

Marketing & Communications Plan

2018 – 2019

Business Profile

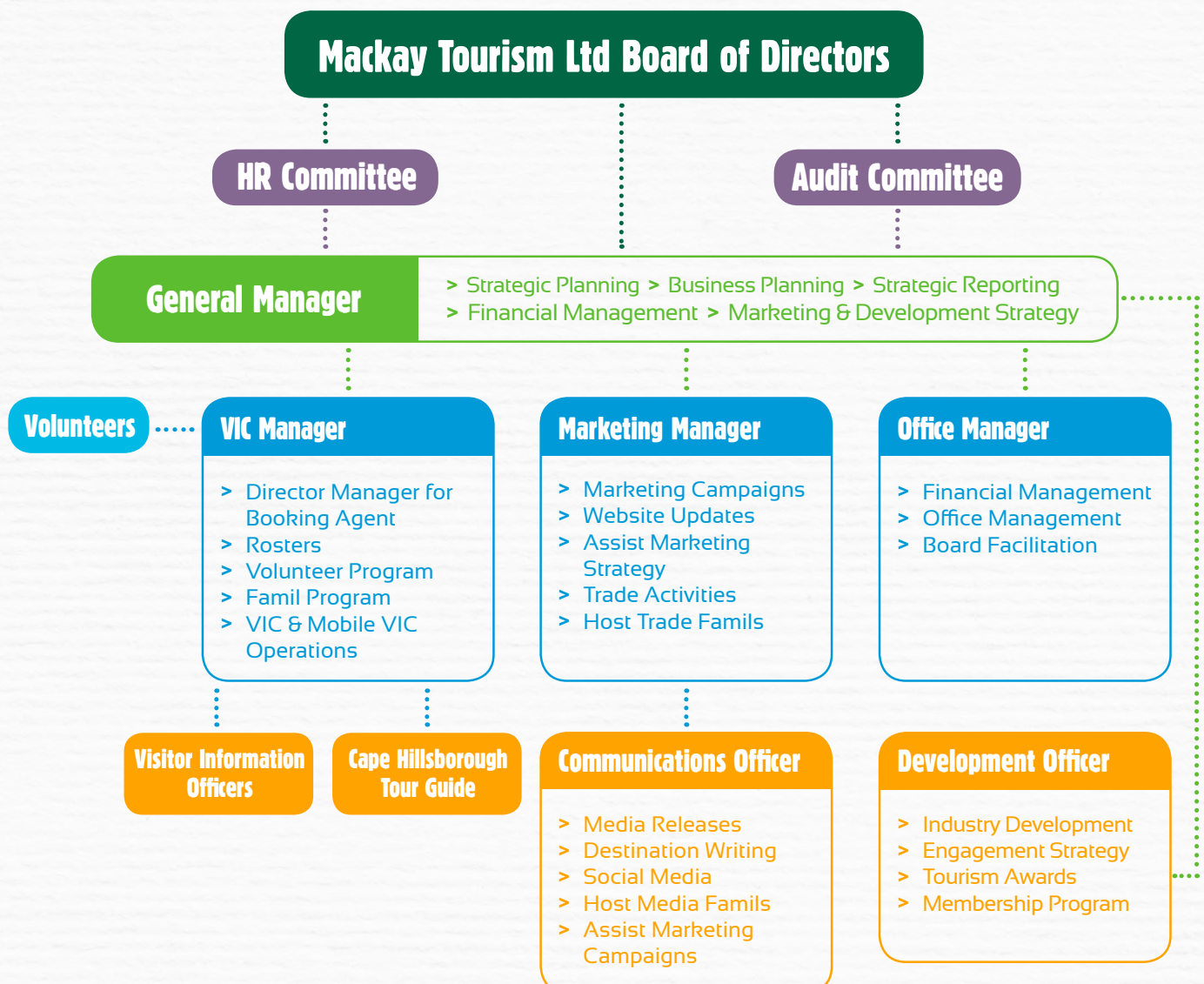
Mackay Tourism Ltd (MTL) is the peak tourism organisation for the Mackay and Isaac regions. As a not-for-profit, membership-based, marketing and destination development organisation, MTL promotes the Mackay and Isaac regions for both leisure and business to domestic and international markets. MTL also operates an accredited Visitor Information Centre in Mackay.

MTL maintains strong relationships with key stakeholders. This includes supporting Mackay Regional Council's endeavours to increase tourism through familiarisations (famils) and campaigns including events, fishing and Recreational Vehicle (RV) strategies.

MTL focuses on targeted destination marketing, helps facilitate the access and dispersal of visitors to and within our region, and provides member services such as advocating for local tourism issues and providing business networking and development workshops.



