



**Bundaberg**

Southern Great Barrier Reef  
Queensland *Where great begins*

**Bundaberg Tourism**

*2018 Bundaberg Turtle Season*

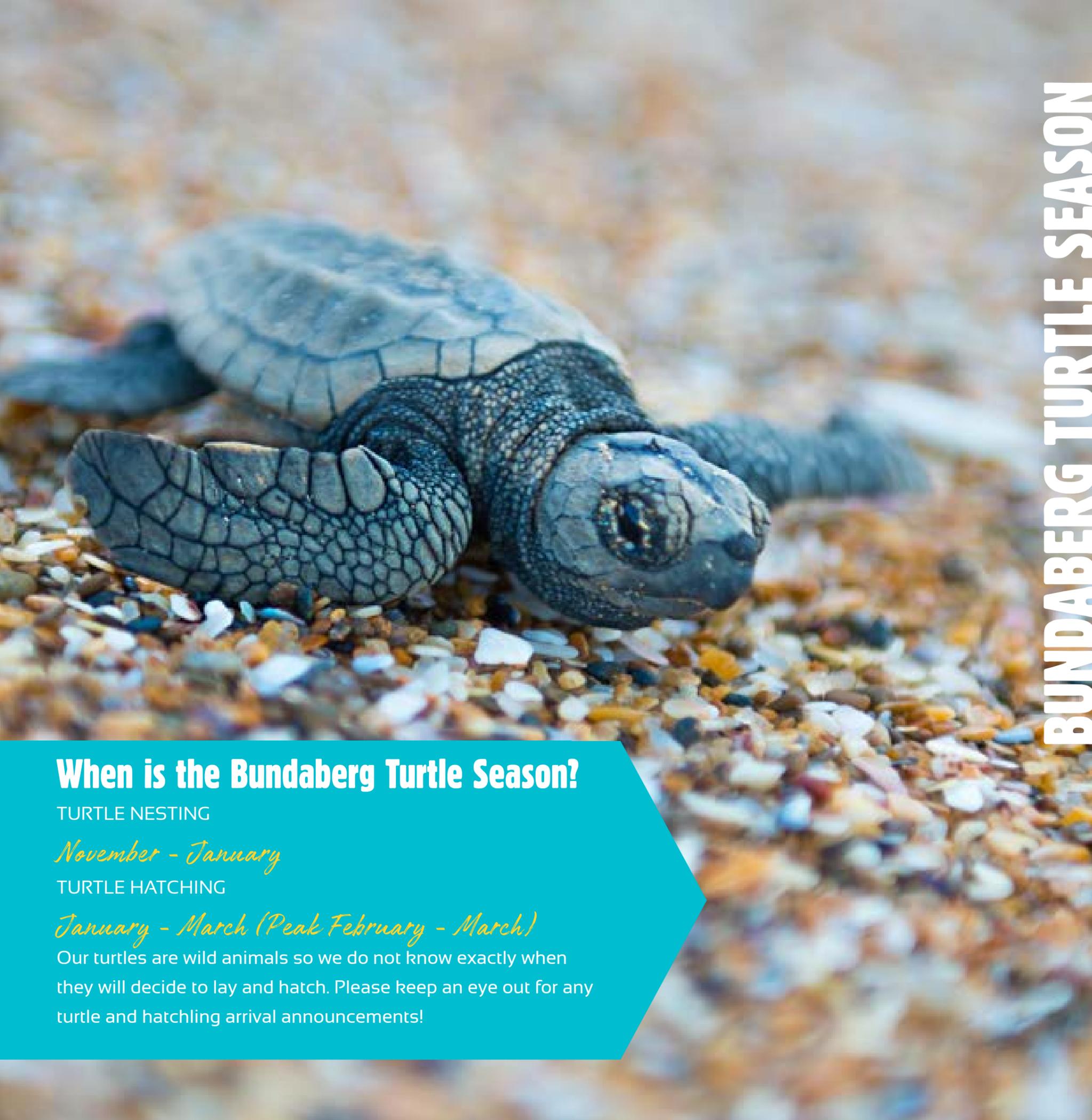


**Turtle Season**

**Benefits**

**Be Involved**

[www.bundabergregion.org](http://www.bundabergregion.org) @visitbundaberg



# BUNDABERG TURTLE SEASON

## Bundaberg Turtle Season

The Bundaberg Turtle Season is a signature natural encounter experience for Queensland and a wonderful 'hook' for businesses to leverage.

The Destination Vision is that the Bundaberg region on the Southern Great Barrier Reef will be globally recognised as the place visitors go to immerse themselves in a world class turtle conservation experience.

The Mon Repos Turtle Experience is the main highlight of the Bundaberg Turtle Season, although it needs to be recognised that the Bundaberg region and Southern Great Barrier Reef destination is blessed with multiple places to see turtles, including Lady Musgrave Island and Lady Elliot Island – both accessible from Bundaberg.

## Visitation Numbers

Last year the Bundaberg Turtle Season saw nearly 30,000 visitors to the Mon Repos Turtle Encounter with approximately 17,800 intrastate, 2,800 interstate, 5,200 locals and 3,700 international visitors. That's 30,000 opportunities to reach new customers!

### When is the Bundaberg Turtle Season?

TURTLE NESTING

*November - January*

TURTLE HATCHING

*January - March (Peak February - March)*

Our turtles are wild animals so we do not know exactly when they will decide to lay and hatch. Please keep an eye out for any turtle and hatchling arrival announcements!

