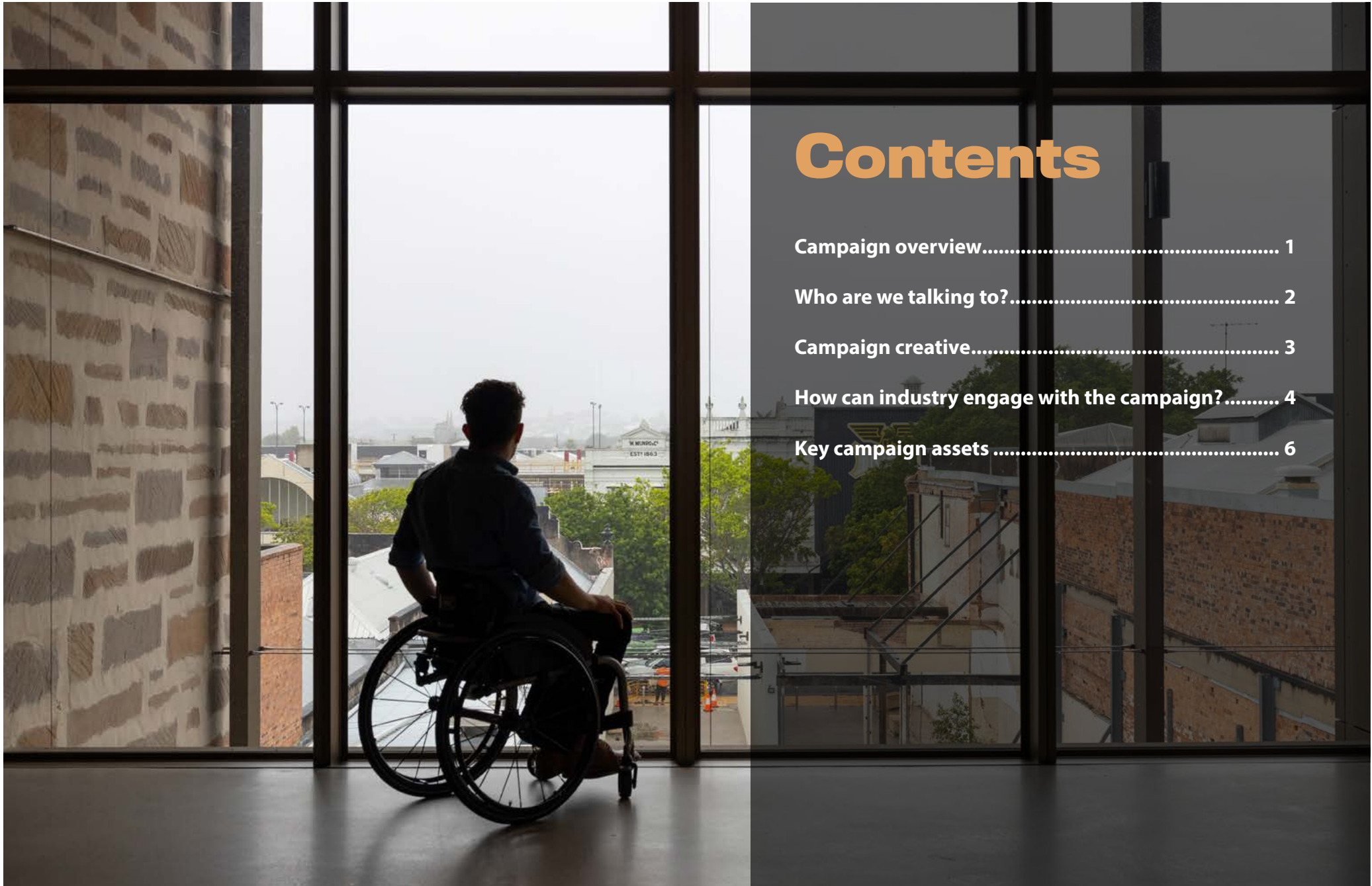




Explore
ROCKHAMPTON

**Accessible Tourism
Campaign Overview & Toolkit**



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Campaign overview

The Queensland Government declared 2023 and 2024 'The Year of Accessible Tourism' - an opportunity to recognise the importance of accessible tourism experiences for all, and to ignite change and create opportunities for Queensland tourism businesses.

