



Bundaberg

Southern Great Barrier Reef
Queensland *Where great begins*

BUNDABERG TOURISM

2024/25 *Annual Report*



bundabergregion.org
[@visitbundaberg](https://www.visitbundaberg.com.au)



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Acknowledgement of Country

Bundaberg Tourism respectfully acknowledges the Taribelang Bunda, Gooreng Gooreng, Gurang, Bailai and the Wakka Wakka and Auburn Hawkwood (Wulli Wulli) Peoples as the Traditional Custodians of the precious land, water and sea country on which we all love to work, live and play.

We recognise the thousands of generations of continuous culture that have shaped this country and the people on it.

And we pay our respects to Elders past, present and emerging and look forward to working with all First Nations People in the Bundaberg and North Burnett regions in sharing culture through tourism, in the spirit of mutual respect and reconciliation.

About Us

Bundaberg Tourism is the Regional Tourism Organisation for the Bundaberg and North Burnett local government areas (LGAs). Bundaberg Tourism leads the sustainable recovery and growth of the region's tourism industry, maximising economic benefits for our businesses and communities.

Our Destination Vision

To be recognised as a leading sustainable destination, where great care begins - grounded in the collective treasures of the Southern Great Barrier Reef. From Australia's premier turtle encounters to Queensland's most celebrated food and drink experiences and the fertile farmlands that sustain them, the Bundaberg region is defined by nature, nurtured by community, and driven by purpose.

Our Corporate Vision

To ignite the sustainable growth of the region's tourism industry, working in partnership with industry to deliver meaningful economic, environmental, and social outcomes within our communities. We will be valued by members and stakeholders and recognised as a high-performing destination management organisation for the Bundaberg & North Burnett regions, driving regional prosperity.

Our Partners

The region's visitor economy is the strongest it's ever been off the back of decades of hard work and positive partnership. Tourism plays a pivotal role in the regional economy as one of the region's largest industries, generating an estimated \$0.5 billion, making up 6.4% of Gross Regional Product (GRP) and supporting 4,300 jobs, or 1 in 13 of the region's employees according to Tourism Research Australia (Regional Tourism Satellite Account 2023/24). This growth reflects a 16.8% rise in GRP compared to the previous year, and a 16.5% increase in jobs, underscoring the sector's resilience and importance in the transformation of the Region post-COVID

The region's tourism landscape is rapidly evolving amidst shifting consumer expectations and a fiercely competitive global marketplace. Challenges such as rising living costs and business expenses loom large, emphasising the need for agile and future-focused strategies.

Strong leadership, proactive partnerships and fresh thinking are crucial factors in the Region's long-term success, and strategic investment is imperative to harness this growth sustainably.

BT's work is made possible by the ongoing support of the Bundaberg Regional Council (BRC), through their contribution on behalf of the region's tourism and tourism-adjacent businesses for the success of the industry; and Tourism and Events Queensland (TEQ).

And thank you to our members, our supportive and engaged industry - the reason for everything we do at Bundaberg Tourism as we strive to build and maintain a healthy and sustainable regional tourism economy. The visitor economy is a vital contributor to economic growth and jobs, across traditional tourism businesses like accommodation, tours and attractions, but also include tourism-adjacent businesses including retailers, the hospitality sector, and service providers like fuel stations, taxis and transport. Tourism is a big part of what makes the Bundaberg region tick and this number will continue to grow as we look to the future.



From the Chair

Closing out our 53rd year as Bundaberg Tourism, I am proud to reflect on a period that has both challenged and strengthened our organisation.

Last year's Annual Report, we outlined our bold vision to form a new Southern Great Barrier Reef (SGBR) entity with our partners in Gladstone and Capricorn. While the merger did not proceed, the process itself was valuable, demonstrating the depth of collaboration across regions, encouraging long-term strategic thinking, and strengthening our internal focus. Importantly, this journey has left Bundaberg Tourism with a renewed clarity of purpose and energised commitment to amplifying Brand Bundaberg, and our location as the start of the Southern Great Barrier Reef.

The Board acknowledges the industry leaders, stakeholders, and partners who engaged with us throughout these strategic discussions about the future of SGBR Tourism. Their willingness to explore bold ideas reflects the collaborative spirit that continues to underpin our region's success.

The Board is confident that our organisation is in a strong position, guided by clear purpose, robust governance, and committed partnerships with Bundaberg Regional Council, North Burnett Regional Council, and Tourism and Events Queensland. The presentation of our audited financial statements for FY25 reflects the organisation's robust fiscal management and long-term planning. Bundaberg Tourism continues to serve the tourism industry of our region with confidence and stability.

I extend my thanks to our fellow Directors for their stewardship, to our partners and members for their collaboration, and to the team at Bundaberg Tourism for their creativity, resilience, and unwavering passion. Together, we continue to shape tourism as a force for good in our community, delivering not only economic outcomes, but also social, cultural, and environmental benefits.



Daniel Reeves
Chair

From the CEO

This has been a year of resilience, refocus, and renewal. A year where challenges have pushed us to adapt, and partnerships have reminded us of the strength of working together. I remain in awe of our team's dedication.

The Southern Great Barrier Reef transition was a major undertaking. While not without its difficulties, it has ultimately left Bundaberg Tourism stronger, with tighter systems, stronger partnerships, and a region united around the power of Brand Bundaberg and our unique position on the Southern Great Barrier Reef.

This year, we've taken a bold step in reshaping how we deliver visitor services. Instead of putting our resources into the stand alone, 'bricks and mortar' VICs, we've focused on creating a model that delivers better ROI, empowers our community, and builds local pride.

At the heart of this approach is the belief that tourism is everyone's business.

We've moved the Bundaberg VIC into the Hinkler Hall of Aviation, through a refreshed partnership with Bundaberg Regional Council, a practical win that adds value to an existing attraction and frees resources to invest for greater impact. The support of our volunteer ambassadors through this shift, to ensure consistency of service has been extraordinary. We're also exploring a new partnership in Childers with the local community and continuing our support for Gin Gin through the Community Broadcasters group.

Alongside this, we launched the Welcome to Bundaberg online program with the support of Queensland Government funding, a free and simple way for locals to build knowledge and confidence as ambassadors for our region. Every graduate becomes another proud champion of Bundaberg.

And through it all, **Louisa** has been the heartbeat of our volunteer and visitor services, leading with warmth to make sure every visitor feels that Bundaberg welcome (*read more from page 26*).

Together, these changes are creating a region-wide network of people and businesses welcoming visitors. It's a long-term strategy, and it's about more than servicing visitors, it's about strengthening community pride and making tourism part of our everyday culture.

Marketing this year has required creativity and courage. **Ellie** has steered this with strength, leading the evolution of the Southern Great Barrier Reef brand into Brand Bundaberg while keeping our day-to-day campaigns rolling. Alongside her, **Connie**, in her role as Marketing Coordinator, has brought sharp strategies and coordination to our campaigns, ensuring our messaging was both creative and consistent, while **Grace** worked tirelessly on driving high value media coverage to our region and operators. Together, they have empowered the team to think boldly and deliver impact for the region (*read more from page 10*).

Behind the scenes, **Loni** has been building the pathways that connect Bundaberg to the world through trade development. From mentoring operators to be 'trade ready,' to packaging experiences and leading sales missions, her work ensures Bundaberg is competitive in the global marketplace (*read more from page 24*).

We also acknowledge the contributions of **Grace**, our Marketing & PR Coordinator, and **Jon**, our Digital Specialist, who both finished with Bundaberg Tourism at the end of the financial year. Their energy and expertise supported our campaigns, content, and digital presence, and we thank them sincerely for the role they played in sharing Bundaberg's story.

And it's working, whether through partnerships with key distribution partners or record visitation to the 24/25 Mon Repos Turtle Season, the results show our story is being heard, and people are choosing the Bundaberg Region.

Our **Inclusive Tourism Legacy Project** has been one of the most significant industry development initiatives of the past two years, positioning the Bundaberg Region as a leader in accessible travel. This project has built industry capability, created accessible marketing resources, and most importantly, ensured that accessibility is embedded in the way we tell our destination story. A special acknowledgment goes to **Connie**, whose leadership has been central to delivering this work and raising awareness across our industry (*read more from page 22*).

The First Nations Tourism Action Plan (FNTAP), while not final until 2026, has already built valuable partnerships and insights. It's shaping how First Nations voices and culture will be authentically part of our future visitor experiences.

Our partnerships are the backbone of what we do. This year we re-engaged with **North Burnett Regional Council**, welcoming Cr Melinda Jones as a regional representative on our Board, making sure the hinterland's communities and landscapes remain firmly part of our tourism story.

Our partnership with **Bundaberg Regional Council** continues to grow stronger, grounded in collaboration and a shared vision for prosperity. A highlight was welcoming the Mayor and Councillors on a famil tour to see firsthand the diversity of our industry. We also worked closely with the Economic Development team at Council on the research and development of the Hotel Demand Study, a robust and comprehensive report that provides strong evidence for the need to attract new short-term accommodation investment and development in our region. This partnership has been critical in building the case for future growth and ensuring our advocacy is supported by sound data.

At a state level, Bundaberg Tourism continues to benefit from the investment and support of **Tourism and Events Queensland (TEQ)**, and the strong advocacy of the **Queensland Tourism Industry Council (QTIC)**. With the election of the Crisafulli Government, we commended the insightful merging of tourism and environment into the one portfolio under the **Department of Environment, Tourism, Science and Innovation (DETSI)**. Congratulations also to Minister Powell on the launch of the Destination 2045 strategy, a bold vision for Queensland's visitor economy that we are proud to align with.

As we look ahead, Bundaberg Tourism stands ready to translate these state level strategies and partnerships into tangible outcomes for our region, ensuring Bundaberg and the Southern Great Barrier Reef continue to thrive on both the Queensland and national stage.

