



@natashamulhallphotography



 **Townsville**
North Queensland

2017 MARKETING OPPORTUNITIES

 **townsville**
enterprise



The Townsville North Queensland tourism and events industry embraces visitors who come to the region for leisure, business, events, visiting friends and relatives (VFR) and education. The industry contributes \$2.4M to the region's economy daily and supports more than 4,000 jobs.

The Tourism and Events Team within Townsville Enterprise has the core objective of increasing overnight visitor expenditure and represents the Townsville North Queensland region which encompasses Townsville, Magnetic Island, Hinchinbrook, Charters Towers, Palm Island and the Burdekin.

The key strategic pillars and areas of focus for the Tourism and Events Team include:

- Domestic Marketing
- Aviation Attraction
- Cruise Attraction
- Events Attraction
- Industry Development
- Visitor Services
- Educational Tourism
- Tourism Investment

In July 2016 Tourism and Events Queensland announced a new marketing direction which would see a shift from destination centric marketing activity to whole of state campaigns that promote core experience pillars. As a result, Townsville Enterprise has evaluated and repositioned its consumer marketing campaign activity. In 2017 a new marketing strategy will be launched that will see the region's events feature as the leading message alongside accommodation, tours and attractions as supporting products/messages. Under this new marketing strategy, events will be

tiered on the basis of the visitor nights generated and will feature in campaigns that are themed around the following three pillars and messaging:

1. Adventure: Step away from the sideline and take part in an active adventure in North Queensland's best natural setting.
2. Entertainment: Feel the excitement and energy of Townsville North Queensland's world class events that promise to keep you on the edge of your seat.
3. North Queensland Lifestyle: Townsville North Queensland is the home of authentic experiences that embrace the North Queensland style, taste and culture.

This document is designed to provide an overview of the activity that the Townsville Enterprise Tourism and Events Team will deliver for 2017 and provides tourism businesses the opportunity to align and leverage this activity within their own planning. It is important to note that some activities are dependent on co-operative support and budget approvals. Continue to read our E-Newsletter for updates as the year progresses.

Bridget Woods
Director - Tourism & Events
Townsville Enterprise



MEET THE TEAM



Bridget Woods
Director – Tourism & Events
Phone: +61 7 4726 2738
bridget@tel.com.au



Karen Morgan
Events Acquisition Executive
Phone: +61 7 4726 2753
karen@tel.com.au



Monique Fitzgerald
Operations Support / Receptionist
Phone: +61 7 4726 2728
monique@tel.com.au



Andrea Busiko
Tourism Content Coordinator
Phone: +61 7 4726 2732
andrea@tel.com.au



Lisa Woolfe
Tourism Marketing Executive
Phone: +61 7 4726 2742
lisa@tel.com.au



Tourism Volunteers
Townsville Bulletin Square
Visitor Information Centre
Townsville Bulletin Square,
Flinders Street, CBD
P +61 7 4721 3660



Christine O'Flynn
Visitor Services Coordinator
Phone: +61 7 4726 2739
christine@tel.com.au

Bruce Highway Visitor
Information Centre
Billabong Sanctuary, 17km south
of Townsville

ACHIEVEMENTS TO DATE



OVERNIGHT VISITOR EXPENDITURE

Y.E June 2016

DOMESTIC UP BY 35.2%

TOTAL EXPENDITURE INCREASED TO...

\$1.03B

PR VALUE
\$4.4M

2015-2016 FY

2015/2016 FY CAMPAIGN PARTNERS

- Webjet
- Trip Advisor
- REX Airlines
- News Limited
- Tourism and Events Queensland
- Flight Centre



