



The
Mackay Isaac Region
keep up!

CAMPAIGN TOOLKIT

2025

CONTENTS

Campaign Overview	3
Objectives	4
Target Audience	5
Timeline	6
Comms & Media Plan	7
Campaign Assets	8
What's On Landing Page	9
Major Events Calendar	10
Social Media	11
Digital Assets	12
Campaign Video	13
Major Events Hero Image Gallery	14
Hero Destination Image Gallery	15
Additional MIT & TEQ Resources	16
Get Social	17
Mackay Isaac Welcomes You Program	18
Australian Tourism Data Warehouse (ATDW)	19
Best of Queensland Experience Program	20



CAMPAIGN

overview

Events provide the opportunity for engagement with a broad audience who have the propensity to stay in region for longer or to visit in non-peak periods.

To drive visitation for the region and increase awareness of the 2025 events calendar, MIT will deliver an integrated digital and organic campaign highlighting the fantastic regional events program.

Targeting travelers within a 4-hour drive radius (extending into Cairns), this campaign will run across MIT's owned social media channels, Google, and YouTube, directing traffic to the mackayisaac.com 'What's On' web page.



CAMPAIGN objectives

1. Drive visitors to the Mackay Isaac Tourism website's events calendar.
2. Encourage visitors to come for an event and stay longer for the regional experiences.
3. Boost awareness as an events destination.
4. Increase local pride, making Mackay and Isaac locals ambassadors for driving the VFR market.



TARGET audience

PRIMARY AUDIENCE:

Families, nomads, event (festival/food) enthusiasts, and adventure travelers within a 4-hour drive (extending to Cairns) of Mackay Isaac.

- Families: Looking for family friendly events to anchor a family school holiday or long weekend around. Likely to stay with friends/family or family friendly accommodation like caravan parks or self-contained apartments.
- Nomads/empty nesters: Looking for art, cultural & indigenous experiences as part of a multi-destination holiday. Likely to choose holiday location based on experiences/events, or stumble across an event while in region and return in the future to experience more.
- Youth: Young travelers (18-30) travelling as a group of friends or individually seeking adventure or unique experiences. Likely to stay in low-medium cost accommodation for short periods of time.

SECONDARY AUDIENCE:

Local residents interested in attending events. This market is important for growing the Visiting Family & Relatives (VFR) target market.



CAMPAIGN timeline

DATE	ACTION	OBJECTIVE	CHANNEL
Phase one: Corporate Communications December - ongoing	Share promotional toolkit and buy-in opportunities. Build awareness among stakeholders, members and event organisers.	Encourage ATDW updates.	Corporate owned social media channels, corporate eNewsletter.
Phase two: 28th Jan - 23rd Feb 2025	Launch paid campaign	Promote the Mackay Isaac region as an events destination using paid and organic content	Meta ads, Google, YouTube, organic social media marketing, EDMs, media
Phase three: April - Ongoing	Extend paid campaign through operator/event buy-in.	Focused promotion on solus events with member buy-in opportunities	Organic social media marketing, EDMs



COMMS & media plan

CHANNEL	TARGET MESSAGE	LOCATION / AUDIENCE	FEBRUARY					MARCH					APRIL				MAY				JUNE			
			27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
SOCIAL																								
META ADS	KEEP UP WITH THE PACE	4HR DRIVE + CAIRNS	28							23														
FACEBOOK/INSTAGRAM	KEEP UP WITH THE PACE	ORGANIC	28																					
FACEBOOK/INSTAGRAM	SOLUS EVENT POSTS	ORGANIC	28																					30
FACEBOOK/INSTAGRAM	MAJOR EVENTS CALENDAR	ORGANIC	28																					30
DIGITAL ADVERTISING																								
GOOGLE DISPLAY	KEEP UP WITH THE PACE	4HR DRIVE + CAIRNS	28							23														
GOOGLE DISPLAY	KEEP UP WITH THE PACE	RETARGETED			10					23														
YOUTUBE	KEEP UP WITH THE PACE	4HR DRIVE + CAIRNS	28							23														
MEDIA																								
MEDIA OP / RELEASE	CAMPAIGN LAUNCH	LOCAL MEDIA	28																					
EMAIL																								
EDM	KEEP UP WITH THE PACE	CONSUMER DATABASE	28																					
SOLUS EVENT EDMS	EVENT SPECIFIC	CONSUMER DATABASE	28							23														

CAMPAIGN assets

Join us in spreading the word about the “Keep Up” campaign digital assets, hero video and image galleries.

