



Bundaberg

Southern Great Barrier Reef
Queensland *Where great begins*

Bundaberg Tourism

2020 Bundaberg Summer Season

Summer Season

Benefits

Be involved

www.bundabergregion.org @visitbundaberg



BUNDABERG SUMMER SEASON

Bundaberg Summer Season

The Bundaberg Summer Season is a signature natural encounter period for Queensland and a wonderful 'hook' for businesses to leverage.

The Destination Vision is for the Bundaberg region to be the destination of choice for the Great Barrier Reef, home of Australia's premier turtle encounter as well as Queensland's world famous food and drink experiences.

The incredible turtle encounters on the Southern Great Barrier Reef is the main highlight of the Bundaberg Summer Season. The Bundaberg region is blessed with multiple places to see turtles, including Mon Repos, Lady Musgrave Island and Lady Elliot Island.

Driving considerable visitation to the region, the Summer Season encourages increased length of stay and overnight visitor expenditure.

When is the Bundaberg Turtle Season?

TURTLE NESTING

November - January

TURTLE HATCHING

January - March (Peak February - March)

Our turtles are wild animals so we do not know exactly when they will decide to lay and hatch. Please keep an eye out for any turtle and hatchling arrival announcements!

BENEFITS OF BEING INVOLVED

Summer is the region's peak season - make sure our visitors engage with your business!

The Bundaberg Summer Season showcases our region and encourages visitors to stay longer and spend more in businesses like yours

"Bucket list" experiences create memories that visitors share with their friends and family

Leverage the Summer Season to tie into our out of region marketing campaign, to attract visitors to your business and to promote community pride

Engagement with Visit Bundaberg and the Summer Season on your social media channels can grow your own online presence

MON REPOS TURTLE ENCOUNTERS

COVID-19 Impacts

For everyone's safety, and in line with the Mon Repos Conservation Park's COVID Plan, visitor numbers have been reduced for the Turtle Centre and Turtle Encounter tours for the upcoming season, with a maximum of 70 people permitted each night.

Visitors are encouraged to book early and book your family or social group on the one booking. Arrival times will be staggered as part of COVID social distancing measures.

ALTERNATIVE TURTLE EXPERIENCES

During the season, there is a wealth of magical up-close experiences visitors can have with turtles and learn about the incredible conservation efforts of the Mon Repos team.

Swim With The Turtles

All year-round, the endangered loggerhead, green, flatback and hawksbill turtles cruise the Southern Great Barrier Reef. Visitors are able to explore the sun-kissed waters of Lady Musgrave Island and Lady Elliot Island discovering our effervescent coral reefs whilst snorkeling alongside friendly marine life.

Island Turtle Nesting

From November to March every year, green and loggerhead turtles make their way up the shores of Lady Musgrave and Lady Elliot Island to nest. While staying overnight at Lady Elliot Island Eco Resort and on Lady Musgrave Experience's soon-to-be-launched Lady Musgrave HQ, and visitors may have the opportunity to view these incredible animals lay their clutches of eggs.

Island Turtle Hatching

Approximately 6-8 weeks after nesting and generally between February to April, green and loggerhead hatchlings make their mad dash to the ocean. Similar to island turtle nesting, while visitors are staying overnight at the Islands, they may have the experience of watching these cuties make the first steps of their journey on the islands.

Mon Repos Turtle Tales and Hatchling Hall

To teach visitors about how we can all protect these amazing animals, the Mon Repos Turtle Centre is open 7 days-a-week from 9am-12pm for both the Turtle Tales and Hatchling Hall.

Visitors can discover the immersive theatre and learn about the journey of the Mon Repos loggerheads through film. Inside the centre, visitors will find many interactive displays to be enjoyed by children and adults. Visitors can discover the Hatchling Hall display area and gift shop free of charge. Pre-booking for these experiences is strongly encouraged with wheelchair access available. Visitors on a Mon Repos Turtle Encounter will have access to the Turtle Tales and Hatchling Hall on the night.