None of this would have been possible without our people. To **Team BT**, thank you for your creativity, humour and drive. A special mention to **Kylie**, our Office Manager and Executive Assistant, your organisational persistence, steady hand, and ability to keep everything running smoothly makes you the superstar behind the scenes who ensures Bundaberg Tourism stays on course. To our **Board of Directors**, thank you for your guidance and the time you volunteer to shape the direction of this organisation. And to our **members**, thank you for your trust, collaboration, investment and belief in what Bundaberg Tourism stands for.

The year ahead holds enormous opportunity. We are excited to be launching a bold, new Brand Bundaberg, with a new website early 2026, with accessibility features embedded, the FNTAP nearing completion, and strong partnerships with Councils, government, and industry, Bundaberg Tourism is well placed to build on the momentum of recent years.

Tourism is more than economics. It's about connection, pride, and community. Guided by our organisation's values of gratitude, respect, collaboration, and trust, we'll continue to showcase this extraordinary region - where great truly begins.



Katherine Reid
Chief Executive Officer

Our Board

Providing strategic direction to the organisation is an elected Board of Directors, representing the industry. Board Directors meet regularly and give of their time on a voluntary basis. Director positions are based on a two-year rotation and fall due at each Annual General Meeting.

DANIEL REEVES
Chair

Port Curtis Coral Coast Trust

JOHN MCLEAN
Deputy Chair

Bundaberg Brewed Drinks

WARRICK WRIGHT
Treasurer

Innstyle Mensland

JEN CAMERON
Director

Water St Kitchen

JOEY CARUANA
Director

The Mill Group

CR STEVE COOPER
Director (Appointed)

Bundaberg Regional Council

CR MELINDA JONES
Director (Appointed)

North Burnett Regional Council

BRETT LAKEY

Director (to March 2025)
Lady Musgrave Experience

DUNCAN LITTLER
Director

Bundaberg Rum Visitor Experience

TINA MCPHERSON
Director

Tinaberries

CORPORATE COMMUNICATIONS



24
CORPORATE EDMS
SENT TO
1,000+
SUBSCRIBERS



4
NETWORKING
EVENTS FOR
MEMBERS &
STAKEHOLDERS



3,600+
CORPORATE
FACEBOOK
FOLLOWERS

CORPORATE CHANNELS

bundabergregion.org/corporate

@bundabergtourism
 Bundaberg Tourism
 Bundaberg Tourism

WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/meet-our-team

Our Team & Volunteers

Team BT is made up of a hard-working and passionate team of staff and volunteers who are motivated to make a difference for our tourism industry, our communities and the broader regional economy.

KATHERINE REID
Chief Executive Officer

CORPORATE

KYLIE MINETT
Executive Assistant

CALAINE HORNBROOK
Finance Officer

MARKETING

ELLIE TRAYNOR
Marketing Manager

LONI HAMMOND
Industry and Trade
Development Executive

CONNIE RIXON
Marketing Coordinator

JON MCPHERSON
Digital Specialist

GRACE BOOTHMAN
Marketing & PR
Coordinator

VISITOR SERVICES

LOUISA HYLAND
Visitor Information Centre
Coordinator

JENNY DOWELL
BARBARA GRIMES
GREG HYLAND
JENNA KATT
BRONWYN LEE
IAN MCGREGOR
Holiday Experience
Specialists

ZOE WILSON
Childers VIC Supervisor
(to April 2025)

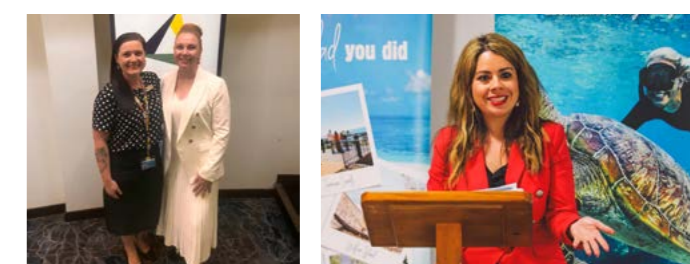
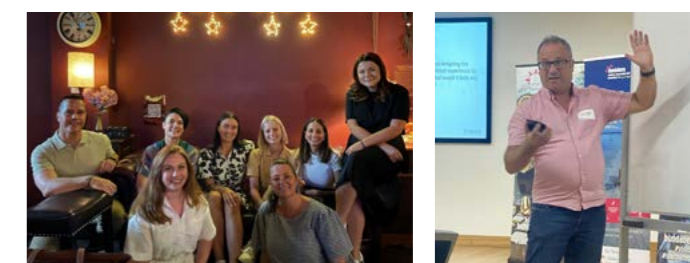
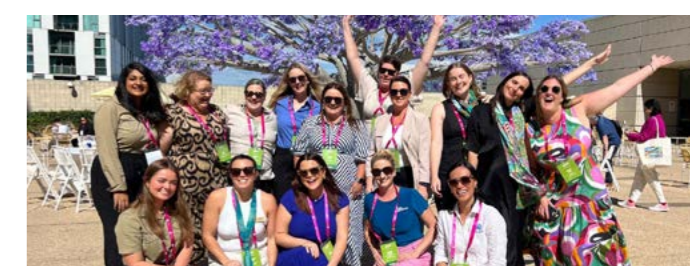
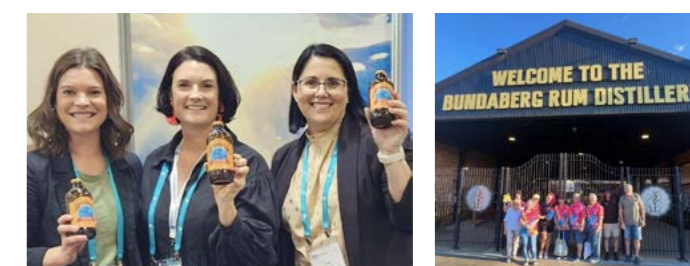
VOLUNTEER AMBASSADORS

DANNY CARSWELL
GARY CHANDLER
TRISH CLOWES
LIBBY GRIFFITHS
GREG HYLAND
JENNY JENSEN
MERYL JESS
JEANICE LEVEZ

BRENDA MAY
MERLE MCDERMID
JUDY O'DONOGHUE
DOROTHY TOLLETT
MOYA VANAGS-LANG
GEENA VOLRATH
LEISA WARD
VICKI WILSON

We extend our gratitude to the following team members that have left the organisation during the 2024/25 financial year:

Amber Lutter - Executive Assistant; **Peta Badkin** - Executive Assistant, Holiday Experience Specialist; **Grace Boothman** - Marketing & PR Coordinator; **Jon Mcpherson** - Digital Specialist; **Zoe Wilson** - Childers VIC Supervisor, **Jenna Katt**, **Maggie Reid**, **Julie Capes**, **Barbara Grimes**, **Peta Badkin**, **Jenny Dowell** - Holiday Experience Specialists; **Jenny Dowell**, **Norma Jensen**, **Lynette Merrick**, **David Sinclair**, **Margaret Seymour**, **Ian McGregor**, **Pamela Smith** - Volunteers





Our Organisation



DESTINATION 2045 & DESTINATION MANAGEMENT PLANS

The first week of February 2025 was a defining moment for the future of tourism in Bundaberg, North Burnett, and the Southern Great Barrier Reef. More than 60 industry leaders, operators, community voices, and government representatives came together, united by a shared vision for this extraordinary place we call home.

At the heart of our discussions was a simple yet powerful question: *What kind of destination do we want to be in 2045 and beyond?*

As we engaged in the Queensland Government's Destination 2045 workshops and our own regional Destination Management Plan development, it became clear that the opportunities ahead are vast - but they require leadership from within. While strong partnerships with all levels of government will be crucial, the real driving force behind a thriving visitor economy will be an industry that is empowered, united, and bold in its vision.

Some of the key themes that emerged included:

- **Attracting accommodation investment** to support sustainable growth and high-quality visitor experiences.
- Creating a **world-leading land-based reef experience**, blending citizen science, innovation and tourism, while fostering conservation and education.
- Deepening the role of storytelling in tourism, ensuring that the stories of our people—Traditional Owners, pioneers, producers, and custodians—are told with **authenticity, respect, and pride**.
- Supporting the **purposeful development of new tourism products**, particularly in agritourism, cultural heritage, and nature-based experiences.
- **Championing cultural tourism**, working in partnership with Traditional Owners to share First Nations stories, knowledge, and connection to Country in meaningful and respectful ways.
- **Investing in workforce development** to ensure our industry remains strong, skilled, and future-ready.
- **Enhancing transport and infrastructure**, making it easier for visitors to experience our region sustainably and seamlessly.

Read more at bundabergregion.org/corporate/blog/1013-shaping-the-future-of-tourism

Industry & Community

PLATINUM PARTNERS



GOLD PARTNERS

- C Barga Resort
- Lady Musgrave Experience

- Taribelang Aboriginal Corporation

- The Mill Group
- The Windmill Cafe

- The Garden Mill Cafe
- The Beach Mill Cafe

SILVER PARTNERS

- Absolute Oceanfront Tourist Park
- Barga Golf Club
- Alowishus Delicious
- Bert's Restaurant & Bar
- Breeze Management Group
 - Big 4 Breeze Barga
 - Big 4 Cania George
- Bundy Bowl & Leisure
- Cha Cha Chocolate
- Don Pancho by the Beach
- First National Real Estate Woodgate Beach
- Kalki Moon Distilling and Brewing Company
- Kellys Beach Resort
- Lady Elliot Island and Eco Resort
- Monsoon Aquatics
- Nature Nurture Centre (Mystery Craters)
- One Little Farm
- Pacific Sun Barga
- RaptAir
- Southern Cross Motel Group
 - Sugar Country Motor Inn
 - Takalvan Motel
 - Buddy Boy Kitchen
- The Farm Shed Fruit Stall
- Trish Clowes Personal Travel Manager
- Villa Mirasol Motor Inn
- Water Street Kitchen
- Splitters Farm
- The Point Resort

