



Bundaberg

Southern Great Barrier Reef

Queensland *Where great begins*

RESTART & REIMAGINE

CAMPAIGN OVERVIEW

Campaigns

Getting Involved

Assets & Resources

www.bundabergregion.org

[@visitbundaberg](https://www.instagram.com/visitbundaberg)

LOCKDOWN

PEOPLE RESTRICTED TO THEIR HOMES. PHYSICAL DISTANCING IMPLEMENTED.
RESTAURANTS & BUSINESSES CLOSED / LIMITED TRADE.
NO REGIONAL, DOMESTIC OR INTERNATIONAL TRAVEL.
ALL BORDERS CLOSED.

LOCALLY RESTRICTED

SOCIAL GATHERINGS ALLOWED LOCALLY.
RESTAURANTS & BUSINESSES BEGIN TO OPEN.
NO REGIONAL, DOMESTIC OR INTERNATIONAL OVERNIGHT TRAVEL. ALL BORDERS CLOSED.

STATE RESTRICTED

REGIONAL / INTRASTATE OVERNIGHT TRAVEL ALLOWED.
NO DOMESTIC OR INTERNATIONAL TRAVEL.
ALL BORDERS CLOSED.

NATIONALLY RESTRICTED

NATIONAL TRAVEL ALLOWED - STATE BORDERS OPEN.
NO INTERNATIONAL TRAVEL - NATIONAL BORDERS CLOSED.

UNRESTRICTED

ALL BORDERS OPEN

TEQ's THRIVE PHASE 1 HOMEBOUND

WANTS
A diversion from the negativity & bad news
NEEDS
Positivity, inspiration, hope, reassurance, reconnect with what matters
MARKETING OBJECTIVE
Stay relevant, inspire

TEQ's THRIVE PHASE 2 EMERGING

WANTS
New ideas, thinking and ways of living.
NEEDS
Positivity, inspiration, hope, ready to embrace new ways of living and being.
MARKETING OBJECTIVE
Stimulate and inspire travel plans.

TEQ's THRIVE PHASE 3 RETURNING

WANTS
New experiences
NEEDS
Positivity, inspiration, hope. Living a new way of life and a new way of being.
MARKETING OBJECTIVE
Stimulate and inspire bookings



LOCAL SENTIMENT CAMPAIGN

DURING LOCKDOWN
REGIONAL COMMUNITY

- Good news stories to build resilience & community spirit
- Encourage economic activity & support for local businesses



HOLIDAY AT HOME CAMPAIGN

ONGOING (6-12 MONTHS)
REGIONAL COMMUNITY

- Encouraging locals to explore their backyard like 1.7 million tourists do
- Inspiring home-town pride & sense of identity through local economic activation



INTRASTATE CAMPAIGN

ONGOING (6-12 MONTHS)
400km DRIVE MARKET
(esp SEQ)

- Aligned with TEQ's campaign work
- Encouraging Queenslanders to explore iconic Bundaberg and contribute to the economic recovery efforts
- Key messaging of "iconic", "safe" and "accessible"



SUMMER 2020/21

SPRING & SUMMER

- 400km DRIVE MARKET (esp SEQ)
- Turtles and Reef campaign delivery including packages & content
- Inspiring Queenslanders to "make memories to last a lifetime" and to engage in safe, accessible adventure tourism in an iconic destination

KEY THEMES



FAMILIES



ADVENTURE



SUSTAINABILITY

OUR NEW NORMAL



ASPIRATIONAL CONTENT

ALWAYS ON
ALL MARKETS

- Keep people dreaming of holidays in Bundaberg
- Brand awareness & maintenance

KEY THEMES



CULINARY
AUTUMN & WINTER



VISITING FRIENDS &
RELATIVES



HINTERLANDS
WINTER & SPRING



WHALES & REEF
JULY - SEPTEMBER



TRADE CAMPAIGN
ONGOING (6-12 MONTHS)
DOMESTIC & INTERNATIONAL

- Aligned with TEQ's campaign
- Working with trade partners
- Education including itinerary creation
- Competitive industry-led packages

ABOUT THE HOLIDAY AT HOME CAMPAIGN

As restrictions on businesses lift across the nation and sentiment for domestic travel high, Bundaberg Tourism is calling locals take a holiday in their own backyard. The campaign will encourage residents of the region to visit the places they have always meant to but never quite got there; to understand why 1.7 million visitors visited in 2019; and to become advocates for the region's tourism offering.

