

Partnership *Toolkit 19/20*



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

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What is this Membership toolkit?

This Bundaberg Tourism toolkit is designed to help you get the most out of your membership by providing a quick reference guide on our marketing assets, the destination message and other useful information to help you connect with Bundaberg Tourism brand activity.

Make The Most Of Your Membership With Bundaberg Tourism

Some people join as a contribution to building a prosperous tourism industry, some people join to tap into the marketing resources or the people coming through the Visitor Information Centres...whatever your motivation, our organisation exists for the collective success of the region. So be proactive, get involved and lets work together to build the destination and make sure you get the most out of your membership with your Regional Tourism Organisation.

01 About us - Discover a little more about Bundaberg Tourism and find out who your professional contacts are.

For more information see page 2

02 About Our Destination - Take a look at a brief overview of our region, our hero experiences and visitation statistics.

For more information see page 3

03 About The Southern Great Barrier Reef - Working together Bundaberg Tourism, Gladstone (GAPDL) and Capricorn (CE) have pooled resources to create the SGBR cooperative destination marketing partnership. Take a look into what this all means and how you can engage with the SGBR brand.

For more information see page 4

04 Visitor Information Centres - Bundaberg Tourism manage 3 accredited Visitor Information Centres. Take a look at how we sell your experience to visitors and how you can become more involved.

For more information see page 5 - 7

05 Destination Brand - How do you make use of Bundaberg Tourism images or those from TEQ? How do we talk about our region while keeping the same message and tone?

For more information see page 8

06 Going Online - Discover how to get your business onto Bookeasy and The Australian Tourism Data Warehouse (ATDW). Take control over what images and text are used to showcase your business to potential visitors.

For more information see page 9 - 10

07 Social Media - We are constantly creating content worth sharing and telling the stories of our destination. Find out how we use Social Media and how you can engage with us across the Bundaberg Tourism channels and other relevant tourism channels.

For more information see page 11 -13

08 Other Marketing Opportunities - Take a look into what opportunities are available to you as a member and how Bundaberg Tourism can assist you with PR opportunities that will benefit the region.

For more information see page 14

3 things to do when you join:



1. Follow us on Facebook
 - a. Corporate: www.facebook.com/bundabergtourism
 - b. Consumer: www.facebook.com/visitbundaberg
2. Send us information about your business:
50 word description + your eps or pdf logo + a hi-res image (supply a hi-res image that best showcases your business - at least 1920 pixels wide and 2 - 3 megabytes in size. For more information, contact Jon McPherson, Digital Marketing)
3. Book a time to come and meet with the team.

About Us

Bundaberg Tourism is the official Regional Tourism Organisation covering the Bundaberg and North Burnett region.

A membership based, not for profit organisation, Bundaberg Tourism delivers an integrated brand, marketing and destination development strategy for the region by working in partnership with the local tourism industry, as well as key stakeholders including Bundaberg Regional Council and Tourism and Events Queensland.

The organisation is governed by an elected Board of industry representatives who help set the strategic direction.

Your support helps us continue to promote our region and support the business community. This helps drive business through your doors building a stronger economy for the Bundaberg North Burnett regions.

Our Team

Bundaberg Tourism is a diverse team of seasoned professionals, some new to tourism and others who have been in the industry for years. Our team is supported by over 30 tourism ambassadors who have a wealth of life experiences and local knowledge.



Find out more about our team at
www.bundabergregion.org/corporate/about-us

Katherine Reid - *General Manager*

P: 07 4167 0660 E: katherine.reid@bundabergregion.org

Talk to me about: Tourism industry, advocacy and Bundaberg Tourism activity

Sheryl Thompson - *Office Manager*

P: 07 4153 8800 E: sheryl.thompson@bundabergregion.org

Talk to me about: Membership, corporate relations & general questions

Marketing

Ellie Tonkin - *Marketing Manager*

P: 07 4153 8899 E: ellie.tonkin@bundabergregion.org

Talk to me about: Marketing, PR, SGBR & destination style guides

Jon McPherson - *Digital Marketing*

P: 07 4153 8812 E: jon.mcpherson@bundabergregion.org

Talk to me about: Website & graphic design

Connie Rixon - *Marketing Assistant*

P: 07 4153 8813 E: connie.rixon@bundabergregion.org

Talk to me about: Social media & marketing campaigns

Maddi Clerke - *Marketing Assistant*

P: 07 4153 8802 E: maddison.clerke@bundabergregion.org

Talk to me about: Marketing, events, social media & workshops

Visitor Information Centre

Chantele Nelson - *Visitor Services & Sales Manager*

P: 1300 722 099 E: chantele.nelson@bundabergregion.org

Talk to me about: Bookeasy & the three Visitor Information Centres

April Dingle - *Bundaberg VIC Supervisor*

P: 1300 722 099 E: april.dingle@bundabergregion.org

Talk to me about: Bundaberg Visitor Information Centre & Volunteers

Zoe Wilson - *Childers VIC Supervisor*

P: 1300 722 099 E: zoe.wilson@bundabergregion.org

Talk to me about: Childers Visitor Information Centre & Volunteers

Kim Koplick - *Gin Gin VIC Supervisor*

P: 1300 722 099 E: kim.koplick@bundabergregion.org

Talk to me about: Gin Gin Visitor Information Centre & Volunteers

Holiday Experience Specialists

P: 1300 722 099 E: info@bundabergregion.org

Talk to us about: Selling your product

About Our Destination

Bundaberg is the Southern gateway to the Great Barrier Reef. An easy 4 hour drive or 50 minute flight North of Brisbane, Bundaberg is the home to accessible local islands, pristine beaches and remarkable hinterlands.

