



## CAMPAIGN PROSEPECTUS

# WONDERS OF THE WHITSUNDAYS

**Tourism Whitsundays**

PO Box 479 | Cannonvale QLD 4802  
1/5 Carlo Drive | Cannonvale QLD 4802  
+617 4948 5900  
[www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

**Tourism  
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

## CAMPAIGN OVERVIEW

### Campaign value:

\$1,500,000 +

### Messaging:

To build on the success of the Wonders of The Whitsundays campaign, Tourism Whitsundays will continue with this platform, however the creative will have a refresh to ensure the following messaging is covered:

1. Easy to access.
2. Offers value and is worth it.
3. Suitable for a variety of demographics.
4. Has so much to do.
5. Gets commitment – we need to trigger action in uncertain times; and
6. Stands out from our competition!

### Timing and Target Market:

Three phased approach:

Phase One – QLD – Tactical approach

- October launch
- To drive need period of October, November, and early December

Phase two (a) – QLD/NSW/VIC – Awareness approach

- Late November/early December launch – pending COVID situation in other key markets
- To keep The Whitsundays front of mind for our target audience's next holiday

Phase two (b) – New Routes – Tactical approach\*\*

- To commence if/when new direct aviation routes are announced
- Drive bookings from those routes to align with airline marketing

Phase three - QLD/NSW/VIC – Tactical approach

- Early 2021 Launch – once border is open
- To drive need period from January to June

### Marketing Objectives:

- Build awareness and aspirational desire of The Whitsundays
- Provide the Whitsunday industry with the opportunity to increase bookings and therefore revenue during the need period
- Keep The Whitsundays competitive against other domestic holiday destinations
- Convert holiday makers from considering a holiday in The Whitsundays to booking a holiday in The Whitsundays
- Increase visitation and expenditure for the Whitsunday region

### Draft Media Plan\*

Estimated spend \$900,000 +

- Dedicated 'Wonders of The Whitsundays' Campaign Landing Page
- Out of Home Activity including office tower creative, billboards and street furniture (examples below)
- Google Search
- Radio
- Destination Content Hub
- Addressable TV commercials, ensuring hyper-targeted engagement of relevant audience in a brand-safe, big screen environment across connected TV's. Commercials will be targeted to specific post-codes for our key audience
- Social Media activity
- Online video advertising delivering targeted exposure to engage our key prospects whenever and wherever they are consuming video content
- The Whitsundays consumer newsletters
- The campaign will be supported with dedicated aviation marketing\*\*

\* Final dates/media schedule to be confirmed (all elements may not be included in each phase)



### How will the campaign look?

This campaign has been put together based on past campaign learnings:

- Video plays a crucial role in the consumer journey, both in the inspiration/dreaming phase and active planning..... with 60% of this consumption taking place on mobile devices, but the 'big' screen being more influential
- The draft media plan includes video plus activity plus priming and active stage touchpoint priorities for our target audience
- Key improvements include the ability to drive consumers to your website for conversion
- The Wonders of The Whitsundays campaign which ran from May – August 2019 (with four member partners) generated almost \$3M in sales. Phase two of this campaign generated in excess of 473 bookings and 34,000 leads however was paused due to COVID-19. Unspent funds will be included within this new activation

The campaign will drive awareness and aspirational desire of The Whitsundays. A second tactical element will run following the awareness phase to ensure the consumers are targeted whilst in the dreaming phase.

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Dedicated landing pages will be created which will also house all member offers. Offers will then be driven directly to the operator booking page/website. Additional dedicated member activity can be driven directly to the operator page/website.

### Requirements to participate\*

This opportunity is open to Ultimate and Premium members; Essential members are encouraged to register their interest, subject to availability and agreeance to meeting the below criteria

- Holiday deal must be loaded onto the accommodation providers website and include full details of package with all inclusions, terms and conditions, cancellation policy and travel/block out dates
- Ensure all relevant tagging is completed on your website to allow full tracking of the consumer journey
- You are required to report up to fortnightly should Tourism Whitsundays require it. If you fail to report you may be removed from the campaign or you may not be able to participate in future campaigns.
- Complete all final reporting with full lead/booking information provided including YOY comparisons
- Flexible cancellation terms are required to give consumers confidence in booking a Whitsunday holiday
- Tourism Whitsundays will not charge commission as all leads will be directed to your website for conversion
- If your deal is confirmed to be included, you must provide all required creative and copy in time frames provided
- Package must be valid for travel for a minimum of 6 months

\*Please note that there are limited spaces available and will be allocated by Tourism Whitsundays based on operators who best fit requirements and membership levels. You will be advised if your offer has been successful. All creative including deals will follow the Wonders of The Whitsundays creative platform.

### Cost to participate – Phase One\*

Please note, the [Queensland Government Small Business Adaption Grant](#) can be used to participate in this marketing opportunity, if you have not received the grant previously.

#### HERO PLACEMENT TIER 1 - \$5,000

- 6 x Tier 1 places available
- Hero tile placement on campaign landing page
- Dedicated exposure in media buy
- Inclusion in EDM

#### Tier 2 - \$2,500

- 6 x Tier 2 places available
- Tile inclusion on the campaign landing page
- Inclusion in shared social activity

#### Tier 3 - \$1,000

- Unlimited places
- Product offer listing on secondary campaign landing page

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\*Tourism Whitsundays is currently taking registrations for inclusion in Phase One only. Campaign prospectus for Phase Two and Three will be released at a later date pending travel restrictions. Acceptance into Phase One does not guarantee a space in Phase Two or Phase Three and will be at an additional cost.

## Expressions of Interest / Booking Form – Phase One

Note: All costs are ex-GST. Please see terms & conditions on following page.  
 Please complete the below booking form, sign and return to Donna van 't Hoff by email at [donna.vanthoff@tourismwhitsundays.com.au](mailto:donna.vanthoff@tourismwhitsundays.com.au) no later than Friday 4<sup>th</sup> September.

Business Name:	
Tier	<input type="checkbox"/> Tier 1 (HERO) <input type="checkbox"/> Tier 2 <input type="checkbox"/> Tier 3
Your Offer	
Travel Dates	
Block out dates	
Cancellation Policy	
Terms and Conditions	
I accept the terms and conditions:	<input type="checkbox"/> YES <input type="checkbox"/> NO
Signature:	
Date:	
Phone	
Email	

## Terms & Conditions

To participate in this campaign, you must agree to the below:

- Provide an attractive deal or offer valid for sale during the campaign period and ensure it is loaded and available for sale on your website
- Complete all required tagging on your website
- Be a financial member at Ultimate, Premium or Essential level and have no outstanding invoices with Tourism Whitsundays
- Commit to all required reporting
- A signed booking form must be completed and returned by the deadline to register your interest
- By returning this agreement you confirm to give Tourism Whitsundays access to your sales data with during the campaign period and comparing with YOY data
- Final creative will be approved by Tourism Whitsundays in line with destination branding
- If your expression of interest is successful, you commit to providing all required information including but not limited to images, copy, tagging, by the due date. Failure to provide required information may delay your entry into the campaign
- By returning your booking form you agree to the terms and conditions

Tourism Whitsundays have the right to:

- Refuse materials that do not meet the participation terms and conditions
- Refuse participation if your offer is not compelling
- Refuse advertisements that are in breach of the ACCC guidelines for travel
- Ensure there is an adequate mix of operators featured
- Cancel or modify campaign components if subscription levels are not met