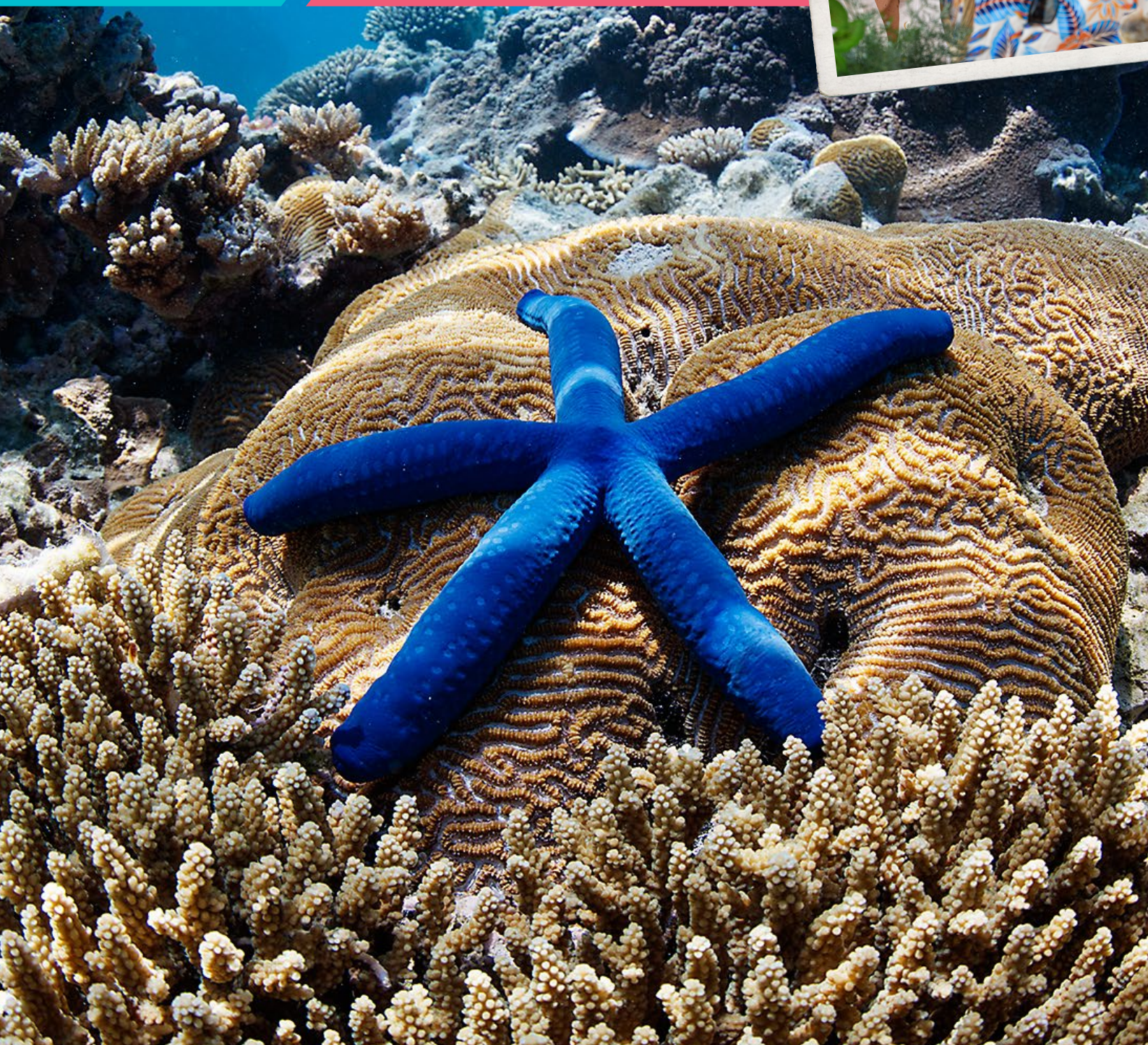


BUNDABERG TOURISM

2021/22 *Q1 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.

