

BUNDABERG TOURISM

Trade Strategy & Activity Plan

2025-2026



BUNDABERG, SOUTHERN GREAT BARRIER REEF TRADE MARKETING PLAN

FY 2025 - 2026

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Domestic and International Trade Strategy Plan Overview

DOMESTIC MARKET STRATEGY

With 94% of Bundaberg and the Southern Great Barrier Reef's (SGBR) market being domestic, Bundaberg Tourism will prioritize strengthening the distribution component of destination marketing campaigns—an area that has seen reduced focus since COVID-19.

Key initiatives include:

- Leveraging Bundaberg Tourism's (BT) trade resources to enhance campaign effectiveness and reach.
- Growing distribution and awareness of leading tourism trade operators.
- Partnering with key domestic distribution channels to amplify Tourism and Events Queensland's (TEQ) campaign efforts.
- Driving short to medium-term conversion for high-performing operators through targeted collaboration and strategic alignment.

INTERNATIONAL MARKET STRATEGY

The Southern Great Barrier Reef (SGBR) is a cooperative destination partnership between BT, Gladstone Area Promotion and Development Ltd, and Capricorn Enterprise. This partnership promotes the southern gateway to the World Heritage-listed Great Barrier Reef.

Strategic goals for international markets:

- Increase visitation, length of stay, and visitor expenditure across the SGBR region.
- Strengthen the region's reputation as the starting point of the Great Barrier Reef.
- Focus on the top three international source markets:
 - United Kingdom
 - Germany
 - New Zealand

Given limited budgets and no access to the Export Market Development Grant (EMDG) in FY26, BTs financial and human resource contributions will be constrained. Therefore, international marketing efforts will rely heavily on:

- Support from leading tourism trade operators already active in international markets.
- Participation in the Australian Tourism Exchange (ATE) to:
 - Maintain global buyer relationships.
 - Strengthen domestic buyer partnerships.
 - Conduct strategic meetings with international tourism stakeholders.

LONG-TERM SUSTAINABILITY

To ensure the long-term success of tourism across the SGBR:

- Increase operator involvement in trade marketing activities.
- Develop and train new operators entering the trade space.
- Foster a collaborative and resilient tourism ecosystem that supports both domestic and international growth.

Priorities & Approach

Develop and enhance the Bundaberg Southern Great Barrier Reef's destination offering to meet the requirements of the tourism trade distribution system, international visitor needs and grow the destinations market share.

BT's role lies across the strategic management of the destination brand and destination development; and supporting operators as they develop their products, resources, and relationships.

Following years of investment into member training, the development of key export markets and the establishment of a robust supply chain, BT will be focussing our efforts on the coming years into building demand and conversion.

Building on the strong foundational relationships with trade partners, BT will implement conversion pieces to sit alongside domestic consumer campaigns to bolster campaign effectiveness and measurability.

Key priorities are:

- Growing domestic market share for Bundaberg SGBR.
- Maintaining international relationships with in-market buyers
- Growing partnerships with domestic partners
- Bringing conversion to domestic in-market activity in partnership with our trade partners to leverage their networks for conversion; and
- Identifying and developing new operators to be trade-ready and contracted.

This will be achieved through:

- Conversion partnerships with KDP's identified by TEQ for their campaign work that also suit our operator's distributions needs and target markets to support all of BT's consumer campaign activity.
- Support for operators through dedicated BT staff and state-wide trade and digital distribution mentoring programs.
- BT presence at ATE
- BT's presence at other international or inbound trade events will be driven by operator participation and contribution
- Development and maintenance of quality trade resources for travel trade partners.
- Actively ensuring trade ready operators are listed and engaged with key domestic online travel agents

Key barriers are:

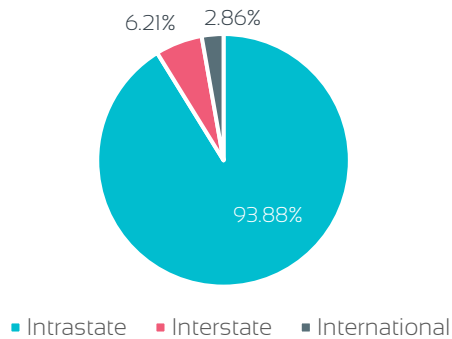
- Limited budgets in a highly competitive marketplace hinder the development and cut through of the BT offering.
- Varying levels of capacity within regional operators, often for reasons beyond their control

