

The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF



CAMPAIGN PROSPECTUS STARTS AT 60

Tourism Whitsundays

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www.tourismwhitsundays.com.au

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

CAMPAIGN OVERVIEW

Campaign value

\$18,000 +

What is Starts at 60

Starts at 60 is Australia and New Zealand's largest and most engaged media brand for the over-60s. The platform reaches more than one in two digital-using over sixties each month.

Starts at 60 was born in 2013 with the ambition of bringing together the growing number of people online who were coming into one of the most exciting stages of their lives, turning 60 - tasting freedom from work and family commitments, and starting to live their own dreams. People joined in droves, and the largest digital community of over-60s in the world was formed, anchored by their great media output, which ranges from fantastic travel deals, fun 'trending' stories to helpful information and serious discussion points, and the conversation our community has about this media, and everything else under the sun!

Timing and Target Market:

- 26 March - 7 May
- 60+ audience across Australia

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

- Dedicated landing page on Tourism Whitsundays showcasing operator deals
- Destination content and deal article amplified across Starts at 60 website, social channels and newsletters to database
- Banner advertising across Starts at 60 website and newsletters
- All activity will drive consumers to the dedicated campaign landing page on Tourism Whitsundays 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:

- Deal must be loaded and bookable on the operator website and include full details of deal, terms and conditions, cancellation policy and travel/block out dates
- You are required to report up to fortnightly on sales and enquiries 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

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- 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
- Deal 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 The Whitsundays destination and Starts at 60 creative platform.

Cost to participate

\$149 plus GST per operator

Expressions of Interest

Note: All costs are ex-GST. Please see terms & conditions on following page.
Please complete the [Survey Monkey booking form](#), no later than Wednesday 10 March.

If you have any queries, please contact alyssa.turner@tourismwhitsundays.com.au

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
- Be a financial member of Tourism Whitsundays and have no outstanding invoices
- Commit to all required reporting
- An online booking form must be completed and returned by the deadline to register your interest
- By completing 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 and Starts at 60 branding
- If your expression of interest is successful, you commit to providing all required information including but not limited to imagery, by the due date. Failure to provide required information may delay your entry into the campaign
- By completing the 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