From coral cays on world heritage listed Great Barrier Reef to 140km long sandy coastlines that roll into national parks and lush gorges. Each summer, witness the miracle of new life and contribute to the conservation of the endangered loggerhead turtle with a ranger-led Mon Repos Turtle Encounter.

As soon as you reach the Bundaberg region, it's clear that extraordinary grows here. The iconic rich red soil and lush green fields produce over 25% of Australia's fresh produce. See, smell and taste Australia's favourite rum being made at the Bundaberg Rum Distillery, try the world-famous Bundaberg Brewed Drinks range, and explore the craft breweries, distilleries and wineries of the region. Experience farm-gate sales of fresh produce with roadside stalls on roads large and small; eat seafood straight from the water; and experience the cafés and eateries redefining with locavore culinary experiences.

Destination Hero Experiences



Southern Great Barrier Reef
Queensland Experience Framework
Reef, Islands & Beaches; Adventure & Discovery



Turtles
Queensland Experience Framework
Natural Encounters



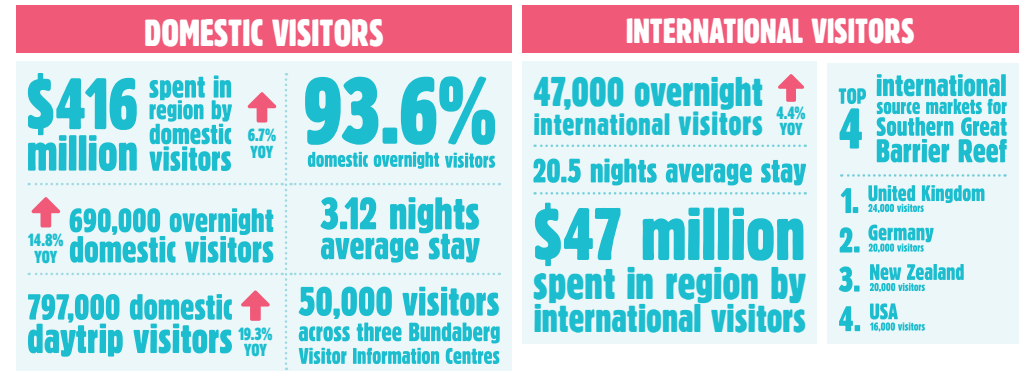
Regional Flavours
Queensland Experience Framework
Queensland Lifestyle; Events



Regional Character
Queensland Experience Framework
Queensland Lifestyle

Key Visitation Stats

>> 1,534,000 total visitors



Domestic & International Visitor Stats - Year ending December 2018 Source: Tourism Research Australia
Top 5 International Source Markets - Year ending December 2018 Source: Tourism Research Australia

Useful Information

Visitor stats, key target markets and other resources are available, free of charge, via our Corporate page or by contacting us directly.

For free resources, visit www.bundabergregion.org/corporate/marketing/resources or contact Sheryl Thompson or Ellie Tonkin

About The Southern Great Barrier Reef

The Southern Great Barrier Reef (SGBR) is a cooperative destination marketing 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.

Why Southern Great Barrier Reef?

The campaign firmly establishes the Southern Great Barrier Reef as the official start of one of the world's greatest wonders...and it's a partnership that enables us to pool our marketing budgets and resources to stretch them further than ever before!

What is Southern Great Barrier Reef about?

This brand has been designed to fit within the broader Queensland brand family framework. At the heart of our brand is our core promise:

Feel the awe of discovering stunning, secluded reef that's within reach

- Feel the Awe

Reflects the feeling you get from being up close and personal with the quantity and size of the marine life, as well as the sheer beauty of the place.

- Discovering

Reflects the desire to be adventurous and less mainstream.

- Stunning

Captures the wow factor of the place, reinforcing both its beauty and the awe it inspires.

- Secluded Reef

Captures the small-scale, intimate experience. Reinforces the sense of being an intrepid explorer.

- Within Reach

'Within Reach' is about the destinations accessibility to Brisbane and South-East Queensland (our target market), it is about being able to step straight from your accommodation onto the Great Barrier Reef. For Connectors*, 'Within Reach' represents the adventurous end of accessible. For Experience Seekers*, it's the accessible end of adventure.