Key Markets & Background

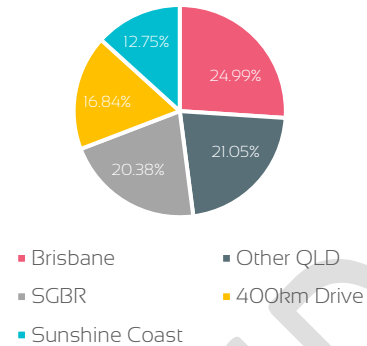
BUNDABERG KEY MARKETS BY SPEND FY JUNE 2024 & 2025

Note: Data sourced from Localis

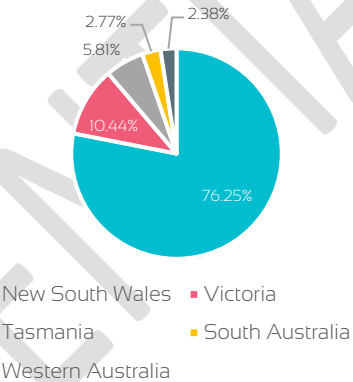
Market Breakdown FY24



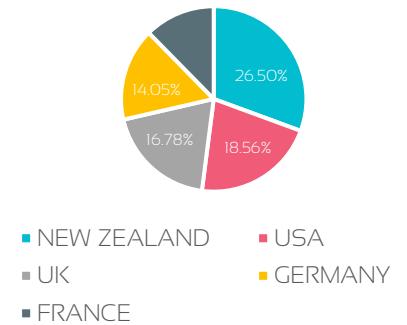
Top 5 Markets Intrastate FY24



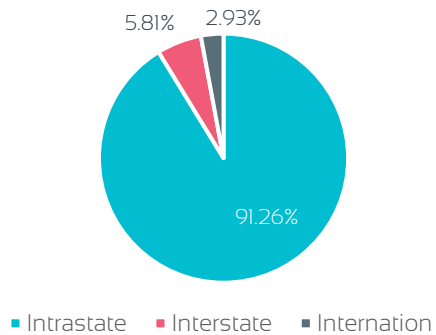
Top 5 Markets Interstate FY24



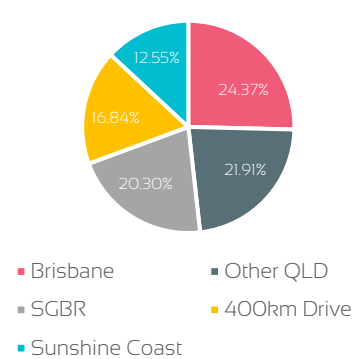
Top 5 Markets International FY25



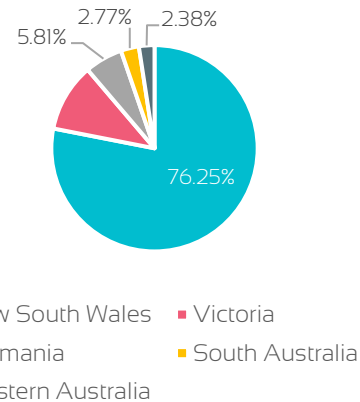
Market Breakdown FY25



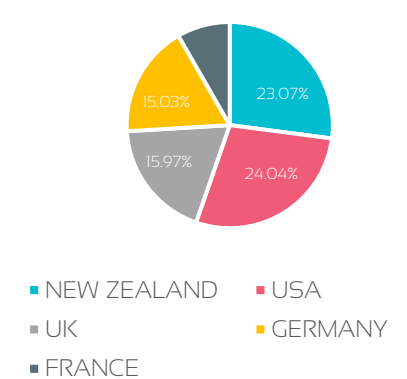
Top 5 Markets Intrastate FY25



Top 5 Markets Interstate FY25



Top 5 Markets International FY24



LEVELS OF OPERATORS TRADE READINESS

Tourism & Events Queensland (TEQ) have defined the level of operators' trade readiness as the following:

Established Trade Ready Experiences

- Over two years of prior attendance selling your product/experience on your own booth at TA, ATEC or TEQ international trade shows.
- Distributed internationally and have been offering a trade ready product (with nett rates) for over two years.
- Can provide references from two Inbound Tour Operators (ITO's); and
- Have nett rates available for trade partners (i.e rate sheet with terms and conditions).