We’ve curated a range of resources to help our members, stakeholders, and partners cross-promote this exciting campaign.

These assets are designed to enhance your promotional efforts and create a unified buzz across channels.



CAMPAIGN landing page

WWW.MACKAYISAAC/WHATS-ON

LAUNCH WEBSITE

The Mackay Isaac Region keep up!

Step into the Mackay Isaac Region, where excitement is always in the air and adventure awaits around every corner. Whether you're chasing the thrill of a signature event, soaking up the culture of a local festival, or diving headfirst into a sporting escapade, it's time to **keep up** with the endless possibilities that make this region come alive.

Download our Major Events Calendar, view our Featured Events or search through our full events calendar below.



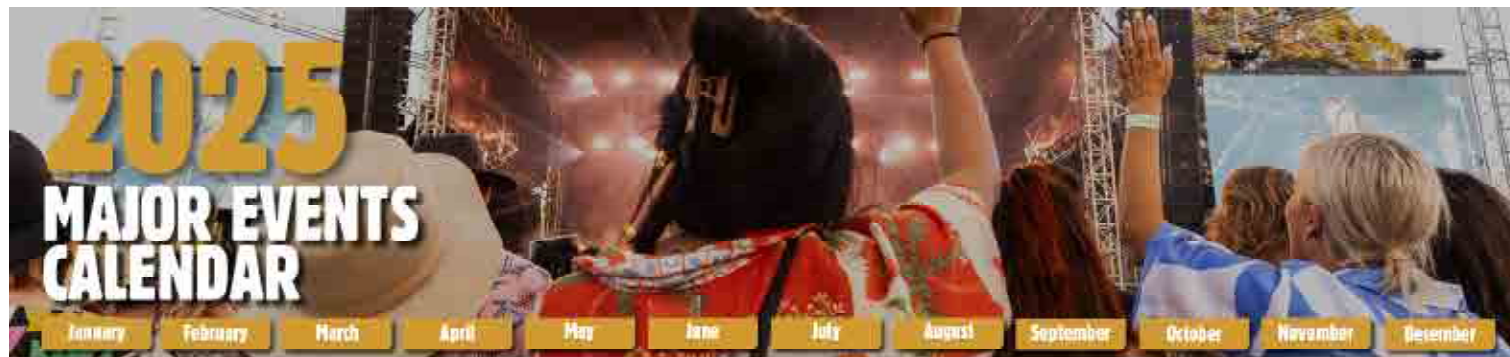
DOWNLOAD MAJOR EVENTS CALENDAR

Featured Events



MAJOR EVENTS

calendar



26th Ruralist Day Parade Ruralist Parade from Mackay Marketplace	27th State Swimmers Club Mackay Swimming Show	28th 40th Anniversary of Mackay Day Mackay Day	30th Mackay Day Mackay Day	31st Mackay Day Mackay Day	1st Mackay Day Mackay Day	20th Nov - 10th Dec Mackay International Film Festival	1st - 2nd Mackay International Film Festival	4th - 7th Mackay International Film Festival	3rd - 4th Mackay International Film Festival	7th Mackay International Film Festival	December Mackay International Film Festival

The Mackay Isaac Region
keep up!
with What's On in Mackay Isaac

[MACKAYISAAC/WHATS-ON.COM](https://www.mackayisaac.com/whats-on)

Copyright © 2024 Mackay Isaac Region

DOWNLOAD

VISIT MACKAY ISAAC

social media

Help us widen the reach of the “Keep Up” campaign by sharing our social media posts or create your own!

FACEBOOK

Keep up with the vibrant events, pioneering adventures, and natural wonders of the Mackay Isaac region [[link to mackayisaac.com/whats-on](https://mackayisaac.com/whats-on)].