How do I engage with Southern Great Barrier Reef?

Visit the Southern Great Barrier Reef destination channels.

Tag @SouthernGreatBarrierReef or #SouthernGreatBarrierReef to give us permission to repost.

www.southerngreatbarrierreef.com.au

 facebook.com/southerngreatbarrierreef

 instagram.com/southerngreatbarrierreef

Southern Great Barrier Reef Leaders Program

The Southern Great Barrier Reef Leaders Program brings together key tourism stakeholders to build relationships, improve SGBR product understanding, encourage discussion and collaboration, share knowledge and to build on existing momentum.

For more information on the Southern Great Barrier Reef partnership including the SGBR Leaders program, contact Ellie Tonkin, Marketing Manager



*Connectors see holidays as a chance to connect with the people they care most about.

*Experience Seekers are travellers looking for 'experiences' that connect them with the essence of a place and its people.

Visitor Information Centres

Bundaberg Tourism manages three accredited Visitor Information Centres (VIC's) on behalf of Bundaberg Regional Council, for the delivery of information and booking services to our visitors. The VIC's are operated for the benefit of the Bundaberg tourism industry, business community, general public and all visitors to the region. They provide a range of local and regional brochures, information on tours, attractions, accommodation, local produce, souvenirs and a full booking service.

The three VIC's have a passionate team of Tourism Ambassadors who are eager to learn about and share your business with visitors.

Bundaberg



Location: 36 Avenue Street, Bundaberg 4670
Phone: 1300 722 099 +61 7 4153 8888
Hours: Daily 9am-5pm
Public Holidays 9am - 2pm
Closed: Good Friday, ANZAC Day & Christmas Day

Childers



Location: Palace Building, 72 Churchill Street
Childers 4660
Phone: 1300 722 099
Hours: Monday to Friday 9am - 4pm
Saturday and Sunday 9am - 1pm
Public Holidays 9am - 1pm
Closed: Good Friday, ANZAC Day and Christmas Day, Boxing Day, New Years Day

Gin Gin



Location: Mulgrave Street, Gin Gin Qld 4671
Phone: 1300 722 099
Hours: Monday to Friday 9am - 4pm
Saturday and Sunday 9am - 1pm
Public Holidays 9am - 1pm
Closed: Good Friday, ANZAC Day and Christmas Day, Boxing Day, New Years Day

How To Use The Visitor Information Centres

- Pop in to say hello and introduce yourself

We are grateful to have a range of passionate volunteers providing visitor information services from 20 – 85 years of age, 7 days a week. By popping in regularly and on different days of the week, you will meet and develop relationships with a diverse range of the team.

- Ensure your brochures are in stock

Having a clear, modern brochure with up-to-date images and information is vital to your promotion through our VIC's. Our staff will let you know when your brochures are getting low - make the most of this opportunity to update your brochure and visit the team.

- Make the most of our booking service

Your Bookeasy listing isn't just about advertising your business on our website – get direct bookings and referrals from our VIC's and online. We can even connect to your channel manager for seamless booking integration.

- Sell your produce and handcrafts

Our VIC's are very proud to offer visitors locally produced goods and handcrafts.

- Host a famill

Hosting our team within your business means we can better sell your experience to visitors.

- Present at a VIC meeting

Our VIC staff and volunteers have monthly meetings where members are always welcome to attend to provide an overview of their product.

- Make use of our collateral

We have a suite of collateral aimed at visitor information and dispersal. As part of your membership you are entitled to an allocation of maps and guides to give to your guests.

For more details, see page 7

For more information contact Emily Cleaver, VIC Manager or visit www.bundabergregion.org/visitor-information-centres

Famils

What Is A Famil?

Famil is a shortened term we use for familiarisation.

Throughout the year Bundaberg Tourism, often in partnership with our Southern Great Barrier Reef partners and TEQ, host famils into the region.

In the tourism industry, trade and media are key third-party proponents of your product and story. Famils offer trade and media a taste of what's on offer. It's your chance to educate and win over the people who influence consumers in making their holiday decisions. If trade partners and travel writers know your product and like it, they can do a lot to sell it through their respective channels.

**TEQ Big Marketing Guide
Section 7 Trade and Media Familiarisations**

- Local famils

May include volunteer ambassadors, local residents, fellow tourism operators, Bundaberg Tourism Staff.

- Trade Famils

May include wholesalers, travel agents and inbound tour operators. These famils allow industry to get to know your product, so they can sell to their clientele.

- Media / Digital Influencer Famils

May include journalists, writers for print, broadcast and online media outlets.

*For more information about famils, visit
teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide/section-7-trade-and-media-familiarisations*

Bookeasy

Bundaberg Tourism is partnered with Bookeasy, the leading destination management software solution for tourism centres across Australia.

Bookeasy can be used to make real-time bookings at the VIC's as well as to allow visitors to our website to interactively search and book our regions tourism products and services. This is available to you as a part of your membership with Bundaberg Tourism from Out of Region level and up.