Existing Trade Ready Experiences

- Prior attendance selling your product/experience on your own booth at TA, ATEC or TEQ international trade shows.
- Distributed internationally and have been offering a trade ready product (with nett rates) for over one year.
- Can provide references from two Inbound Tour Operators (ITO's); and
- Have nett rates available for trade partners (i.e rate sheet with terms and conditions).

Emerging Trade Ready Experiences

- No prior attendance selling your product/experience on your own booth at TA, ATEC or TEQ international trade shows.
- Have nett rates available for trade partners (i.e rate sheet with terms and conditions).
- Open to activating immediate business opportunities with international trade partners.
- Open to receiving additional trade mentoring
- Participant in QRTN's 2023 and/or 2024 Pathway to ATE program or an RTO/LTO equivalent trade program and/or ATEC Trade Ready Program

New Trade Ready Experiences

- None of the above

Funding & Objectives

BTCOMMITMENT

- Strategic management of Bundaberg, Southern Great Barrier Reef's trade portfolio.
- Resourcing activity through internal budget and human resources only.
- Operator development including one-on-one support and state-wide mentoring programs.
- Development, maintenance and distribution of destination collateral and resources including trade manual/s, website, digital resources such as destination videos and images, itineraries.
- Delivery of domestic trade development, missions, and events in partnership with industry.
- Delivery of inbound trade development, missions, and events in partnership with industry.
- Development of a data collection point market insights, buyer data and operator intel to provide reported insights.

OPERATOR COMMITMENT

- Participation in and contribution to sales missions and events.
- Participation in and contribution to in-market activity.
- Participation in and contribution to resources, whether operator-specific or whole of destination.

Plan Deliverables

- Deepen relationships and develop new partnerships with key wholesalers and retailers in the domestic market.
- Maintain existing partnerships with international buyers
- Attend and/or deliver Trade Missions and Events in partnership with trade-ready operators, TEQ and TA to see key inbound, international and domestic tourism buyers and stakeholders
- Attend Australian Tourism Exchange on a Destination Bundaberg booth with 2-3 emerging operators, along with 10-15 key operators attending
- Focus on nurturing operator relationships with BT
- Industry being the driver behind activity and decisions
- Support tourism trade mentoring through trade and distribution training, to develop trade strategies and develop their product.
- Reliable and consistent communication and support with tourism trade leaders.
- Updates of Trade Collateral, maintenance of BT & SGBR Trade content, website and communication with agents.
- Strengthen SEQ stakeholder and operator relationships and partnerships.

Measures of Success

- To increase our domestic market share.
- Increase in the number of trade ready and participating operators.
- The number of operator contracts with tourism buyers or product listings in target markets.
- Southern Great Barrier Reef destination content in key overseas wholesale brochures and websites.
- Inclusion of the Bundaberg, Southern Great Barrier Reef region in Australian and Queensland holiday itineraries and destination website listings
- Increased accessibility for agents to destination trade collateral
- Development of new trade packages
- Increase number of operators on domestic OTAs websites

