

Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

BUNDABERG TOURISM

2021/22 *Summer Activity Report*



KEY FUNDING PARTNERS



Queensland
Government

www.bundabergregion.org

@visitbundaberg



Destination Marketing

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - MARKETING & EVENTS

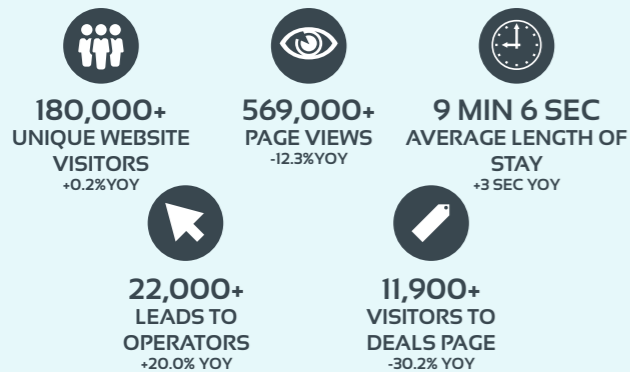
Bundaberg Tourism focuses on sharing remarkable, authentic visitor experiences that highlight the destinations point of difference in a crowded global marketplace, through targeted and strategic destination marketing.

ALWAYS ON ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

Bundaberg Tourism engages in continual destination marketing activity to promote our region and impact 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.

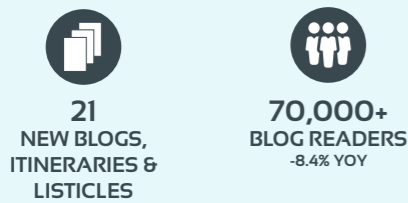
DESTINATION WEBSITE



Q2 & Q3 TOP PERFORMING PAGES

1. Mon Repos Nightly Turtle Encounter
2. Turtles
3. Home
4. Mon Repos Waitlist
5. Deals

DESTINATION BLOGS & CONTENT CREATION



Q2 & Q3 TOP PERFORMING BLOGS

1. 10 Free Things To Do In Bundaberg & the North Burnett
2. Things to See & Do On The Southern Great Barrier Reef
3. 8 Attractions Not To Miss In Gin Gin
4. Weekend Regional Markets
5. Discover These Beautiful Beaches Along The Coral Coast

@VisitBundaberg SOCIAL MEDIA CHANNELS



Q2 & Q3 TOP PERFORMING SOCIAL MEDIA POSTS

25 October 2021
 Elliott Heads
 149,000+ reached
 5,400+ post clicks
 6,000+ reactions
 1,500+ comments & shares

30 January 2022
 Elliott Heads
 85,000+ reached
 4,000+ post clicks
 1,500+ reactions
 840+ comments & shares

3 December 2021
 Boolboonda Tunnel
 82,000+ reached
 5,500+ post clicks
 2,400+ reactions
 700+ comments & shares

DESTINATION CHANNELS

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

CAMPAIGN ACTIVITY

SUMMER CAMPAIGN 2021/22

Bundaberg Tourism's integrated marketing campaigns leverage our region's hero experiences of Reef, Turtles and Culinary experiences to drive regional awareness and conversion. The comprehensive marketing activities cast a spotlight right across the region to build a deeper understanding of our holiday offering, which in turn encourages visitor dispersal in region, increased length of stay and overnight visitor expenditure.

SUMMER CAMPAIGN (September 2021 – March 2022)

Summer is a peak season for High Value Travelers on the Southern Great Barrier Reef. The Summer campaign focuses on two of the Bundaberg region's hero experiences - the Southern Great Barrier Reef and the Turtles.

The campaign runs from September through to March with activity placed around nesting and hatching phases of the turtle season.



Target Markets

Geographics

South East Queensland & 400km Drive Distance

Psychographics

Primary - Families
 Secondary - 18-49 travelling without kids;
 50+ travelling without kids

Key Partners

- Bundaberg Regional Council
- Queensland Parks & Wildlife / Department of Environment & Science
- Triple M
- Queensland Rail
- Crush Magazine
- Bundaberg Region tourism & hospitality operators