BRONZE PARTNERS

- Amadine Lavender
- Barga Berries
- Bundaberg Port Marina
- Bundaberg Shuttle Service
- Budget Car & Truck Rental
- Bundy Belle River Cruises
- Burnett Riverside Hotel
- DGZ Chartered Accountants
- Friendly Society Private Hospital
- Grunskes by the River
- Hinkler Central
- Inn Style Mensland
- Lighthouse Hotel
- Manta Barga
- Rockpool 4
- Snakes Downunder Reptile Park and Zoo
- Tasman Venture
- Tayco Outdoor Advertising Pty Ltd
- Tinaberries
- Wellness Horizon t/a Sacred Sounds

VISITOR SERVICES

- 1770 Larc! Tours
- AAOK Riverdale Caravan Parks
- Alexandra Apartments
- Alexandra Park Motor Inn
- Australian Sunset Safaris
- Barga Gardens Motel and Holiday Villas
- Bundaberg Coaches
- Bundaberg Steam Tramway Preservation Society t/a Australian Sugar Cane Railway
- Fun Over Fifty
- Glenlodge Caravan Village
- Great Keppel Island Hideaway
- K'gari Explorer Tours
- Kingisher Bay Resort
- Koola Beach Apartments
- Lake Redbrook
- Mon Repos House
- Mundubbera Enterprise Association
- Ocean Ridge Property
- Rocky Point Retreat

CORPORATE SUPPORTER

- Cinefly
- Coastline Realty
- Paul Beutel Photography
- PCCC Trust

TOURISM SUPPORTER

- Bundaberg Canegrowers
- Jim's Cleaning Services
- Teena Mammino

CONTRA SUPPORTER

- Bundaberg Chamber of Commerce
- Bundaberg Fruit and Veg Growers
- Regional Business HQ

BRC PROPERTIES

- Alexandra Park, Playground and Zoo
- Bundaberg & District Historical Museum
- Bundaberg Regional Art Gallery
- CHARTS
- Childers Festival
- Elliott Heads Holiday Park
- Hinkler Hall of Aviation
- Lighthouse Holiday Park
- Miara Holiday Park
- Milbi Festival
- Moncrieff Entertainment Centre
- Moore Park Beach Holiday Park
- Multiplex Sports & Conference
- Norval Park Campground
- Taste Festival

WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/become-a-member

Destination Campaigns

SUMMER CAMPAIGN 2024/25 September 2024 - March 2025

The 2024/25 Summer Campaign set out with a clear goal: drive conversions and leads to operators, focusing on the South East Queensland (SEQ) drive market and promoting themes of affordability, family fun, and where great care begins.

The campaign focused on engaging high-value traffic over broad awareness and 'top of funnel' exposure and has directly benefited our industry through increase economic outcomes. Through targeting qualified audiences further down the sales funnel, especially through our partnership with Mamamia, BT delivered more tangible, conversion-focused results, such as 43,600+ leads to industry (+17% YOY) which translates to \$30 million in estimated regional visitor expenditure.

Meta Campaign Highlights

Whilst top-line metrics like reach and impressions naturally declined due to reduced investment, the campaign became significantly more efficient - delivering lower cost per click and engagement, and driving stronger action based outcomes.

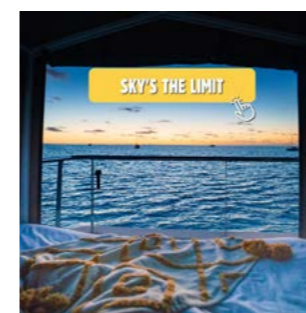
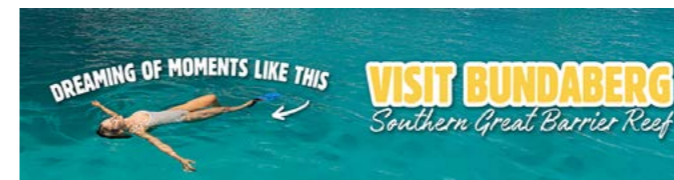
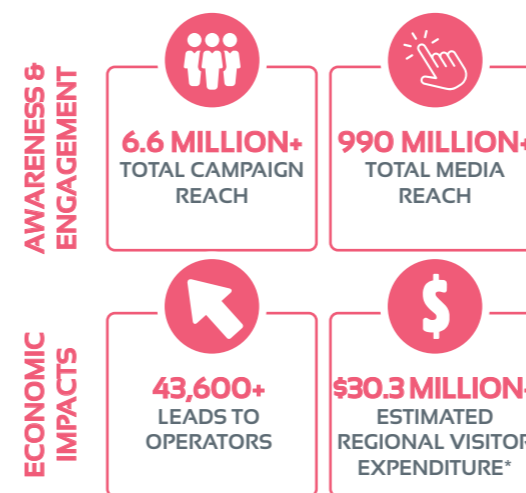
- Link clicks up 16%, showing stronger audience intent.
- Landing page views held steady year-on-year, despite reduced spend.
- Total engagements up over 800%.
- Checkouts initiated more than doubled.
- Website purchases more than doubled.

Mamamia Campaign Highlights

A new campaign partner for the Bundaberg Region, Mamamia allowed us to target high-worth families across Australia. The campaign performed well, meeting all KPIs, with the advertorial insertion the strongest performer exceeding the benchmark by +9%.

PR Highlights

BT partnered with NRMA to leverage the launch of Turtle Sands to drive considerable destination media coverage for the property and the broader region. This was a significant addition to the annual summer PR strategy, with multiple familiarisations conducted across the Bundaberg Region, further aided by partnerships with TEQ and TA. An exciting partnership with the TODAY Show for two weather crosses in February showcased Macadamias Australia and Turtle Sands, delivering national broadcast exposure to key summer hero experiences.



Summer 2024/25 Campaign Creatives

MON REPOS TURTLE ENCOUNTER 2024/25 SEASON HIGHLIGHTS



* Estimated Regional Expenditure = (Leads to Operators) x (Average Trip Expenditure per Visitor - Tourism Research Australia)
** Estimated Visitor Nights = (Tickets Booked) x (Average Nights In Region per Visitor - Tourism Research Australia)

WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/partnership-toolkit/destination-marketing



Destination Campaigns

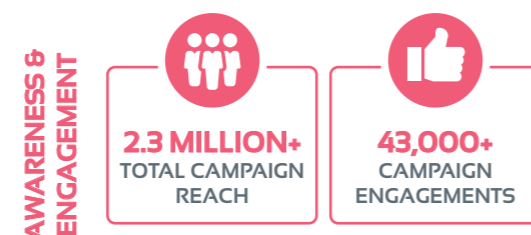
CULINARY CAMPAIGN 2024

April - August 2024

The Campaign continued to capitalise on the region's culinary brand to strengthen its positioning as a premier food and drink destination for Queensland travel intenders. The campaign focused on highlighting the region's connection to its people, place, and produce, with clear objectives for increasing awareness and engagement.

Reflecting on the significant exposure and positive outcomes delivered by the 2023 SGBR Agritourism Trails campaign, BT opted to enhance brand awareness by utilising broadcast media. A dedicated regional episode on *My Way* served as a platform to showcase the region's diverse food and drink offerings, along with its passionate producers. The target audience for this episode was carefully selected using Roy Morgan data, ensuring alignment our regions culinary audiences. The timing of this broadcast nationally, also aligned with the region's *Where The Reef Begins* campaign, targeting intra- and interstate audiences at the time. With the *Where The Reef Begins* campaign entering a strong traffic and conversion digital activity, the *My Way* episode enabled us to reach new audiences outside of these typical digital channels.

Additionally, a smaller META campaign was launched to drive engagement, building upon content from the SGBR AgriTrails.



ATE AGRITOURISM ACTIVATION

The Bundaberg Region was issued an exclusive invitation by Tourism Australia to participate in a national Agritourism activation within the Australian Tourism Exchange (ATE) on Wednesday 30 April and Thursday 1 May, Highlighting the top Australian regions for agricultural-aligned tourism experiences.

The Bundaberg Tourism team met with buyers interested in opening new holiday opportunities to their markets to showcase the Region's emerging culinary experiences across our food bowl.

WINTER DRIVE CAMPAIGN 2025

April - May 2025

Bundaberg's winter drive campaign was designed to position the Bundaberg Region as a must-visit stop along Queensland's iconic drive routes – the Pacific Coast Way and the Australia Country Way - with the strategic objectives of:

- Elevate Bundaberg's profile as a premier road trip destination in Queensland by capitalising on its proximity to Brisbane and key tourism corridors.
- Leverage Bundaberg's natural advantages including the SGBR, country hospitality, pristine coastline, and rich agricultural identity.
- Increase length of stay and dispersal across the region by promoting themed drive itineraries that encourage exploration beyond the main centres.
- Position Bundaberg as an affordable and authentic destination that appeals to families, couples, Gen X's and experience-driven travellers.

