

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

# BUNDABERG TOURISM

*Winter 2022 Activity Report*



## KEY FUNDING PARTNERS



Queensland  
Government



# Destination Marketing

## DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - MARKETING & EVENTS

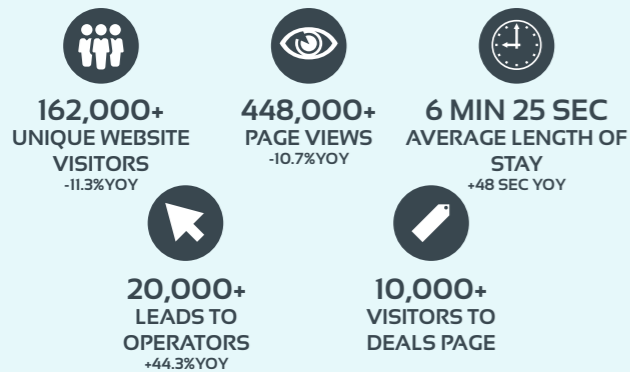
Bundaberg Tourism focuses on sharing remarkable, authentic visitor experiences that highlight the destinations point of difference in a crowded global marketplace, through targeted and strategic destination marketing.

### ALWAYS ON ACTIVITY

1 APRIL - 30 SEPTEMBER 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.

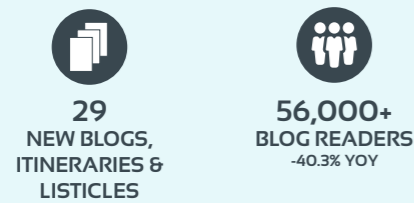
#### DESTINATION WEBSITE



#### TOP PERFORMING PAGES

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

#### DESTINATION BLOGS & CONTENT CREATION



#### Q4 TOP PERFORMING BLOGS

1. Weekend Regional Markets
2. 8 Attractions Not To Miss In Gin Gin
3. 10 Free Things To Do In Bundaberg & the North Burnett
4. Things to See & Do on the Southern Great Barrier Reef
5. Top 5 Bundaberg Breakfast and Brunch Bucket List

#### @VisitBundaberg SOCIAL MEDIA CHANNELS



#### Q4 TOP PERFORMING SOCIAL MEDIA POSTS

- 15 July 2022  
 Boolboonda Tunnel  
 103,000+ reached  
 1,000+ reactions  
 530+ comments & shares
- 17 July 2022  
 Waterfall Creek  
 69,000+ reached  
 700+ reactions  
 370+ comments & shares
- 17 August 2022  
 Woodgate Beach  
 68,000+ reached  
 800+ reactions  
 170+ comments & shares

#### DESTINATION CHANNELS

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

## CAMPAIGN ACTIVITY

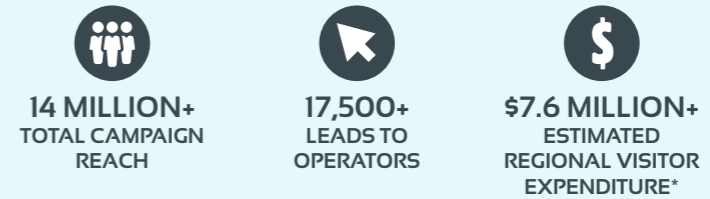
## CULINARY CAMPAIGN 22

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.

#### CULINARY CAMPAIGN (April – August 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 - 18-49 travelling without kids  
 Secondary - Families (school holiday periods)

#### Destination Food

Australia's premier culinary tourism conference was presented by Bundaberg in 2022 and brought together industry leaders and colleagues in an online conference, creating a space to network, share ideas and be inspired to take marketing and development of culinary experiences to the next level. The theme of the conference learning how to leverage a landscape that has changed forever, encouraging the nation's culinary tourism industry to be more strategic and less reactive.