SUMMER CAMPAIGN 2019/20

MARKETING & PR RESULTS

PARTNERSHIPS & ADVERTISING

NEWSXTEND

952,000+ impressions
23,000 page views across destination website
270+ conversions

PAGING FUN MUMS

4.5 million+ audience
Comprehensive campaign blog & social media campaign

CONCRETE PLAYGROUND

210,000+ campaign reach
2,970 page views across destination website
9 min 26 sec on CP page

PR & MEDIA OUTCOMES

185million+
total people reached

\$1.7million+
advertising value

LEADS TO
INDUSTRY
\$900,000+
TOTAL BOOKINGS

90 packages
sold online

222 bookings
for operators

COVERAGE

Pedestrian TV
Holidays with Kids
Queensland Times
Courier Mail
Queensland Blog
The Advertiser (SA)
The Guardian (UK)
Chinese NZ Herald
NT News (NT)
Herald Sun (VIC)
The Mercury (TAS)
Food Wine Travel

FAMILIARISATIONS

INTO REGION
8 travel media
16 travel trade hosted
19 operators involved

SOCIAL MEDIA

\$467,026
POTENTIAL ON INVESTMENT*

1,819,906
TOTAL SOCIAL MEDIA REACH

4,000+
new followers

26,785
total social followers
+31.2%
YOY

45,475
total engagements*
+22.1%
YOY

EDM

12 STRATEGIC EDMS
7,810 subscribers
46.1% open rate
16.9% click rate
+25%
YOY

DESTINATION WEBSITE

149,000+
unique visitors
+22.2%
YOY

522,000+
page views
+20.7%
YOY

9:27min
av. time on site
+12sec
YOY



ENGAGING ONLINE

Submit A Deal or Package

Having a special offer during Summer Season? Reach more people by submitting your deal or package for inclusion on our website using this form. Strong deals and bold creative are more likely to see a strong return on investments and to be promoted across our social channels.

Standard deals are **FREE** to submit for BT members.

Email Marketing Campaigns

This Summer Season we are rolling out an integrated marketing campaigns which use email, social media and the website to target already engaged consumers. Bundaberg Tourism has a growing email database of over 9,000 consumers eager and ready to engage with your product. High-value deals may be selected for inclusion in email marketing campaigns.

Social Media

Social media is an amazing way to stay connected with your fans and to engage new consumers in an interactive manner. We recommend you use your social media platforms to engage with our Summer Season visitors, promote your business and any special offers, and to get your customers excited and involved.

Useful Handles & Hashtags

@VisitBundaberg

#visitbundaberg #northburnett #tastebundaberg
#thisisqueensland #southerngreatbarrierreef

Facebook

By tagging @VisitBundaberg, you can engage with visitors looking for things to do while they are in town visiting the turtles at Mon Repos, Lady Musgrave Island and Lady Elliot Island.

Send a welcome message, share your offers, or let people know how they can find you. We recommend you stay engaged with visitors throughout the season by sharing turtle images and updates from @visitbundaberg, using the [Summer Season cover photo](#) and by starting conversations with visitors before they are even in region.

e.g "Here for the turtles? Did you know we offer take-away meals and snacks in eco-friendly packaging that you can take with you?"

Instagram

Tag @visitbundaberg and use the appropriate hashtags from the above collection to engage with audiences looking for things to do in the Bundaberg Region.





LOCAL ACTIVATION

This Summer Season we want to share the turtle spirit all over town. Be involved in our local activation campaigns and attract visitors to your business, giving them a turtle-y awesome experience! You can welcome our turtle visitors by being involved in the following:

Shop Window Posters

Print our [A3 poster](#) and place this poster on your business windows to get the town talking and visitors engaged.

Campaign Run Time: Early November - Late March

Turtle Season Email Footers

Add our turtle season email footer below your email signature to promote turtle season and show your support! Available for download [here](#) (don't forget to hyperlink bundabergregion.org/turtles).