Campaign marketing activity included:

- 6-Week targeted social media campaign driving awareness and focusing on engagement with key content, and traffic to landing page.
 - Destination website content refresh including itineraries and integration of accessible content
 - Bundaberg Visitor Guide reprint
 - Leverage of TEQ's Too Great To Wait campaign including:
 - Sunrise Weather Cross in partnership with Lady Musgrave Experience
 - TEQ Pacific Coast Way Famil inclusion
- For further detail see p 16*



DRIVE MARKET ACTIVATIONS

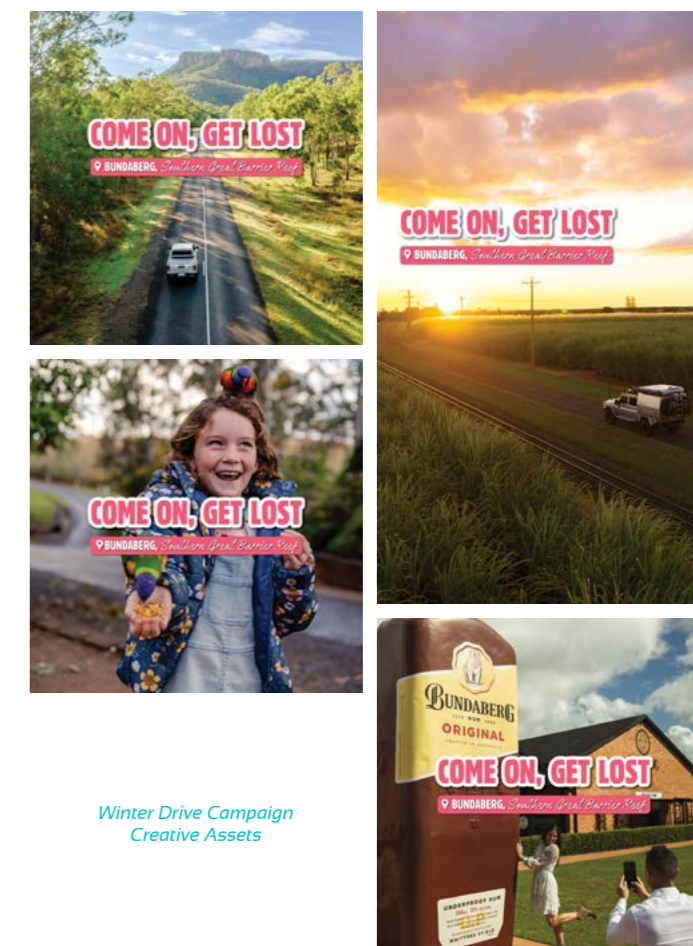
Through a partnership with GAPDL and Caravanning Queensland (CQ), BT activated marketing across the state's caravanning industry including:

- 2025 Queensland Caravan Parks Directory - 150,000 copies distributed across 800+ outlets nationwide, including at seven industry-run caravan and camping shows
 - Full-page advert
 - Visitor Information Centre (VIC) listing in the Tourism Information section
- Four (4) social media posts on the CQ Facebook (51,000 followers) and Instagram (10,000 followers) pages.
- Four (4) articles on Caravanning Blog on caravanqld.com.au

BT partnered with GAPDL to have a dedicated stand at the Let's Go Caravan & Camping Supershow in Brisbane on 4-8 June 2025, which saw 43,000 attendees across the event period.

The Bundaberg region was represented at the following Caravan & Camping Supershow in 2025 as part of our partnership with CQ:

- Let's Go Caravan & Outdoor Expo - Gold Coast 7-9 February 2025 (16,000 attendees)
- Let's Go Caravan & Camping Supershow - Brisbane 4-8 June 2025 (43,000 attendees)
- Let's Go Caravan Show - Sunshine Coast 22-24 August 2025 (12,000 attendees)



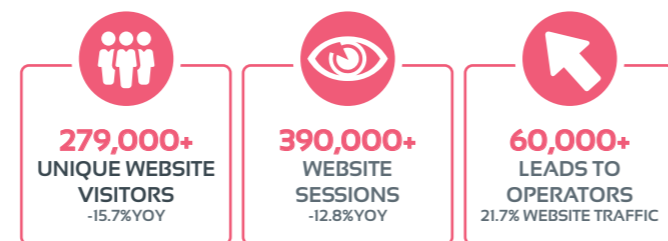


Destination Digital

BT engages in ongoing destination marketing activity to promote our region and influence potential guests' travel behaviour. Our integrated campaigns targeting key markets have an emphasis on digital presence, including an 'Always On' digital and social strategy and strategic distribution of key printed marketing collateral. These activities drive significant benefits to the region by engaging travel intenders at multiple stages within the path to purchase in order to influence decision making.

Considerable changes across digital marketing and consumer behaviours mean that discussion around meaningful metrics for digital success are constantly evolving. Destination visitation continues to grow, indicating relevant and engaging content across BT's activities. The impacts of AI searches are evident in the reduced website visitation – these are being felt by the majority of brands including Queensland's RTOs. Strategic development is occurring throughout BT and across the state to ensure RTOs are meeting the changing tech and consumer landscape.

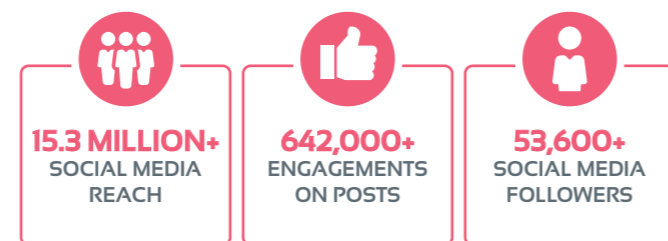
DESTINATION WEBSITE



DESTINATION SOCIAL MEDIA

Social media engagement continues to drive strong and trackable value for the destination, driving leads to the destination website and on to operators. While the outcomes in 2024/25 reduced compared to the previous year, it stayed very strong after considerable social media spend in 2023/24 associated with the SGBR Agritourism Trails and Bundaberg SGBR Interstate Marketing Campaign, both of which were funded by the State Government and resourced by BT, proving the destination's ongoing appeal to travel intenders.

@VisitBundaberg Channels



DESTINATION CHANNELS

- bundabergregion.org
- @visitbundaberg
- @visitbundaberg
- Visit Bundaberg
- #visitbundaberg
- #tastebundaberg

SOUTHERN GREAT BARRIER REEF CHANNELS

- @southerngreatbarrierreef
- @southerngreatbarrierreef
- #southerngreatbarrierreef

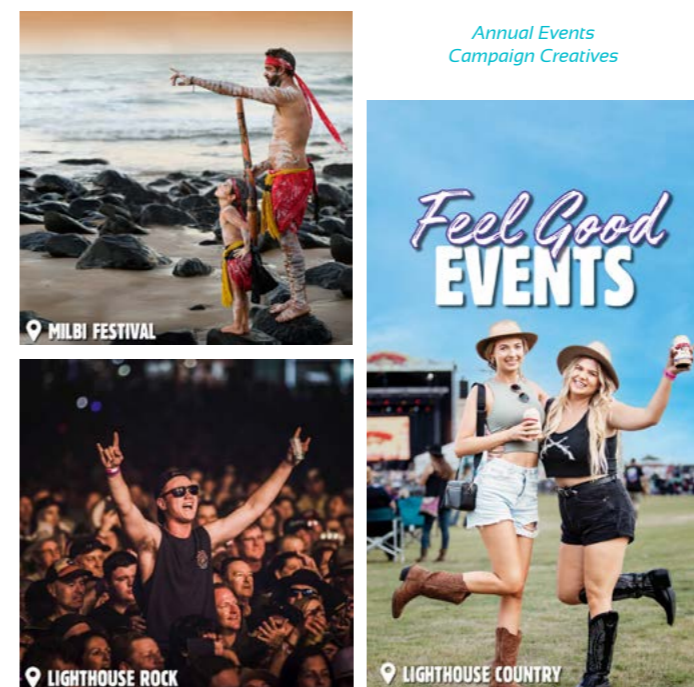
Destination Event Support

ANNUAL & DESTINATION EVENTS CAMPAIGNS

Each calendar year, BT undertakes a series of events campaigns, commencing with the Annual Events overview in early autumn to encourage consumers to plan their year's travel into the region, followed with Destination Events campaigns.

Annual Events Campaign 2024

Kicking off the events season, the 2024 Annual Events campaign had strong digital engagement with targeted consumers. The strategy focused on purpose-driven, targeted ads across @VisitBundaberg and @SGBR Facebook and Instagram channels leveraging the engaged audiences in SEQ and the 400km drive market.

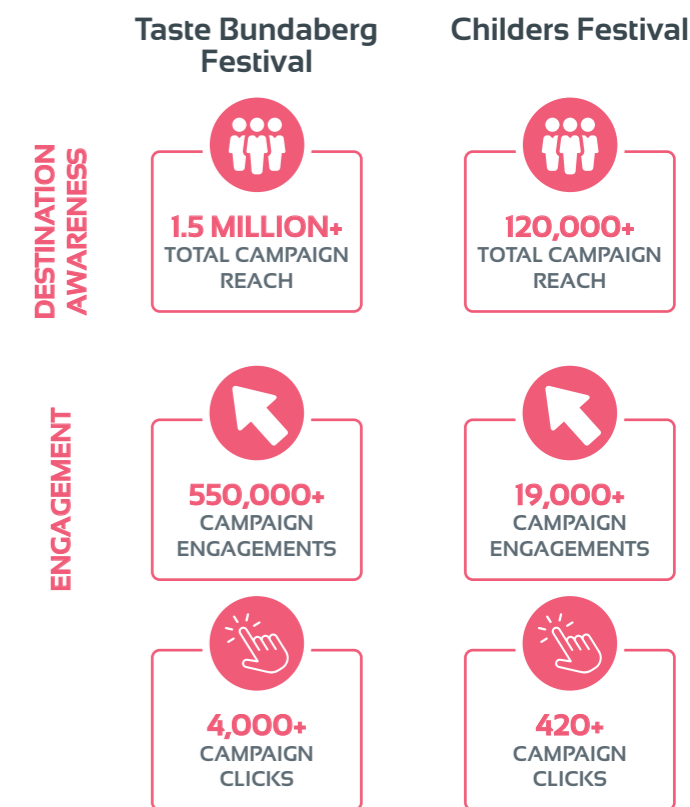


Destination Events Campaigns 2024

Delivered in partnership with BRC, the Destination Events Campaigns for 2024 targeted conversion to Childers Festival and Taste Bundaberg Festival.

The 2024 Taste Bundaberg Festival's out-of-region marketing campaign achieved impressive results across all key metrics, driven by a combination of increased social media spend, strategic content alignment with the broader destination branding, and leverage of the @VisitBundaberg channels and audiences. These efforts not only enhanced the festival's visibility but also positioned Bundaberg as a year-round destination for food, culture, and natural beauty, supporting long-term tourism growth in the region.

The 2024 Childers Festival marketing campaign was impacted by a heavily reduced budget compared to previous years, however it was able to leverage off its inclusion within Bundaberg Tourism's broader Annual Events Campaign.





