



**Bundaberg**

Southern Great Barrier Reef

Queensland *Where great begins*

# A SIMPLE GUIDE TO **MARKETING** DURING THE CORONAVIRUS



**Marketing Tips**

**Resources**

**Assets & Messaging**

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

[@visitbundaberg](https://www.instagram.com/visitbundaberg)



## FROM THE CEO

With the current challenges facing our tourism industry and uncertainty on what the next 6-12 months will look like for global travel, it's now more than ever that we need to band together as Team Bundaberg, to work strategically, to market collectively and to unite as a single voice for the destination.

Many of our industry have asked how you should be approaching marketing during the crisis. So we have put together this simple guide to help you over the coming months.

Bundaberg Tourism's focus during this time is supporting our industry and our people through this time. Part of the work we are doing is maintaining content activity to stay present online and preparing our marketing activities to be ready when to commence our recovery campaigns once the shutdowns have passed.

Please don't hesitate to reach out to our team if there is anything you need. We are in this together.

## KEY TAKE-OUTS

DON'T GO DARK

PIVOT & EVOLVE

STAY POSITIVE AND INSPIRE YOUR AUDIENCE

BE REAL, BE SENSITIVE

ADHERE TO ALL GUIDELINES & DIRECTIONS

MAINTAIN YOUR RELATIONSHIPS

## INDUSTRY RESOURCES DURING COVID-19

To save you time, we have collated a range of resources for industry and are updating with available information daily. These include travel and health advice from the Federal and State Governments, available workshops, business support and financial information.

[www.bundabergregion.org/covid-19-industry-support](http://www.bundabergregion.org/covid-19-industry-support)

# TOURISM MARKETING TIPS

## Don't Go Dark

Keep that positive social media content flowing! Your guests are still active and looking to support you.

## Pivot & Evolve

This is an important time to be flexible and adapt your tourism experience. What are you doing to stay relevant and stay afloat? What do your guests need - right now and in the future? What can you do better?

- **Innovate your business**

Are you delivering food and drinks instead of operating a restaurant? Are you offering free delivery of your products? Do you have virtual tours or flexible ticketing options available? Check out our Resources for Learning for ideas on how to do this.

- **Use this time to upskill**

For a business owner, there is never enough time to fit it all in, but if you do find a spare minute during the downturn, jump onto our library of tourism and marketing resources to help you with business growth and learning so that you're ready to get back in the game when this all passes. We are working to keep the resources library updated with things you'll find useful, so keep checking in.

## RESOURCES FOR INSPIRATION & LEARNING

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

## Stay Positive & Inspire Your Audience

When this has all passed, people will be so sick of being indoors and isolated. Use this time of quarantine and limited movement to get them dreaming of the Bundaberg region!

- **Share how your business is evolving**

Make sure you include how your guests can be a part - include links and contact numbers

- **Share your personal story**

How did you end up running your business? Who works for you and what makes them popular with your guests? You can do a video or share a photo or write a blog. You don't have to drop money on glossy content. Modern phones take great photos, and simple videos with your smiling face will resonate just as well as a fancy professional clip

- **Share our regional content**

If that seems like a lot of work ... well, it is. But the good news is that we've been doing this work for you here at Bundaberg Tourism. Our website and social media channels are full of high quality content about the destination for you to use or to inspire you to create your own.

## KEEP READING FOR REGIONAL CONTENT FOR YOU TO USE

## Be Real, Be Sensitive

Be authentic and don't be afraid to be vulnerable. We're all human!

- Our region has a reputation for being honest, friendly and open, so don't be scared to admit that it's tough, to crack a dad joke, to dance badly and to show them the people behind the businesses.
- This is a difficult time for everyone, being mindful to what's happening around us of course.
- Consider switching off any sales campaigns - the "hard sell" approach isn't right for the moment

## Adhere To All Guidelines & Directions

Keep in mind the latest health and travel advice around Coronavirus and post accordingly. See our COVID-19 Industry Support page on our website for the most up-to-date information.

## Maintain Your Relationships

Our relationships are important right now more than ever. The people you surround yourself with are your biggest asset - make them your brand ambassadors, your biggest fans.