CAMPAIGN OBJECTIVES

- Encouraging locals to explore their backyard like 1.7 million tourists do
- Inspiring home-town pride & sense of identity through local economic activation
- To positively influence purchasing decisions to encourage economic recovery

TIMEFRAME

From May 2020

TARGET MARKETS

Geographical

Regional community (Bundaberg and North Burnett Local Government Areas)

Psychographics



Families



18-49 Travelling Without Kids



50+ Travelling Without Kids

MARKETING ACTIVITIES

- Social media (paid and organic)
- Traditional media (in partnership with local media companies)
- Community activations
- Targeted lead generation for package conversion
- Content marketing (blogs, images, videos)
- PR

COST

- Free for Bundaberg Tourism members

PARTICIPATION REQUIREMENTS

- Operators must have a live listing in BookEasy (bookable or non-bookable)
- Businesses must open to welcome visitors, and businesses must have COVID-19 Safe practices in place
- Any relevant travel periods, block out dates, and terms & conditions must be supplied prior to involvement in the campaign



INTRASTATE CAMPAIGN

ABOUT THE INTRASTATE CAMPAIGN

As restrictions continue to lift, Bundaberg Tourism will align with Tourism & Events Queensland to target our key 400km drive market to inspire High Value Travellers to take a holiday in the state - Queenslanders supporting Queenslanders.

Our unique selling points as the southern-most access point to the Great Barrier Reef, the home to iconic brands, our culinary attributes, our beautiful natural environments and our welcoming locals will be emphasized.

CAMPAIGN OBJECTIVES

- Positively influence purchasing decisions to encourage a holiday in iconic Bundaberg
- Strengthen the destination's brand as a safe and easily-accessible region from which to access the Great Barrier Reef

TIMEFRAME

From June 2020

TARGET MARKETS

Geographical

250km radius from June (approximately Rockhampton to Bribie Island)
Expanding to Brisbane from July

Note: dates will be pending State and Federal Government advice

Psychographics



HVT Travelling With Kids



HVT 18-49 Travelling Without Kids



HVT 50+ Travelling Without Kids

MARKETING ACTIVITIES

- Social media (paid and organic)
- Digital campaign
- Targeted lead generation for package conversion
- Content marketing (blogs, images, videos)
- PR
- Queensland brand alignment activities and tactical deals

COST

- Free for Bundaberg Tourism members

PARTICIPATION REQUIREMENTS

- Operators must have a live listing in BookEasy (bookable or non-bookable)
- Businesses must open to welcome visitors, and businesses must have COVID-19 Safe practices in place
- Any relevant travel periods, block out dates, and terms & conditions must be supplied prior to involvement in the campaign

HOW TO GET INVOLVED

The Marketing team will be curating a wide variety of content, packages and advertising around core themes to drive leads to your business.

Please communicate with Bundaberg Tourism team around your business reopening (if applicable) and hours, your offering (if it has changed) and ensure your BookEasy listing is up to date.

If you have any new or updated marketing materials or are planning any marketing activity, please let us know of this too.

You may choose to provide an incentive to drive conversion. This is not mandatory, and Bundaberg Tourism encourages a “value add” rather than a discount. If you have a particular offer or incentive you would like to be included in the campaign, please contact the marketing team via Maddi on maddison.clerke@bundabergregion.org.

CAMPAIGN ASSETS FOR YOU TO USE

We strongly encourage you to engage with this campaign, using the destination themes and sharing the assets we create to ensure we are all pushing the same message.

DEDICATED CAMPAIGN ASSETS

www.bundabergregion.org/corporate/opportunities-for-your-business

Holiday At Home & Support Local Digital Creatives

We have created a selection of email footers, social media creatives and digital advertising creations ready for you to share on your social media channels or website, and more will be uploaded as we progress. Contact us if you want to create your own.

Intrastate Campaign Assets

We will be creating a selection of email footers and social media creatives that leverage Queensland’s state-wide campaign. When these are available, they will be accessible online.

MORE RESOURCES

Bundaberg Tourism and our industry partners have been creating a variety of resources for you to use. Download them today, or give our team a call to talk through what you need to RESTART & REIMAGINE today!

www.bundabergregion.org/corporate/resources

CAMPAIGN INVOLVEMENT



OTHER ASSETS FOR YOU TO USE

We are constantly creating content worth sharing and telling the stories of our destination. Our followers are active and engaged, and our campaigns are targeted, creative and focussed on experience promotion with an authentic local voice.

Social Media

If you see one of our social media posts that you enjoy or an image you love, simply share it with your audiences.

facebook.com/visitbundaberg
instagram.com/visitbundaberg

Bundaberg Region Blog

All of our blogs are located at www.bundabergregion.org/stories. Our blogs and itineraries offer guests information and inspiration about the icons we are known and love for, as well as the wealth of amazing experiences that they can discover to surprise and delight them.

Destination Images

You have free access to both Tourism & Events Queensland's Visual Gallery and the Bundaberg Tourism Image Gallery for the positive promotion of the region.

www.visuals.queensland.com/site/terms.me
platform.crowdriff.com/m/s-P4mJem_EhFuOTm5f

More images are available on request by contacting the Bundaberg Tourism Marketing Team

Additional Resources

For more marketing tips and assets, please view the Partnership Toolkit PDF on our Membership page

www.bundabergregion.org/corporate/membership