Queensland Campaigns

TOO GREAT TO WAIT CAMPAIGN 2025 February - April 2025

TEQ's campaign aimed to convert the strong intention for a Queensland holiday by promoting compelling holiday offers to drive domestic travellers to book a trip in shoulder season. The \$2.9 million campaign targeted families, couples and group travellers in New South Wales, Victoria and Queensland to promote the value of a Queensland holiday.

- Media channels include television, broadcast video-on-demand, outof home, YouTube, Meta, TikTok, Pinterest, Google Demand Gen and search
- Drive holidays were a focus of the campaign with a dedicated, targeted media buy to drive consideration for a Pacific Coast Way road trip among Queenslanders over 50. Media channels included radio, press, Meta, YouTube, search and a multi-day integration with Sunrise morning show.
- TEQ worked with retail partners to promote sharp Queensland flight and holiday packages to drive bookings. Partners include Qantas, Expedia, Booking.com and Luxury Escapes.

Bundaberg Activities

- Sunrise weather activations on Lady Musgrave Experience reaching average 1 million viewers across weekdays
- Meta advertising
- Operator deals on Queensland.com
- Inclusion of Bundaberg operators in a major TEQ content creation famill which captured content of new product and our SGBR offering to enhance our region's appeal as a drive destination.



Too Great To Wait
Bundaberg Meta Creatives

International Campaigns

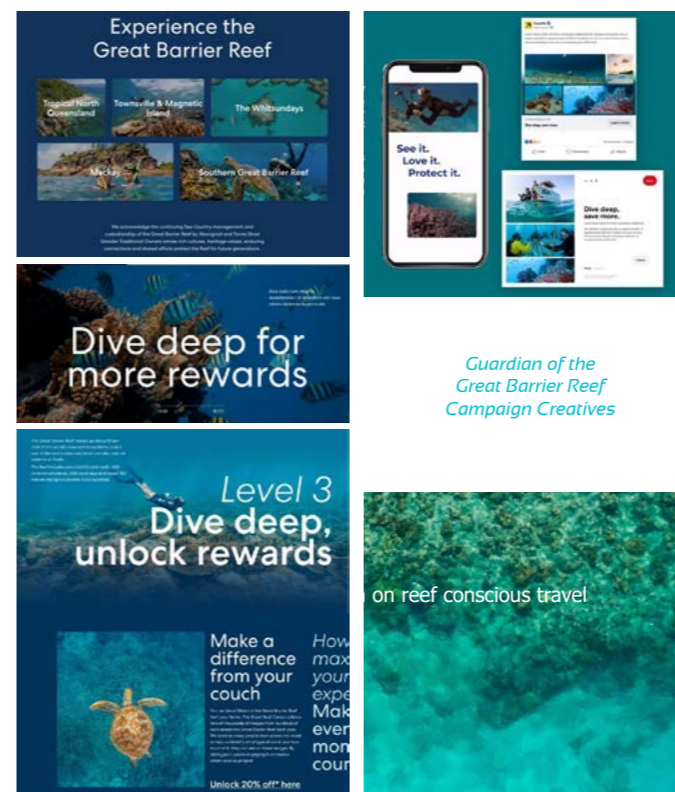
GUARDIANS OF THE REEF & GREAT THINGS ARE HAPPENING HERE September - October 2024

'Guardian of the Reef' was a world-first platform which promoted reef-positive travel choices and rewards travellers for learning about the Great Barrier Reef. Developed by Tourism Tropical North Queensland in consultation with the Great Barrier Reef Marine Park Authority, and in partnership with Expedia, the program targeted key international markets in the United States, the United Kingdom and TEQ further extended the promotion to target Australian audiences as part of their Great Things Are Happening Here campaign.

Conservation curious travellers could visit the website and work through a series of short educational videos and fast facts, each with a coupon reward system to discount Expedia bookings on the Great Barrier Reef. Participants then reached the 'ocean floor' where they went into the draw to win a trip to Queensland and unlock exclusive experiences.

Guardian of the Reef blended science and environmental education with Indigenous wisdom and sustainable products, to help travellers learn more about the health of the Great Barrier Reef and conservation initiatives.

BT facilitated operator participation in the campaign with four operator packages, and a featured deal for Lady Musgrave Experience.



Guardian of the
Great Barrier Reef
Campaign Creatives

SGBR IN-MARKET CAMPAIGN WITH TRAVELBAG (UK) January - June 2025

UK-based travel company Travelbag in partnership with the three SGBR RTOs and TEQ delivered a six-month campaign featuring a mix of digital marketing, social media promotions, and targeted travel content designed to engage UK adventurers interested in exploring Australia's stunning coastal and eco-tourism destinations.

The campaign saw three new itineraries designed to take visitors on a journey through SGBR and drive conversion to the trade ready operators across the SGBR region. Travelbag offered international visitors a seamless travel experience from Brisbane to the heart of the Southern Great Barrier Reef.

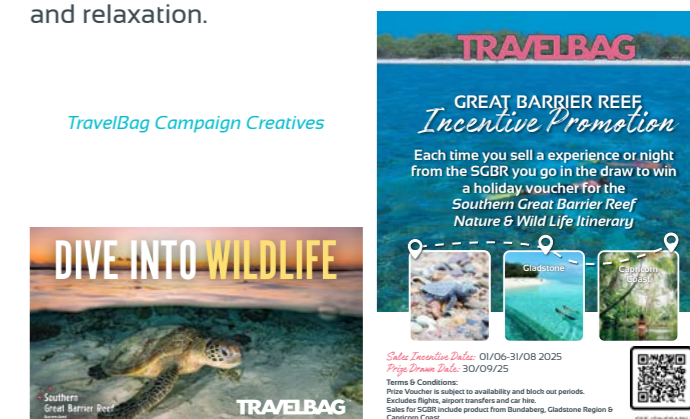
Travelbag, a well-established UK-based travel company, has been specialising in tailor-made holidays for over 40 years. With a strong presence in the international travel market, Travelbag offers bespoke itineraries and immersive experiences for travellers seeking adventure, culture, and relaxation in some of the world's most desirable destinations.

SGBR IN-MARKET CAMPAIGN WITH BEST OF TRAVEL GROUP (GERMANY) January - June 2025

German Wholesale Travel Agent, Best of Travel Group, delivered a dedicated paid Southern Great Barrier Reef advertising campaign designed for self-drive adventurers to showcases the best of the Southern Great Barrier Reef.

The curated itineraries packaged with flights invite German travellers to experience Queensland's diverse landscapes, vibrant coastal towns, and pristine island getaways.

As an established wholesaler specialising in tailored travel experiences, Best of Travel Group's inclusion of the Southern Great Barrier Reef region further strengthens its position as a must-visit destination for European markets and reinforcing the region's appeal to international visitors seeking adventure, nature, and relaxation.



TravelBag Campaign Creatives

Media Value & PR

BT's PR strategy leverages our national and international media network and industry partnerships to disperse positive promotion of the region.

Our PR program delivers increasing impact and our strategy sits across three key types of media coverage:

- Active Coverage – generated through our proactive initiatives like media famils, events, and press releases;
- Media Outreach – resulting from direct journalist engagement and inbound opportunities; and
- Broader Destination Coverage – organic stories that showcase Bundaberg without direct pitching, reflecting the growing strength and appeal of our destination brand.

Key activities include pitching destination story ideas to targeted media and influencers, attending events such as ATE's Media Program, and operating familiarisations conducted in the Bundaberg Region in partnership with tourism operators, RTO partners, TEQ & TA.

INTERNATIONAL MEDIA MARKETPLACE (IMM)

BT attended TA & TravMedia's IMM in May 2025 in partnership with our SGBR RTO partners, completing 17 pre-scheduled appointments with international media from key markets across Europe, North America, and New Zealand. The SGBR team shared stories of nature-based experiences, indigenous culture, and the region's ecotourism credentials and, in addition to formal meetings, networking sessions provided valuable time to connect with fellow media professionals and deepen industry relationships. Tailored follow-ups generated early interest from several outlets to feature the region in future content.



IMM KEY TAKEOUTS

IMM was a valuable opportunity to re-engage with established media connections, particularly in the New Zealand market, where existing rapport led to some of the most promising conversations.

The program delivers brand awareness over immediate coverage and the region's dedication to sustainability, citizen science initiatives, epic marine life and our proximity to Brisbane continue to be a strong drawcard for journalists, helping set us apart in conversations and reinforcing our unique value proposition on the global stage.

One of the highlights this year was the strong cross-RTO collaborations and potential cross-region famil opportunities as budgets across the state contract.

Grace, Marketing & PR Coordinator

SUMMER MEDIA PROGRAM & TURTLE SANDS NEW PRODUCT LAUNCH

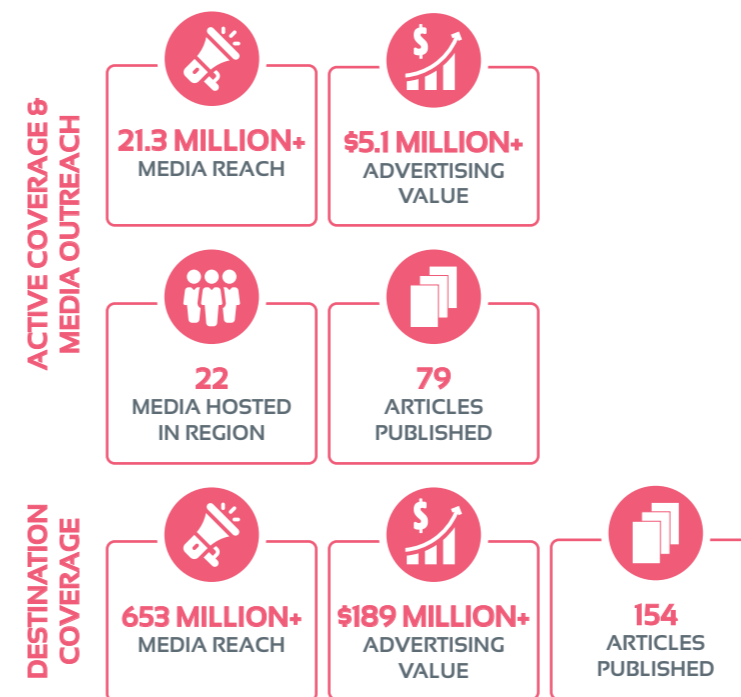
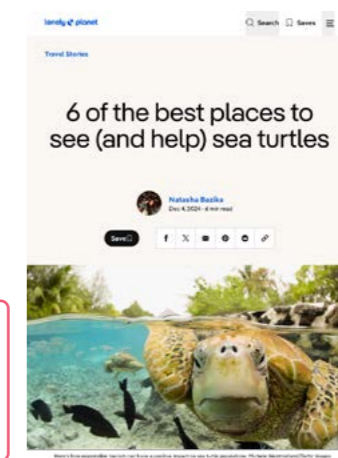
BT partnered with NRMA Parks & Resorts with the support of tourism partners, TEQ and TA to support the media famil program around the launch of Turtle Sands across Summer 2024/25, cohosting 16 famils with 18 separated media representatives.