Our objective is to galvanise the region by using a booking system which allows us to better streamline processes and, more importantly, to continue to deliver our members more booking returns.

Your Bookeasy Listing

Your Bookeasy listing advertises your business details on our website and can be used to make reservations for your business both online and throughout the VIC's. Remember to keep this information up-to-date and use high quality images.

The VIC team can help you to:

- Access your Bookeasy console
- Update your products and services to enable us to make bookings on your behalf
- Seamlessly update Bookeasy including connecting to your Channel Manager (if you have one)
- Generate more bookings from our team and online
- Update your business profile to ensure potential visitors see you in the best light.

*For more information including terms and conditions,
contact Emily Cleaver, VIC Manager*

Regional Brochures

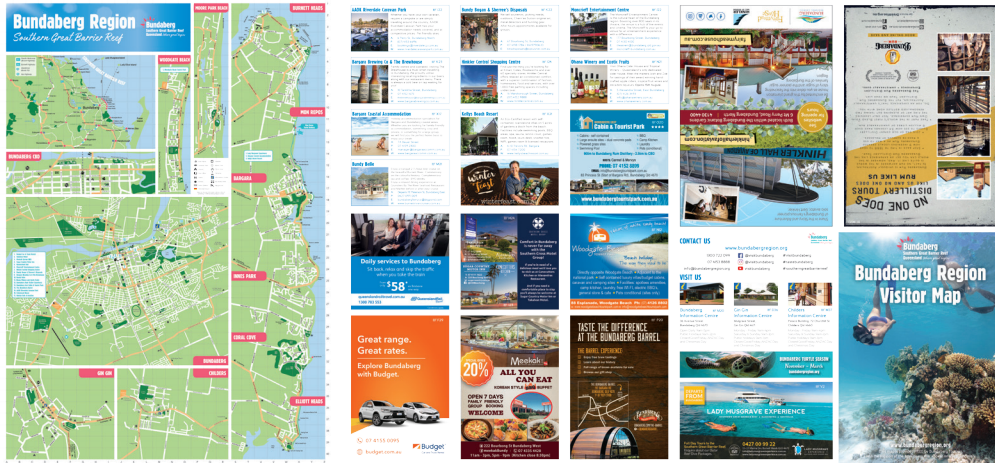
Bundaberg Region Destination Guide

Bundaberg Tourism produces the Bundaberg Region Visitors Guide. The Guide is aimed at visitor dispersal throughout the region and includes destination information and operator advertising. The next edition of this guide will be open for advertising in 2019 for 2020/21.

The Guide supports the Southern Great Barrier Reef Destination Guide.

Bundaberg Region Visitor Map

This comprehensive street map of Bundaberg, Bargara and the Coral Coast, Childers, Woodgate Beach, Moore Park Beach and Gin Gin includes regional information. The map is free to visitors and to local businesses to distribute through their businesses.



Southern Great Barrier Reef Destination Guide

This inspirational guide merges the individual precincts that Southern Great Barrier Reef encompasses, showcasing sweeping imagery and allowing a focus on the regions Hero Experiences of Southern Great Barrier Reef, Turtles, Regional Flavours and Regional Characters. This guide is distributed nationally through accredited Visitor Information Centres, consumer shows and TEQ international offices. The next edition of this guide will be open for advertising in late 2020.

The Ultimate Guide To Driving The Great Barrier Reef

This driving guide is all you'll ever need to take on the Great Barrier Reef. With extensive maps, marine life guides and things to do along the way, the guide is available in English, German, Japanese, French and Chinese.

This guide was produced in partnership with the five (5) precincts of the Great Barrier Reef (Southern Great Barrier Reef, Mackay Region, Tourism Whitsundays, Townsville and Tourism Tropical North Queensland).

For more information contact Emily Cleaver, VIC Manager



Destination Brand

Talking About Our Destination

Providing a cohesive experience for all to enjoy our destination through our marketing channels is a great way to market what we have. Let's all talk in a similar tone to promote the same message; that we have the best destination on earth!

To help everyone speak in the same tone, we have provided some simple copy and paste text below.

Feel free to add your own twist to reflect your business, message and your experience.

Regional Overview - 50 words

Come meet us at the place the turtles call home, where beach meets reef, your plates are filled with local produce and the rum is always world-class. Located on the Southern Great Barrier Reef, Bundaberg's stunning beaches, mouth-watering food and giant marine life experiences will stay with you forever.

Regional Overview - 134 words

Come meet us at the place the turtles call home, where beach meets reef, your plates are filled with local produce and the rum is always world-class. Meet the ladies of the Southern Great Barrier Reef, Lady Musgrave Island and Lady Elliot Island, and swim with our giant marine life. Witness a miracle at Mon Repos, as the mother turtles haul themselves up the beach and the hatchlings scurry to meet the rhythmic waves. Discover where great grows with fresh, abundant produce being grown, caught, brewed and distilled 12 months of the year. Locals know it and visitors discover it - extraordinary grows in Bundaberg!

