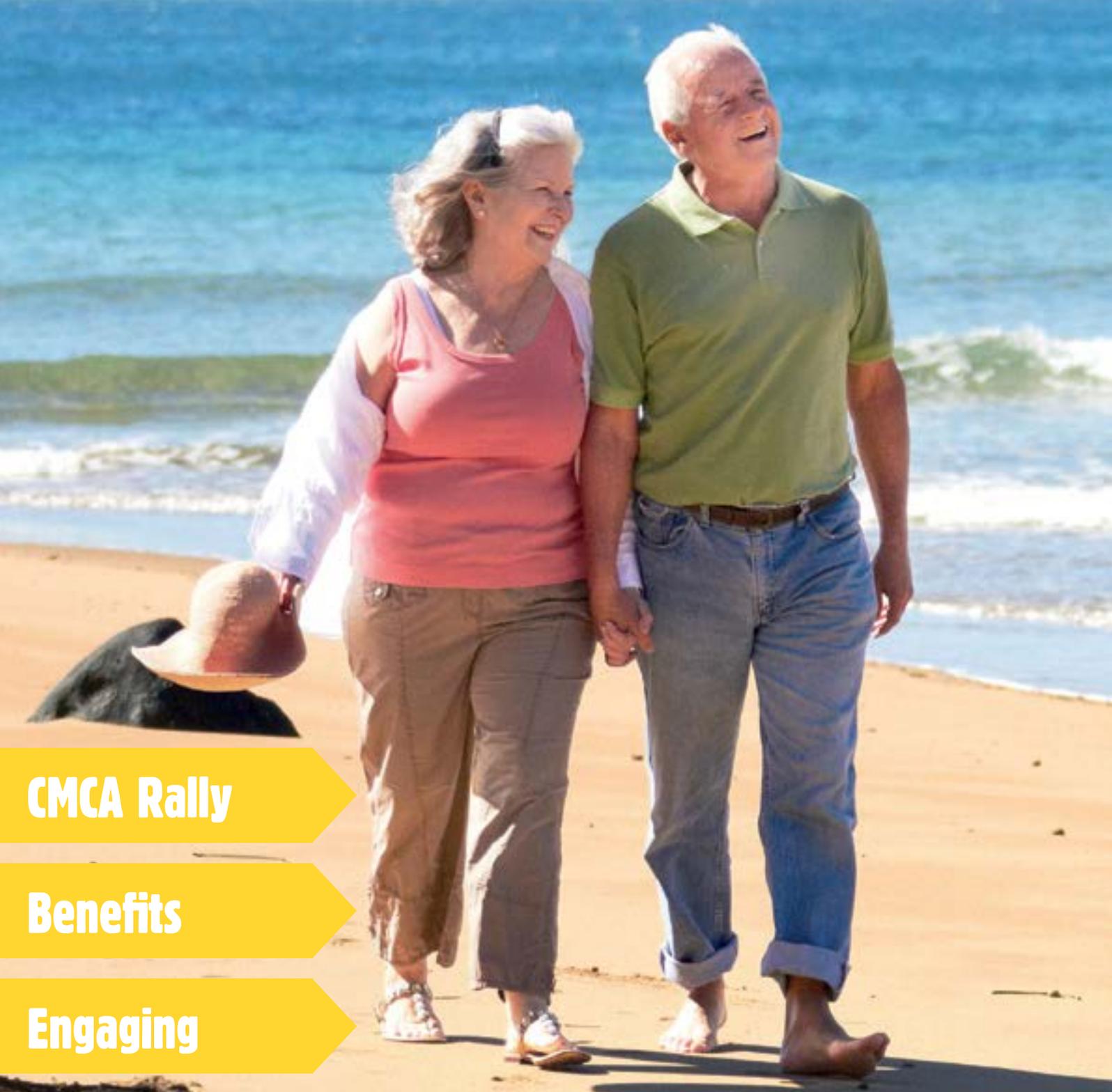




**Bundaberg  
North Burnett**  
Southern Great Barrier Reef  
Queensland *Where great begins*

**Bundaberg  
North Burnett Tourism**  
CMCA Rally Toolkit



**CMCA Rally**

**Benefits**

**Engaging**



# CMCA RALLY

## What is CMCA?

The Campervan and Motorhome Club of Australia, more easily known as CMCA, are the largest RV Club in the southern hemisphere with over 70,000 members. The club is built on a foundation of adventure, enjoyment, education and fun, working hard to make life on the road easier for their members.

## What is the CMCA Rally?

An annual national rally is hosted in a different location around Australia, and this year it's right here in Bundaberg! The rally program features a range of exciting special events, information seminars, entertainment, exhibits, trade shows, local sight-seeing tours, competitions, crafts sessions and dance lessons. With all that going on it is no wonder members travel from all over Australia for this event!

## Where is the Rally being held?

Bundaberg Recreational Precinct, Kendalls Rd, Branyan.

## When is the CMCA Rally?

THE CMCA RALLY

*Sunday 8th October - Monday 16th October*

LEISURE DAYS

*Tuesday 10th October & Friday 13th October*

On these days, limited activities will be offered within the CMCA Rally grounds to encourage attendees to get out and see our beautiful region.

## BENEFITS OF BEING INVOLVED

Estimated 2,000 individual visitors to engage with your business

CMCA Rally showcases our region and encourages visitors to stay longer and spend more in businesses like yours

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

Use our poster to attract visitors and locals with a special CMCA offer

Use CMCA and Visit Bundaberg handles and hashtags to improve your online engagement

# ENGAGING WITH CMCA OFFLINE

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

## Shop Window Posters

Print our [A4 poster](#) and add an offer to have available over the CMCA Rally period to the white box.

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 shop windows to get the town talking and visitors engaged.

## Attend the CMCA Rally

Bundaberg North Burnett Tourism will have a Visitor Information stand at the CMCA Rally promoting our gorgeous region. Limited space is available for members of Bundaberg North Burnett Tourism\* to come for half a day to promote your business.

You may want to hand out flyers, make bookings for your tour or offer tastings of your products – all are great ways to engage with CMCA visitors and to encourage them to stay longer in our region and to visit your business while they are in town.

Contact Ellie Tonkin on 07 4153 8888 or [ellie.tonkin@bundabergregion.org](mailto:ellie.tonkin@bundabergregion.org) for more details.

*\*Applications are to be approved by Bundaberg North Burnett Tourism. Spaces are limited.*

### Examples

Buy one get one free coffee  
for CMCA Rally attendees  
20% off all tours during CMCA

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 CMCA Rally visitors, promote your business and any special CMCA offers, and to get your customers excited and involved.

## USEFUL HANDLES AND HASHTAGS

@CampervanandMotorhomeClubofAustralia

@VisitBundaberg

#visitbundaberg #northburnett  
#tastebundaberg #thisisqueensland  
#southerngreatbarrierreef

## Facebook

By tagging @CampervanandMotorhomeClubOfAustralia and @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 CMCA attendees.

e.g "Welcome  
@CampervanandMotorhomeClubOfAustralia  
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 North Burnett Region.

e.g. "Welcome CMCA travellers to  
@visitbundaberg make sure you come in  
and grab your buy-one-get-one-free coffee!  
#tastebundaberg #visitbundaberg"

Get excited for the CMCA rally and get your customers excited too, this is a great opportunity for you and our region!

ENGAGING WITH CMCA ONLINE