Channels

Digital Partnerships & Advertising

- Urban List
- NewsXtend
- Out & About With Kids
- Trip Advisor
- Crush Magazine

Out of Home Advertising

- Brisbane large-scale billboards
- Queensland Rail
- Bourbong St

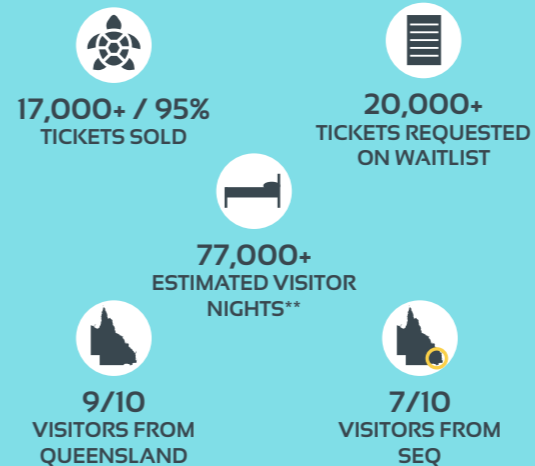
Destination Channels

- Facebook & Instagram @visitbundaberg
- Destination Website bundabergregion.org
- Destination EDM

Local Activations

- Triple M Staycation

MON REPOS TURTLE ENCOUNTER 2021/22 SEASON HIGHLIGHTS



RIGHT Digital Billboards in Brisbane
 BELOW Out & About With Kids Partnership

* Estimated Regional Expenditure = (Leads to Operators) x (Average Trip Expenditure per Visitor - Tourism Research Australia, YE 2019)
 ** Estimated Visitor Nights = (Tickets Sold) x (Average Length of Stay - Tourism Research Australia, YE 2019)

CAMPAIGN ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

MILBI FESTIVAL DESTINATION EVENT SUPPORT CAMPAIGN (October - November 2021)

As a Destination Event, Bundaberg Tourism supports Milbi Festival to build awareness of the Festival and drive visitation to the Region within key target markets of travel intenders. We do this through identifying out-of-region marketing and publicity activities that offer a high return on investment.


145,000+
SOCIAL MEDIA
REACH


16 MINUTES
AVERAGE TIME ON
FESTIVAL ITINERARY
ON WEBSITE

Target Markets

Geographics - South East Queensland & 400km Drive Distance

Psychographics - Families (primary); 18-49 travelling without kids; 50+ travelling without kids (secondary)

Channels

- Destination Facebook & Instagram @visitbundaberg
- Destination Website bundabergregion.org
- Destination EDM


CAMPAIGN ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

The Southern Great Barrier Reef (SGBR) is a cooperative destination marketing and development partnership between Bundaberg Tourism and the Regional Tourism organisations in the Gladstone (GAPDL) and Capricorn (CE) regions, encapsulating the southern gateway of the world heritage listed Great Barrier Reef.



@SouthernGreatBarrierReef SOCIAL MEDIA CHANNELS


2.5 MILLION+
SOCIAL MEDIA
REACH


72,000+
ENGAGEMENTS ON
POSTS


74,000+
SOCIAL MEDIA
FOLLOWERS

SOUTHERN GREAT BARRIER REEF CHANNELS

-  @southerngreatbarrierreef
-  @southerngreatbarrierreef
- #southerngreatbarrierreef

Q2 & Q3 TOP PERFORMING BUNDABERG SOCIAL MEDIA POSTS



 7 October 2021
Lady Musgrave Island
63,000+ reached
6,700+ post clicks
1,400+ reactions
1,300+ comments & shares




 11 November 2021
Lady Musgrave Island
41,000+ reached
1,800+ post clicks
1,000+ reactions
70+ comments & shares



 7 February 2022
Lady Musgrave Island
30,000+ reached
1,800+ post clicks
1,000+ reactions
40+ comments & shares



 22 January 2022
Splitters Farm
28,000+ reached
2,500+ post clicks
250+ reactions
50+ comments & shares

PR ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

Bundaberg Tourism's PR strategy leverages our national and international media network and industry partnerships to disperse positive promotion of the region. Key activities include pitching destination story ideas to targeted media and influencers and operating familiarisations conducted in the Bundaberg Region in partnership with tourism partners, Tourism & Events Queensland and Tourism Australia.


961 MILLION+
TOTAL
MEDIA REACH


\$452 MILLION+
ADVERTISING VALUE
EQUIVALENCE

PR TOOLS

- Annual partnership with TravMedia, a comprehensive platform trusted by travel PR professionals and media to network and share press releases, stories and ideas, monitor international media coverage, as well as to collaborate and develop long-lasting relationships with journalists and trusted digital influencers.