Accessible tourism is allowing everyone to participate in a tourism experience with choice and confidence and this toolkit will help inspire others to showcase accessible experiences and improve the visitor experience for all travellers.

What we know:

- People with a disability and their travelling parties spend \$10.8 billion in Australia every year, accounting for 10-15% of the national tourism revenue
- 86% of travellers with disability can't find the accessibility information they need to travel confidently
- More than 40% of Baby Boomers will be retiring with some form of disability
- With an estimated 20% of Australian adults having a disability or long-term health condition, and an aging population, the disability sector is set to grow. By 2050, it is estimated that nearly one-quarter of the population will be aged 65 or over
- In Queensland, when considering an average

travel party size was 2.28 for a Queensland resident with disability (including adults caring for a child with a disability), this represented 13% (657,000) of Queensland's total population

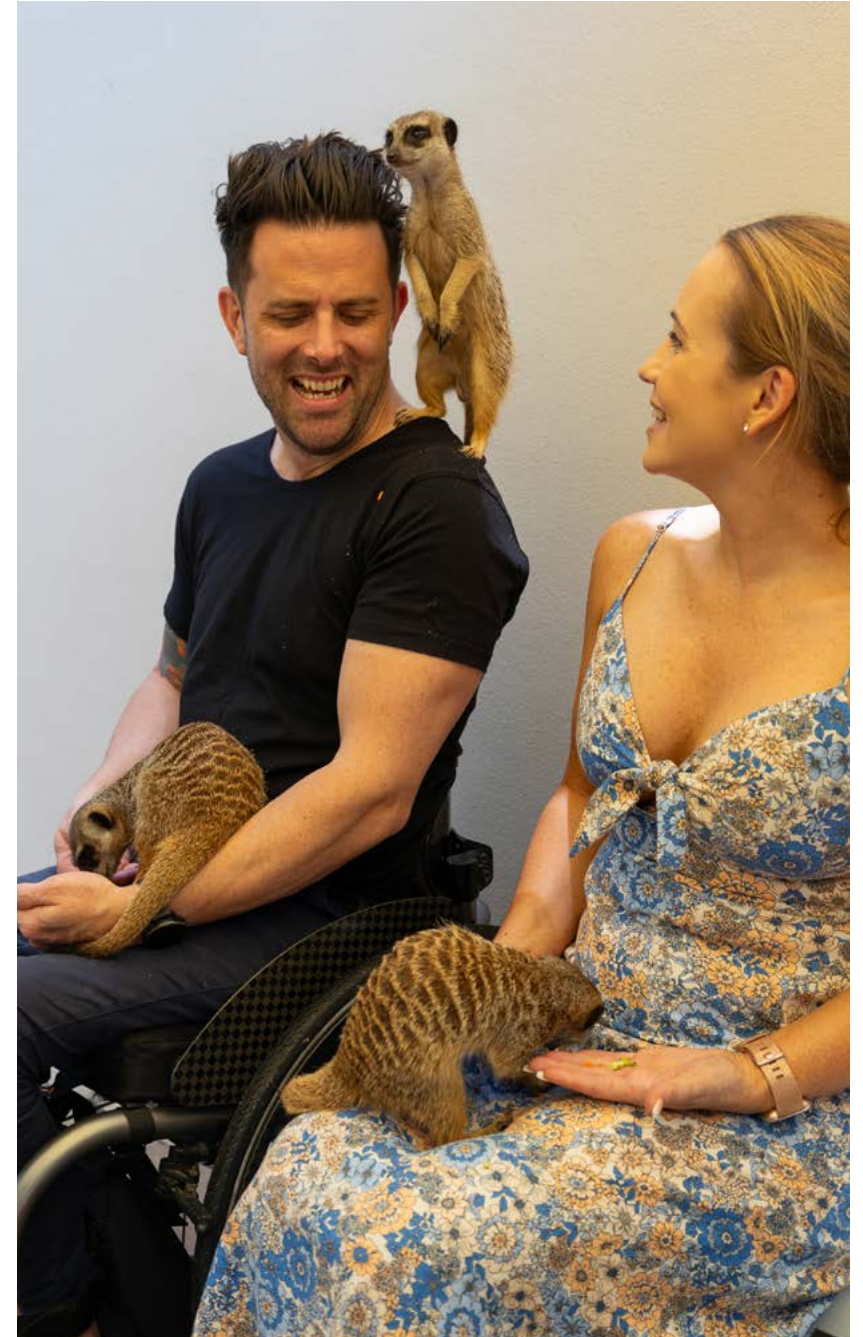
- In Queensland, the estimated spend for travellers with a disability was \$781.0 million (approximately 4% of total domestic spend in Queensland), of which 84% was overnight spend
- In Queensland, the estimated spend for the travel party (including the person with a disability) was \$1.9 billion (approximately 10% of total domestic spend in Queensland), 84% of which was overnight spend