FACEBOOK

From thrilling sports events to vibrant cultural festivals, the Mackay Isaac Region is where momentum meets discovery. Whether you're cheering at the BMA Mackay Marina Run, hiking lush rainforest trails, or soaking in the vibes at the St Lawrence Wetlands Weekend, there's always something new to explore!

Are you up for the challenge? Dive into the action and keep up with what's on with our major events calendar [[link to mackayisaac.com/whats-on](https://mackayisaac.com/whats-on)].

INSTAGRAM

Keep up with the vibrant events, pioneering adventures, and natural wonders of the Mackay Isaac region. Find our major events calendar at the link in bio. #visitmackay #ourisaac

INSTAGRAM

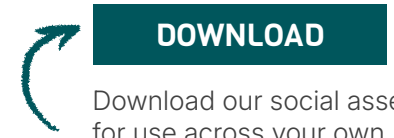
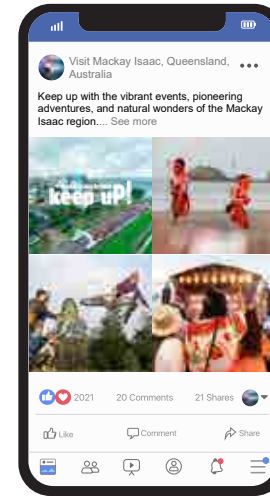
Keep up with Mackay Isaac's endless events, from the reef to the convenient outback. Start planning today at the link in bio #visitmackay #ourisaac



VISIT MACKAY ISAAC

Facebook handle: @visitmackayisaac, queensland, australia

Instagram handle: @visitmackayisaac



Download our social assets for use across your own platforms.



LEADERBOARDS



META 1080 X 1080



MREC



KEEP UP

campaign hero video



DOWNLOAD

Download our hero video and share across your digital platforms.

MAJOR EVENTS

hero image gallery



DOWNLOAD

Download this gallery for access to hero images for our major events.

DESTINATION

hero image gallery



DOWNLOAD

Download this gallery for access to Mackay Isaac Tourism's hero destination images to help encourage visitors to extend their stay in region.

Don't forget to credit us at @visitmackayisaac where possible.

ADDITIONAL resources

The following pages include industry resources, helpful tips and prompts to enable you and your team to make the most of our Mackay Isaac Tourism, Tourism Events Queensland and by extension, Tourism Australia's marketing efforts.



SOCIAL MEDIA

Social media is a powerful source of inspiration for consumers and is particularly important during the dreaming and planning phases of the consumer travel journey. Consumers also use social media to share their travel experiences and this can provide a valuable, inexpensive marketing tool for your business. The rapidly changing social media space can be daunting and it's important to make sure the channels you choose to focus your time and attention to resonate with your target markets and are proactively managed.

Connect with us on social media for inspiration and content that can be shared across your own channels as part of your social media strategy.

FEATURE IN MIT'S AND TEQ'S MARKETING

As the region's lead destination marketing agency, MIT undertakes major marketing campaigns to promote the Mackay Isaac region's unique experiences and events.

Here's some tips on how to feature in our marketing initiatives:

- ATDW & mackayregion.com: Ensure your business is listed on the [Australian Tourism Data Warehouse \(ATDW\)](#) to appear on mackayregion.com and Queensland.com and over 250 other platforms. Listings are free for Queensland businesses. Keep images and info fresh.
- Load Deals: Add up to three bookable deals via ATDW for free, ensuring your offers are visible to potential travelers on mackayisaac.com and Queensland.com.
- Join Campaigns: Stay updated on MIT campaigns and get involved by using campaign hashtags, uploading deals, or accessing buy-in opportunities.
- Social Media: Use the hashtag #visitmackay, #ourisaac, and #thisisqueensland and tag MIT to boost your content's visibility. Encourage visitors to do the same for greater reach.
- Best of Queensland Experiences: If you are a Best of Queensland Experience, display the BOQE Stamp in your marketing.
- News & Stories: Got a unique product, event, or story? Share it with MIT at development@mackayregion.com to help promote the Mackay Isaac Region to media.