EDU TOURISM

54% increase
in student
groups from
2016 to 2017
**\$1M Economic
Value**



22,491
Followers



11,200
Followers



1,272
Followers

15-16 BID FUND

\$18,237,498
ECONOMIC VALUE
72,000 + GUEST NIGHTS

**2015/2016 FY UNIQUE WEB
VISITS = 160,000**



**14 Cruise Ships
secured for
2017**

VISITOR SERVICES

2 Visitor Information Centres
74 Volunteers
6,800+ hours welcoming
visitors at VICs, events and
cruise ships



2017 MARKETING CALENDAR

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Great Barrier Reef Drive Guide			Distribution and Amplification									
2017 Events Guide			Distribution and Amplification									
Instameets												
Webjet Partnership												
Always on Social Media and Digital												
Always on PR												
T&E Celebration Awards												
Caravan and Camping Show												
PR Famil - Events												
Event Activations												
Flight Centre Expos												
Booking Platform				Ongoing								
Event Television Commercial												
AIME												
Drive Alliance Partnership with TEQ												
Always on Email Marketing												
Queensland on Tour (NZ)												





Always On Digital - Advertising Package

In the lead up to Tier 1-3 events, Townsville Enterprise will run carousel advertisements that feature upcoming event/s and member products. Campaign activity will link through to deals which will feature on townsvillenorthqueensland.com.au.



Targeting: Cairns, Mount Isa, Mackay, Brisbane, Sydney, Melbourne



Price: \$200 per two week advertisement



Visit Townsville, Australia

Written by Lisa Woolfe (T) · May 5 ·

Calling all fashionista's! WIN a girls weekend of fashion and all things beauty at the Townsville Fashion Festival.



WIN! VIP Entry to The Townsville Fashion Festival
The Runway - Sat 28 May

[Learn More](#)



Spoil yourself
Boutique shopping guide

[Learn More](#)



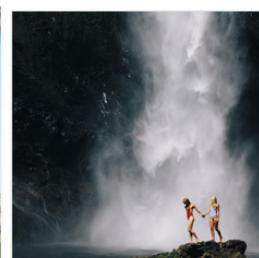
Townsville's newest laneway dining
Dine in City Lane Style

[Learn More](#)



Get tropical together in topless cars

[Learn More](#)



Reconnect with friends at Wallaman Falls

[Learn More](#)

On-going Social Media

Townsville Enterprise will continue to grow its consumer social media and digital channels which have proved to be an effective way to trigger inspiration and desire in consumers to travel to Townsville North Queensland for a holiday. Townsville Enterprise monitors all social channels for content posted with #townsvilleshines allowing for ongoing engagement with users and the ability to share user generated content through all channels on a daily basis.



Targeting: Global



Great Barrier Reef Drive Guide

The Great Barrier Reef Drive Guide will include all participating regions between Bundaberg and Cape York (with extension to some western regions) and will encourage visitors to experience the reef in new and exciting ways.

A total of 350,000 copies of the Guide will be produced in four languages - English, German, Japanese and Chinese - and be distributed throughout Visitor Information Centers (VICs), motorhomes, hotels/motels and backpacker accommodation, major attractions and online.



Targeting: Domestic and International Drive Market



Price: Packages ranging from \$1,000 to \$15,000

Advertising
Opportunities
Available

2017 Events Guide

The 2017 Events Guide will be the main piece of collateral used to promote Townsville North Queensland to consumers. It will be distributed through a News Limited partnership, at key event activations and online.

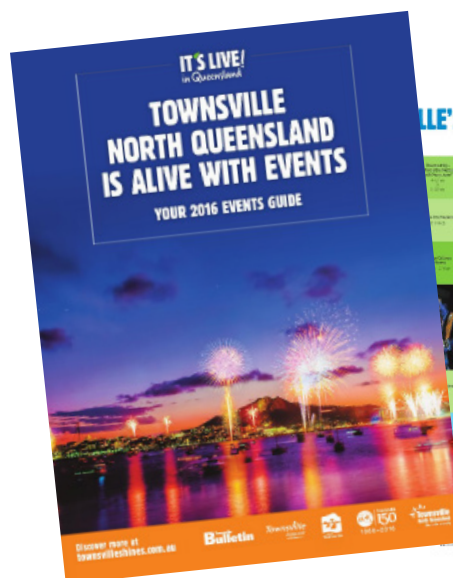


Targeting: Regional Queensland and Brisbane (Print). Sydney and Melbourne (Digital)



Price: Advertising packages available - Prices TBC

Completed: view at
www.site.townsvillenorthqueensland.com.au/events-guide2017/





Caravan and Camping Shows

Townsville Enterprise will have a presence on the "Drive Queensland" stand at the Melbourne, Sydney and Brisbane Caravan and Camping Shows. In total these consumer shows attract more than 170,000 attendees.