Destination Images

Tourism and Events Queensland Visual Gallery

The TEQ Visual Gallery is your first stop for tourism imagery. With the ultimate collection of Queensland images, showcasing the diversity and splendour of this naturally beautiful State of Australia, access to this site is available to travel and tourism industry professionals, media and anyone seeking professional images for use in the positive promotion of Queensland.

Important

Each image from the TEQ Visual Gallery is to be acknowledged "Courtesy of Tourism and Events Queensland"

*For more information visit
www.visuals.queensland.com/site/terms.me*

Bundaberg Tourism Image Gallery

Bundaberg Tourism has a suite of high quality images. Some are available for anyone to use for the positive promotion of our region. Others are available for members to use, dependant on member level.

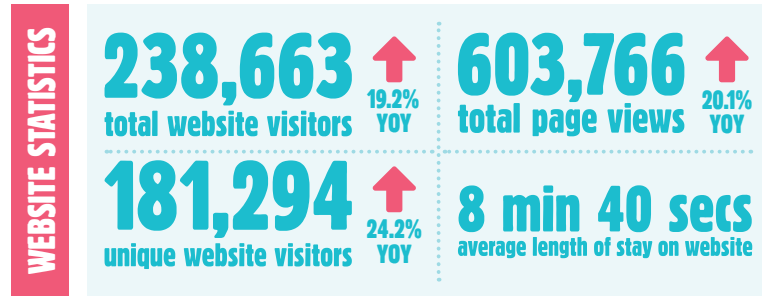
Important

Each image from the Bundaberg Tourism Image Gallery is to be acknowledged "Courtesy of Bundaberg Tourism; Photographer [name]"

*For more information contact the
Bundaberg Tourism Marketing Team*

Getting Online

Destination Website



Campaign PR Stats - Combined PR value of Winterfeast 2018 and Summer / Turtle Season 2018/19 Campaigns

How To Get Your Listing on the Destination Website

All members (excluding Tourism Supporters) get one or more business listings on bundabergregion.org as part of their membership.

Our website automatically pulls your business details from Bookeasy or the Australian Tourism Data Warehouse (ATDW) and displays them within our website. We encourage you to login regularly and keep all details up to date.

Step 1

List on ATDW and send us your ATDW ID number

Step 2

Set up your Bookeasy listing

Talk to the VIC to find out how to set up your listing

Step 3

Select which categories (next page) you would like your listing to display under. These can be selected via your Membership Prospectus application or by contacting us directly, and gives you control over where your business listing is displayed on our website.

Step 4

List a deal, be part of a blog or consider paid digital advertising

Step 1: ATDW

The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform which represents over 40,000 small and medium sized tourism products and destinations. The ATDW's ultimate function is to support the Australian Tourism Operators with digital marketing to help extend their exposure and attract more business online.

By listing a product once in the ATDW database, Tourism Operators benefit from being listed on their State or Territory Tourism Organisation's (STO) consumer website, the Australia.com website and through ATDW's extensive network of over 200 tourism distributors.

Benefits of an ATDW listing for your business

- You control your product listing information with your own personal MyATDW log in.
- You only need to submit your product information once – which is then distributed far and wide.
- It's a simple and easy way to get your product listed on multiple websites, nationally and internationally.
- An extremely cost-effective online distribution strategy.
- Increased exposure of your product.

Costs of an ATDW listing

A 12-month listing costs \$150, which includes your Bundaberg Tourism membership discount of \$50. And event listings are free!

For more information visit www.atdw-online.com.au

Step 2: Your Bookeasy Listing

Your Bookeasy listing advertises your business details on our website and can be used to make reservations for your business both online and through our VIC.

For more information see page 6, and contact Emily Cleaver, VIC Manager

Step 3: Categories

To give your business the most exposure on our website, select up to three categories. Not sure? Take a look at our website menu - this is where your business will be advertised on our site!

TASTE

- Eat
- Cafes and Eateries
- Seafood
- Drink
- Our Produce
- Farm Gate Hotspot
- Tours

STAY

- Beach Escapes
- City Convenience
- Family Friendly
- Romance
- Caravanning & Camping
- Budget
- Hinterland

PLAY

- Boating and Fishing
- Camping & 4WDDriving
- Family Fun

To register your categories, contact Sheryl Thompson, Office Manager

Step 4: Deals, Blogs and Advertising

Deals

Leverage our marketing campaigns with an attention-grabbing online deal! Get maximum engagement with our target markets by offering a great value package that encourages consumers to stay and play longer. Best of all, standard deal listings are free!

Blogs

At the heart of destination marketing is storytelling. An extension of our campaigns and brand, our visitors are already engaging with the stories of Bundaberg Tourism through our blogs and associated social media strategies. Moving toward a model of experience promotion with an authentic local voice, we are seeing increased engagement and strong website visitation.

Paid Digital Advertising

Get your business in front of consumers considering coming to Bundaberg. Digital ads located on bundabergregion.org are a great way to stand out from the crowd.