MIT HANDLES AND HASHTAGS

Facebook handle:
@visitmackayisaac

Instagram handle:
@visitmackayisaac

Hashtags: #VisitMackay #OurIsaac

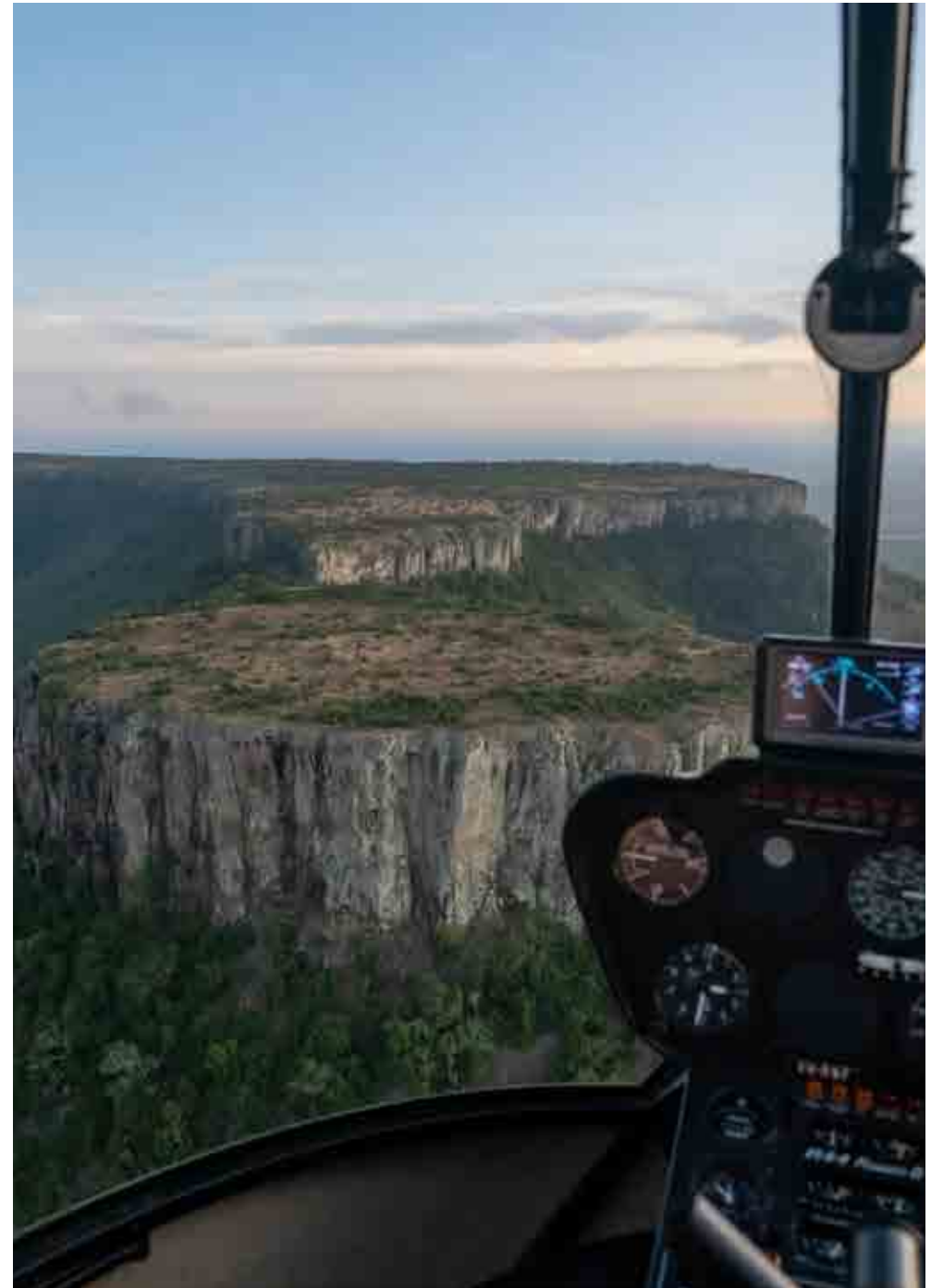
TEQ HANDLES AND HASHTAGS

Facebook handle: @visitqueensland

Instagram handle: @Queensland

X hashtag: Queensland Australia
#ThisIsQueensland

Tiktok: @thisisqueensland



MACKAY ISAAC

welcomes you program

The Mackay Isaac Welcomes You Program has been developed to inspire everyone involved in welcoming guests to become proud hosts and deliver exceptional experiences so that our guests become passionate advocates for our region.