With the COVID environment restricting visitation to domestic guests, and with intrastate and interstate destination marketing competition fierce, it was important for the Bundaberg Region to play to our strengths, stay true to our successful strategy while remaining flexible in the face of changing consumer trends and needs, and being proactive in a rapidly evolving environment. Our marketing strategy continued to focus on Great Barrier Reef, our food and drink icons and turtles, supported by a welcoming community, passionate operators and pristine natural environments.

ALWAYS ON ACTIVITY

1 JULY - 30 SEPTEMBER 2021

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

- 80,000+ unique visitors (-1.2% YOY, +12.8% 3 year trend)
- 260,000+ page views (-1.4% YOY, +11.6% 3 year trend)
- 8 min 47 sec average length of stay
- 11,000+ referrals to operator websites (14% website traffic)
- 7,000+ visitors to deals page (-25.3% YOY, +16.7% 3 year trend))

Q1 TOP PERFORMING PAGES

1. Mon Repos Nightly Turtle Encounter
2. Home
3. Turtles
4. Deals
5. Visit Woodgate Beach

Destination Blogs & Content Creation

- 7 new blogs, itineraries and listicles, 1 refreshed blog
- 35,000+ blog readers (-17% YOY, +15.7% 3 year trend)
- Development of strategic content themes:
 - Sustainability
 - Outdoor - fishing & camping
 - New images from Tracy Olive

Q1 TOP PERFORMING BLOGS

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




External Digital Marketing Resources

- Updated 112 destination ATDW listings including free attractions, parks, areas of interest and destination information feeding to up to 50 national websites including Queensland.com

@VisitBundaberg Social Channels

- 2,216,000+ reach across social media (+85.3% YOY)
- 41,600+ social media followers (+30.1% YOY)
- 35,000+ engagements on posts (likes, comments, shares and click throughs)

DESTINATION CHANNELS

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

Q1 TOP PERFORMING SOCIAL MEDIA POSTS



 2 September 2021

📍 Elliott Heads
20,000+ reached
1,000+ post clicks
550+ reactions
100+ comments & shares



 6 September 2021

📍 Bargara
23,000+ reached
1,100+ post clicks
760+ reactions
110+ comments & shares



 31 Aug 2021

📍 Mon Repos Turtle Encounter
21,000+ reached
1,200+ post clicks
1,100+ reactions
240+ comments & shares

CAMPAIGN ACTIVITY

1 JULY - 30 SEPTEMBER 2021

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 2021)

Bundaberg Tourism's first dedicated Culinary Marketing Campaign was aimed towards establishing the Bundaberg regions brand as a food and drink destination of choice and further enhance the regions reputation for its quality culinary offerings among Queenslanders.

To gain maximum impact and reach for the campaign, we strategically partnered with Tourism and Event Queensland's media agency, iMate, in order to leverage TEQ's already engaged audiences and tap into new ones.

Target Markets

Geographics - South East Queensland & 400km Drive Distance
Psychographics - 18-49 travelling without kids; 50+ travelling without kids

Channels

- Social media
 - Destination Facebook & Instagram @visitbundaberg
 - Retargeting to TEQ audiences
- Travel + Eat with Dan & Steph
 - Broadcast on Ch 7 / 7Plus / 7Two
 - Facebook / Instagram posts and links
- Verizon networking & premium partners (including Yahoo, HuffPost, AOL, MSN, Apple News, ESPN & others
- Influencer Facebook / Instagram
 - Nadine Muller @nadinemuller
 - Tarni @tarnijai
 - Danielle Porter @littlesherptravels
 - Amanda Ducks @amandaducks
- Crush Magazine
- Destination Website bundabergregion.org
- Destination EDM
- Out of Home Advertising
 - Queensland Rail
 - Bourbong St

Key Partners

- IMATE (Tourism & Events Queensland media agency)
- Bundaberg Regional Council
- Queensland Rail
- Crush Magazine
- 22 x Bundaberg region operators
- 5 x local talent
- Paul Beutel Photography
- Associate Media
- Jess Marsellos

New Content Created

- 4 x hero videos and additional footage
- New suites of culinary images
- 11 x blogs