Source: [Tourism Research Australia](#)

Globally 1 in 6 of us live with a disability. And of those, it is estimated that up to 80% are living with a non-visible disability. That is over 1 billion people.

Source: [Hidden Disabilities Sunflower](#)

The Explore Rockhampton Accessible Tourism Campaign endeavours to educate local tourism operators on becoming inclusive to the needs of travellers with a disability and provide the knowledge they need to plan a visit to our region and showcase all of the reasons to Explore Rockhampton. From detailed accessibility guides to firsthand accounts of remarkable adventures, we're set to redefine inclusivity in travel.



Who are we talking to?

The tourism industry is facing a rapidly changing environment. The population is ageing and living longer. The retiring Baby Boomer generation will control over 50% of the total tourism spend and will be demanding experiences that differ from those generations that have preceded them.

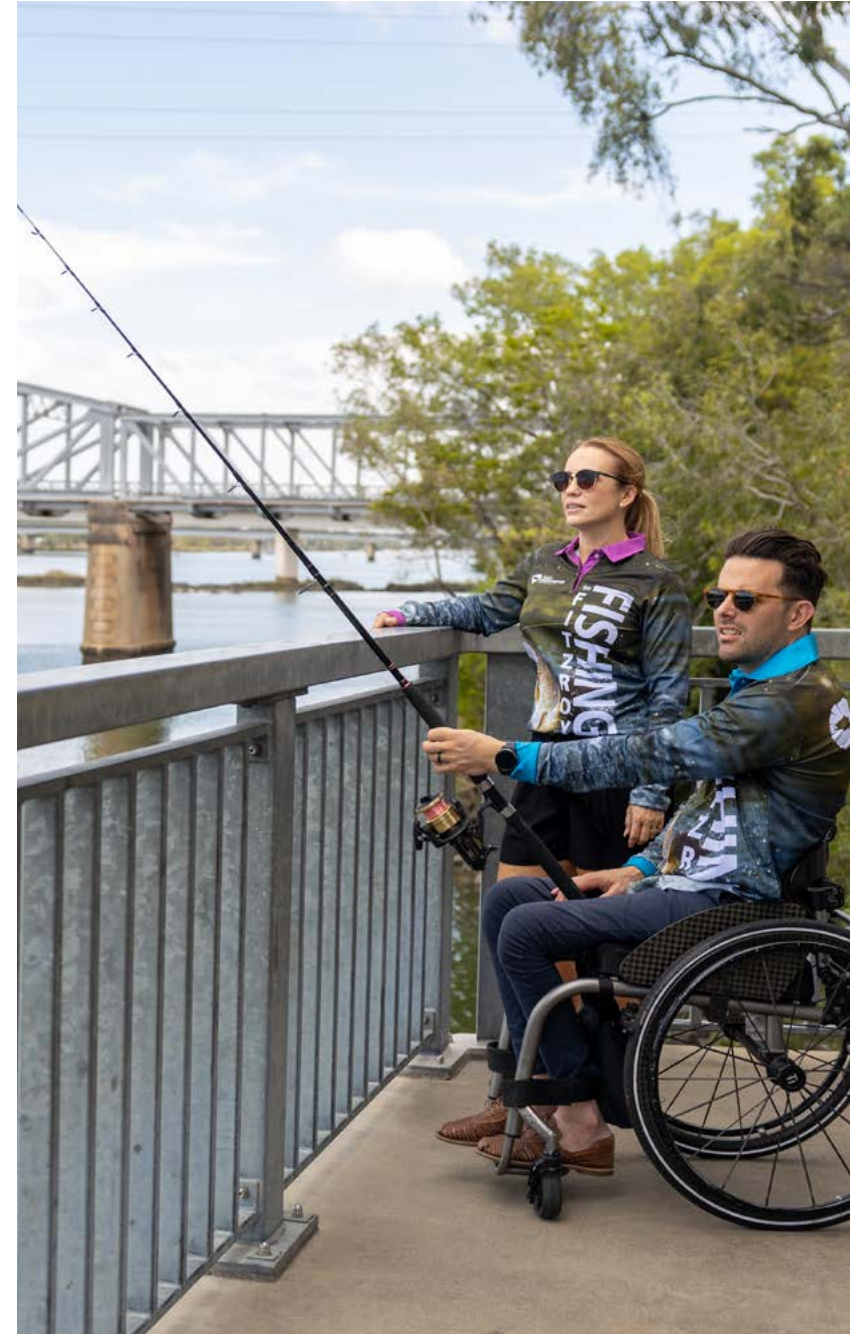
- TravAbility

By delivering world-class accessible experiences, tourism operators can welcome more people, bringing more jobs and economic benefits to the Rockhampton region.

Everyone has a right to travel and everyone needs a little 'R'n'R' at times - even those with a disability.

So by excluding this market you are excluding 1 in 5 travellers from visiting your business and our region.

This campaign will primarily target travellers with a disability, however the majority of travellers with a disability travel with family and friends, which means this is a much larger market than just including people with a disability.



Campaign creative

The Explore Rockhampton Accessible Tourism Campaign will be rolled out in multiple phases developed through specific focus areas.

Whilst we recognise that every traveller with a disability will have different travel needs, we also acknowledge that disability is a very broad market.

We have decided to focus on three main areas:

- Mobility
- Low vision or blind
- Hard of hearing or deaf

Phase one of our marketing campaign will predominantly focus on mobility showcasing the hand selected experiences that demonstrate mobility inclusiveness in our region.

The professionally captured content will show technical aspects including things such as hallway width, lift access, ramps and amenities, along with a detailed description of a lived experience. This will enable travellers with a disability and their family or friends to make an informed decision about their own ability when planning their visit to the Rockhampton region.