Mackay Isaac Tourism is excited to be part of the launch of the Queensland Welcomes You initiative, with its suite of online welcome programs for each of Queensland's tourism regions, along with in-person workshops scheduled for early 2025.

WHO CAN PARTICIPATE?

The program is open to all businesses that play a role in welcoming and hosting guests in our region as well as passionate volunteers. Program participants may include those working in hotels, venues, transport, tours, events, attractions, retail, restaurants, cafes and bars, as well as volunteers across the visitor economy.

WHAT YOU'LL GAIN

- Increase your knowledge of our region to create stories and unique experiences to share with guest
- Be recognised as a regional host and an important part of a broader Queensland network of welcoming hosts
- Receive a certificate of completion to use in promoting your regional host status and part in the network of hosts Queensland wide

WHAT YOU'LL LEARN

There are five modules in the online program covering topics such as:

- world-class hosting principles
- accessibility and inclusion
- storytelling
- regional specific content on our Aboriginal and Torres Strait Islander Peoples culture and environmental sustainability
- local experiences and tourism products.

The five modules vary in length from 5 to 40 minutes to complete and the overall course duration should take approximately 1.5 hours.

Use the buttons below to watch the promotional video, sign your team up and access instructions on how to create your account.

[WATCH VIDEO](#)[LOGIN / SIGN UP](#)[HOW TO GUIDE](#)

The Queensland Welcomes You initiative is proudly funded by the Queensland Government and delivered by the Queensland Regional Tourism Network.



AUSTRALIAN TOURISM destination warehouse (ATDW)

To ensure that your product, experience, holiday deal, or event is listed on mackayisaac.com, Queensland.com and other travel websites, simply subscribe to (currently no cost) the Australian Tourism Data Warehouse (ATDW).

WHAT'S IN IT FOR YOU?

ATDW provides your business with exposure, so you are visible when customers are making important travel decisions. Your information will be listed on key travel websites including mackayregion.com, Queensland.com, Australia.com and many more.

Being on ATDW allows your business to take advantage of Mackay Isaac Tourism's and TEQ's marketing power - be part of marketing campaigns seen by millions of consumers per year.

You only have to upload your business once into ATDW-Online, saving you time. Once uploaded your business information automatically flows through to the ATDW distributor websites for customers to see. You can update your information in ATDW easily at any time.

SHARE YOUR HOLIDAY DEALS!

Holiday Deals can be uploaded to ATDW at any time, and you can have a maximum of three on offer at a time. These deals feed through to Queensland.com/deals, which TEQ promotes strongly throughout their campaigns. Deals can have a maximum sales period of three months.

[LEARN MORE](#)

[GET STARTED](#)

[MANAGE LISTING](#)



BEST OF QUEENSLAND experience program (BOEPQ)

The Best of Queensland Experiences Program (BOQEP) is an innovative program that guides the Queensland tourism industry to deliver exceptional customer experiences, create positive word of mouth, helps attract more visitors, grow expenditure and increase market share. It identifies and recognises experiences that best bring the Queensland story to life and consistently deliver an exceptional customer experience

The Best of Queensland Experiences will be prioritised across all TEQ marketing and activity to ensure visitors are directed to the best experiences across the state.

BENEFITS

All businesses who are listed on ATDW are automatically assessed each year and receive an individual report providing valuable insights on consumer perceptions and how to improve the delivery of customer experiences to drive business performance. The information available in this report is valued at more than \$2,000.

Operators who are identified as Best of Queensland Experiences receive:

- Consumer advocacy by delivering exceptional experiences
- Best of Queensland Experiences are included in Tourism and Events Queensland's preferred operator database accessed by staff when planning marketing and activity
- Best of Queensland Experiences will receive prioritisation across all Tourism and Events Queensland marketing and activity including on Queensland.com
- Best of Queensland Experiences will receive a Stamp of Recognition which operators can use on their own marketing channels and TEQ will display the stamp through ATDW listings on Queensland.com

[LEARN MORE](#)

[FACT SHEET](#)





MACKAYISAAC.COM