MEDIA COVERAGE HIGHLIGHTS

- Destination coverage in publications including:
 - 2 Aussie Travellers
 - ABC (News, Premium & online)
 - Australian Business Traveller
 - Australian Geographic
 - Escape.com.au
- Escape - National print including:
 - The Adelaide Advertiser
 - The Age
 - The Cairns Post
 - The Courier Mail / The Sunday Mail
 - The Daily Telegraph / The Sunday Telegraph
 - The Herald Sun
 - The Mercury
 - The Sydney Morning Herald

Executive Traveller

- Explore - regional print including:
 - Illawarra Mercury
 - Newcastle Herald
 - The Canberra Times
- MSN Australia / MSN New Zealand
- Qantas Magazine
- Qantas Travel Insider
- Queensland Country Life
- Signature Luxury Travel & Style
- The Australian - Weekend
- The Australian (online)
- The Courier Mail - QWeekend
- The Sunday Mail
- Traveller (National print and online)

NEW PRODUCT FAMIL

Bundaberg Tourism developed a considerable marketing and PR plan in partnership with TEQ, Aruga PR and participating product to leverage the launch of three new products - Lady Musgrave HQ pontoon, Macadamias Australia Visitor Centre, & Splitters Farm - in 2021 to increase visitation, expenditure, and length of stay for the Bundaberg Region.


10.6 MILLION+
DEDICATED
MEDIA REACH


\$18 MILLION+
ADVERTISING VALUE
EQUIVALENCE

MEDIA COVERAGE

- Dedicated coverage in publications including:
 - BBC (UK)
 - Escape - National print & online
 - Lonely Planet
 - New Zealand Herald (NZ)
 - The Australian - Weekend & online
 - The Courier Mail - Front Page, QWeekend
 - The Daily Telegraph (UK)
 - The Guardian (UK)
 - Traveller (National print and online)
 - Urban List

MEDIA FAMILS

Individual Familis (October - March 2022)

- Courier Mail - Jeremy Pierce (October 2021)
- RACQ (December 2021)
- Regional Media - Chris McMahon (December 2021)
- The Australian - Denise Cullen (December 2021)
- The Guardian UK & Escape - Justin Meneguzzi (March 2022)

New Product Group Famil (November 2021)

- Courier Mail - QWeekend - Melanie Petrinic
- Escape - Kate Webster
- Lonely Planet - Sarah Reid
- New Zealand Herald - Kate Webster
- Queensland.com - Narelle Bouveng

Note: New Product Famil results are included in total PR activity results above

PR ACTIVITY

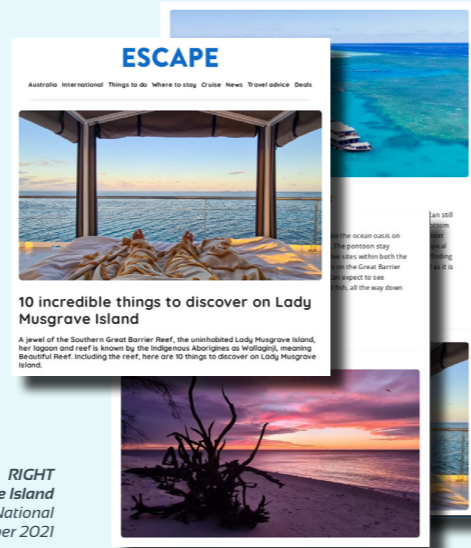
1 OCTOBER 2021 - 31 MARCH 2022

MEDIA COVERAGE HIGHLIGHTS

Date	Article	Publication	Included
10 October 2021	Creature Comfort	Sunday Age Sun Herald	Lady Elliot Island Eco Resort
18 October 2021	Reef-Led Recovery	The Courier Mail Front Page	Lady Musgrave Experience, Splitters Farm
19 October 2021	Bundy Tourism Goes Nuts	The Courier Mail	Macadamias Australia
24 October 2021	10 Best Things To Do In Bundaberg With Kids	Out & About With Kids	Whole of Destination
31 October 2021	10 Sustainable Ways to Meet The Reef	Escape - National	Lady Musgrave Experience, Ballistic Bargarra
1 November 2021	50 Must-Try Food Experiences	QWeekend	Bundaberg Rum
9 November 2021	Why The Undiscovered Southern Great Barrier Reef Should Be On Your Travel Hit-List	Urban List	Whole of Destination
19 November 2021	Christmas Gift Guide: Gift Ideas For People Who Love Travel	Traveller	Lady Musgrave Experience
25 November 2021	10 Old-School Family Holidays You Can Still Experience Today	Escape - National	NRMA Woodgate Beach
29 November 2021	Can Indigenous Knowledge Save The Reef?	BBC	Lady Musgrave Experience, Gidarjil Sea Rangers
7 December 2021	Deep Dive	New Zealand Herald	Lady Elliot Island Eco Resort
10 December 2021	Why Glamping May Be The Best Way To See The Great Barrier Reef	Lonely Planet	Lady Musgrave Experience
13 December 2021	2022 Travel: Australia's Best Luxury and New Experiences	New Zealand Herald	Lady Musgrave Experience
13 December 2021	The Health Benefits of Holidaying With Animals	Traveller	Mon Repos Turtle Encounter
14 December 2021	10 Incredible Things to Discover on Lady Musgrave Island	Escape - National	Lady Musgrave Experience
18 December 2021	A Deeper North	Traveller	Lady Elliot Island Eco Resort



