



Bundaberg North Burnett

Southern Great Barrier Reef
Queensland *Where great begins*

Bundaberg North Burnett Tourism

Bundaberg Turtle Season

Turtle Season

Benefits

Be Involved



BUNDABERG TURTLE SEASON

When is the Bundaberg Turtle Season?

TURTLE NESTING

November - January

TURTLE HATCHING

January - 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!

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 North Burnett (BNB) 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 BNB 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 over 30,000 visitors to the Mon Repos Turtle Encounter with approximately 17,900 intrastate, 2,600 interstate, 5,200 locals and 4,000 international visitors. That's more than 30,000 opportunities to reach new customers!

BENEFITS OF BEING INVOLVED

Over 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 BNBT's 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



LOCAL ACTIVATION

This turtle season we want to “paint the town turtle”. 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 **FREE OF CHARGE!**

Campaign Run Time: Early November - Late March

To Book: Please contact Greer Zunker, Marketing Assistant, on greer.zunker@bundabergregion.org or 4153 8899.

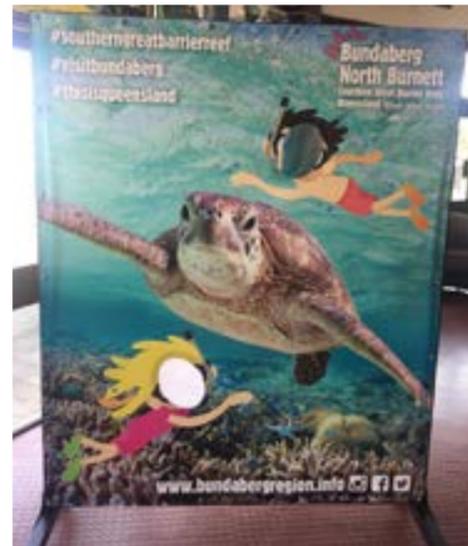
Shop Window Posters

Print our **A4 poster** for your shop window. Add an offer to the white box to have available over the Bundaberg Turtle Season.

Alternatively, if you don't want to make an offer, write your top 3 things to do in the Bundaberg North Burnett region.

Place this poster on your business windows to get the town talking and visitors engaged.

Campaign Run Time: Early November - Late March



Examples

Buy one get one free coffee for Mon Repos Turtle Encounter ticket holders.

20% off all tours during Turtle Hatching Season (November - January)

Signature Dish

Get creative in the kitchen. Add an item to your menu with a turtle/under the sea theme, or get artistic with your baking.

e.g. Turtle shaped pancakes, under-the-sea theme pasta, or matcha profiteroles dipped in chocolate



Not a cafe or restaurant? Why not partner with one of our local cafes or bakeries and have some turtle shaped cookies baked for your guests to enjoy when they reach their accommodation or to snack on during your tour? We have turtle cookie cutters* available for you!

What's in it for you?

Besides showing the community and visitors your support of local tourism and the contribution it makes to our economy, we will feature your business and dish in our 'Turtle Menu'. The turtle menu will be downloadable on our website, and will have paid advertisement going out on social media to drive our online community to your business.

Campaign Run Time: Early November - Late March

**Cookie cutter numbers limited*

Turtle Map

Celebrating everything turtle in our region our turtle map aims to highlight all the points you can see, learn and explore turtles. Ideal for families with young kids or for the adventurous couple looking to head off on a scavenger hunt for the day, snapping photos and sharing them on social media with their friends. This social media engagement and word-of-mouth are great ways to promote our region, bring in more visitors and more business for you!

Be Involved

Do you have a turtle-related attraction in or around your business? Street art, turtle information boards, or kids entertainment? Register your business for our turtle map and get visitors to you.

Put our turtle map on your counters and in your visitors rooms to encourage people to pick them up, read them and stay a little longer in our incredible region.

Campaign Run Time: Early November - Late March

Turtle Maps and Menus are available for download from www.bundabergregion.org/turtle/turtle-map and www.bundabergregion.org/turtles/turtle-menu from **Wednesday 1 November.**



PAINT THE TOWN TURTLE

During the Bundaberg Turtle Season we want to “paint the town turtle” in order to show visitors how much we love our turtles and to encourage visitors to go see them while they are here.

Business Display Pack

To help you be involved in our campaign, we have put together business display packs for you to use to decorate your storefront, creating an engaging and beautiful experience for our visitors as they float in and out of your beautiful premises.

What is Included?

Included in the display pack will be decorations and information sheets regarding the turtle season and encounter.

1. Crepe Garlands

18m of crepe garlands will be included in light blue and green for you to use as you see fit. Create a blue ocean wall to display clothes in front of it, or hang them along your front counter, get creative!



2. Turtle Window Stickers

Baby turtle stickers for windows will be included to show the turtle messaging throughout all our beautiful region.

3. Turtle Poster

Our **downloadable turtle poster** will be included in our display pack for you to put in your windows.

4. Turtle Bunting

10m of turtle-theme bunting will also be put in your pack to hang over your door, at the counter, or wherever works for you!



5. Bundaberg Turtle Season Information Sheet

Need information when customers ask about the turtles? Keep this **information sheet** on your counter so you can relay the right information to our wonderful visitors!

Display Pack Pick Up Available: October 16 Onwards

Campaign Run Time: Early November - Late March

Interested in decorating your shop? Our Business Display Packs are available **FREE OF CHARGE** from Bundaberg, Childers and Gin Gin Visitor Information Centre.

Queries? Please contact, Greer Zunker, on greer.zunker@bundabergregion.org or 4153 8899

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.

e.g. “Welcoming our new baby turtle arrivals!
#southerngreatbarrierreef #visitbundaberg”

Get excited for the Bundaberg Turtle Season and get your customers excited too. Our Mon Repos Turtles bring visitors from all over Australia and the world, so get active and get engaging with this audience!