- **Keep in touch with your staff**

Every member of your team needs each other right now, whether you've been able to keep them employed or had to let them go. Stay connected, work together and support each other during this tough time. Ask for help when you need it.

- **Reach out to your local networks**

We're all hurting right now, but we're all in this together. This region is deeply resilient in times of crisis when we pull together and look after each other. Pick up the phone and call your peers. Keep in touch with the team at Bundaberg Tourism. Share with each other on social media. Buy local and consider whether any of your normal business partnerships can be moved to local suppliers in the long term. Think about how we can work together better going forward.

- **Communicate with your trade partners.**

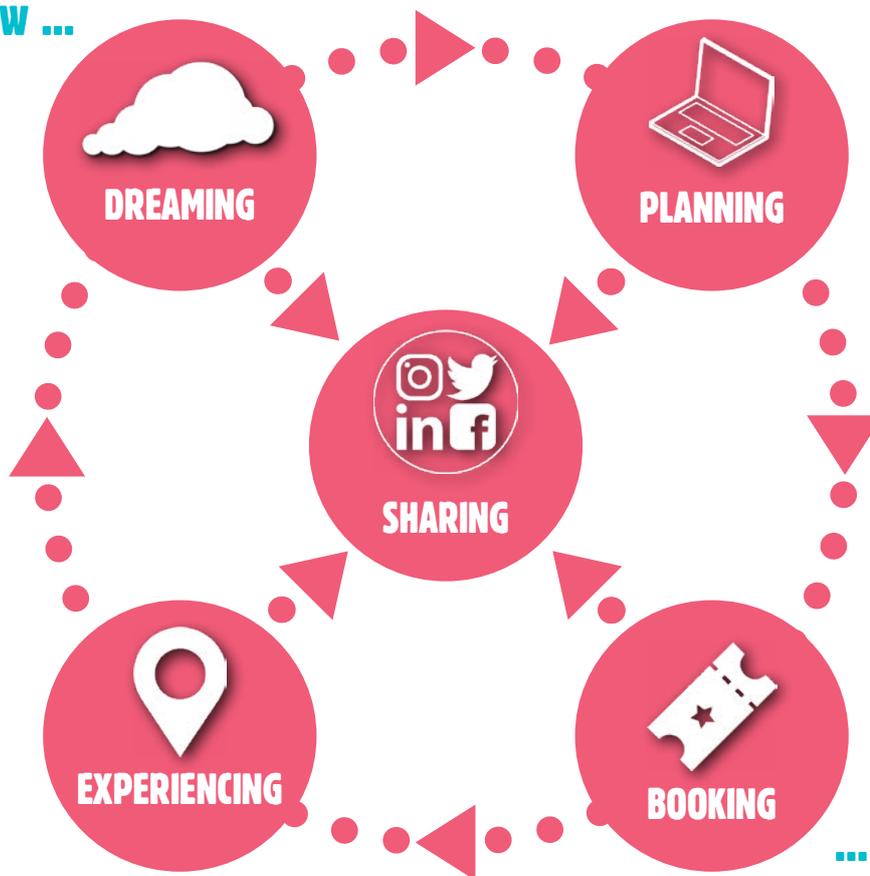
Check in with the people who sell your product here in Australia or internationally. They are hurting too and we will all need each other when we come out the other side. Call, email, ask them how they are.



# TOURISM CUSTOMER JOURNEY

Get your customers  
dreaming of Bundaberg

now ...



... so that when  
they can travel again,  
they are booking with you!

## Things you can work on right now include:

### DREAMING STAGE

- Posting inspiring content
- Building brand awareness

*Do you have a marketing plan and when is the last time you updated it?*

### PLANNING STAGE

- Improving website SEO
- Ensuring you're listed everywhere (ATDW, TripAdvisor, Google, etc)

### BOOKING STAGE

- Improving or evolving the experience you offer
- Getting to know the area better so you can encourage your guest to stay longer

*What inspiring things are other businesses doing that you could implement to make guests even happier?*

### THINGS TO WORK ON

- Booking functionality
- Updating key information
- Improving the customer journey

*What is industry best practice and when is the last time you looked at how you do things?*

# KEY MESSAGING DURING CORONAVIRUS

We've developed a series of messages that you can use word-for-word or be inspired by for your posts during this crisis.