LEFT
Reef-Led Recovery
Courier Mail - Front Page and internal spread
18 October 2021

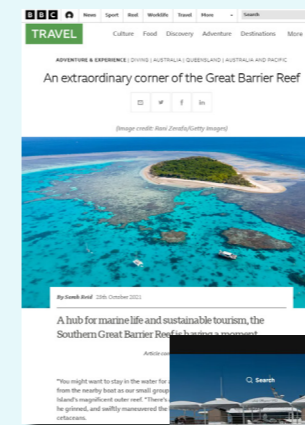


RIGHT
10 Incredible Things To Discover On Lady Musgrave Island
Escape - National
14 December 2021

PR ACTIVITY

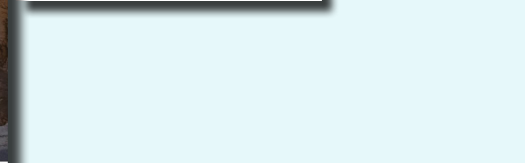
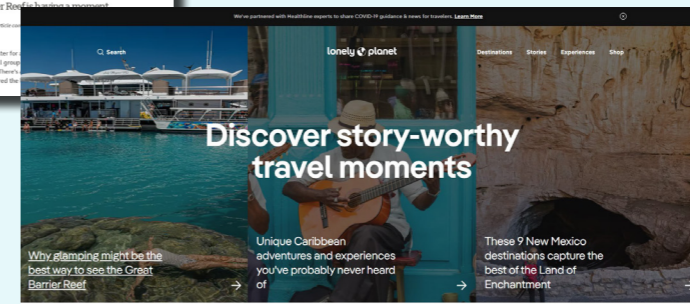
1 OCTOBER 2021 - 31 MARCH 2022

Date	Article	Publication	Included
29 January 2022	Sleeping With The Fishes	Weekend Australian	Lady Musgrave Experience
4 February 2022	The 10 Places In Australia You Need To Visit Before International Tourists Come Back	Traveller	Lady Musgrave Experience
7 February 2022	Beaches to Barnyards	Queensland Regional Syndication	Splitters Farm, Macadamias Australia
7 February 2022	The Healing Journey	Australian Traveller	Lady Elliot Island Eco Resort
8 February 2022	Turtle Eclipse of the Heart	NZ Herald & National Regional Syndication	Lady Musgrave Experience
11 February 2022	Ten Aussie Beaches That Are Brilliant Without Getting Wet	Traveller	Mon Repos Turtle Encounter
11 February 2022	Australia Holidays: How To Experience Lady Musgrave Island	NZ Herald	Lady Musgrave Experience
12 February 2022	Cool In The Country	Weekend Australian	Macadamias Australia
12 February 2022	Sunshine, Moonlight, Nookie	Escape	Lady Musgrave Experience
12 February 2022	Love Beneath The Surface	Escape	Lady Elliot Island Eco Resort
17 February 2022	The Five New Romantic Queensland Retreats You Must Visit	Escape	Lady Musgrave Experience
26 February 2022	Australia Is Back! 10 Amazing Reasons To Book A Holiday In This Epic Country	Telegraph	Lady Elliot Island Eco Resort, Lady Musgrave Experience
5 March 2022	Down on the Farm	Courier Mail - QWeekend	Splitters Farm
19 March 2022	It's A Rum Do For Bundaberg At Tourism Awards	Courier Mail	Bundaberg Rum



LEFT
Australia's reef that only 9% visit
BBC.co.uk
25 October 2021

RIGHT
10 Old-School Family Holidays
Escape - Herald Sun, Sunday Mail, Sunday Telegraph
28 November 2021



Product & Experience Development

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - PRODUCT & EXPERIENCE DEVELOPMENT

Visitors and looking for experiences that share the story of people, place and produce. The Bundaberg and North Burnett regions are humble, authentic and real and tourism helps to tell that story.

ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

DEVELOPMENT & SUPPORT

- Two new products launched - Lady Musgrave HQ and Macadamias Australia Visitor Centre
- New product campaign with Macadamias Australia, Lady Musgrave HQ and Splitters Farm glamping accommodation including media launch, PR and marketing

- Taribelang Bunda Cultural Tours support including tour development, messaging, PR and marketing planning
- Gidarjil Development Corporation support for Mon Repos cultural tourism development
- Product development work with Alliance, Lady Musgrave Experience with the support of Bundaberg Regional Council for day trips to the Great Barrier Reef from Brisbane, including funding to subsidise flights

TOURISM TRADE DEVELOPMENT PROGRAM & SUPPORT



AUSTRALIA EXPORT MARKETING DEVELOPMENT GRANT (EMDG) FUND

- Bundaberg Tourism has been awarded over \$100,000 in additional funding to grow destination awareness in key international target markets. The program helps Australian businesses grow their exports in international markets. These grants encourage small to medium enterprises to market and promote their goods and services globally. The funding will be matched by Bundaberg Tourism and industry contribution to further develop the region's product and visitor experiences for international tourism distribution and enhance the presence of the Southern Great Barrier Reef (SGBR) destination across the globe through targeted representation and in-market activity.

SALES MISSIONS, TRADE EVENTS & INDUSTRY PARTICIPATION

- Coordinated dedicated Bundaberg SGBR Sales Mission in March 2022, leading seven regional operators on a 5-day East Coast event visiting over 25 businesses and 40 agents and stakeholders across three states;
- Attendance at Australian Tourism Export Council (ATEC) Virtual Meeting Place November 2021;
- ATEC B2B Online Trade Event March 2022
- South East Asian Industry Engagement Webinar
- Participation in key Industry Briefings

INDUSTRY PARTNERSHIP OUTCOMES

- Proactive work with retail, online and wholesale travel trade to encourage the development of new itineraries and packages in the Bundaberg and SGBR regions
- MTA Agent Famil including 10 operators and experiences
 - SGBR itinerary now offered by Stray Travel
 - Terra Nova Tours trade famil for development of Bundaberg, SGBR itinerary for 2023/24
 - Queensland Rail Travel famil for Kerry Power Travel Consultant
 - Support for new domestic tour product
 - Reinvigorated the Bundy Icons Tour for sale & distribution in 2021/22

TRAVEL TRADE DISTRIBUTION RESOURCES

- Development of resources for operators including tariff calculators for accommodation and tours, product fact sheet & rate sheet templates
- Delivery of monthly trade communications with latest news and opportunities distributed to key trade-ready operators and industry
- Quarterly Trade EDM sent to 1,300+ agents, buyers and stakeholders through SGBR partnership
- Development of resources for trade
 - 2022/23 SGBR Trade Manual
 - Bundaberg Map with trade-ready businesses and key attractions / experiences / tours / accommodation
 - New itineraries

Visitor Information Centres

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - VISITOR EXPERIENCE

The visitor experience reflects a united Bundaberg region that delivers on the promise of our foundational pillars of sustainability, reef custodians and Taste Bundaberg.

ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

Visitor Information Centres are a key element of the region's overall tourism investment. The 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.



- Supplied Bundaberg Region Visitor Guide and SGBR Touring Guide to VICs nationally for promotion of the region
- Supplied information packs for local community events and groups
- Attended local primary and secondary schools to talk about tourism within the community