Organisational Structure



Research

Hero Experiences

Hero experiences are those iconic experiences that: provide a destination with a real competitive advantage over other destinations, focus on what is truly unique, memorable or engaging about a destination, and meet the needs of identified target markets. Focusing on a destination's 'hero experiences' is: responding to the demands of our domestic and international visitors, designed to gain a competitive advantage over other destinations, and an opportunity to focus on the efforts of tourism stakeholders and create partnerships.



Theme: Unspoilt Nature

The Mackay Region has a place reserved just for you, to feel the quiet satisfaction of what nature has to offer without all the crowds...the secretive platypus at Eungella National Park, the surprise of wallabies and kangaroos on the beach at Cape Hillsborough or the seclusion of a lesser known but spectacular part of the Great Barrier Reef.

Supporting Attributes and Potential Clusters:

Wildlife, beaches, rainforest, island and hinterland accommodation.



Theme: Fishing & Boating

Whether you're an experienced angler or you just want to relax with the family wetting a line without the crowds, The Mackay Region is the place for you. The excitement of a big game catch, the challenge of reeling in one from the beach, or the pleasure of sitting back in your tinny and fishing one of the region's picturesque lakes.

Supporting Attributes and Potential Clusters:

Fishing, boating, touring and adventure.



Theme: Events that celebrate our locations

Mackay Region locals know how to have a good time and celebrate the best the region has to offer so join in and experience one of the many events that take advantage of the region's uncrowded natural landscape, first class sporting facilities and quality cultural venues.

Supporting Attributes and Potential Clusters:

Beach Horse Races, sports, music and unique events.

Domestic Target Markets

Intrastate Empty Nesters and Older Families represent key potential source markets for Mackay – with additional potential opportunities across the border in NSW and Rest of Australia.

Domestic Visitor Segments

>> SINKS/DINKS *(Single/dual income, aged 18-49 with no children in the household)*

They take more trips, more often – particularly short weekend getaways (1-3 nights). Typically, the shorter the travel occasion, the more likely they are to visit Queensland, and the more that they spend each night.

>> Young Families *(Families with children under 5 in the household)*

They tend to take more holidays in Australia than other segments. They are the most likely to visit Queensland, for stays between 4-14 nights. The shorter the travel occasion, the more they typically spend each night.

>> Older Families *(Families with no children under 5 in the household)*

Like Younger Families, Older Families are more likely to travel in Australia. They are more likely to consider visiting Queensland for trips between 4 and 14 nights. It is on holidays between 7 and 14 nights that they spend the most each night. Getaways and short breaks tend to be Visiting Friends & Relatives (VFR) or kids activity driven or else a solo parent getaway as family. The focus is on education and deep cultural immersion.

>> Empty Nesters *(Aged 50+, with no children in the household)*

Although Empty Nesters holiday slightly less often than the other segments, they typically spend the most per night – especially on holidays longer than 15 nights. On these longer holidays, they are considerably more likely than other segments to choose to holiday in Queensland. There is a significant difference in behaviour between working Empty Nesters and retirees – working Empty Nesters are in many ways similar to DINKS. Driving adds to travel time for some 'grey nomads' who like to enjoy the journey.

Empty Nesters >>Priority1

QLD

1.6 MILLION
EmptyNesters

NSW

2.6 MILLION
EmptyNesters

60%

Weight for domestic
marketing



PRIMARY LOCATION

Intrastate, South East Queensland (SEQ)



Secondary Location: Interstate, Sydney



TRAVEL PERIOD

May to October



NATURE OF TRAVEL OCCASION:

4-6 nights
ShortBreaks

7-14 nights
Real Holiday

Older Families >>Priority2

QLD

600,000
Older Families

NSW

1 MILLION
Older Families

ROA

700,000
Older Families

40%

Weight for domestic
marketing



PRIMARY LOCATION

Intrastate, 400km drive
radius from Mackay



TRAVEL PERIOD

November to January
School holidays year round



NATURE OF TRAVEL OCCASION:

4-6 nights
Short Breaks

International Target Markets >>Priority3

Internationally Germany and the UK represent key potential source markets for Mackay.



German travellers rate rational factors such as safety and value for money when travelling overseas, but also place a relatively high importance on natural beauty, world-class coastlines/ beaches and indigenous experiences.



The Great Barrier Reef (GBR) is the number one attraction in Australia for UK visitors. 54% rate 'safety and security' among the top five most important factors when choosing a holiday destination.

Source: <http://www.tourism.australia.com/en/markets-and-research/market-regions/europe.html#germany>

Visiting Friends and Relatives Travellers (VFR) >>Priority4



MOTIVATION:

Price point/
discounts



Special occasions (e.g. family
celebrations, weddings,
birthdays, public holidays etc.)