For more information contact Sheryl Thompson or the Bundaberg Tourism Marketing Team

Tips For Successful Digital Marketing

- Website

Today your website is your business shop front. If you don't have a good website you almost don't exist! Your website doesn't have to be fancy, but ensure it:

- Has a clean and modern design with good quality content (images and information).
- Has an easy-to-use booking platform (if appropriate).
- Ranks high in search listings through good search engine optimisation (SEO).

- Online Listings & Distribution

Have you claimed your online presence? Check your listing on location awareness sites like Google and review sites such as TripAdvisor.

Make sure you're listed on distribution platforms like ATDW and Bookeasy to gain more exposure for your business online.

- Get on Social Media

Ensure you have a Facebook account. If you have time, consider Twitter, Pinterest, Instagram and YouTube. Don't forget to link them from your ATDW listing and website.

- Consider Online Marketing

Options include Pay per click (PPC) – also known as search engine marketing (SEM) or AdWords; banner advertising; working with digital influencers, i.e. bloggers (don't forget to ensure they use links to your website); or email marketing

For free resources for marketing your tourism business, including TEQ's Big Marketing Guide, visit www.bundabergregion.org/corporate/marketing

Feeling overwhelmed? Need support? Contact Sheryl Thompson or the Bundaberg Tourism Marketing Team for upcoming workshops and members support services

Social Media

Destination Social Media Channels

Bundaberg Tourism run a number of social media channels. These are:

Visit Bundaberg @visitbundaberg

- Consumer (tourist) focussed Facebook and Instagram accounts.

Bundaberg Tourism @bundabergtourism

- A corporate (business and member) focussed Facebook account.

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. As a result, we are seeing increased engagement and strong website visitation.

SOCIAL MEDIA STATISTICS

4,262,410
total combined reach

66,927
engagements

13,435

@visitbundaberg
Facebook followers

↑ 21.4%
YOY

5,885

@visitbundaberg
Instagram followers

↑ 29.4%
YOY

3,914

@tastebundabergfestival
followers (previously Winterfeast
Facebook and Instagram)

↑ 81.3%
YOY

We love to talk to you! Contact the Bundaberg Tourism Marketing Team for social media insights and tips.

Bundaberg Tourism (Member / Business Focussed)

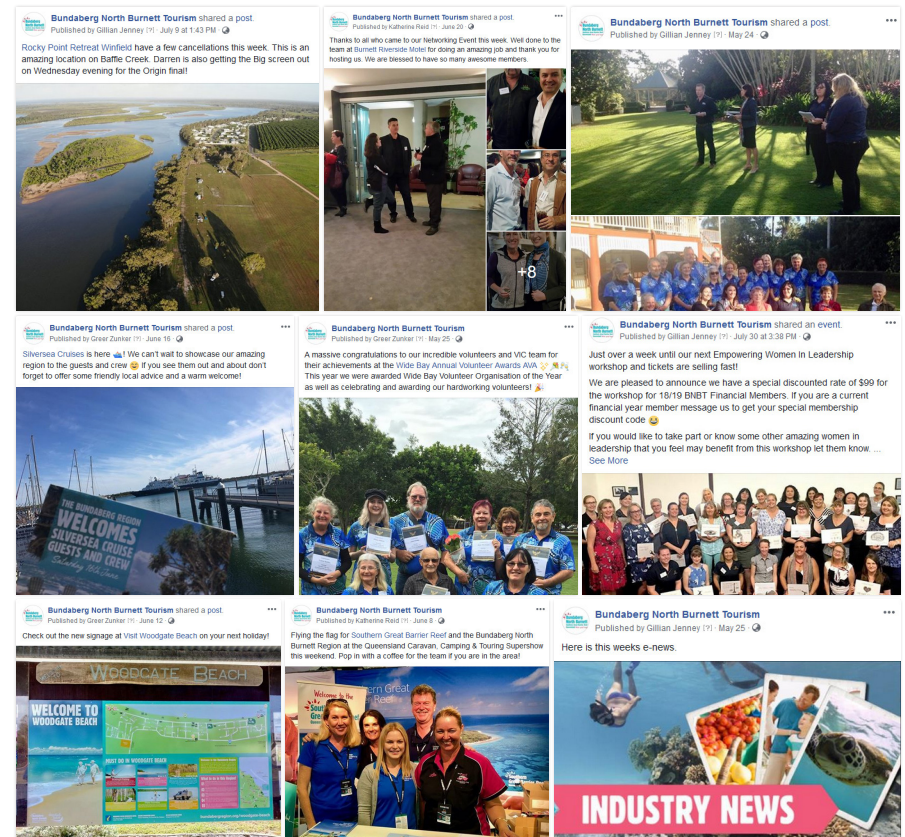
facebook.com/bundabergtourism

Purpose:

We use Bundaberg Tourism Facebook, to communicate our organisational activity and corporate objectives in order to grow awareness of our organisation within our member base and the greater community.

