Page
Sheona Webster-Gorrie
Eleisha Wilson

Childers VIC

Athol Rankin
Tracey Jackson

Barbara Grimes
Linda Prentice

Gin Gin VIC

Cassie Davies
Marie Robinson

Scott McCarthy
Jodi Pryde

Industry Development

WORKSHOPS

Thanks to Queensland Government funding, administered by Queensland Tourism Industry Council and supported on the ground by Bundaberg Tourism, small businesses across the Bundaberg and North Burnett were invited to participate in the following free workshops:

- Packaging & Bundling and Trade Distribution
- Events Bootcamp, in partnership with Bundaberg Regional Council
- Increase your website traffic
- Planning your online strategy
- Online review management
- Online marketing for events
- Maximizing Facebook
- Maximizing Instagram

PROJECT ASIA

With the support of Bundaberg Regional Council, the first phase of Project Asia has been delivered, in supporting industry to cater for and market to the growing Asian market. Including:

- The development of the Project Asia Strategy
- Project Asia Bootcamp – developing the cultural capabilities of our industry, understanding the landscape and opportunities for the Bundaberg region
- Launch of the Project Asia podcast series, to continue the learning for our industry



Left: SGBR RTO Manager on Heron Island for the launch of scUBER.

Below: SGBR at the Queensland Tourism Awards 2018.



Today Show filming a nest dig at Mon Repos Turtle Centre.



For Destination information - Bundaberg region



@visitbundaberg

www.bundabergregion.org

#visitbundaberg #southerngreatbarrierreef #tastebundaberg

For Corporate information about Bundaberg Tourism



@bundabergtourism