Key Results

- 25,800,000+ total campaign reach
- 17,000,000+ social media reach (+768.8% YOY)
- 8,200,000+ digital advertising reach
- 620,000 influencer reach
 - 4 influencers
 - 17 posts & 150 stories
 - 91,580 combined followers
- 103,000+ social media engagements
- 147,000 unique visitors to website (+39.3% YOY)
- 10,500+ Leads to operators



CAMPAIGN ACTIVITY

1 JULY - 30 SEPTEMBER 2021

Summer Campaign (September 2021 – March 2022)

Target Markets

- Geographics - South East Queensland & 400km Drive Distance
Psychographics - Families (primary); 18-49 travelling without kids; 50+ travelling without kids (secondary)

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

QUEENSLAND RAIL LIGHT BOXES



BRISBANE LARGE-SCALE DIGITAL BILLBOARDS

Rolling Results to 30 September 2021

- 1,100,000+ social media reach (+230.2% YOY)
- 13,000+ social media engagements (+11.3% YOY)
- 34,900 unique visitors to website (+24.6% YOY)
- 6,600+ leads to operators (-6.8% YOY)
- \$228,000+ operator bookings made through destination website and visitor information centres

KEY RESULTS OF FIRST DAY OF MON REPOS TURTLE ENCOUNTER TICKET SALES

BENEFITS TO INDUSTRY

- 11% increase in Mon Repos Turtle Encounter (MRTE) ticket sales*
- 500% increase in bookings to other operators*
- 700+ leads to operator websites

DESTINATION WEBSITE INSIGHTS

- 10% increase in unique visitors*
- 30.7% increase in pages viewed*
- Destination website visitors from Brisbane (70%), Sydney (6.7%), Gold Coast (5.3%), Melbourne (3.1%) and Sunshine Coast (2.2%)
- 22 minutes 40 seconds average time spent on destination website
- Operators reported increased web traffic and bookings / enquiries

* Results from first day of MRTE ticket sales in 2021 compared to first day of MRTE ticket sales in 2020

DIGITAL ADVERTISING



CAMPAIGN ACTIVITY

1 JULY - 30 SEPTEMBER 2021

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

- 1,180,000+ reach across social media
- 71,500+ social media follower
- 31,500+ engagements on posts (likes, comments, shares) and click throughs

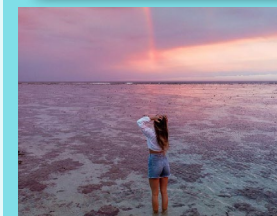
Q1 TOP PERFORMING BUNDABERG SOCIAL MEDIA POSTS



29 August 2021

Tinaberries

32,000+ reached
2,700+ post clicks
1,100+ reactions
590+ comments & shares



7 August 2021

Lady Elliot Island

21,000+ reached
90+ post clicks
90+ reactions
70+ comments & shares

SGBR Consumer Campaign (June - July 2021)

Target Markets

- Geographics - South East Queensland
Psychographics - SINKS / DINKS / Couple and 18+ HVT

Channels

- Pedestrian TV
 - Native content
 - Digital Advertising
 - EDM
 - Social media

Key Results

- 213,900+ total campaign reach
- 11,640 page views with average dwell time of 1 min 32 seconds
- 95,000+ social media reach
- 260+ social media engagements
- 106,000+ digital advertising reach
- 10,000+ EDM impressions
- 157 EDM click throughs (1.5% CTR)

pedestrian.tv/travel/southern-great-barrier-reef-experiences

PR ACTIVITY

1 JULY - 30 SEPTEMBER 2021

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

Media Overview

- \$25million+ advertising value equivalency
- 318million+ people reached worldwide

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, as well as to collaborate and develop long-lasting relationships with journalists and trusted digital influencers.