Campaign Period

March 2024 - ongoing

Targeted Travel Period

Ongoing

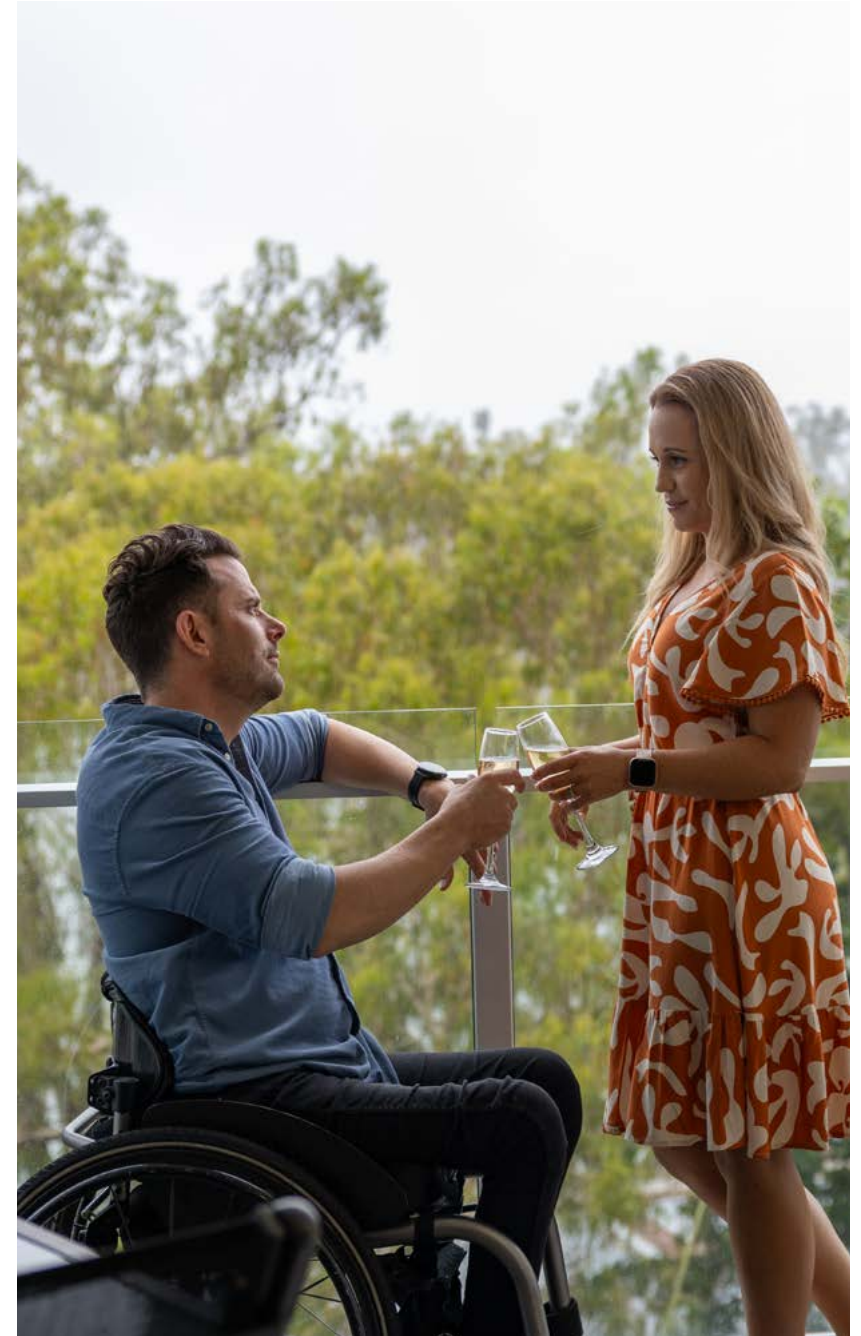
Campaign Goal

To promote Rockhampton as an inclusive travel destination and provide travellers with relevant technical information to access during their travel planning phase.

Campaign Plan

The campaign is being implemented through an integrated approach across paid, owned and earned channels.

- Owned channels - website, email marketing, Instagram, Facebook
- Online video
- Social media - promotion across Facebook and Instagram paid ads locally, and interstate including NQ, SEQ, NSW and VIC
- Digital display through Google
- Search engine marketing
- Print publication Australia wide
- Billboards - Brisbane and local
- Partnerships (travel and trade industry)



How can industry engage with the campaign?

Download the Media Kit

Visit advancerockhampton.com.au/campaigntoolkits to download the campaign toolkit and access high resolution images and videos which you can use for your own promotion of our region.

Get Social

Join the campaign by using @explorerochampton and #ExploreRockhampton as well as your hashtags when sharing posts and images on social media (Facebook, Instagram, TikTok and Twitter) and encourage your customers to do the same. If you are looking for inspiration, visit our Explore Rockhampton [Facebook](#) and [Instagram](#) pages and share posts that we have created!

Blogs and Newsletters

Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

Housed on explorerochampton.com.au, Advance Rockhampton have curated an accessible series of blogs with travel inspiration which you can make use of across your social media and electronic newsletter platforms.

Tourism Register

Would you like to work with us to promote the region? Ensure you have completed [Advance Rockhampton's Tourism Register](#).