How You Can Use:

Stay up to date on workshops, events and what's happening with other members through Bundaberg Tourism and remember to tag us in posts that you would like us to share!



INDUSTRY NEWS

Visit Bundaberg (Consumer / Tourist Focussed)

facebook.com/visitbundaberg

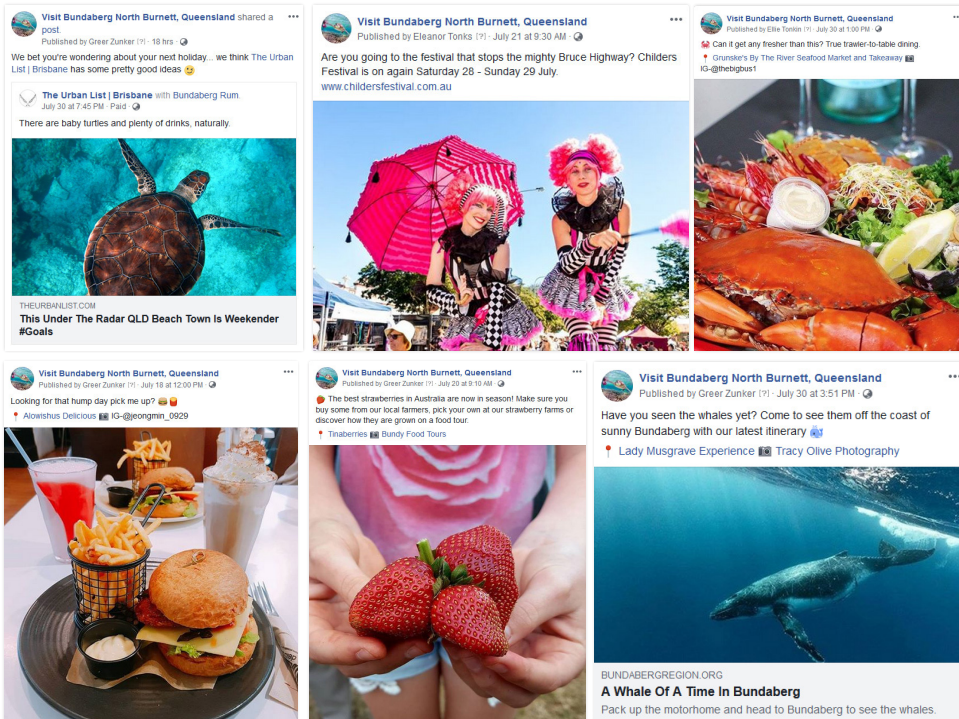
Purpose:

We use Visit Bundaberg Facebook, to communicate the options for leisure time in the BNB region (research / planning stage*) in order to grow overnight expenditure and length of stay.

How You Can Use:

Share our content and submit your own to promote awareness of the destination and the unique and unmissable things to do here to our active and engaged followers.

Leverage our carefully crafted campaigns to get access to our key target markets.



instagram.com/visitbundaberg

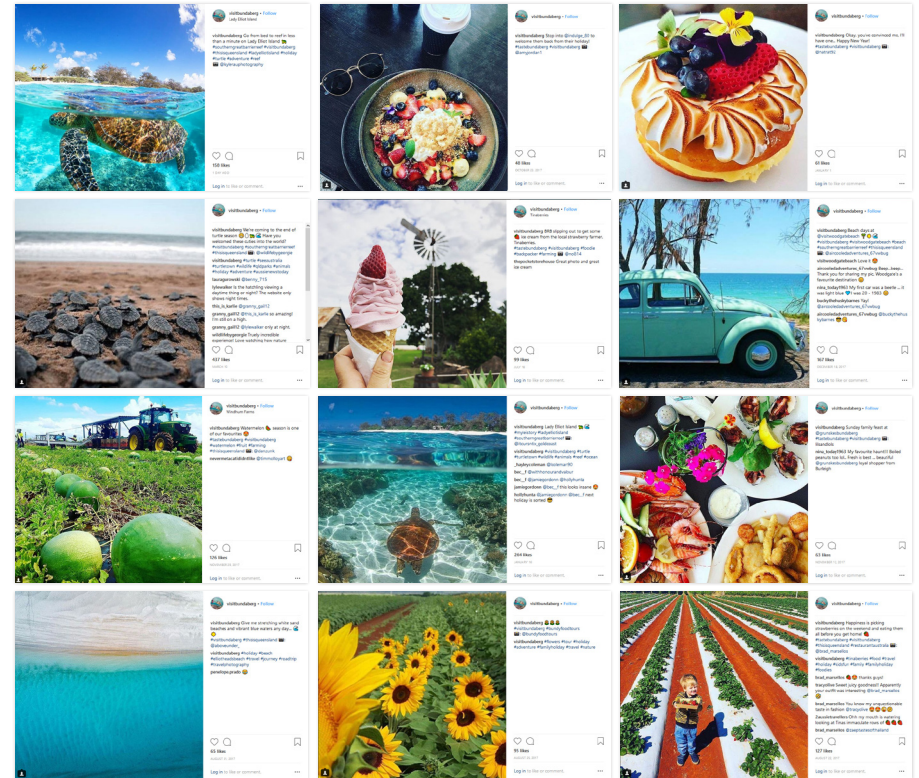
Purpose:

We use Visit Bundaberg Instagram, through beautiful user generated content (UGC) to communicate the options for leisure time in the BNB region (research / planning stage*) in order to grow overnight expenditure and length of stay.