Here in Bundaberg, we are a resilient lot. We've seen our share of hard times - the floods, the droughts, the time the Rum Distillery caught fire - and we know that by working together, we stay stronger. Right now, you can't come and visit us, so until you can, we will keep sharing with you good news and fun things that are coming out of this place we are so proud to call home.  
#holidayherethisyear #visitbundaberg #soon

As you know, Bundaberg-ians are very passionate. Passionate about our abundant fresh produce, world-class distillers, brewers and winemakers, our culinary masters, the Southern Great Barrier Reef, our beautiful beaches and our picturesque national parks. We believe the Bundaberg Region is the perfect place for a holiday. However now is not the time to be travelling anywhere. So we want to share with you inspiring ideas that will have you jumping to come back to Bundaberg once these times are behind us.  
#holidayherethisyear #visitbundaberg

Bundaberg is the place the turtles call home, where beach meets reef, your plates are filled with local produce and the rum is always world-class. And while we can't show you around our extraordinary region in person right now, we are all just waiting to welcome you back to help you make memories to last a lifetime.  
#holidayherethisyear #visitbundaberg #soon

Locals know it and visitors discover it - extraordinary grows in Bundaberg! And while you can't visit us right now, rest assured that as Australia's food bowl, we are still growing and harvesting, still distilling and brewing, still fishing, still baking, still here. We're feeding your family today and can't wait to feed your soul when this is all over. See you soon, Australia, we'll be waiting!  
#holidayherethisyear #visitbundaberg #soon

We interrupt your scrolling to bring you this important announcement - here on the Southern Great Barrier Reef, our turtles are still cruising, our manta rays are still gliding and islands are still tropical paradise. So keep dreaming Reef dreams until we can welcome you back to our warm blue waters!  
#holidayherethisyear #visitbundaberg #soon

REGIONAL RESOURCES FOR YOU TO USE



# USEFUL MARKETING ASSETS DURING CORONAVIRUS

We've developed a number of assets that you may wish to use during this period. These include:

## Support Local Digital Creatives

We have created a selection of images ready for you to share on your social media channels or website. Contact us if you want to create your own.

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

## Holiday Here This Year Assets

Choose from a selection of email footers and social media creatives that leverage Queensland's "It's a beautiful place to holiday here" campaign.

*Footers* - Simply download and attach to your email signature. Don't forget to hyperlink the image to your webpage, or [bundabergregion.org](http://bundabergregion.org)

*Social Media* - Download your favourite(s) and share

[www.bundabergregion.org/corporate/blog/544-holiday-here-this-year-and-beautiful-place-resources](http://www.bundabergregion.org/corporate/blog/544-holiday-here-this-year-and-beautiful-place-resources)

# MARKETING ASSETS YOU CAN ALWAYS USE

We are constantly creating content worth sharing and telling the stories of our destination. Our followers are active and engaged, and our campaigns are targeted, creative and focussed on experience promotion with an authentic local voice.

## Social Media

If you see one of our social media posts that you enjoy or an image you love, simply share it with your audiences.

[facebook.com/visitbundaberg](https://facebook.com/visitbundaberg)

[instagram.com/visitbundaberg](https://instagram.com/visitbundaberg)

## Bundaberg Region Blog

All of our blogs are located at [www.bundabergregion.org/stories](http://www.bundabergregion.org/stories). Our blogs and itineraries offer guests information and inspiration about the icons we are known and love for, as well as the wealth of amazing experiences that they can discover to surprise and delight them.

## Destination Images

You have free access to both Tourism & Events Queensland's Visual Gallery and the Bundaberg Tourism Image Gallery for the positive promotion of the region.

[www.visuals.queensland.com/site/terms.me](http://www.visuals.queensland.com/site/terms.me)

[platform.crowdriff.com/m/s-P4mJem\\_EhFuOTm5f](https://platform.crowdriff.com/m/s-P4mJem_EhFuOTm5f)

More images are available on request by contacting the Bundaberg Tourism Marketing Team

## Additional Resources

For more marketing tips and assets, please view the Partnership Toolkit PDF on our Membership page

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