

BUNDABERG, SGBR TOURISM DISTRIBUTION PLAN *2023-2024*



Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

BUNDABERG, SOUTHERN GREAT BARRIER REEF
TRADE MARKETING PLAN
FY 2024 & 2025

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Plan Overview

The Southern Great Barrier Reef (SGBR) is a cooperative destination partnership between the Regional Tourism Organisations of Bundaberg Tourism, Gladstone Area Promotion and Development Ltd and Capricorn Enterprise, encapsulating the southern gateway of the world heritage listed Great Barrier Reef.

The SGBR partnership aims to grow the regions' domestic and international market visitation, length of stay and expenditure, and our region's reputation as the start of the Great Barrier Reef. The United Kingdom, Germany, and New Zealand, make up the SGBR region's top 3 international source markets, with these being our priority for in-market representation and activity.

Recent trade product development and the continued success of the SGBR brand indicates the need for an additional, more focused plan on distributing Southern Great Barrier Reef as a defined leisure destination for domestic and international travellers.

Financial contribution and human resources from CE, GAPDL and BT and from the destination's leading tourism trade operators, supported by funding from Austrade's Export Market Development Grants (EMDG) program will continue to be used for international marketing for the destination in FY23/24, with a focus on trade distribution and in-market activity in Germany and United Kingdom.

Key to the long-term sustainability of tourism across the Southern Great Barrier Reef is increasing contribution and involvement of the destination's operators already working in the trade space as well as the development and training of operators new to the space.

Key Markets YE June

MARKET	SGBR VISITORS 2023		SGBR VISITORS 2022		SGBR VISITORS 2019		Comparison 23 to 22		Comparison 23 to 19	
<i>Primary Markets</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>%</i>
Total Dom Overnight	8,600,000	100%	7,394,000	100%	8,835,000	81.3%	↑ 1,206,000	↑ 16.3%	↓ 235,000	↓ 2.7%
Intrastate Overnight	6,602,000	76.8%	6,154,000	83.2%	6,648,000	61.2%	↑ 448,000	↑ 7.3%	↓ 46,000	↓ 0.7%
Interstate Overnight	1,998,000	23.2%	1,240,000	16.8%	2,187,000	20.1%	↑ 758,000	↑ 61.1%	↓ 189,000	↓ 8.7%
Total Dom Visitors	2,314,000	100%	2,066,000	100%	2,342,000	94.3%	↑ 248,000	↑ 12.0%	↓ 28,000	↓ 1.2%
Intrastate Visitors	2,023,000	87.4%	1,878,000	90.9%	2,050,000	82.6%	↑ 145,000	↑ 7.7%	↓ 27,000	↓ 1.3%
Interstate Visitors	291,000	12.6%	188,000	9.1%	292,000	11.8%	↑ 103,000	↑ 54.8%	↓ 1,000	↓ 0.3%
Total Internat. Overnight	No TRA Data		No TRA Data		2,031,000	18.7%	-	-	↓ 2,031,000	↓ 100%
Total Internat. Visitors	No TRA Data		No TRA Data		141,000	5.7%	-	-	↓ 141,000	↓ 100%
Total Overnight	8,600,000		7,394,000		10,866,000		↑ 1,206,000	↑ 16.3%	↓ 2,266,000	↓ 20.9%
Total Visitors	2,314,000		2,066,000		2,843,000		↑ 248,000	↑ 12.0%	↓ 169,000	↓ 6.8%
Total Day Trips	2,425,000		2,444,000		2,342,000		↑ 181,000	↑ 807%	↑ 83,000	↑ 3.5%
Germany Overnight	No TRA Data		No TRA Data		127,000	5.1%	-	-	↓ 127,000	↓ 100%
Germany Visitors	No TRA Data		No TRA Data		22,000	0.8%	-	-	↓ 22,000	↓ 100%
UK Overnight	No TRA Data		No TRA Data		206,000	10.1%	-	-	↓ 206,000	↓ 100%
UK Visitors	No TRA Data		No TRA Data		23,000	0.9%	-	-	↓ 23,000	↓ 100%
<i>Secondary Markets</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>%</i>
New Zealand Overnight	No TRA Data		No TRA Data		117,000	4.7%	-	-	↓ 117,000	↓ 100%
France Overnight	No TRA Data		No TRA Data		62,000	2.5%	-	-	↓ 62,000	↓ 100%
Oth EU Overnight	No TRA Data		No TRA Data		107,000	4.3%	-	-	↓ 107,000	↓ 100%
<i>Emerging Markets</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>% of Tot Vis</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>%</i>
North America	No TRA Data		No TRA Data		59,000	2.4%	-	-	↓ 59,000	↓ 100%

Note: Data based on YEJune sourced from Tourism Events Queensland using Tourism Research Australia Data

Key Activities

TASK	ACTIONS	TIMEFRAME	Industry Contribution	MEASURES OF SUCCESS
Trade communication with global agent community	Quarterly SGBR EDM content Maintain SGBR website Maintain communication	Quarterly Bi-annual	Content Only	Number of subscribers and click through to trade resources
Trade marketing material	Maintain current itineraries. Develop new itineraries. New video content Trade Manual	Yearly Pre-ATE	Content Only	Current and relevant information on SGBR offering
Australian sales missions, national trade missions and networking events	G'day Australia SGBR Trade Mission Bris Only or Bris and GC Queensland Showcase ATEC Meeting Place 24 Follow up & Reporting	October 23 February 24 March 24 November 24	Attendance Total \$4.5k-\$10k Attendance Attendance	Increased no of itineraries in region. No of operators contracted. Destination exposure with buyers Market share increase
Destination attendance at ATE	Preparation SGBR Booth and destination representation Follow Up & Reporting	April-May	Attendance	Increased no of itineraries in region. No of operators contracted. Destination exposure with buyers Market share increase
Participation in ATE IMM	Preparation SGBR representation Follow up	April-May	NO	Destination exposure with media outlets Famils in destination
SGBR In Market Activity/ Collateral	Negotiate with KDPs Involvement in TEQs In-Market Campaigns	Oct/Nov 2023	NO	SGBR Destination and trade product represented in key marketing activity in UK or Germany
Attendance QIC UK/EU	Preparation & Research SGBR representation Follow up Reporting	December	NO	Increased no of itineraries of region in market. Destination exposure with in-market buyers Market visitation growth
Attendance QIC New Zealand	Preparation & Research SGBR representation Follow up Reporting	March	NO	Increased no of itineraries of region in market. Destination exposure with in-market buyers Market visitation growth
Trade mentoring (Funding Dependant)	Identify potential operators. Support consultant Support operators	Pre & Post ATE	Participation	3-4 New Trade ready products in SGBR region
Agent Famils	When opportunities present, hosting agents collectively across the SGBR region	Pre & Post ATE and when required	Participation & Costs	Agent understanding of destination. Get destination exposed to consumers in key markets. Destination exposure