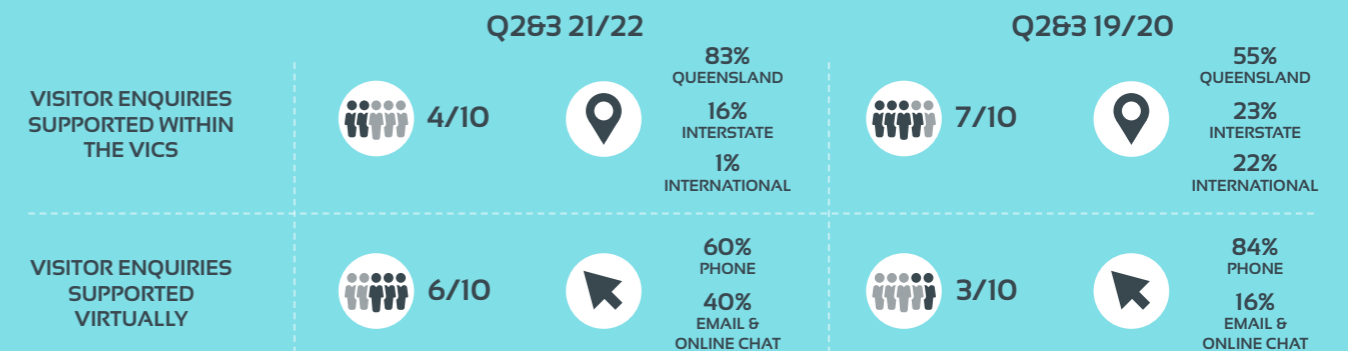
- Maintained a weekly live Tourism Chat segment with Triple M to highlight experiences and events within the region and strengthen community engagement

LOCAL INDUSTRY FAMILS

- Delivered local educational familiarisation tours for staff, volunteers and local industry, assisting people to talk about the local regions attributes with confidence, in partnership with and thanks to regional operators

VIC VISITOR SNAPSHOT

How BT has adjusted to deliver ongoing one-on-one visitor services across the pandemic



CLOSURE OF THE GIN GIN VIC

Following an evidence based analysis of visitor services, with no increase in funding for operations for a number of years, Bundaberg Tourism, in consultation with Bundaberg Regional Council, made the decision to close the Gin Gin Visitor Information Centre (VIC) in late October 2021.

The Gin Gin VIC saw a 62% decline in domestic visitors since 2018, with visitors through the door prior to COVID representing only 0.3% of the region's 1.7 million annual visitors to the region.

Through engagement with local businesses in Gin Gin, its evident the passionate businesses are already delivering extraordinary visitor information and we look forward to working with the Gin Gin community to create a new service model within the town that can continue to assist tourists, whilst also empowering the local community in Gin Gin to embrace the benefits of the visitor economy.

Industry & Advocacy

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREAS - IDENTITY AND INFLUENCE; UPSKILLING & TRAINING
The region's tourism industry will grow their capacity as a strong business community. Tourism unites the region through collaborative leadership and a sense of pride for the Bundaberg spirit of warmth, resilience and creativity.

ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

BUNDABERG TOURISM MEMBERS

PLATINUM PARTNERS

Bundaberg Brewed Drinks
Bundaberg Rum Visitor Experience
Macadamias Australia

GOLD PARTNERS

Ballistic Bargara
Bundaberg Multiplex Sports & Convention Centre
Hinkler Hall of Aviation
Kellys Beach Resort
Lady Musgrave Experience
Splitters Farm



45
ACCOMMODATION
PARTNERS



13
ATTRACTION
PARTNERS



17
CULINARY
PARTNERS



23
SERVICES & OTHER
PARTNERS



13
TOUR
PARTNERS

UPSKILLING & TRAINING

- Destination Food



109
VIRTUAL ATTENDEES
ACROSS AUSTRALIA



93
LOCAL TASTING BOXES
MAILED TO ATTENDEES

Bundaberg Tourism was the major sponsor for Australia's foremost culinary tourism conference, which was held in Bundaberg and delivered online in 2022. Bringing together industry leaders and colleagues, the event offered a dynamic line-up of panels and presentations headlined by Joost Bakker and including destination representatives including Duncan Littler, Rick Prosser, Katherine Reid and Tina McPherson.

- *Transformational Experiences Mentoring Program*
Bundaberg was the very first pilot cohort of the state-wide TEMP program, with six operators participating:
 - Bundaberg Brewed Drinks;
 - Bundaberg Rum Visitor Experience;
 - C Bargara Resort;
 - Lady Elliot Island Eco Resort;
 - Lady Musgrave Experience; and
 - Splitters Farm
- *Digital Program*
3 x one-on-one coaching sessions and 6 month access to an on-line library of digital Marketing training modules where provided to:
 - Macadamias Australia
 - One Little Farm
 - The Beach Mill
 - Platypus Park Riverside Retreat
- CEO and Marketing Manager attended Destination IQ and DestinationQ 2021 with regional operators
- Conie Rixon, Marketing Coordinator, participating in QTIC Young Professional Mentoring Program