NATURE OF TRAVEL OCCASION:

1-3 nights
Weekend Getaways

4-6 nights
ShortBreaks



Marketing & Communications Activity Calendar 2018/2019

ACTIVITY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
External Communications												
Media Releases	X	X	X	X	X	X	X	X	X	X	X	X
Visitor Guide						X		X				
Social Media	X	X	X	X	X	X	X	X	X	X	X	X
Media Famils		X	X	X				X	X		X	X
Consumer Newsletter				X				X				X
Website Content	X	X	X	X	X	X	X	X	X	X	X	X
Blogs			X	X					X	X	X	X
Itineraries			X					X				X
Out and About Segment	X	X	X	X	X	X	X	X	X	X	X	X
Internal Communications												
Industry Newsletter	X	X	X	X	X	X	X	X	X	X	X	X
Staff Newsletter	X	X	X	X	X	X	X	X	X	X	X	X
Membership Prospectus								X				
Annual Report				X								
Storytelling workshop				X				X				
Marketing Campaigns												
Summer Campaign			X	X								
Winter Campaign								X	X			
Events Campaign											X	X
VFR Campaign (#mymackay)											X	X
International Marketing										X	X	



Marketing Activity Campaigns

Summer Campaign - budget: \$28,500

>> Objective

Inspire Older Families to consider Mackay for a drive holiday in Summer 2018/19, maximize visitation and expenditure through targeted conversion opportunities.

Activity	Investment in \$
Dreaming: Famill Videographer	\$10,000
Planning: Digital Australia Day Push	\$8,000 \$2,000
Sharing: #prize Other activities	\$5,500 \$3,000
Total	\$28,500

>> Timing

Major burst: 4 weeks Sep/Oct 2018

Famil: Sept

>> Source Markets

Primary: Intrastate, 400 km drive radius from Mackay

Secondary: Intrastate, South East Queensland (SEQ)

>> Audiences

Older Families (70%), Empty Nesters (30%)

>> KPIs

Participating Operators: 12 **Operator Leads:** 1100

>> Communications



Industry Newsletter,
Consumer Newsletter



Media
Release



Facebook
Post



Facebook
Photo Album



Blog
Post



Itinerary



Famil

Winter Campaign - budget: \$62,000

>> Objective

Inspire Empty Nesters to consider Mackay for a drive holiday in Winter 2019, maximize visitation and expenditure through targeted conversion opportunities.

Activity	Investment in \$
Dreaming:	
Blog Famil	\$10,000
Videographer	\$10,000
Planning:	
Caravan and Camping Shows	\$14,000
lead Generation	\$10,000
Digital Display Advertising	\$10,000
Sharing:	
#prize - VIC Push	\$8,000
Total	\$62,000

>> Timing

Major burst: 6 weeks Feb/Mar 2019

Caravan and Camping Shows: Feb, Apr, Jun 2019

Famil: May/Jun 2019

>> Source Markets

Primary: Intrastate, South East Queensland (SEQ)

Secondary: Interstate, Sydney

>> Audiences

Empty Nesters (70%) **Older Families** (30%)

>> KPIs

Participating Operators: 12

>> Communications



Industry Newsletter,
Consumer Newsletter



Media
Release



Facebook
Post



Facebook
Photo Album



Blog
Post



Itinerary



Famil

VFR Campaign - budget: \$21,000

>> Objective

Excite locals of the Mackay and Isaac regions about the array of things on offer, while encouraging them to invite friends and relatives to visit. The goal is to unify the messaging of Mackay Airport's campaign "101 Things to do in The Mackay Region" and Mackay Regional Council's campaign "Mackay Pride" with Mackay Tourism's campaign "My Mackay".

Activity	Investment in \$
VFR Community Campaign	\$21,000
Total	\$21,000

>> Timing

TBA

>> Source Markets

The Mackay and Isaac regions

>> Audiences

Younger Families (25%) **Older Families** (25%)

SINKS/DINKS (25%) **Empty Nesters** (25%)

>> KPIs

Partner Buy-In: \$21,000

>> Communications



Consumer
Newsletter



Media
Release



TVC
Production



Facebook
Post



Facebook
Photo Album



Blog
Post



Famil



Event Campaign - budget: \$10,000

>> Objective

Inspire SINKS/DINKS and Older Families to travel to Mackay in August for a weekend getaway or short break to participate in an event, increase ticket sales, maximize visitation and expenditure through targeted event promotions.

Activity	Investment in \$
Lead generation	\$10,000
Total	\$10,000

>> Timing

Major burst: 4 weeks May/Jun 2019

Famil: Jun 2019

>> Source Markets

Intrastate, 400 km drive radius from Mackay

>> Audiences

SINKS/DINKS (60%) **Older Families** (40%)

>> KPIs

Leads to events: 400

>> Communications



Media
Release



Blog
Post



Facebook
Post



Itinerary



Famil



Marketing Activity Domestic

Billboard Advertisement – budget: \$10,000

>> Objective

Creating awareness for The Mackay Region as a holiday destination within the 4-hour drive market.