Targeting: Brisbane, Melbourne and Sydney

Melbourne completed:
over 50,000 visitors



Price: From \$200 for brochure representation at all three shows

Flight Centre Expos

Townsville Enterprise will have a presence at the Brisbane, Sydney and Melbourne Flight Centre Travel Expos which showcase Townsville North Queensland to between 15,000 and 20,000 consumers at each of the Expo.



Targeting: Brisbane, Sydney and Melbourne

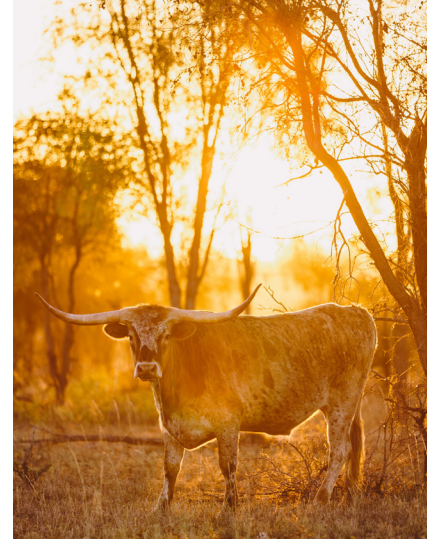
Completed
Over 71,000 visitors
over three shows

Webjet Partnership

Townsville Enterprise and Townsville Airport will partner with Webjet to run a campaign from 25 February to 24 March 2017 inclusive of banner advertising, hotel coupon code, dedicated Townsville campaign landing page and Email Marketing advertising. The campaign objective will be to achieve more than 3,000 passengers (flights) and increase room night bookings through Expedia by 25% YoY.



Targeting: Brisbane, Sydney and Melbourne



Event Activations

Townsville Enterprise will travel to key events across Queensland and Sydney and Melbourne to promote the Townsville North Queensland events calendar and experiences in the region. Destination collateral and handouts will be distributed at each event activation and a competition will be conducted to build an ongoing consumer database.

Events flagged for this activity include:

- Husky Triathlon (NSW): 18-19 February 2017 - Complete
- Gold Coast Marathon: 2-3 July 2017
- Mountain Bike World Cup (Cairns): 5-10 Sep 2017 (TBC)
- Gold Coast Supanova: 21-23 April 2017 (TBC)



Targeting: Queensland, Sydney, Melbourne



Price: Booth sponsorship packages starting from \$1,500. FOC products required for competition. Sale/Value Add offers encouraged

Townsville North Queensland Winter Campaign

Townsville North Queensland is an idyllic winter holiday destination! With the daily temperature a pleasant 25 degrees, ample sunshine and a massive events calendar, the winter months are the perfect time for southern markets such as Sydney and Brisbane to escape the cold and enjoy a tropical getaway.

Townsville Enterprise in partnership with Townsville Airport will promote Townsville North Queensland as a weekend getaway and short break destination through an integrated digital, trade and print campaign that will be live during May - June 2017. The 'From where you'd rather be' campaign will leverage real life and user generated travel stories from visitors and locals to entice their friends, family and social media followers to plan a holiday to Townsville North Queensland. A mega Instagram influencer fam will be hosted in the lead up to campaign activity to provide the content that will be used throughout the campaign.

An extension of the campaign will be featured in the international markets of Port Moresby and Bali. Given that these geographic areas have similar weather patterns as Townsville, the marketing message when talking to international segments will be adjusted as necessary.



Targeting: Brisbane, Sydney, Port Moresby and Bali



Cooperative opportunities available



Destination Television Commercial (TVC)

A 30 second TVC will be produced to showcase the many events that Townsville North Queensland offers. The imagery of these events will take place amongst the beautiful natural assets of the region. The TVC will be distributed on regional TV (30sec) and online (90sec version).