CORPORATE COMMUNICATIONS

- Delivered 12 fortnightly corporate EDM to 673 subscribers with 35.1% open rate and 4.2% click rate.
- 2,823 engaged followers on corporate Facebook @bundabergtourism

- Ongoing commitment to COVID-responsive communication including interpretation and dispersal of Government comms and directions, funding and support opportunities, and advocacy

ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

ADVOCACY

- Led the first year of the QLD Tourism Climate Action Project, bringing the 13 RTOs together to achieve a network-wide strategic project funding from the Queensland government
- Participated in Queensland Regional Tourism Geo-Data Service project
- Nominated and had accepted 19 Bundaberg Region operators into Tourism Australia's National Experience Content Initiative, a \$10million content creation initiative aimed at supporting tourism experiences across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions.

PARTNERSHIP WITH TOURISM & EVENTS QUEENSLAND

- Advocacy and industry engagement in preparation for TEQ's intrastate and national Great Queensland Getaway campaigns. TEQ's recovery campaigns are worth \$5.2million, and are expected to drive 25.7 million visitor nights and \$4.0 billion Overnight Visitor Expenditure for Queensland across the 2021/22 financial year.
- Hosted TEQ In-Region Famil November 2021
- Attended regular meetings and webinars regarding campaigns, projects, industry insights and crisis updates, providing summarised updates to destination leaders and key stakeholders where relevant
- CEO and Marketing Manager attended TEQ/ RTO Mid-year Engagement Session and DestinationQ in November 2021

STRATEGIC LEADERSHIP & PARTNERSHIPS

- Actively partnered with Queensland RTOs for strategic leadership, destination marketing and industry support as the Queensland Regional Tourism Network.
- CEO is engaged in the following groups, representing the interest of the Bundaberg region:
 - Deputy Chair (to January 2022), Queensland Regional Tourism Network (elected by RTO colleagues)
 - Director (to May 2022), Queensland Tourism Industry Council (elected by RTO colleagues)
 - Invited regional tourism advisor to the First Nations Tourism Working Group
 - Queensland Tourism Workforce Steering Committee
 - Committee member of Jobs Bundaberg
- CEO is a Mentor for the QTIC Young Professionals Program

TEQ'S SOCIAL INDICATORS REPORT 2021

This biennial Social Indicators study is conducted with Queensland residents to determine their perception of tourism in their community.



91%
LOVE LIVING IN
BUNDABERG AS
MUCH OR MORE THAN
ANYWHERE ELSE



70%
BELIEVE TOURISM HAS
A POSITIVE IMPACT ON
OUR COMMUNITY



67%
REALLY LIKE
TOURISTS



95%
WANT TO
ATTRACT AS
MANY OR MORE
TOURISTS



90%
WANT TO SEE
AS MUCH OR
MORE TOURISM
DEVELOPMENT



48%
INTERACT
WITH TOURISTS
REGULARLY

BUNDABERG RESIDENTS AGREE THAT BECAUSE OF TOURISM, THERE IS:

94%
GREATER
CULTURAL
DIVERSITY

94%
IMPORTANT
ECONOMIC
BENEFITS

92%
INCREASED
REGIONAL
PROFILE

80%
INCREASED
LOCAL PRIDE

NETWORKING

- 2 x members networking events delivered
- Members Christmas Party - December 2021
- SGBR Trade Leaders Event - February 2022

- Visitor Services Manager is engaged with the Queensland Information Centre Association
- Marketing Manager is a Director on the Creative Regions Board
- Marketing Manager & marketing team are engaged with the following:
 - Queensland RTO B2B Sub Committee
 - Queensland RTO B2C Sub Committee
 - Queensland First Party Data Project
 - RTO representation in TEQ-led project to navigate the imminent third party data changes on behalf of Queensland's tourism industry
- Staff from across the entire organisation worked with Bundaberg region school students through the Bundaberg Jobs Commitment Program and engagement with regional schools

1 OCTOBER 2021 - 31 MARCH 2022

2021 AUSTRALIAN TOURISM AWARDS

November 2021 - Brisbane

The Australian Tourism Awards are the tourism industry's peak Awards – recognising and promoting excellence in tourism. Tourism businesses enter their state and territory Tourism Awards, with around 200 reaching the prestigious status of becoming a national finalist. The prestigious Hall of Fame trophy is awarded to an entrant who has won the same category for three consecutive years.