Additionally, we had the opportunity to partner with the TODAY Show for two weather crosses in February, showcasing Macadamias Australia and Turtle Sands, delivering national broadcast exposure to over 880,000 viewers highlighting key summer hero experiences.

The joint publicity efforts generated strong media coverage across print, digital, social, and broadcast channels, amplifying the region's summer messaging around the SGBR, coastal adventure, family-friendly fun, and unforgettable pinch me moments. These combined PR activities strengthened the region's share of voice in the competitive domestic tourism market and positioned Bundaberg as a must-visit summer destination.

Media coverage achieved across the period includes:

- NRMA Open Road
- Australian Traveller
- T- Online
- Kidspot
- Holiday With Kids
- Escape
- Australian Geographic
- Explore Travel
- Australian Good Food Guide
- RACQ Road Ahead
- Qantas Magazine
- AFAR
- Madventure
- Courier Mail
- Herald Sun
- NZ Herald
- Lonely Planet
- Urban List



WANT TO KNOW MORE?
Visit bundabergregion.org/corporate/partnership-toolkit/destination-pr

REGIONAL DEVELOPMENT & INFRASTRUCTURE PRIORITIES

BT provides key insights into the destination's tourism infrastructure and destination development conversations, including:

- Partnered with BRC to drive outcomes for Tourism and Hospitality Services Australia (THSA)'s detailed demand analysis, feasibility study and market forecast to better understand barriers to hotel investment in Bundaberg (*see Activity Spotlight below*)
- Compilation of Priority Projects for tourism infrastructure development
- Contributed to the Queensland - Regional Tourism & Transport Plans
- Active participant in Bundaberg Region Facilitation Network to provide tourism infrastructure input at a state and federal level



HOTEL INVESTMENT FEASIBILITY STUDY

BT supported BRC in partnership with consultants THSA Hotel Advisors to undertake a detailed demand analysis, feasibility study and market forecast to better understand barriers to hotel investment in Bundaberg.

Having limited publicly available hotel performance data for the Bundaberg Region presents a challenge for investors and developers seeking to make informed decisions on the region, therefore this work was critical for the region. BT and BRC facilitated a series of engagement sessions, providing opportunity for key stakeholders, local industry, and hotel and tourism operators to share valuable insights to ensure the hotel demand analysis was supported by accurate, current, and meaningful information about Bundaberg's visitor economy.

The engagement also undertook five targeted surveys to capture meaningful data across key segments of local industry, visitors, locals and potential corporate partners.

This Study built on the foundational work undertaken in 2023, delivering the detailed analysis required to inform Council's strategic approach to attracting hotel investment in the Bundaberg Region.

Accommodation investment and development has been a key advocacy area for Bundaberg Tourism to support our thriving visitor experiences and growing region. The development of this document was a true collaborative effort and has set the region up for future success.

DESTINATION DATA

Bundaberg Tourism undertakes considerable data analysis to understand consumer trends and guide our industry through data-driven strategy. BT utilises data from Localis, the Roy Morgan Research Dashboard, STR Accommodation, AirDNA, Tourism Research Australia (TRA) and high level research from TA and TEQ.

INDUSTRY DEVELOPMENT & ENGAGEMENT

Having a skilled workforce is vital to the success of our tourism industry. BT works with our stakeholders to participate in a range of programs aimed at attracting, retaining and training a dedicated tourism workforce for the future., including:

- Delivery of Jobs Bundaberg Industry Awareness Program for Tourism & Hospitality
- Coordination of tourism participation in Integrated Pathways at Kepnock (IP@K) Program for 2025
- Delivery of presentations to schools to encourage consideration of tourism and hospitality as a career option (Shalom College, Bundaberg SHS, Kepnock SHS, North Bundaberg SHS)

2024/25 UPSKILLING & TRAINING OPPORTUNITIES FOR INDUSTRY

Bundaberg Tourism supports development of the tourism industry by working one-on-one with businesses, providing mentoring, group workshops and facilitating learning opportunities, including:

- One-on-One sessions for all members available
- Best of Queensland Experiences Program 2025 (*see Activity Spotlight on p22*)
- Product Development support for:
 - Taribelang Bunda Cultural Tours
 - Monsoon Aquatics
 - Mystery Craters / Nature-Nurture Centre
 - NRMA Turtle Sands
 - Macadamias Australia
- Delivery of the Bundaberg Region Inclusive Legacy Building Project (*see p26*)
- Ongoing stakeholder engagement for the continued enhancement of the visitor experience at Mon Repos.
- Delivery of the Bundaberg Region Futures Forum in July 2024 with 80+ business representatives from across the Bundaberg Region attending (*see Activity Spotlight on right*)
- Delivery of the Bundaberg Region Welcomes You Program as part of a state-wide ambassador training program (*see Activity Spotlight on p27*)

WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/development



BUNDABERG REGION FUTURES FORUM

Held on Thursday 25 July 2024, the Bundaberg Region Futures Forum offered a wealth of insights and strategies to navigate an ever-evolving regional business environment, and was a must-attend for businesses seeking to innovate to thrive.

Renowned futurist and strategist Chris Riddell, alongside AI expert Alex Ferguson and inclusivity advocate and tech entrepreneur Hailey Brown headlined an impressive lineup of keynote speakers.

Coupled with the expertise of local industry leaders, the Futures Forum identified pathways to success within the regional business landscape.

The Forum brought together more than 80 delegates from across the Bundaberg Region business community and equipped them with the knowledge and tools necessary to capitalise on the opportunities arising from the Bundaberg region's unprecedented economic and population growth.

Hosted by BT, the Bundaberg Region Futures Forum was proudly supported by the Bundaberg and Childers Chambers of Commerce, Regional Business HQ and BRC.

The Forum was made possible by assistance provided through the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements.





INDUSTRY REPRESENTATION & ADVOCACY

As part of BT's role as the region's RTO, team members are involved in committees and boards, and attend forums and programs to ensure the region's tourism industry is represented at all levels.

- QRTN Committee Member
- Queensland Drive Committee
- Australian Tourism Export Council (ATEC) South Queensland Committee (by invitation only)
- State Business to Business (B2B) Sub-Committee member
- Jobs Bundaberg Committee Member
- Attended TA's Destination Australia and National RTO Forum
- Enhanced partnership with Bundaberg and Childers Chamber of Commerce and Regional Business HQ
- Australian Rural Leadership Foundation's Alumni program



BEST OF QUEENSLAND EXPERIENCES PROGRAM

TEQ's Queensland's Best of Queensland Experiences Program identifies, recognises and promotes tourism operators that consistently deliver exceptional visitor experiences across the state. All operators with a live Australian Tourism Data Warehouse (ATDW) listing are automatically assessed each year against key criteria, including customer reviews (GRI Score), online booking functionality, social media presence, formal accreditation, and membership of RTOs.

Those meeting the benchmark score earn the "Best of Queensland Experience" stamp of recognition, gaining access to exclusive marketing and promotional opportunities through TEQ and its partners. The program provides operators with performance insights and encourages continuous improvement, helping ensure Queensland's tourism offerings reflect world-class quality, digital excellence, and genuine customer satisfaction.



61
OPERATORS
RECOGNISED IN BOQEP



89.95%
DESTINATION
GRI SCORE

Tourism Trade

International tourism to Australia has recovered following the COVID-19 pandemic. In the year ending June 2025, TRA reports that international visitor spend in Australia was 22% up on June 2019 levels; inbound trips were 90% of June 2019 levels; international nights spent in Australia were 10% up on June 2019 levels; and total international trip spend was 24% up on June 2019 levels.

Years of hard work by BT have focussed on sustaining and growing strong relationships with travel trade and key distribution partners across Australia and the globe, ensuring that Bundaberg and SGBR is top of mind. We have also been supporting and growing our industry's trade-ready capacity with training, resource development and in-market presence.

TRADE READY MENTORING

Five Bundaberg operators had the opportunity to participate in the trade readiness mentoring program delivered as part of the QRTN Strategic Project.

- Bundaberg Brewed Drinks
- C Bargara Resort
- Monsoon Aquatics
- Splitters Farm
- Taribelang Bunda Cultural Tours

TRAINING & RESOURCES

- Development of new trade resources including:
 - 2024/25 SGBR Trade Manual;
 - Updated Bundaberg trade itineraries and blogs;
- Quarterly trade EDM with Bundaberg and SGBR content to a database of 2,200 engaged distribution partners
- Hosted training webinars with 100 tourism professionals across 7 international tourism partners and/or their reservation staff, including operators Lady Musgrave Experience & Lady Elliot Island Eco Resort and SGBR RTO partners
 - Boomerang Reisen - Germany
 - TravelBagUK- United Kingdom
 - Air Canada - Canada
 - Best of Travel Group - Europe
 - Travel House - Switzerland
 - MY Dream Adventures – ITO Australia
 - Travelhome – Norway



ATEC PARTNER OF THE YEAR AWARD NOMINATION

For the second year in a row, SGBR was nominated as a 2024 finalist in "Partner of the Year" category of the Australian Tourism Export Council (ATEC) Awards!