The TVC will follow an abstract journey that showcases different event genres in the region's best and most iconic natural surroundings. The production quality will be stylish and bright.



Targeting: Regional North Queensland (TV), Southern Queensland, Sydney and Melbourne (Digital and Activations)



Completed: www.site.townsvillenorthqueensland.com.au/explore-videos/

Instameets

Townsville Enterprise will host local Instagrammers on short one day/weekend famils across the region. The purpose of this is to build a strong photo library that can be used to support ongoing destination marketing activities.



Price: FOC or discounted products



Booking Platform (Bookeasy)

In 2017, Townsville Enterprise will introduce a booking platform that will allow consumers to book accommodation, tours and attractions online. The system will be implemented into the Billabong Visitor Information Centre and at cruise ship and event welcomes. Operators will be able to promote and sell their products through this platform.



Price: Commission structure to be implemented. All money raised through this system is to be reinvested into marketing the region

EDM (Electronic Direct Mail)

As well as distributing content through Townsville Enterprise's consumer database, operators and events will have access to a content library which includes blogs, videos, upcoming events, electronic banners, photos, deals and more. This will allow a consistent destination message to be distributed widely across large databases such as hotels, events, operators etc. Townsville Enterprise will work with special interest events (eg conferences, sporting championships, member events) to develop rich and engaging content about Townsville North Queensland in their communications.



Targeting: Regional Queensland, Brisbane, Sydney and Melbourne



Price: FOC – members are encouraged to provide special offers and deals throughout the year that can be promoted through these databases



Cruise Ship Welcomes

Townsville will welcome a number of cruise and navy ships in 2017. Volunteers will welcome cruise ship passengers and will provide travel and tour suggestions. A list of confirmed Cruise Ships for 2017 is shown below. Townsville Enterprise also maintains a Cruise Ship Product Manual which is used to promote the various tours that are available in the region for the cruise industry.

2017 Townsville Cruise Ship Schedule



Around 12,500 passengers and crew will visit Townsville next year, **is your business ready to get maximum advantage?**

Month	Vessel Name	Date	In/Out	Passengers	Crew	Passenger demographic	Prior Port
January	Seven Seas Voyager	Saturday 7	7am/5pm	700	447	Middle aged to older	Cairns
	Seabourn Encore	Saturday 28	8am/6pm	604	450	Middle aged to older	Cairns
February	Azamara Journey	Wednesday 15	9am/7pm	686	407	Middle aged to older	Cairns
	Albatross	Saturday 18	8am/6pm	812	340	Middle aged to older	Hamilton Island
	Magellan	Tuesday 28	8am/6pm	1450	660	Middle aged to older	Hamilton Island
March	Black Watch	Sunday 5	8am/5pm	804	330	Middle aged to older	Hamilton Island
	Seabourn Encore	Saturday 11	7am/5pm	604	450	Middle aged to older	Hamilton Island
	Azamara Journey	Monday 27	8am/6pm	686	407	Middle aged to older	Hamilton Island
November		Wednesday 29	7.30am/6pm	604	450	Middle aged to older	Cairns
December	Silver Shadow	Friday 1	8.30am/1pm	382	302	Middle aged to older	Cairns
	Regatta	Monday 25	8am/7pm	694	400	Middle aged to older	Kingfisher Bay, Fraser Island

Stay up to date



Want more information about cruise-related opportunities?
cruise@townsvilleport.com.au

townsvilleport.com.au



PORT:TOWNVILLE

AIME



Targeting: Global

Price: Tailored packages on request

Completed:

- Over 3,900 diverse trade industry professionals
- 416 exhibitors from 22 countries



PR/Media Famils

Townsville Enterprise will host media/PR familiarisations that will promote the region and complement the events messaging. Example publications and TV shows which will be targeted may include Womens Fitness, Runners World, Multisport Magazine, Triathlon Sport Magazine, Better Homes and Gardens, Queensland Weekender, Courier Mail, Delish, Good Food, Women's Weekly, Marie Claire, Australian Traveller, inflight magazines, online bloggers and influencers.