Media Famils

- Channel 7 Sunrise - Weather Cross
- Kylie Mitchell-Smith

TV Coverage

- What's Up Downunder

Media Coverage

- 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

PR ACTIVITY

1 JULY - 30 SEPTEMBER 2021

- 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)

Date	Article	Publication	Included
7 July 2021	Six Quintessentially Aussie Road Trips to Take in This Lifetime	Escape	Bundaberg
8 July 2021	Australia's Best Destination Doppelgangers	Escape	Lady Elliot Island
11 July 2021	Hit the Holiday Switch	Escape	Lady Elliot Island
23 July 2021	Sustainable Travel: The Tourism Heroes Helping Australia's Natural Environment	Traveller	Lady Elliot Island
24 July 2021	Blend It Like ...	The Australian	Bundaberg Rum Visitor Experience
25 July 2021	A Shore Thing	Escape	Lady Elliot Island
28 July 2021	Rare Black Manta Ray Spotted on the Great Barrier Reef	Australian Geographic	Lady Elliot Island
1 August 2021	Underwater Worlds	Signature Luxury Travel & Style	Southern Great Barrier Reef, Lady Elliot Island
4 August 2021	Everything You Need To Know Before Visiting The Great Barrier Reef	Qantas Travel Insider	Bundaberg, Lady Elliot Island, Lady Musgrave Island
7 August 2021	Revealed: 14 of the Best Queensland Outback Farmstays	The Courier Mail	Splitters Farm
14 August 2021	The Happy Hour - Australia's Best Sunset Spots	The Australian - Weekend	Lady Elliot Island
18 August 2021	19 Best Cheap and Free Campsites in Australia	Escape	Lady Musgrave Island
1 September 2021	Most Have Palms	Qantas Magazine	Lady Elliot Island, Lady Musgrave Island
4 September 2021	Coast With The Most	The Australian - Weekend	Lady Musgrave Island
5 September 2021	Aussies Are racing To This 'Mesmerising' Blue Lagoon	Daily Mail	Lady Musgrave
7 September 2021	Budget Camping	Escape	Lady Musgrave Island
8 September 2021	Great Barrier Reef Islands: How To Choose the Right One For You	Australian Traveller	Lady Elliot Island
10 September 2021	25 Greatest Animal Encounters on the Planet	Escape	Mon Repos Turtle Encounter
19 September 2021	Citizen Science Tourism Passions of Paradise Eco Dive	The Courier Mail - QWeekend	Mon Repos Turtle Encounter
28 September 2021	Escape Hot List	Escape	Lady Musgrave Island

PR ACTIVITY

1 JULY - 30 SEPTEMBER 2021

UNDERWATER WORLDS
Dive travel expert Deborah Smith reveals the most incredible scuba diving experiences in Australia, from drift dives along the pristine reefs of Bougainville to Western Australia to remote encounters in the Southern Great Barrier Reef.

MOST HAVE PALMS...
...ALL HAVE THEIR CHARMS.
YOUR GREAT BARRIER REEF
...BE TRICKY.
BY DI WEBSTER

Daily Mail
Aussies are racing to this 'mesmerising' blue lagoon
Alice Murphy For Daily Mail Australia 5/09/2021

SAVVY ESCAPE
New book deals, tips and inspiration for savvy travellers with Mercedes Hagage
Wheels of fortune
Which type of mobile home is right for you?

25 ANIMAL TRACKING TOURS
Struggly, scrappy, slippery, slimy - there's an animal encounter for every family, writer Jennifer Tonkin

ESCAPE HOT LISTS
1. **THANKS TO THE GREAT BARRIER REEF**
...
2. **MON REPOS TURTLE ENCOUNTER**
...
3. **LADY MUSGRAVE ISLAND**
...
4. **WATER BIRDS KAKADU**
...
5. **TWINKLING TOWERS**
...
6. **COAST WITH THE MOST**
...
7. **SEALION**
...
8. **ALPACA PHIC**
...
9. **SAVING RETIERS**
...
10. **SAVING EXPLORES**
...
11. **SAVING LUGGERS**
...
12. **SAVING LUGGERS**
...

Blend it like ...
Get a rum deal at an esteemed Queensland landmark

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.

The Bundaberg Region aspires to be a destination of quality and authentic products, experiences and infrastructure that showcase the Bundaberg region, drive overnight visitor expenditure (OVE), deliver on the visitor experience and increase length of stay.