How You Can Use:

Share our content and submit your own to promote awareness of the destination and the unique and unmissable things to do here to our active and engaged followers.

Leverage our carefully crafted campaigns to get access to our key target markets.



* Research / planning stage

Research / planning stage refers to the stage in the customer life cycle when they have decided on their next destination / experience and are at the point of researching and planning their trip.

Partner Social Media Channels

Southern Great Barrier Reef Channels – Consumer Focussed

 facebook.com/southerngreatbarrierreef #southerngreatbarrierreef

 instagram.com/southerngreatbarrierreef

Queensland Destination Channels – Consumer Focussed

 facebook.com/visitqueensland #thisisqueensland

 youtube.com/Queensland

 instagram.com/Queensland

 twitter.com/Queensland

Australia Destination Channels – Consumer Focussed

 facebook.com/SeeAustralia #SeeAustralia

 youtube.com/Australia #RestaurantAustralia

 instagram.com/Australia

 twitter.com/Australia

How To Maximise Our Social Media For Your Benefit

Share Our Content

- With fresh and relevant content being created weekly, you can share on your own channels to maximise the visitor experience of the region!

Get Noticed

- Use our destination hashtags, or tag us in your posts by using @visitbundaberg. We want to know what's happening in your world and we are always looking for new images and stories to share with our followers. Plus, we'll always give you the credit, or link to your business page.
- Use our partners' hashtags and handles for maximum exposure.
Important Note: By tagging these accounts, you are giving us and our partners permission to share your content on social media.

Partner With Us

- We work with influencers, bloggers and media regularly. Share the content created and engage in conversation with the media and with the other people who engage with the posts and content.

Keep Up To Date With Member Workshops & Support

- Keep an eye out for the Bundaberg Tourism e-news for digital workshops year-round.
- Contact us if you have any questions or specific issues you need help with. If we can't help you, we'll make sure we refer you to the right place.

Our Top Tips For Thriving In The Social Space

- 1.** Think Social & Think Human. Social media is not a hard-sell environment. It is a social platform and content should be fun and engaging.
- 2.** Social Media is a two-way street. Take the time to engage, ask questions, reply and comment. Show a genuine interest in your audience.
- 3.** Monitor your insights and respond to what works.
- 4.** Be consistent and deliberate. Have a content plan, even a loose one. Use the scheduling tools, so that you can maintain consistency in posting.
- 5.** Target new audiences and influencers. Use hashtags to spread your message to wider audiences. Engage high-profile influencers in conversation.
- 6.** Talk to the Destination Marketing Team if you want to host your own influencer or media famils.

Other Marketing Opportunities

Co-operative Marketing Opportunities

In an extremely competitive global marketplace it's only by working together that we will continue to enhance the visibility of the Bundaberg region.

Each financial year Bundaberg Tourism offers cooperative marketing opportunities exclusively for our members. They have been crafted with our key target markets and seasonality in mind to assist you with directing your marketing dollars to gain the biggest impact.

For details on how to be involved, contact Sheryl Thompson or view our Opportunities Booklet at www.bundabergregion.org/corporate/marketing

PR Opportunities

Do you need help when communicating with media and the public? Whether its advice on strategy, distribution of your latest media release, an SOS in an online PR emergency or help to devise a full campaign, Bundaberg Tourism is here to help.

For PR assistance, or for totally out-of-the-box ideas, contact Ellie Tonkin, Marketing Manager. She loves crazy ideas!

Bundaberg Tourism Destination Brand

Bundaberg Tourism logos are available to all members to use, subject to approval.

For information about the use of the Bundaberg Tourism logo, contact Ellie Tonkin, Marketing Manager.

Marketing Collateral

Email Footers

Email footers for key seasons, such as turtle nesting, and hatching and culinary seasons, have been developed for industry use.

These generic images promote the region and can be used below your own business footer to create interest.

Email signatures for Bundaberg Tourism and SGBR campaigns have also been developed if you would like to add this to your email templates.

Industry Toolkits

Each season and before major events, we release an Industry Toolkit with hints, tips and ideas for how you can leverage Bundaberg Tourism marketing campaigns for your business and to support the region.

For brand and marketing collateral, contact Sheryl Thompson

Most of all, please keep in touch!

Shoot us an email, schedule an appointment or message us on Facebook. We are looking forward to working with you for the benefit of the Bundaberg region and destination Southern Great Barrier Reef.