Targeting: National



Price: FOC or discounted products

Visitor Information Centre Marketing Opportunity

By becoming a Visitor Information Centre Brochure Display Subscriber, your promotional resource will gain exposure at our Visitor Information Centres located at Townsville Bulletin Square and Billabong Sanctuary. These centres welcome over 32,000 visitors, receive 4,000 telephone and email inquiries annually with highly trained Volunteers ready to assist guests with their inquiries.



Price: Annual subscriptions are \$220; free to Townsville Enterprise members

Volunteer Famils

To build product knowledge and as part of ongoing professional development for Tourism Volunteers operators are encouraged to provide famils where small groups or individuals have the opportunity to join existing tours and activities.



Townsville North Queensland Ambassador Program

The Townsville North Queensland Ambassador Program is an online tourism induction course, targeting all areas of customer service in the region. The Program is open to everyone in the North Queensland community and takes no longer than two hours to complete. Participants review the information provided across modules with content provided in both words and video format and then answer a series of mandatory questions to reinforce the key messages. An eCertificate is awarded on completion of the course.

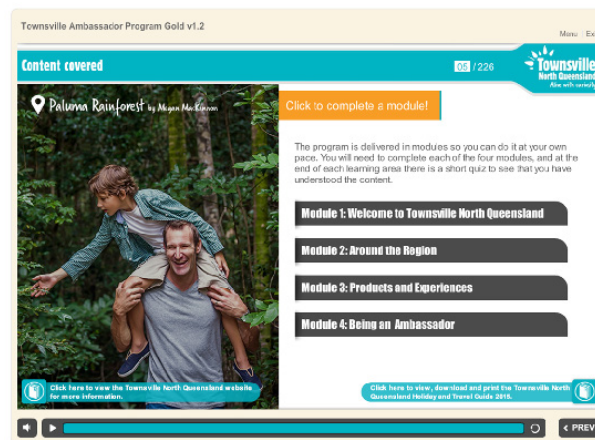


Targeting: Global



Price: New operators can feature in the program at a cost of \$1,000, inclusive of the creation of video, voice-over and text of your product or attraction

FREE TO USE AS A TRAINING TOOL FOR STAFF



Tourism and Events Celebrations Event & Awards

The Townsville North Queensland Excellence in Tourism and Events Celebration has been established to recognise and foster excellence in the Townsville North Queensland tourism industry. The Celebrations will enable the industry to recognise those people, places, organisations and events that have gone above and beyond to offer superior tourism experiences to visitors in the Townsville North Queensland region.

Nominations for Awards: Open in September



Price: \$70 nomination fee



Tourism Product Update Workshops

Held on a quarterly basis, these workshops provide an opportunity for operators to conduct a 10 minute presentation of their product to front line hotel and customer service staff, Townsville Enterprise Members, Townsville Enterprise Team and Volunteers. Participation is open to member of Townsville Enterprise and external operators keen to learn more.

Queensland On Tour in New Zealand

Townsville Enterprise continues to advocate for direct flights between Auckland and Townsville. To achieve this goal airlines need confidence that the Townsville North Queensland region can provide a leisure experience that caters to the New Zealand market. Queensland on Tour provides an opportunity for Townsville Enterprise members to meet directly with key tourism industry stakeholders in New Zealand, including travel agents, product managers and reservation staff as well as selected travel trade journalists and consumer media journalists.

The objectives of the Queensland on Tour New Zealand are to:

- increase awareness of Queensland's destinations
- raise the profile of Queensland's tourism product suppliers
- grow business opportunities with key trade partners
- strengthen and establish travel industry relations with product and marketing managers
- provide training sessions for retail sales and reservation staff
- generate media exposure for destination Queensland and New Zealand marketing initiatives



Targeting: New Zealand



Price: Buy-in opportunities will commence at \$500



Edutourism

Since 2013, the Townsville North Queensland tourism industry has been developing and implementing a long term, focused strategy to attract international education groups to the region (primarily short-term faculty led study abroad programs for universities across the USA).

The strategy being implemented in Townsville North Queensland is focused on four core areas — international promotion, student experience, regional differentiation and industry connectivity.

