



Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

Bundaberg Region

2018 Caravan Clubs State Rally



Overview

Benefits

Engaging



When is the 2018 Caravan Clubs State Rally?

THE 2018 CARAVAN CLUBS STATE RALLY

Monday 22nd October - Sunday 28th October



2018 CARAVAN CLUBS STATE RALLY

What is the 2018 Caravan Clubs State Rally?

The annual state Caravan Clubs rally is hosted in a different location around Australia each year, and this year it's right here in Bundaberg! The rally program features a range of exciting special events, information seminars, entertainment, exhibits and trade shows. There is also plenty of time for rally members to explore our beautiful region and our amazing Visitor Information Centre team will be on site to help them book. With all that going on it is no wonder members travel from all over Australia for this event!

Where is the 2018 Caravan Clubs State Rally being held?

Bundaberg Recreational Precinct, Kendalls Rd, Branyan.

BENEFITS OF BEING INVOLVED

Estimated 400 individual visitors to engage with your business

2018 Caravan Clubs State Rally showcases our region and encourages visitors to stay longer and spend more in businesses like yours

Create a memorable experience and the Rally visitors will be sure to share it with their friends and family

Use our poster to attract visitors and locals with a special 2018 Caravan Clubs State Rally offer

Use Visit Bundaberg handles and hashtags to improve your online engagement



ENGAGING WITH RALLY VISITORS

We are excited to welcome our 2018 Caravan Clubs State Rally visitors to our region and we need your help to make it happen. You can welcome 2018 Caravan Clubs State Rally visitors by being involved in the following:

Shop Window Posters

Print our **A4 poster** and place this poster on your shop windows to get the town talking and visitors engaged.

Using 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 2018 Caravan Clubs State Rally visitors, promote your business and any special offers, and to get your customers excited and involved.

USEFUL HANDLES AND HASHTAGS

@VisitBundaberg

#visitbundaberg #tastebundaberg
#thisisqueensland #southerngreatbarrierreef

Facebook

By tagging @VisitBundaberg, you can engage with these platforms and increase the chances of your offer being “shared”.

Send a **welcome message**, share your offers, or let people know how they can find you. We recommend you start your promotions, offers and messaging a week prior to the event to build brand awareness among the rally attendees.

e.g “Welcome 2018 Caravan Clubs State Rally attendees to Bundaberg! 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 Region.

e.g. “Welcome 2018 Caravan Clubs State Rally travellers to @visitbundaberg make sure you come in and grab your buy-one-get-one-free coffee! #tastebundaberg #visitbundaberg”