#### Channels

##### Digital Partnerships & Advertising

- Country Style Magazine print advertising & editorial
- Country Style social media
- Australian Women's Weekly solus EDM
- NewsXtend

##### TV

- Taste of Australia with Hayden Quinn

##### Destination Channels

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

LEFT Country Style & Australian Women's Weekly Advertising  
 RIGHT Taste of Australia with Hayden Quinn

\* Estimated Regional Expenditure = (Leads to Operators) x (Average Trip Expenditure per Visitor - Tourism Research Australia, YE 2019)



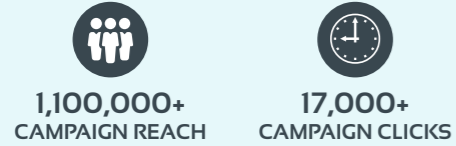
## CAMPAIGN ACTIVITY

1 APRIL - 30 SEPTEMBER 2022

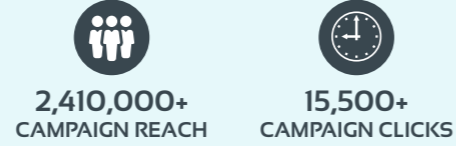
### DESTINATION EVENT SUPPORT CAMPAIGN

As a Destination Event, Bundaberg Tourism supports Childers and Milbi Festivals to build awareness 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.

#### CHILDERS FESTIVAL - JULY 2022



#### TASTE BUNDABERG FESTIVAL - AUGUST 2022



## CAMPAIGN ACTIVITY

1 APRIL - 30 SEPTEMBER 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



### SOUTHERN GREAT BARRIER REEF CHANNELS

@southerngreatbarrierreef  
@southerngreatbarrierreef  
#southerngreatbarrierreef

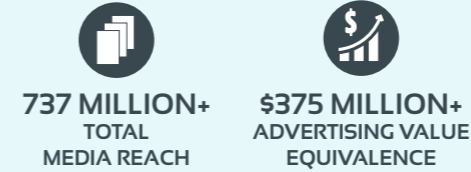
### TOP PERFORMING BUNDABERG SOCIAL MEDIA POSTS

<p>13 May 2022 Lady Musgrave &amp; Elliot Islands 14,000+ reached 230+ reactions 60+ comments &amp; shares</p>	<p>8 July 2022 Lady Musgrave Island 8,300+ reached 60+ reactions 15+ comments &amp; shares</p>	<p>18 August 2022 Lady Musgrave Island 8,000+ reached 260+ reactions 6 comments &amp; shares</p>	<p>23 May 2022 North Burnett 7,900+ reached 150+ reactions 40+ comments &amp; shares</p>
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## PR ACTIVITY

1 APRIL - 30 SEPTEMBER 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.

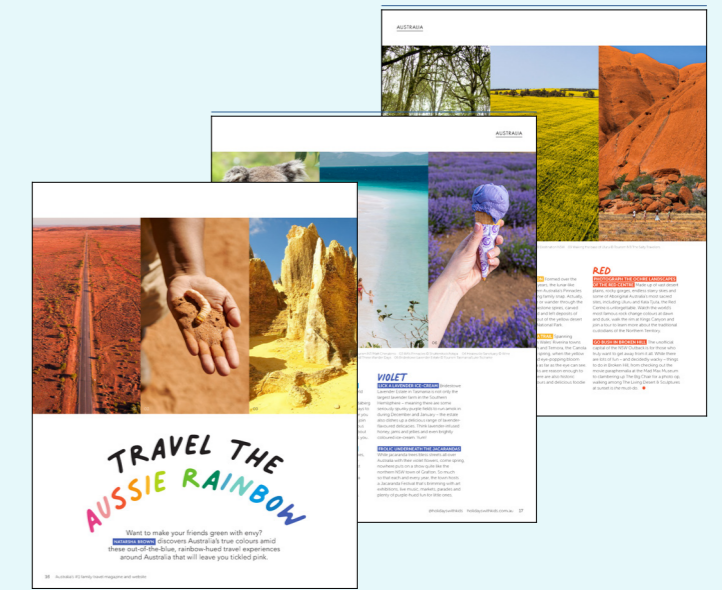


### PR TOOLS

- 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:
  - ABC (News, Premium & online)
  - Australian Traveller
  - 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
  - Holidays with Kids
  - MSN Australia / MSN New Zealand
  - Stuff New Zealand
  - The Courier Mail - QWeekend
  - The Guardian - Online
  - The Sunday Mail
  - The Sunday Tasmanian
  - Traveller (National print and online)
  - Urban List