This ongoing strategy has been developed and implemented by a group of tourism and education industry leaders who have formed the Townsville North Queensland Edutourism Consortium, providing specialised programs developed to meet the teaching, learning and experience requirements of clients.



Targeting: USA



Price: Opportunity for members to buy into the program and receive leads for both student and alumni travel. Packages commence at \$1,500

Digital Audits

Townsville Enterprise will work with Destination Think to deliver a full analysis and report for 10 tourism operator websites and social channels including Facebook, Twitter, Instagram and Trip Advisor. This analysis will include a review of site useability, SEO and online booking capacity against best practice to help operators improve their website to attract consumers and convert them into buyers. Each report will consist of (at least) three tangible action items for immediate improvement of digital tactics.



Price: Packages starting from \$300



Australian Tourism Data Warehouse (ATDW)

The Australian Tourism Data Warehouse (ATDW) is a comprehensive national database which feeds information on tourism product and Queensland destinations into a broadening network of up to 60 websites. These include Tourism and Events Queensland and Tourism Australia's consumer websites, as well as Townsville North Queensland's consumer website - townsvillenorthqueensland.com.au.

Product categories stored within ATDW include accommodation, attractions, events, food and drink, hire, general services, tours and transport.

Townsville Enterprise will hold a series of ATDW training workshops to help tourism businesses leverage the opportunities this marketing platform provides.

Find out more: www.atdw.com.au

Register: www.atdw-online.com.au

Commonwealth Games

Townsville Enterprise is working with the Gold Coast Commonwealth Games Organising Committee to secure pre-games training in the Townsville North Queensland region. Leads for accommodation and pre and post touring options will be issued as opportunities are identified.

Townsville on Tour

Townsville Enterprise, in partnership with Tourism and Events Queensland will host a road trip to the Whitsundays for operators to meet and network with like-minded businesses from the neighboring region. This activity will provide tourism operators the opportunity to learn from some of Queensland's leading tourism businesses. An event will also be hosted providing businesses the opportunity to pitch their products/tours to local travel agents/trade.



Price: Packages starting from \$1,000 (including travel costs)



Townsville North Queensland Bid Fund

The Townsville North Queensland Bid Fund is a partnership between Townsville Enterprise, Townsville City Council, Tourism and Events Queensland, Townsville Airport and a number of tourism operators. The Townsville North Queensland Bid Fund is designed to acquire new events for the region that will increase overnight visitor expenditure. Tourism operators contributing to the Bid Fund are given priority access to each event and associated business opportunities.



Price: Cost of participation varies dependent on nature and size of business

Convention Bureau Services

The Townsville Enterprise Convention Bureau promotes the Townsville North Queensland region as the ideal location for hosting business events, conferences, sporting and entertainment events. The Townsville Enterprise Convention Bureau works closely with members to secure events that will provide visitation and economic benefit.

For event and meeting planners looking to source information and support in the Townsville North Queensland region, the Townsville Enterprise Convention Bureau is the essential first point of contact, providing a free service in the areas of:

- Bid preparation
- Sourcing financial incentive to host the event in Townsville North Queensland through the Townsville North Queensland Bid Fund
- Delegate boosting
- Site inspections and familiarisation tours
- Events support materials
- Program development for partner programs, pre and post touring or corporate social responsibility



Price: Access to bid leads and the opportunity to contribute to the Townsville North Queensland Bid Fund is free of charge to Townsville Enterprise members Level 2 and above



Online Meeting and Event Planner Guide

The Meeting and Event Planner Guide is the Townsville Enterprise Convention Bureau's primary piece of marketing collateral. This Planner provides information on Townsville as a business events destination, includes event venues, accommodation, pre and post touring options and social activities.

\$ Price: Inclusion in the Meeting and Event Planner Guide is free to Townsville Enterprise Members Level 2 and above, upon submission of required information by submission deadline



Completed: view at
www.townsvilleconventionbureau.com.au/

Tourism and Events Queensland Activities

As Tourism and Events Queensland releases additional co-operative activities and campaigns Townsville Enterprise will share relevant buy-in opportunities with industry.