

Southern Great Barrier Reef Queensland is Calling NZ

Tuesday 7th March – Friday 10th March 2023

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Overview

Tourism & Events Queensland held the first NZ trade mission since 2020, under the “Queensland is Calling” campaign that was launched in January 2023. The campaign plays on the notion that most people think they know Queensland and aims to give consumers a new ‘why’ for visiting. This aligns perfectly with the Southern Great Barrier Reef being a lesser explored destination by the NZ market.

The event ran over 4 days, with 3 events in Auckland and 1 event in Christchurch. The Auckland events included face to face appointments with agents, in 6-minute speed date style, an evening networking event whereby retail agents had to come to each stall and receive a stamp and a media event. The Christchurch event was a networking style again with the stamp system.

It is worth noting, that without the shared booth attendance, SGBR would not have had any representation across the 3 regions. Other destination booths included Sunshine Coast, Brisbane and TTNQ who all had additional operator participation, meaning more on the ground resources.

Objectives

- Support the long-term growth of the SGBR destination brand by increasing the awareness of the SGBR destination offering.
- Identify opportunities for market exposure for the destination with key tourism buyers.
- Identify and communicate distribution opportunities for SGBR trade ready operators; and
- Re-connect, strengthen, and develop new relationships with key distribution stakeholders.

Representation

Eloise Chaffers, Tourism & Trade Contractor, Capricorn Enterprise
 Appointments were only 6 minutes, meaning most of the time was spent discussing location, access and USP’s, after getting an understanding as to whether the agent was familiar. Some agents that were familiar with the locality had specific questions about accessing various islands but predominantly, it was an education on where we were and what we’re about.

Key Take Outs

- Tourism industry in NZ is still struggling.
 - Key reason is staffing.
 - Air NZ is still 2,000 staff down.
- Aviation capacity is still limited due to staffing which means access to AU is expensive.
- Sunshine Coast airport access from Auckland is only seasonal, as is Cairns (access to Rockhampton with Bonza).
- Access to Gold Coast has potential for LEI connectivity then SGBR self-drive.
- It was interesting spending some time with TEQ representatives and hearing their thoughts/stories on SGBR.
 - Shelley Winkle seemed very interested in the Budget one-way drop-off setup.
 - Shelley also expressed some negativity around our reef vs north (since discussed during SGBR socials catch-up)

Campaign Activity

- "Days like this are calling".
 - Used to target the "familiarity" market.
- "Queensland is Calling"
 - Used to target the "been there, done that" market.
 - Carnarvon Gorge used in this campaign.
- Expedia ran a deal campaign.
- Air NZ Campaign to Cairns.
- Helloworld campaign was active and in market (March 2023)
- House of Travel & Flight Centre campaigns post event.

Deliverables

- SGBR Destination-first Presentation
- Appointment research (Auckland day appointments only, networking retail agent contact details sent in retrospect).
- Attendance at full day x 6 minutes in person appointments in Auckland
- Attendance at media event, live cookery class
- Attendance at Auckland & Christchurch retail agent networking
- Whole-of-destination overview in each appointment
- Appointment follow up
- Handover to operators with dedicated follow up

Key Resources

- SGBR Trade Manual for 2023
- Updated SGBR Destination Presentation
- Updated SGBR trade resources on the SGBR website.
- SGBR Trade map with QR code to trade manual.
- Island Accessibility Map and table flyer with QR Code

Key Follow-Up

Follow-up was completed 5th April 2023 (Media) and 5th – 17th April for retail agents and networking events. Due to the more educational nature of the event, there was minimal specific leads. Any operators that were specifically asked for, were copied into follow-up.

- Travel Managers Group, **Bryce Read**: interested in glamping, copied in *LME & Wilson Island*. FYI for Splitters and High Valley Dawn.
- Flight Centre, **Kristy Wei**: packages with activities, they ask for specials, not buy ins for campaigns. **SGBR opportunity**.
- The Big Reg Group, **Sally McFadyen**: can package activities and accommodation.
- Helloworld Cambridge, **Lisa Parker**: Has sold the region a long time ago so was more familiar than most other attendees. Worth reaching out to connect.
- Go Holidays, **Gareth Waddington**: Fiji is full, potential for SGBR islands.
- Chaffey & Turner Travel Associates, **Tanya Chaffey**: famil possibility. Thought our islands were exclusive/inaccessible.

The above leads are all noted in the 10:30-15:30 Auckland contact list. Spreadsheets are available with attendee info in the Dropbox:

<https://www.dropbox.com/scl/fo/1u0wveozlry8v1I5it6ar/h?rlkey=brhcpfs2vjv0sxzpzmx5fclt1&dl=0>

Tools provided:

- Link to each RTO website plus SGBR trade website
- Bonza update
- SGBR map with QR code plus SGBR island access map

Additional Tools:

- Hero images of our islands, along with some short videos and a longer, whole destination video [available here](#).
- Video content [available here](#)
- Capricorn Coast Trade Training Videos are [available here](#).
- Gladstone Region Trade Training Videos are [available here](#).
- Bundaberg Region Trade Training Videos are [available here](#).
- The bible I had with me: Trade training manual [available here](#).
- Destination maps and island access maps attached.
- Sample Itineraries [available here](#)

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