SALES MISSIONS & TRADE EVENTS

TA's Market Place EU & UK (November 2024)
SGBR engaged with 60 key Product Managers and 90 Agents across appointments and networking opportunities

TEQ & ATEC's Queensland Showcase (March 2025)
Bundaberg and SGBR with RTO representatives and operators, including new-to-international-trade product operators C Bargara Resort and Monsoon Aquatics and established businesses Lady Elliot Island Eco Resort and NRMA, met with almost 40 tourism buyers across dedicated appointments and networking event.

Australian Tourism Exchange (April-May 2025)
SGBR attended 167 appointments with key distribution partners over four days plus networking events. BT coordinated the Bundaberg Region presence, with Lady Musgrave Experience, Lady Elliot Island, Taribelang Bunda Cultural Tours, Splitters Farm and NRMA (Turtle Sands) attending on their own booths, supported by BT. The Bundaberg Region was issued an exclusive invitation by TA to participate in a national Agritourism activation within ATE on Wednesday 30 April and Thursday 1 May (see p12)

Southern Great Barrier Reef Roadshow (June 2025)
BT coordinated the event in Brisbane and the Gold Coast on 9 and 10 June, connecting 13 passionate operators from across the region with more than 25 handpicked tourism buyers from Queensland, New South Wales and Victoria.



26
BUNDABERG
TRADE-READY
PRODUCTS INCLUDING
6
NEW-TO-TRADE



5
OPERATORS
RECEIVING
ONE-ON-ONE
TRADE DEVELOPMENT
SUPPORT



11
SALES MISSIONS,
TRADE EVENTS &
WEBINARS DELIVERED
380+
TRADE PARTNERS
ENGAGED



45
TOURISM TRADE
HOSTED ON
FAMIL IN REGION



16
NEW PACKAGES,
ITINERARIES
AND DEALS
DISTRIBUTED



TRADE FAMILS

BT and the Regional tourism industry partnered with TEQ and TA to deliver a variety of famils after Australian Tourism Exchange 2025, hosting more than 20 buyers and agents.

Participating operators included

- Bert's Bar & Restaurant
- Bundaberg Rum Visitor Experience
- Bundaberg Brewed Drinks Barrel
- C Bargara Resort
- Kalki Moon Distilling Company
- Kellys Beach Resort
- Lady Elliot Island Eco Resort
- Lady Musgrave Experience
- Macadamias Australia
- The Mill Group – the Windmill Café, Garden Mill café and Beach Mill
- Mon Repos Turtle Centre
- Monsoon Aquatics Coral Farm
- Splitters Farm
- Taribelang Bunda Cultural Tours
- Tinaberries
- Turtle Sands

BT also hosted independent famils for the following trade representatives:

- TA's Regional General Manager for Continental Europe, Eva Seller, visited the Southern Great Barrier Reef for the very first time, visiting five Bundaberg operators (4 – 6 May 2025)
- Agents from Belgium, the Netherlands, Canada, China and Australia visited independently before and after ATE, spending time with six operators (April - May 2025)
- Best of Travel Group, one of Bundaberg's biggest international partners from Germany, sent three delegates, spending time with four operators (22 – 24 April 2025)
- Australiareiser, Norway's largest specialist in travel to Australia and New Zealand, sent their product manager and family. BT coordinated the famil with Australiareiser across five RTOs
- Travel Essense's Senior Sales Executive
- TEQ's New Zealand Manager and her daughter on an overnight stay with Lady Musgrave Experience
- The largest self-drive ITO in Australia, sent four key operational staff from Sydney
- Two TEQ Staff and TEQ's Korea Market Manager
- Two Product Managers from Risskov, Denmark
- Four agents familed the region as part of the Post ATEC Meeting Place Event held in Brisbane
- Sarah Radtke, Marketing Manager – House of Travel

WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/development



SOUTHERN GREAT BARRIER REEF ROADSHOW 2025

After delays caused by Cyclone Alfred earlier this year, the Southern Great Barrier Reef Roadshow 2.0 rolled into Brisbane and the Gold Coast on 9 and 10 June, reconnecting 13 passionate operators from across the region with more than 25 handpicked tourism buyers from Queensland, New South Wales and Victoria.

The two-day event featured a dynamic schedule of pre-booked one-on-one appointments and relaxed networking sessions, with a renewed focus on building trade relationships and driving conversion-ready outcomes.

With over 250 business-to-business appointments held across two days, the event offered a high-impact platform for Southern Great Barrier Reef (SGBR) operators to build relationships with key trade decision-makers.

From reef islands to cultural tours, marine science to boutique farm stays, participating businesses showcased the region's unique and uncrowded offerings to retail agents, brokers, wholesalers, inbound tour operators and product managers - many of whom travelled interstate to attend.

Conversion is critical in any business marketing strategy and these events put the Region's trade-ready members in direct contact with the people who can help get their product onto shelves and into itineraries domestically and internationally.

Whilst Bundaberg Tourism invested in human resources, event promotion, and appointment scheduling, the attending operators fully funded the event and their participation. This collaborative approach underscores a shared commitment to elevating the Southern Great Barrier Reef's presence in trade channels. The operators' dedication not only drives business growth but also builds credibility and trust with buyers seeking reliable, invested partners.

SGBR ROADSHOW OPERATORS

- Aldesta Hotels – Heron Island & Wilson Island
- Central Apartment Group
- Kellys Beach Resort
- Lady Elliot Island Eco Resort
- Mantra/Peppers Gladstone (New Product)
- Monsoon Aquatics
- (New Product)
- Taribelang Bunda Cultural Tours
- Travelers Rest 1770 (New Product)
- Turtle Sands (New Product)
- Splitters Farm
- Villa Mirasol Motor Inn
- Queensland Rail Travel





Bundaberg Region Inclusive Legacy Building Project

Travelling with confidence just got easier with the Bundaberg Region's new accessibility initiatives elevating the destination as one of Queensland's most welcoming holiday destinations for all.

After two years of work, BT and the tourism industry released a suite of new accessibility tools designed to support travellers of all abilities in planning and enjoying their holiday in the Bundaberg Region, including digital guides, audio storytelling and sensory-friendly initiatives.

Delivered as part of the Bundaberg Region Inclusive Legacy Building Project, and proudly funded by the Queensland Government's Accessible Tourism Elevate Fund, this destination-first initiative has created lasting change, making Bundaberg more accessible, inclusive, and welcoming for people living with disability, their families, carers, and friends.

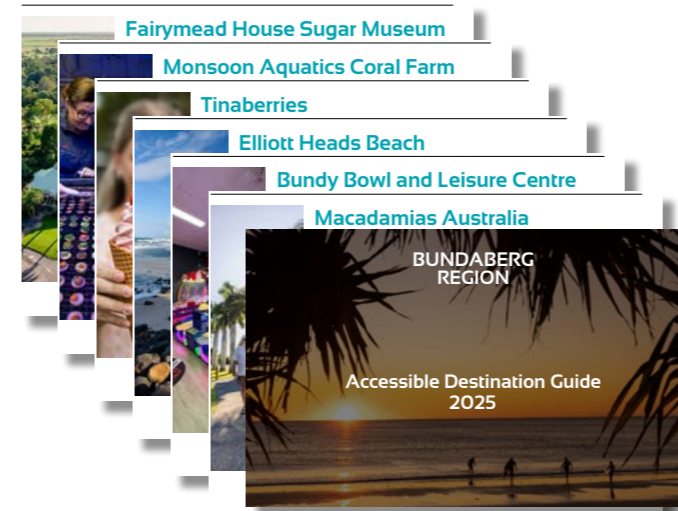
TRA reports that 40% of travellers with disability avoid travel due to the fear of the unknown and lack of accessible information. Bundaberg's new resources directly address this by offering detailed, perceptible, and engaging content that removes barriers and builds trust.

BT is embedding accessibility into its long-term strategy, ensuring inclusive content is visible across digital platforms, social media, public relations, visitor servicing, and storytelling.

The project was co-designed with people with lived experience of disability, ensuring the tools delivered are not only technically accessible, but genuinely useful, easy to understand, and designed for real-world travel needs.

The project has also strengthened community partnerships through collaboration with Wide Bay Kids Inc. and the Bundaberg All Abilities Alliance, bringing together local disability advocates, tourism operators and council to ensure accessibility remains a shared regional priority.

<p>23 NEW AUDIO GUIDES CREATED</p>	<p>28 OPERATORS & EXPERIENCES FEATURED IN ACCESSIBLE DESTINATION GUIDE</p>	<p>500+ NEW IMAGES CREATED</p>
<p>7 WORKSHOPS DELIVERED FOR INDUSTRY</p>	<p>50+ REGISTRATIONS FOR WORKSHOPS</p>	<p>300+ PEOPLE PARTICIPATED IN SENSORY-FRIENDLY EVENT</p>



ACCESSIBLE DESTINATION GUIDE

A digital-first resource highlighting 27 inclusive tourism operators and experiences across the region—ranging from accessible accommodation and attractions, to cafes, nature walks, and transport. The guide gives travellers everything they need to know, including parking, mobility access, sensory environments, and more.

SENSORY AUDIO GUIDES FOR BLIND AND LOW-VISION TRAVELLERS

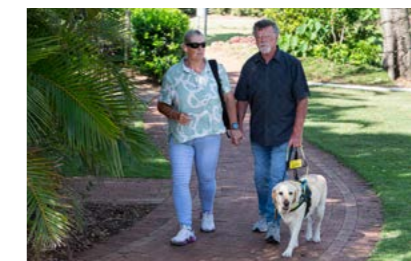
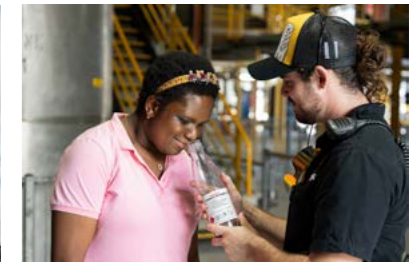
In partnership with leading accessible travel platform Vacayit, 23 immersive audio guides have been developed to bring the region to life through rich, sensory storytelling. These guides describe the sights, sounds, textures and experiences of popular places like the SGBR, Macadamias Australia, and Bundaberg Rum Visitor Experience.