>> **Timing** July 2018 – June 2019

Merchandise – budget: \$5,500

>> Objective

Create brand awareness for The Mackay Region as holiday destination through promotional items, build traffic at trade shows, create publicity through promotional items at events and famils.

>> **Timing** July 2018 – June 2019

Marketing Activity International

Budget: \$21,000

>> Objective

Increase awareness of The Mackay Region as a holiday destination with media and trade partners from Germany, UK and New Zealand. Grow visitation to Mackay from Germany, UK and New Zealand through news stories and trade distribution.

Activity	Investment in \$
GBR International	\$10,000
Australian Tourism Exchange	\$11,000
Total	\$21,000

>> Timing

Media famil: Sept 2018

Trade famil: May/Jun 2019

>> Source Markets

Primary: Germany, UK

Secondary: New Zealand

>> KPIs

Media coverage

1 Media Famil, 1 Trade Famil

Communications Activity



Aim

To market the The Mackay Region through comprehensive, creative and innovative communications.



Goals

- >> To improve the reputation and brand of The Mackay Region within our key source markets.
- >> Raise awareness, create content relevant to the market, share and engage with niche markets relevant to drive increased overnight visitor expenditure to the region.
- >> To be the leading tourism body for The Mackay Region, being responsive and offering comment and representation for the local tourism industry on a local, state and national level.



Messaging

- >> The Mackay Region is a nature-based location, with 'off-the-beaten-track' experiences you won't get anywhere else.
- >> A family-friendly location where you can stay for more than a few days.



Target Markets

- >> Visitors – aligned with the identified domestic and international target markets
- >> Media
- >> MTL Members
- >> Stakeholders
- >> Volunteers
- >> Staff



Overview of Communications at Mackay Tourism

>> External Communications



Media Release



Visitor Guide



Social Media
FB, IG, LinkedIn



Media Famils



Consumer Newsletter



Website Content



Itinerary



Blog Post



Ch7 Out & About Segment

>> Internal Communications



Industry Newsletter



Staff Newsletter



Membership Prospectus



Annual Report



Storytelling Workshop
for Members/Volunteers

Tactics

External Communications

Type	Objective/KPI	Frequency/Date	Internal/External
Media Releases	Uphold and improve reputation, increase revenue gained from publicity by 10%	Minimum 2 per month	External
Social Media	Increase audience and reach through creative content Facebook: Increase followers by 10% Instagram: Increase followers by 10% Linkedin: Increase monthly engagement rate by 10%	Facebook: 3 posts per week Instagram: 5 posts per week Linkedin: 1 post per week	External
Website Content	Create SEO friendly content using recommended keywords	Year Round	External
Out & About Segment	Gain publicity revenue through weekly segment	One per week	External
Visitor Guide	Ensure production of the guide is cost neutral through advertisement	Dec 2018	External
Media Famils	Report on success of famils, gain publicity with specific audiences	2x Aug, Sep/Oct, Feb/Mar, May, Jun (aligned with campaigns)	External
Consumer Newsletter	Create awareness and aspiration, increase newsletter open rate throughout the year	Oct, Feb, June	External
Blogs	Create aspiration, create new content and utilise on social media	Sep, Oct, Mar, Apr, May, Jun	External
Itineraries	Create online version and upload selected itineraries on ATDW as journey	Sep, Feb, Jun	External

Internal Communications

Type	Task	Frequency/Date	Internal/External
Industry Newsletter	Increase open rate for newsletter from 37.8% to 45%	Fortnightly	Internal
Staff Newsletter	Ensure better communication lines between staff and volunteers	Monthly	Internal
Membership Prospectus	Create easy-to-read & engaging selling tool	Feb	Internal
Annual Report	Create overview outlining achievements and success of MTL to encourage more industry and stakeholder support	Sep	Internal
Storytelling Workshop	Hold workshop to encourage more volunteers to tell the story of the region in the VIC	Oct, Feb	Internal



If you are interested in being part of Mackay Tourism initiatives,
please send us an email and we will be in touch.

Morgana McDeed - Marketing Manager

m. +61 (0) 437 330 473 **p.** +61 (0) 7 48 371 277
e. marketing@mackayregion.com

Dan Brown – Communications Officer

m. +61 (0) 448 994 180 **p.** +61 (0) 7 48 371 277
e. communications@mackayregion.com

www.mackayregion.com

#mymackay #meetmackayregion #thisisqueensland #seeaustralia



Thanks to our sponsors