ACTIVITY		1 JULY - 30 SEPTEMBER 2021	
<ul style="list-style-type: none">Macadamias Australia support with new Visitor Centre including launch, PR and marketing planningLady Musgrave HQ Pontoon support including media launch, PR and marketingTaribelang Bunda Cultural Tours support including tour development, messaging, PR and marketing planningGidarjil Development Corporation support for Mon Repos cultural tourism developmentProduct development work with Alliance, Lady Musgrave Experience with the support of Bundaberg Regional Council for day trips to the Great Barrier Reef from Brisbane		<ul style="list-style-type: none">Vacayit Foundation Content Creator<ul style="list-style-type: none">Vacayit is a smartphone app built specifically for tourists who are blind or have low vision, to help research their next travel destination. The app features:<ul style="list-style-type: none">Audio-rich stories, soundscapes, and conversationsIndustry and operator supplied experiencesCommunity content and reviews (upcoming)Gesture-based navigationVoice assistant integrationBundaberg Tourism's participation included:<ul style="list-style-type: none">Sourcing experiential pre-existing content, or creating new stories about the Bundaberg regionProviding stories, sound clips and/or history clips	
Tourism Trade Development Program & Support <ul style="list-style-type: none">Development of annual trade development planConsiderable advocacy and industry engagement in preparation for major Queensland campaign (details to be announced)Representation on the new Queensland RTO / TEQ B2B Subcommittee and B2C SubcommitteeReinvigorated the Bundy Icons Tour for sale in 2021/22Development of resources for operators<ul style="list-style-type: none">Tariff calculators for accommodation and toursDelivery of monthly trade communications with latest news and opportunities distributed to key trade-ready operators and industryParticipation in key Industry Briefings including:<ul style="list-style-type: none">SEA Industry Engagement Webinar		Travel Trade Distribution Resources <ul style="list-style-type: none">Quarterly Trade EDM sent through SGBR partnershipDevelopment of resources for trade<ul style="list-style-type: none">Bundaberg Map with trade-ready businesses and key attractions / experiences / tours / accommodation Industry Partnership Outcomes <p>Proactive work with retail, online and wholesale travel trade to encourage the development of new itineraries and packages in the Bundaberg and SGBR regions</p> <ul style="list-style-type: none">MTA Agent Famil including 10 operators and experiencesQueensland Rail Travel famil for Kerry Power Travel ConsultantSupport for new domestic tour product	



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.

Visitor Information Centres are a key element of the region's overall tourism investment. The Bundaberg, Childers and Gin Gin 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.

ACTIVITY		1 JULY - 30 SEPTEMBER 2021	
<ul style="list-style-type: none">Supported 9,710 visitor enquiries891 booking transactions managed on behalf of our operators, generating over \$81,000 in direct bookings to operatorsCustomer satisfaction survey recorded an average of 94% satisfactionVolunteers supported the delivery of visitor information, through 786 of volunteer hours		<ul style="list-style-type: none">Supplied over 300 information packs for local community events and groupsAttended one school to talk about tourism within the communityMaintained a weekly Tourism Chat segment with Triple M to highlight experiences and events within the region and strengthen community engagement	
<ul style="list-style-type: none">Delivered 2 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		<ul style="list-style-type: none">July - Cancelled due to COVIDSeptember - Mon Repos Turtle Encounter - 15 people attended	



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.

Business as usual isn't a consideration in a post COVID industry, therefore our industry support has to be agile enough to move with the needs of the industry and deliver the right programs at the right time. We know economic recovery will be a long road and as Team Bundaberg, we need to be proactive, positive and focused to ensure that Bundaberg region businesses can take on the best in the world and win. And that the visitor experience and tourism value is a consideration in all economic development activity.

As an organisation, we continue to lead with integrity and compassion, creating leverage and mutual benefits for our stakeholders, our greatest advocates.