INDUSTRY TRAINING AND SENSORY-FRIENDLY EVENT EXPERIENCE

In January 2025, the Bundaberg region hosted its first sensory-friendly destination event experience designed with universal principles to boost participation for neurodiverse and sensory-sensitive visitors in partnership with BRC. The event sparked widespread commitment and increased positive sentiment among local operators, community, and government for more accessible events, with 99% of participants expressing strong desire for more accessible and sensory-friendly events. Following this, targeted workshops built industry confidence and skills, leading to more businesses improving and promoting accessibility with stronger confidence.

WANT TO KNOW MORE?

Visit bundabergregion.org/explore/accessible-travel
bundabergregion.org/corporate/accessible-tourism





QICA VIC OF THE YEAR

The Bundaberg VIC was awarded the Queensland Information Centres Association Visitor Information Centre of the Year for 2024 for the second year!

VISITOR INFORMATION CENTRES

VICs are a key element of the region's overall tourism investment. The accredited Bundaberg and Childers VICs continued to play a crucial role in:

- informing and educating visitors;
- influencing visitor behaviour and trip decisions;
- contributing to economic benefits derived from tourism;
- inspiring community pride; and
- acting as a key touch point for locals.

Crucial to our Visitor Information Centres are our team of enthusiastic and committed volunteer ambassadors. At the frontline of visitor services at the Bundaberg and Childers Visitor Information Centres, the volunteer ambassadors offer our guests local knowledge and enthusiasm as they promote our region, our industry and our members.

INDUSTRY FAMILS

Four local industry famils were run by the VICs, visiting products throughout the region to allow staff and volunteer ambassadors to learn about experiences to promote to visitors. Members are encouraged to nominate customer-facing staff to attend, as fellow tourism operators are often the most effective advocates for the industry.

DESTINATION COLLATERAL

Even in an increasingly digital world, printed destination collateral like visitor guides remain a powerful tool for inspiration and connection — offering tangible, easily accessible information that enhances the visitor experience and supports local businesses at key decision-making moments. BT continues this service through:

- Reprinting and distribution of the Bundaberg region Visitor Guide nationwide plus supporting DL flyers sent to events and national VICs for digital interaction with the Visitor Guide.
- Distribution of destination maps to regional guests, local industry and events attendees.

COMMUNITY & VISITOR ENGAGEMENT

- Pop up VIC at major events and information sessions with local schools, both on site and off site
- Represented local tourism industry with a Bundaberg region stand at regional job and neighbourhood expos

BUNDABERG VIC RELOCATION

In June 2025, Bundaberg VIC relocated to one of the Region's premier attractions, Hinkler Hall of Aviation (HHA).

The relocation integrates the important service into a key attraction regional guests are already attending to create a more immersive welcome to the Region, as well as driving more visitors to the museum.

The move is the first step in rolling out a model of Visitor Services across the region that will see increased engagement with the region's guests while streamlining costs across the RTO.

Visitor Services remain a vital part of the tourism landscape and this new model, combining the VIC with HHA, allows BT to reallocate funds from bricks and mortar operations into high-impact destination marketing, targeting potential travellers while they're still dreaming and planning as well as after they've arrived.

Modern travellers use technology to plan and book their trips, often locking in key experiences before they even arrive into region. While digital will increasingly be the most effective way to deliver information, they still crave those genuine, local connections once they're here - the Bundaberg Region is known and loved for its people and their warm country-town welcome.

The spirit of our Region will continue to be shared through authentic, local insights across in-destination visitor servicing - over a friendly chat at a café with the waitstaff, tips from their accommodation host, a quick recommendation at the post office, or advice from a volunteer at an information booth.

This smarter use of resources will deliver better return on investment for our community, our funding partners and our industry.

We're excited to work alongside the team at HHA to ensure a warm, knowledgeable welcome continues for every visitor - just in a more integrated, experience-rich setting!

GIN GIN VISITOR INFORMATION CENTRE

BT provided ongoing support to the Gin Gin Tourism Centre via a memorandum of understanding with Gin Gin Community Broadcasters to provide ongoing training and operational support.



18,000+
WALK IN VISITORS
TO VICS



11,000+
PHONE ENQUIRIES
TO VICS



19,000+
EMAIL ENQUIRIES
TO VICS



BUNDABERG REGION WELCOMES YOU

Launched in November 2024, BT is proud to be part of the *Queensland Welcomes You* initiative, bringing our region an engaging online learning program and in-person workshop experience.

Designed for anyone in a customer-facing role, whether greeting guests at reception, serving coffee, leading tours, driving a bus, or volunteering at events, this program empowers participants to help shape unforgettable experiences for visitors to Bundaberg.

The micro-credential course features five bite-sized modules (ranging from 5 to 40 minutes each) focused on sharpening hosting skills, connecting with fellow operators, and showcasing what makes our region special. Topics include:

- World-class hosting principles for exceptional service
- Accessibility and inclusion, ensuring every visitor feels welcome
- Storytelling that brings our region to life
- Regional insights, from Aboriginal and Torres Strait Islander culture to sustainability and hidden tourism gems

Participants will gain the confidence to engage meaningfully with visitors, enhance their local knowledge, and be recognised as part of a Queensland-wide network of trained community hosts — complete with a certificate to promote their host status.

Available year-round, the Bundaberg Region Welcomes You program strengthens community connections and grows a passionate network of local ambassadors.

Funded by the Queensland Government, delivered by the Queensland Regional Tourism Network, and proudly supported by the Bundaberg Chamber of Commerce and Welcome to Bundaberg.



WANT TO KNOW MORE?

Visit bundabergregion.org/corporate/partnership-toolkit/bt-visitor-services



ECO DESTINATION CERTIFICATION

BT works closely with BRC in support of the ECO Destination Certification, an enormous undertaking that requires collaboration across all sectors of the region. BT is engaged as Council’s conduit to the tourism industry leveraging our existing relationships to increase industry engagement with the project. In 2024/25, BT delivered:

- Dedicated web pages and communications designed for destination visitors and the regional tourism industry
- Ongoing participation in ETA’s Certified Destination group

SUSTAINABILITY CONTENT CAMPAIGN ACTIVITY

BT has a long-standing and ongoing commitment to inclusion of sustainability and eco themes within destination marketing campaigns



[WANT TO KNOW MORE?](#)

GLOSSARY

- ATDW Australian Tourism Data Warehouse
- ATEC Australian Tourism Export Council
- BRC Bundaberg Regional Council
- BT Bundaberg Tourism
- CE Capricorn Enterprise
- CQ Caravaning Queensland
- DETSI Department of Environment, Tourism, Science and Innovation
- GAPDL Gladstone Area Promotion & Development Ltd
- HHA Hinkler Hall of Aviation
- NBRC North Burnett Regional Council
- QRTN Queensland Regional Tourism Network
- RTO Regional Tourism Organisation
- SEQ South East Queensland
- SGBR Southern Great Barrier Reef
- TA Tourism Australia
- TEQ Tourism & Events Queensland
- TRA Tourism Research Australia
- QTIC Queensland Tourism Industry Council
- VIC Visitor Information Centre



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Top Reasons To Work with Bundaberg Tourism



CONTRIBUTE TO THE GROWTH OF OUR ECONOMY

Membership is an investment in your business and the economic prosperity of our community.

YOUR MEMBERSHIP GIVES YOU: Access to Team Bundaberg – a passionate community working together to build an innovative industry and to deliver economic growth to our region



BE SEEN BY OUR VISITORS

In 2024/25, BT reached over 12 million people through our marketing campaigns and 15 million people through our social media activity; welcomed over 279,000 unique visitors to the destination website; assisted 48,000 visitors a year through our Visitor Information Centres; and connected with over 53,000 followers on the Visit Bundaberg social media channels.

YOUR MEMBERSHIP GIVES YOU: Exclusive free and paid opportunities to leverage our marketing campaigns and digital channels for your business' benefit.



INVEST IN & GROW YOUR BUSINESS

BT's broad range of business development programs, workshops, initiatives and mentorships are designed to help you increase your business revenue.

YOUR MEMBERSHIP GIVES YOU: Support to grow your business in the short- and long-term.



GET YOUR BUSINESS SOLD ACROSS AUSTRALIA AND THE WORLD

As a region, we are building domestic and international markets through strategic, collaborative activities with thousands of trade partners worldwide.

YOUR MEMBERSHIP GIVES YOU: Access to business development opportunities to open your business to new markets, create sales and increase your competitiveness.



CONNECT WITH YOUR INDUSTRY

Take part in tourism industry networking events for members, attend familiarisations to understand other product around you, and build value by being part of targeted packages for co-operative campaigns.

YOUR MEMBERSHIP GIVES YOU: Opportunities to meet with industry experts, thought leaders, and like-minded professionals to foster connections, inspire growth, and unlock new possibilities.



BE HEARD

Join your voice to Bundaberg Tourism's united voice of communication to local, state and federal government, including Tourism & Events Queensland and Tourism Australia.

YOUR MEMBERSHIP GIVES YOU: Opportunity to have your say on advocacy topics.



BE SUPPORTED

We are as passionate about the Bundaberg and North Burnett region as you are and our team is available to support you and your business for success. From a simple question to involvement in our international, domestic and local cooperative campaigns, we're here to help you grow.

YOUR MEMBERSHIP GIVES YOU: Help when and where you need it.



DESTINATION CHANNELS

bundabergregion.org

@visitbundaberg | @visitbundaberg

Visit Bundaberg

#visitbundaberg | #tastebundaberg

CORPORATE CHANNELS

bundabergregion.org/corporate

@bundabergtourism

Bundaberg Tourism

Bundaberg Tourism