### BENEFITS OF BEING INVOLVED

30,000 individual visitors to engage with your business

The Bundaberg Turtle Season showcases our region and encourages visitors to stay longer and spend more in businesses like yours

"Bucket list" experiences create memories that visitors share with their friends and family

Leverage the turtle season to tie into our out of region marketing campaign, to attract visitors to your business and to promote community pride

Engagement with Visit Bundaberg and the turtle season on your social media channels can grow your own online presence

# Website & Social Media Statistics

## Website Stats 2017

**212,045** visitors  
**160,309** unique visitors  
**51,736** returning visitors  
**548,509** pages views

## Social Media Stats

### Social Media Followers 2017/18

<b>12,346</b>	Visit Bundaberg North Burnett Facebook	+20.3% YOY
<b>5,584</b>	Visit Bundaberg North Burnett Instagram	+36.3% YOY
<b>4,828</b>	Winterfeast Facebook	+29.3% YOY
<b>1,040</b>	Winterfeast Instagram	+99.8% YOY

### Visit Bundaberg North Burnett Tourism Facebook

**2,009,262** Reach  
**27,847** Post Engagements  
**238** Total Posts

### Winterfeast Facebook\*

**691,976** Reach  
**8,025** Post Engagements  
**83** Total Posts

### Visit Bundaberg North Burnett Tourism Instagram

**23,343** Post Likes  
**469** Post Comments

### Winterfeast Instagram\*

**3,243** Post Likes  
**75** Post Comments

### Blogs

<b>55</b>	Total Blogs	<b>674,562</b>	Facebook Reach
<b>42,326</b>	Hits	<b>8,725</b>	Post Engagements
<b>19,811</b>	Link Clicks		

## Potential on Investment

**\$1,078,218.70**  
**annual overnight visitation potential on investment\*\***

# ENGAGING ONLINE

## Submit A Deal

Having a special offer during turtle season? Reach more people by submitting your deal for inclusion on our website using this form. Strong deals and bold creative are more likely to see a strong return on investments and to be promoted across our social channels.

Standard deals are **FREE** to submit for BT members.

## Email Marketing Campaigns

This turtle season we are rolling out an integrated marketing campaigns which use email, social media and the website to target already engaged consumers. Bundaberg Tourism has a growing email database of over 5,000 consumers eager and ready to engage with your product. High-value deals may be selected for inclusion in email marketing campaigns.

## Social Media

Social media is an amazing way to stay connected with your fans and to engage new consumers in an interactive manner. We recommend you use your social media platforms to engage with our Mon Repos Turtle Encounter visitors, promote your business and any special offers, and to get your customers excited and involved.

## USEFUL HANDLES AND HASHTAGS

@VisitBundaberg

#visitbundaberg #northburnett  
 #tastebundaberg #thisisqueensland  
 #southerngreatbarrierreef

## Facebook

By tagging @VisitBundaberg, you can engage with visitors looking for things to do while they are in town visiting the turtles at Mon Repos.

Send a welcome message, share your offers, or let people know how they can find you. We recommend you stay engaged with the turtle visitors throughout the season by sharing turtle images from @visitbundaberg, using the **turtle season cover photo** and by starting conversations with visitors before they are even in region.

e.g "Here for the turtles? Be sure you book into our tour this week and receive 20% off!"

## Instagram

Tag @visitbundaberg and use the appropriate hashtags from the above collection to engage with audiences looking for things to do in the Bundaberg North Burnett Region.



# LOCAL ACTIVATION

This turtle season we want to share the turtle spirit all over town. Be involved in our local activation campaigns and attract visitors to your business, giving them a turtle-y awesome experience! You can welcome our turtle visitors by being involved in the following:

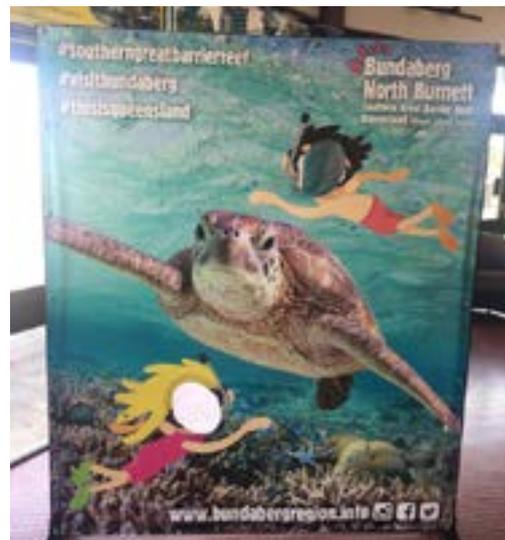
## Turtle Cut-Out Stand

Our turtle cut-out stand is a great interactive marketing tool to get customers and visitors snapping photos and tagging you on social media and adds another element to the experience you are offering them.

Our cut-out is available for members to borrow for **FREE!**

**Campaign Run Time:** Early November - Late March

**To Book:** Please contact Greer Zunker, Marketing Assistant, on [greer.zunker@bundabergregion.org](mailto:greer.zunker@bundabergregion.org)



## Shop Window Posters

Print our **A3 poster** and place this poster on your business windows to get the town talking and visitors engaged.

**Campaign Run Time:** Early November - Late March

## Turtle Season Email Footers

Add our turtle season email footer below your email signature to promote turtle season and show your support! Available for download **here** (don't forget to hyperlink [bundabergregion.org/turtles](http://bundabergregion.org/turtles)).

**Campaign Run Time:** Early November - Late March