2026 Trade Marketing Activity & Estimated Costs

Proposed BT Trade Activity Plan 2025 & 2026						2025						2026											
						J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
EVENTS	Est. Expense	Operator Investment Required	Est Time Frame		Market																		
ATEC Meeting Place	\$ 5,000	Yes	14-Oct-25	17-Oct-25	Worldwide																		
Pre & Post MP Famils	TBC	Yes	07-Oct-25	24-Oct-25	Worldwide																		
QIC/TA Market Place (UK/EU)	\$ 15,000	Yes	21-Sep-25	26-Sep-25	UK / Europe																		
SGBR Retail Roadshow	\$ 15,000	Yes	13-Mar-25	14-Mar-25	Domestic																		
ATEC Queensland Event	\$ 3,000	Own attendance costs	11-Mar-26	12-Mar-26	Worldwide																		
Qld Is Calling NZ	\$ 6,000	Own attendance costs	17-Mar-25	21-Mar-25	New Zealand																		
ATE		Own attendance costs	10-May-26	14-May-26	Worldwide																		
Pre & Post ATE Famils	TBC	Yes	20-May-25	07-Jun-25	Worldwide																		
CAMPAIGNS	Est. Expense		Est Time Frame		Market																		
Summer Low Season Campaign with Conversion Partner	TBA	Yes	Post Sept Hols	End Feb	Domestic																		
Winter Campaign with Conversion Partner	TBA	Yes	Post Easter	Pre Sept Hols	Domestic																		
KDP Brochure Contribution	\$ 3,000	Yes	01-Dec-24	30-Jun-25	UK																		
KDP Brochure Contribution	\$ 3,000	Yes	01-Mar-25	30-Jun-25	Germany																		
COMMUNICATIONS	Est. Expense		Est Time Frame		Market																		
SGBR EDM	RTO	No	Quarterly		Worldwide																		
Strategic Comms	RTO	No	Ongoing		Worldwide																		
OPERATOR ACTIVITIES	Est. Expense		Est Time Frame		Market																		
2627 Trade Manual/Fact Sheet	Time		Yearly																				
Update ATDW Listing	Time		Yearly																				
Prepare Rates	Time		Yearly																				
Update Booking System	Time		Yearly																				
Send/Update Rates	Time		Yearly																				

Key	
	Event
	Booking Frame
	Opportunity for BT Representation/CoOp
	Not Attending/Alt Yrs

Key Trade Activities

TASK	ACTIONS	STAKEHOLDERS INVOLVED	TIMEFRAME	MEASURES OF SUCCESS
Development & Stakeholder Management Activities				
Trade communication with global agent community	Coordination of Quarterly SGBR EDM content Maintain SGBR website Maintain communication	SGBR RTOs BT SGBR Operators	Quarterly	Number of subscribers and measure access to trade resources
Trade marketing material	Develop new and maintain relevant trade manual and itineraries.	BT	Yearly Pre-ATE	Current and relevant information on SGBR offering
Trade mentoring	Identify operators at all levels of development and provide tailored support to meet their business needs in the export market Formal training program with external expert Support operators – internal staff	BT & Consultant/& STO/ATEC SGBR Operators	Pre & Post ATE	3-4 New Trade ready products in SGBR region
Domestic Activities				
Domestic sales missions and events		BT SGBR Operators	2026-27	Increased no of itineraries in region. No of operators contracted. Destination exposure with buyers Market share increase
Summer & Drive Campaign – Conversion Partnership	Conversion partnership within integrated destination campaign activity	BT BT Operators Key Distribution Partners (KDP)	2025-26	B2C campaign through KDPs in key markets Increase in pax booked, nights booked Increase in enquiries with conversion partners
TEQ Reverse Co-op Campaign Participation	Participation in TEQ campaigns with key state distribution partners	BT. BT Operator TEQ Key Distribution Partners (KDP)	2025-26	B2C activities through KDPs in key markets Increase in pax booked, nights booked Increase in enquiries with conversion partners
International Activities				

Destination attendance at ATE	Preparation Bundaberg SGBR Destination Booth with Emerging Operators Follow Up & Reporting	BT BT Operators	April-May 2026 April-May 2027	Increased no of itineraries in region. No of operators contracted. Destination exposure with buyers Market share increase
In Market Brochure Contribution	Ongoing investment with KDP Germany & UK Negotiate with KDPs Communication with operators	BT KDPs Operators	2025-26 2026-27	Increase in pax booked, nights booked Increase in enquiries with conversion partners
QRTN Trade Training & Mentoring	Identify new and existing operators eligible for program. Engagement of consultant Additional support to operators	BT Consultants BT Operators QRTN	2025-26 2026-27	New Trade ready products in SGBR region Increased operator contracts with KDP
Agent & Media Famils	Hosting key trade partners and high-quality media across the Region	BT, Operators & Agents	Pre & Post ATE and when required	Agent understanding of destination. Get destination exposed to consumers in key markets. Destination exposure
Product Manager & Reservation Staff Training	Hosting online training webinars for destination awareness and product training	BT, Operators & Agents	2025-26 2026-27	Increase in pax booked, nights booked Increase in enquiries with conversion partners