ACTIVITY

1 JULY - 30 SEPTEMBER 2021

- Commencement of the second round of Bundaberg Regional Resilient Leadership & Mentoring Program, a fully funded program delivered by Bundaberg Tourism for existing and emerging leaders across the region
 - 21 participants
 - Leaders from sectors including tourism, hospitality, agriculture, real estate and health
- Bundaberg Tourism is a partner in the delivery of the Bundaberg Regional Chambers of Commerce 2021 Business Excellence Awards

Advocacy

- Contribution to QLD Regional Tourism Network submission to the Action Plan for Tourism Recovery
- Support for the QLD First Nations Tourism Peak Body
- Support for Bundaberg Regional Council Queensland Day event funding
- Support for the Marnock Sisters Cultural & Creative Industries and their indigenous Fashions By The Sea project
- QLD Tourism Climate Action Project funding submission

- Supported the QLD regional tourism Geo-Data service project funding submission
- Letters to the PM and Queensland Premier, and both Federal and State Treasurers to advocate for emergency measures to sustain the tourism and hospitality industry until business capacity and consumer confidence is restored.
- Support for submissions to the federal government to make provisions for Industrial Relations flexibility during lockdown

Strategic Leadership & Partnerships

- Actively partnership with Queensland RTOs for strategic leadership, destination marketing and industry support.
- CEO is engaged in the following groups, representing the interest of the Bundaberg region:
 - Deputy Chair, Queensland Regional Tourism Network (elected by RTO colleagues)
 - Director, Queensland Tourism Industry Council (elected by RTO colleagues)
 - Member of Wide Bay Burnett Regional Community Forum

- Committee Member of Queensland Tourism Industry Business Capability Building Program
- Invited regional tourism advisor to the First Nations Tourism Working Group
- Queensland Tourism Workforce Steering Committee
- Queensland Nature Based tourism strategy advisory group
- CEO has undertaken the following:
 - Mentoring Bundaberg region youth through the Bundaberg Jobs Commitment Program

- Mentor for the QLD Tourism Industry Young Professionals Program
- Visitor Services Manager is engaged with the following:
 - Queensland Information Centre Association
- Marketing Manager is engaged with the following:
 - Creative Region board
 - Queensland RTO B2B Sub Committee
 - Queensland RTO B2C Sub Committee

ACTIVITY

1 JULY - 30 SEPTEMBER 2021

Corporate Communications

- Delivered 6 fortnightly corporate EDM to 672 subscribers with 34.5% open rate and 5.5% click rate.

- 2,643 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

Membership & Industry Engagement

- Number of new and renewing Bundaberg Tourism members was 113 at 30 September 2021

PLATINUM PARTNERS

- Bundaberg Brewed Drinks
- Bundaberg Rum Visitor Experience
- Macadamias Australia

GOLD PARTNERS

- Ballistic Bargarra
- Bundaberg Multiplex Sports & Convention Centre
- Hinkler Hall of Aviation (Bundaberg Regional Council)
- Kellys Beach Resort
- Lady Musgrave Experience
- Splitters Farm

ACCOMMODATION PARTNERS

- AAOK Riverdale Caravan Park
- Absolute Oceanfront Tourist Park
- Agnes Water Beach Club
- Alexandra Apartments
- Alexandra Park Motor Inn
- Big 4 Breeze Holiday Park Bargarra
- Bargarra Blue Resort
- Bargarra Gardens Motel and Holiday Villas
- Big 4 Cane Village Holiday Park
- Bundaberg East Cabin & Tourist Park
- Bundaberg Park Village
- Bundaberg Spanish Motor Inn
- Burnett Heads Lighthouse Holiday Park (BRC)
- Burnett Riverside Hotel
- Don Pancho by the Beach
- Dunelm House
- Elliott Heads Holiday Park (BRC)
- Glenlodge Caravan Village
- Grand Mecure C Bargarra Resort
- Kellys Beach Resort
- Koola Beach Apartments
- Lady Elliot Island Eco Resort
- Lighthouse Holiday Park (BRC)
- Manta Bargarra
- Matilda Motel
- Miara Holiday Park (BRC)
- Midtown Caravan Park
- Mon Repos House
- Moore Park Beach Holiday Park (BRC)
- Moore Park Beach Motel
- NRMA Woodgate Beach Holiday Park
- Palm Lake Resort
- Platypus Park Riverside Retreat
- Rockpool 4
- Rocky Point Retreat
- Sandcastles 1770 Resort & Motel
- Sugar Country Motor Inn
- Takalvan Motel
- The Point Resort
- Villa Mirasol Motor Inn
- Woodgate Beach First National Real Estate