The Tourism Register and allows your business to provide details about the goods, services and experiences you provide that could be aligned with travel ambassadors, influencers, famils, magazine publications, blogs, itineraries and general tourism promotional opportunities that Advance Rockhampton facilitate.



Refresh with our Rocky Host Program

Make sure your team members are up to date with Advance Rockhampton's [Rocky Host Program](#).

The 'Rocky Host' program is a free educational series of fact sheets created for front-line service operators in the Rockhampton region to ensure, as a region, we are providing the best possible service and information to our visitors.

Explore Rockhampton is the consumer-facing tourism brand for our region, and as the destination marketing specialists, we believe that each and every frontline worker in the Rockhampton region is our face and our voice.

Whether you are the local barista, tour guide, taxi driver or receptionist – YOU are a 'Rocky Host' ambassador and play a vital part in promoting our region.

Download the fact sheets for free at advancerockhampton.com.au.

Keep us informed

Send your news or stories, such as new products or exciting changes in your business.

If you have existing or updated high resolution product imagery that you are willing to share, please send it to tourism@rrc.qld.gov.au. Our team produce print and digital collateral marketing experiences in our region and we would love to share your content and product offering!

Let us keep you informed

Sign up to receive our Explore Rockhampton Monthly Industry Newsletter and stay informed.

Each month we share local industry news, upcoming social events and industry events as well as workshops that may benefit your business.

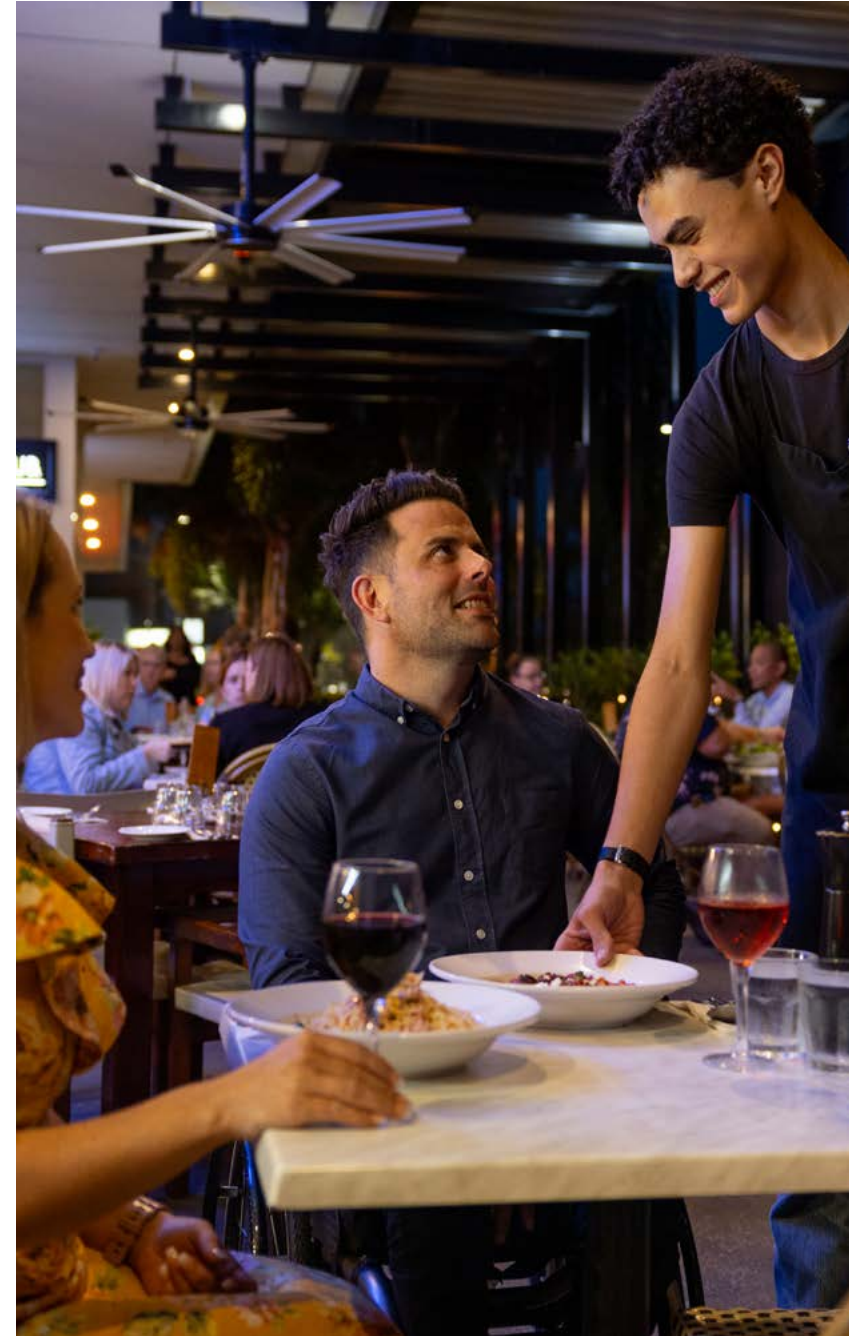
You can sign up to our newsletter by contacting our team at tourism@rrc.qld.gov.au.