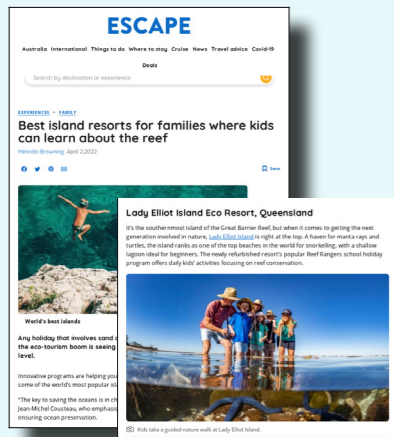


## PR ACTIVITY

1 APRIL - 30 SEPTEMBER 2022

### MEDIA COVERAGE HIGHLIGHTS

Date	Article	Publication	Included
3 April 2022	One Little Pair of Reef Shoes, So Little Time	Escape	Lady Elliott Island
3 April 2022	Welcome to our Big Wide World	MSN New Zealand	Lady Musgrave Experience
7 April 2022	8 of the best luxury glamping escapes in Queensland	Escape	Lady Musgrave Experience
8 April 2022	Rest on your corals: How a floating hotel on the Great Barrier Reef is helping protect this delicate ecosystem	MSN New Zealand	Lady Musgrave Experience
9 April 2022	Nuts about Bundaberg	Townville Bulletin NT News Weekend Gold Coast Bulletin	Various
10 April 2022	Sunshine, Moonlight, Nookie	Escape	Lady Musgrave Experience
12 April 2022	Plan your ultimate underwater safari: Best places to see Australia's 'Great Eight'	Escape	Lady Elliot Island Lady Musgrave Island
22 April 2022	Five amazing experiences on an iconic Queensland road trip with Cosmos	Australian Traveller	Bundaberg Rum Visitor Experience
28 June 2022	'Once-in-a-lifetime encounter': Footage of never-seen-before oarfish at Great Barrier Reef causes excitement	Stuff NZ	Lady Elliott Island
5 July 2022	Camping in Qld	Escape	Lady Musgrave Island
31 July 2022	10 Bucket List Wildlife Experiences	Escape	Lady Musgrave Island
2 August 2022	Rays off a Different Kind in Queensland	Tabz on Travel	Lady Elliott Island
10 August 2022	Top location for Wildlife Encounters with kids	Holidays with Kids	Lady Musgrave Island
15 August 2022	The Only Pink Manta Ray in the World Spotted For the First Time in Three Years Off Australia	Stuff.co.nz	Lady Elliot Island
27 September 2022	Underwater Love	Vacations & Travel	Lady Musgrave HQ



## 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 APRIL - 30 SEPTEMBER 2022

### DEVELOPMENT & SUPPORT

- New product launched - Taribelang Bunda Cultural Tours continued support including launch support, marketing, PR and training
- Gidarjil Development Corporation support for Mon Repos cultural tourism development

### TOURISM TRADE DEVELOPMENT PROGRAM & SUPPORT



### AUSTRADE EXPORT MARKETING DEVELOPMENT GRANT (EMDG) FUND

- Continuing activity thanks to Austrade funding 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

- Destination representation at Australian Tourism Exchange (ATE), Tourism Australia's largest annual travel trade event welcoming more than 1,100 buyers and sellers attending the live event at the ICC Sydney over 2.5 days as well as 3 days of virtual appointments in May 2022.
- Destination representation at ATEC's B2B event, a virtual trade event connecting tourism suppliers with buyers from around the globe with 12-minute appointments held over 2 days in May 2022.

- Bundaberg Tourism has been invited to be a member of the ATEC South Queensland Committee. The Committee consists of industry representatives who offer diverse experience and expert knowledge of the South Queensland inbound sector, and we are proud to have a seat at the table to be contributing to the work of ATEC over the coming years on behalf of Bundaberg and the Southern Great Barrier Reef.

- Participation in Tourism Australia's 'Uncover our Regions' web series through the Aussie Specialist program to domestic agents.