ATTRACTION PARTNERS

- Amandine Lavender
- Bargarra Golf Club
- Bundaberg & District Historical Museum (BRC)
- Bundaberg Regional Art Gallery (BRC)
- CHARTS (BRC)
- Clockwork Curiosities
- Fairymead House Sugar Museum (BRC)
- Moncrieff Entertainment Centre (BRC)
- Mystery Craters
- The Old Pharmacy, Childers (BRC)

CULINARY PARTNERS

- Alloway Farm Market
- Alowishus Delicious & Berts
- Bargarra Berries
- Cha Cha Chocolate
- Grunskes By The River
- H2O Restaurant
- Hill of Promise Winery & Mango Hill B&B
- HOTI - Healthy on the Inside
- Kalki Moon Distilling & Brewing Company
- Mamminos Gourmet Ice Cream
- Nana's Pantry
- Ohana Cider House and Tropical Winery
- The Seafood Smokery
- The Windmill Cafe Bargarra
- Tinaberries
- Water St Kitchen

SERVICES & OTHER PARTNERS

- Budget Rent A Car
- Bundaberg Broadcasters
- Bundaberg Canegrowers
- Bundaberg Chamber of Commerce
- Bundaberg Fruit & Vegetable Growers
- Bundaberg Port Marina
- City Printing Works
- Coral Coast Cottage Association

- CQU University Bundaberg
- Crush Magazine
- DGZ Chartered Accountants
- Friendly Society Private Hospital
- Hervey Bay Fraser Island Tourist Guide
- Hinkler Central
- Jim's Cleaning Services
- PCCC Trust
- Queensland Rail
- Regional Business HQ
- Ross Peddlesden
- TAFE Queensland
- Takalvans
- Tayco Outdoor Advertising
- Teena Mammino
- The Ideas Distillery
- Time2Print

TOUR PARTNERS

- 1770 LARC! Tours
- Australian Sunset Safaris
- Bundaberg Coaches
- Bundaberg Shuttle Service
- Bundy Ferry Company
- Coastland Aviation
- Fraser Island Boat Charters
- Fun Over Fifty Pty Ltd
- Gladstone Region Tours
- Hervey Bay Boat Club Inc
- Jo Jo's Day Tours
- Tasman Venture

This list represents financial members at 30 September 2021

Destination Stewardship

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREAS - IDENTITY AND INFLUENCE; UPSKILLING & TRAINING

When we consider the four laws of ecology based on everything being connected, and there is 'no away' (1972) along with the rallying call of the UN for organisations to take a holistic view of their influence on society and the environment they operate, it is time for the tourism industry to put measures in place to mitigate and in some cases reverse impact on community and the environment in which we live now and for future generations

Climate change remains the greatest long term risk facing tourism and in fact humanity, as we know it and its integral that we act now for a future of tourism, and for our planet. BT needs to drive the rhetoric of the organisation and stakeholders to not only be how tourism can become more sustainable, but also how these efforts will preserve the broader community for long term benefits, and then how the community can contribute to regional efforts. We know that merely knowledge of these important goals won't make a difference businesses and community need the tools to enable them to actively participate in embracing responsibility for the region and in fact the world.

ACTIVITY

1 JULY - 30 SEPTEMBER 2021

- Sustainability Content Campaign
 - Completed content creation of sustainability case studies by writer Jen Richards for the following operators:
 - Bundaberg Rum
 - Bundaberg Brewed Drinks
 - Kelly's 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 JULY - 30 SEPTEMBER 2021

- Delivered the Annual General Meeting, annual report and audited financial statements
- Delivered end of financial year presentation to Bundaberg Regional Council
- Secured Tourism Network Funding 2021-22 from Tourism & Events Queensland

DESTINATION INFORMATION

bundabergregion.org

  @visitbundaberg

 Visit Bundaberg

#visitbundaberg #tastebundaberg

CORPORATE INFORMATION

www.bundabergregion.org/corporate

 @bundabergtourism

 Bundaberg Tourism