Create or update your Australian Tourism Data Warehouse (ATDW) listing

If there's one place you should list your business for global promotion, it's ATDW!

An ATDW listing provides you with exposure on key online platforms at a national, state and local level. ATDW listings are used by Tourism and Events Queensland, Tourism Australia and many regional tourism organisations to showcase tourism businesses and events on their consumer facing websites.

You can find out more and list your business at ATDW-Online.com.au.



Industry resources

Department of Tourism, Innovation and Sport

The Department of Tourism, Innovation and Sport's (DTIS) role is to support Queensland tourism businesses to become more accessible and inclusive to all visitors and they provide a number of resources to achieve this. DTIS have training videos, podcasts, written resources, checklists and grant opportunities along with key information and statistics for accessible tourism.

[Find out more](#)

Get Skilled Access

Founded by paralympian and Australian of the Year recipient Dylan Alcott AO, Get Skilled Access (GSA) is an organisation of consultants with a disability that have lived experience.

GSA provide workshops, consulting services, resources, online training, action plans and audits to assist your business to become accessible and inclusive to all.

[Find out more](#)

Tourism and Events Queensland

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the state's lead marketing, tourism experience and destination development and major events agency.

Working across government and in partnership with regional tourism organisations, Local Governments, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

[Find out more](#)

Spinal Life Australia

Spinal Life Australia provide critical support services, allied health, advocacy for those living with disability. Their mission is to enable those living with a disability to live an accessible, equitable and empowered life. To support this mission, they developed the 'Spinal Life Way', a set of guiding principles that drives how to show up and do the work worth doing.

[Find out more](#)

