



2020 Marketing Plan

ECONOMIC DEVELOPMENT

December 2019

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INTRODUCTION

The South Burnett delivers an ‘authentic experience in the country.’

Tourism and Events Queensland’s (TEQ) Marketing Strategy provides a platform to realise the TEQ vision of inspiring consumers to visit through showcasing hero experiences.

Tourism and Events Queensland Vision

INSPIRING	through brand, integrated marketing and events
THE WORLD	in priority domestic and international source markets
TO EXPERIENCE	Queensland’s signature experiences and events
THE BEST	through quality and innovation
ADDRESS ON EARTH	showcasing the best of Queensland

TEQ marketing is consumer-led, experience-focused and destination-delivered.

Under the ‘Discover South Burnett’ brand, the 2020 Marketing Plan adopts the TEQ Vision and adapts the Experience Framework.

Experience Pillars



Hero Experiences

<ul style="list-style-type: none"> • Natural Landscapes 	<ul style="list-style-type: none"> • Adventure Experiences • Journeys • Gem Fossicking • Fishing 	<ul style="list-style-type: none"> • Heritage • Farm Tours • Cellar Doors 	<ul style="list-style-type: none"> • Food and Beverage • Indigenous Experiences • Local Characters • Country Life • Heritage • Artists and Galleries 	<ul style="list-style-type: none"> • Participation Events • Food and Beverage Events • Music Events • Festivals • Arts and Culture Events • Spectator Sports
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Best of Queensland Experiences

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OBJECTIVES

1. Attract visitors to South Burnett generating overnight visitor expenditure
2. Contribute to the South Burnett economy
3. Enhance the profile of South Burnett
4. Foster community pride in South Burnett

The **annual objectives & measured targets** for the 12-month period of this plan are detailed below and will contribute to South Burnett achieving its strategic goals listed above.

- Achieve a minimum of \$300,000 AVE in media stories for South Burnett
 - 2019 benchmark = \$1,125,852
 - Measure: Media monitoring
- Increase physical touches by 30,000 (visits to a Visitor Centre, genuine enquiry at trade expos)
 - 2019 benchmark = 98,838
 - Measure: VIC data, trade show data collection/tally sheet and physical product interaction (eg. Let's go magazine)
- 3 million in impressions/reach from media stories
 - 2019 benchmark = 2,448,390
 - Measure: Media monitoring
- Host one in-region group famil with writers and influencers that will reach and resonate with the target markets.
 - 2019 benchmark = 1 x 4 day group famil attracting local and visiting media
 - Measure: Famil hosted, media monitoring, visitation statistics for geographical target regions
- Increase visits to the Discover South Burnett website www.discoversouthburnett.com.au by 30%
 - 2019 benchmark = 27,346 sessions
 - Measure: Google Analytics data, internal website data
- Increase visitor expenditure by 3%
 - 2019 benchmark = \$114,465,879 (TRA LGA Profile 2018)
 - Measure: Tourism Research Australia Local Government Area Profile

MARKETING ACTION PLAN

2020 marketing activity applies learnings from 2019, developing collateral and messages relevant to target markets. Marketing activity is modelled from previous years, maximizing annual investment.

EXPOS

Four Expos will be attended by Discover South Burnett in 2020.

- Moreton Bay Caravan, Camping, Boating & 4x4 Expo (February)
- South Queensland Caravan, Camping, Fishing and 4x4 Expo (April)
- Queensland Outdoor Adventure & Motoring Expo (August)
- Cleveland Caravan, Camping, Boating and 4x4 Expo (September)

South Burnett is represented at capital city Caravan & Camping Expos under the Drive Inland banner, supported by Tourism & Events Queensland. VIC volunteers usually attend interstate shows.

PUBLIC RELATIONS

A financial year **PR Plan** is ongoing through the first half of 2020. With results associated with PR very strong, it is expected that this activity will be taken up again in the 2020-21 financial year.

A **group media famil** is expected to be completed in early 2020 (March) as an addition to the PR Agreement.

SEASONAL CAMPAIGNS

A digital **Summer campaign** (December 2019 to March/April), featuring a digital Let's go magazine (incorporating four video stories shot around key market demographics), is a shoulder campaign supported by itineraries and articles.

Events will be featured through the course of the year (February to November), highlighting events registered with ATDW. These events are supported through social media, articles, expo volunteers and associated collateral.

Food will feature through the course of the year as well, with a concentration of events, user generated content, articles and associated collateral evident between June and September (**Winter campaign**). *Regional Flavours* (Brisbane) is a key food and destination marketing event in the annual calendar.

Lessons learned from Summer 2020 campaign will be applied to **Summer 2021** campaign.

ADVERTISING

Advertising focusing on Council-owned tourism facilities will be undertaken through 2020. Advertising will be taken up through South Burnett Touring Guide, social media and relevant print/digital collateral.

Availability of local products/produce in Visitor Information Centres will feature in this advertising.

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