Bundaberg Region Entrants

- Bundaberg Rum Visitor Experience
 - Hall of Fame Gold - Tourism Wineries, Distilleries & Breweries
 - Finalist - Tourism Attractions
- Fun Over Fifty
 - Finalist - Cultural Tourism
- Lady Elliot Island Eco Resort
 - Finalist - Steve Irwin Awards for Ecotourism
- The Windmill Cafe Bargara
 - Finalist - Tourism Restaurants & Catering Services

2021 QUEENSLAND TOURISM AWARDS

March 2022 - Sunshine Coast

The Queensland Tourism Awards recognise the outstanding achievements of the state's tourism industry, including individuals, businesses (industry operators) and events. The Awards are a submission and inspection-based program and provide the opportunity to publicly acknowledge and showcase Queensland's finest tourism operators. The Awards cover 30 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, marketing and more.

Bundaberg Region Entrants

- Bundaberg Rum Visitor Experience
 - Gold - Tourist Attractions
 - Gold - Tourism Wineries, Distilleries & Breweries
- Fun Over Fifty
 - Gold - Cultural Tourism
 - Judges Award for Innovation and Resilience
- Hinkler Hall of Aviation
 - Bronze - Tourist Attractions
- Lady Elliot Island Eco Resort
 - Gold - Steve Irwin Awards for Ecotourism
- Lady Musgrave Experience
 - Silver - Tour & Transport Operators
- Splitters Farm
 - Entrant - New Tourism Business
- The Windmill Cafe Bargara
 - Gold - Tourism Restaurants & Catering Services

BUNDABERG REGIONAL CHAMBERS OF COMMERCE BUSINESS EXCELLENCE AWARDS 2021

October 2021 - Bundaberg

Bundaberg Tourism is a major partner with the region's Chambers of Commerce in the Bundaberg Business Excellence Awards, a celebration and a showcase of regional Bundaberg's businesses, celebrating the successes, new innovations and the regions' amazing business people!

Winning Members

- Clockwork Curiosity
 - Childers New Business of the Year
- Lady Musgrave Experience
 - Tourism Attraction of the Year Award
- Splitters Farm
 - Tourism Accommodation Business of the Year
- The Windmill Cafe Bargara
 - Tourism Culinary & Hospitality Business of the Year

1 OCTOBER 2021 - 31 MARCH 2022

ECO DESTINATION CERTIFICATION

BT has been working closely with Council in support of the ECO Destination Certification since the commencement of the project in 2020. It is an enormous undertaking that requires collaboration across all sectors of the region, and BT is engaged as Council's conduit to the Tourism Industry leveraging BT's existing relationships to increase industry engagement with the project.

- Development of Destination Sustainability Marketing Action Plan and PR Action Plan for 2022 in partnership with Bundaberg Regional Council
- Regular scheduled meetings with Eco Tourism Officer

- Dedicated web pages and communications designed for destination visitors and the regional tourism industry
- Joint attendance with BRC at ECO Think I Destination Forum in March 2022
- Support for Eco Tourism Australia Presentation to industry in March 2022
- Leveraging of opportunities around Certification including content partnership with Fly.Green
- Continued commitment to inclusion of sustainability and eco themes within destination marketing campaigns

SUSTAINABILITY CONTENT CAMPAIGN

- Completed content creation of sustainability case studies by writer Jen Richards for the following operators:
 - Bundaberg Rum
 - Bundaberg Brewed Drinks
 - Kellys Beach Resort

- Lady Musgrave Experience
- Lady Elliot Island Eco Resort
- Macadamias Australia
- Mon Repos Turtle Centre (QPWS)
- Splitters Farm
- Sweet Potatoes Australia
- The Windmill Café

Governance and Reporting

Continuous improvement throughout governance and service delivery has underpinned BT's performance as an organisation. A commitment to ongoing improvement in all aspects of governance is a key enabler. The ASPIRE benchmarking program for Queensland's Region Tourism Organisation has demonstrated incremental progress over the previous three year period.

ACTIVITY

1 OCTOBER 2021 - 31 MARCH 2022

- Delivered two quarterly presentations to Bundaberg Regional Council
- Monthly meetings of the Board and two quarterly meetings of the Audit and Risk Committee
- Commencement of the strategic development of the new Destination Management Plan (formally the Destination Tourism Plan)

ASPIRE

- Ongoing benchmarking against other Queensland Regional Tourism Organisations



DESTINATION INFORMATION

bundabergregion.org

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CORPORATE INFORMATION

www.bundabergregion.org/corporate

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