### 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
- Petite Fute Travel Guide famill for Pascal Gerson
- ANZCRO famill for Tara Buckler
- Destination products listed on online travel agents Get Your Guide and Experience Oz
- For the first time in over 10 years Bundaberg has our own destination listing on Qantas Holidays set with accommodation and flight packages ex Brisbane

### TRAVEL TRADE DISTRIBUTION RESOURCES

- 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 new trade training video resources





# Visitor Information Centres

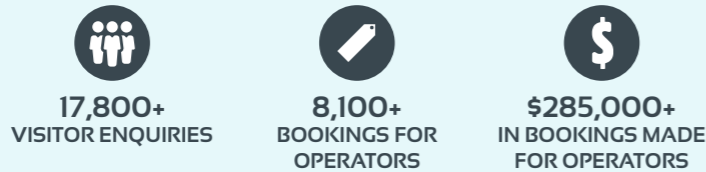
## DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - VISITOR EXPERIENCE

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 APRIL - 30 SEPTEMBER 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.



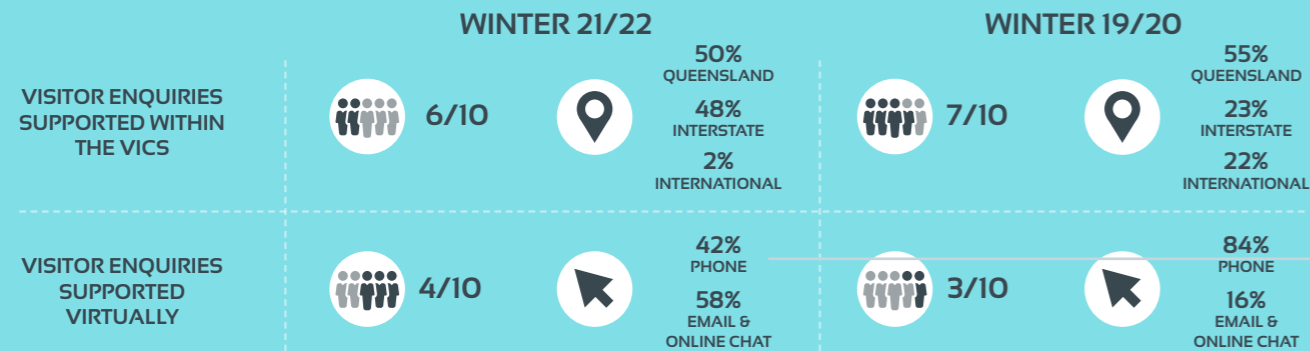
- Supplied Bundaberg Region Visitor Guide to VICs nationally for promotion of the region
- Supplied information packs for local community events and groups
- Attended local primary and secondary schools to talk about tourism within the community
- Maintained a weekly live Tourism Chat segment with Triple 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



# Governance and Reporting

### ACTIVITY

1 APRIL - 30 SEPTEMBER 2022

- Delivered two quarterly presentations to Bundaberg Regional Council
- Monthly meetings of the Board and two quarterly meetings of the Audit and Risk Committee
- Delivery of the annual report and AGM

#### ASPIRE

- Ongoing benchmarking against other Queensland Regional Tourism Organisations

# 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 APRIL - 30 SEPTEMBER 2022

#### BUNDABERG TOURISM MEMBERS

##### CORPORATE PARTNER

Gladstone Ports Corporation

##### PLATINUM PARTNERS

Bundaberg Brewed Drinks  
Bundaberg Rum Visitor Experience  
Macadamias Australia

##### GOLD PARTNERS

Ballistic Bargara  
Gidarjil Corporation  
Kellys Beach Resort  
Lady Musgrave Experience  
Taribelang Bunda Cultural Tours



#### PARTNERSHIP WITH TOURISM & EVENTS QUEENSLAND

- Advocacy and industry engagement in preparation for TEQ campaigns
- Hosted TEQ In-Region Conversations with Industry
- Attended regular meetings and webinars regarding campaigns, projects, industry insights and crisis updates, providing summarised updates to destination leaders and key stakeholders where relevant

#### NETWORKING

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

#### 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

# Destination Stewardship

1 APRIL - 30 JUNE 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.

BT has a historical and continued commitment to inclusion of sustainability and eco themes within destination marketing campaigns





#### DESTINATION INFORMATION

[bundabergregion.org](http://bundabergregion.org)

  @visitbundaberg

 Visit Bundaberg

#visitbundaberg #tastebundaberg

#### CORPORATE INFORMATION

[www.bundabergregion.org/corporate](http://www.bundabergregion.org/corporate)

 @bundabergtourism

 Bundaberg Tourism