Guide Dogs Queensland

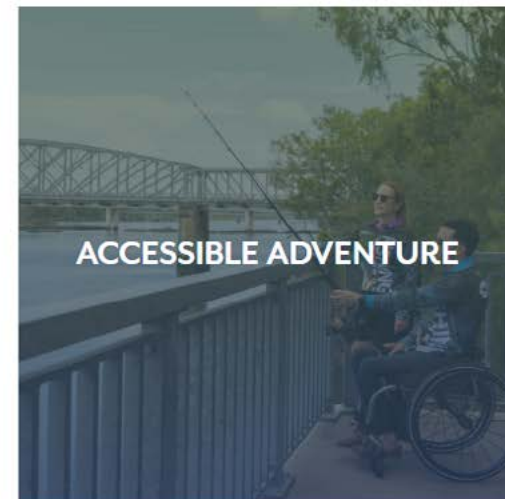
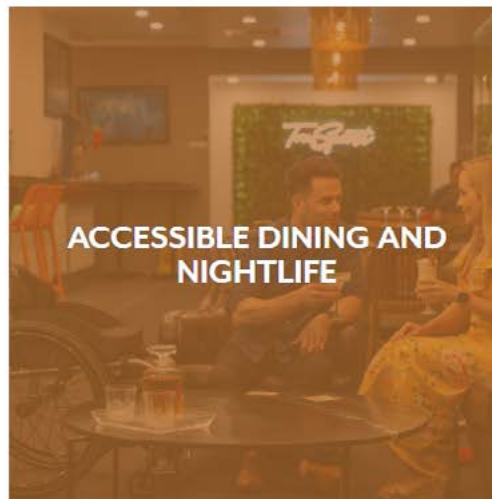
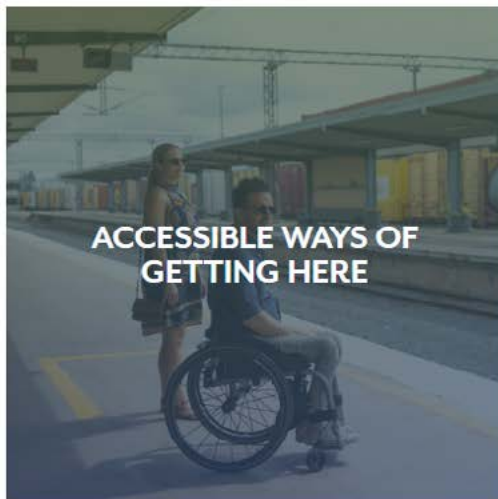
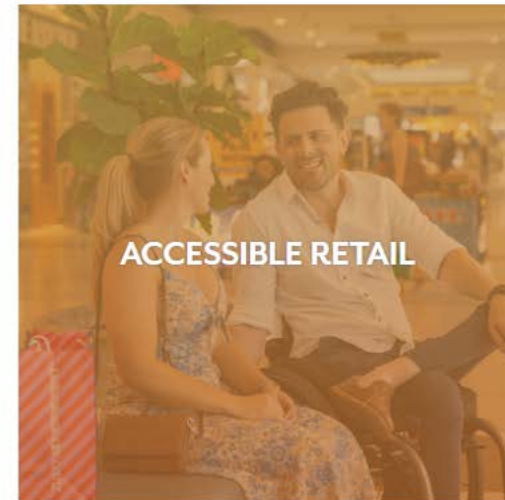
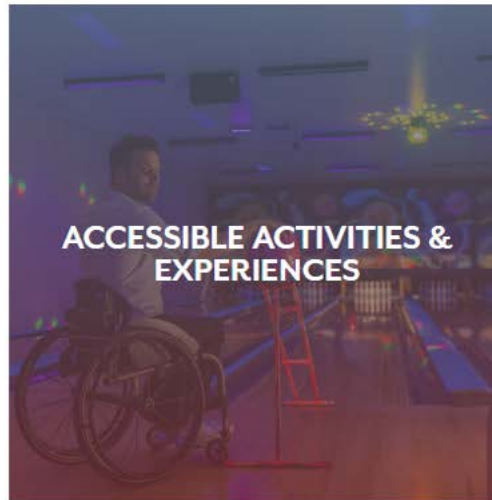
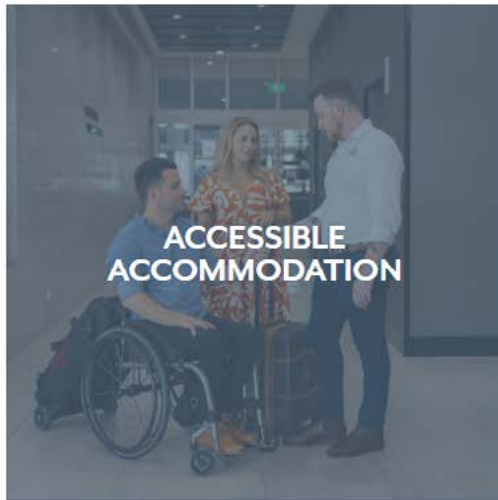
Guide Dogs Queensland provide a number of services including orientation and mobility, occupational therapy, counselling, guide dog mobility, assistive technology, programs for kids and teens, support for adult, seniors and carers, leisure and lifestyle programs and therapy dogs.

[Find out more](#)



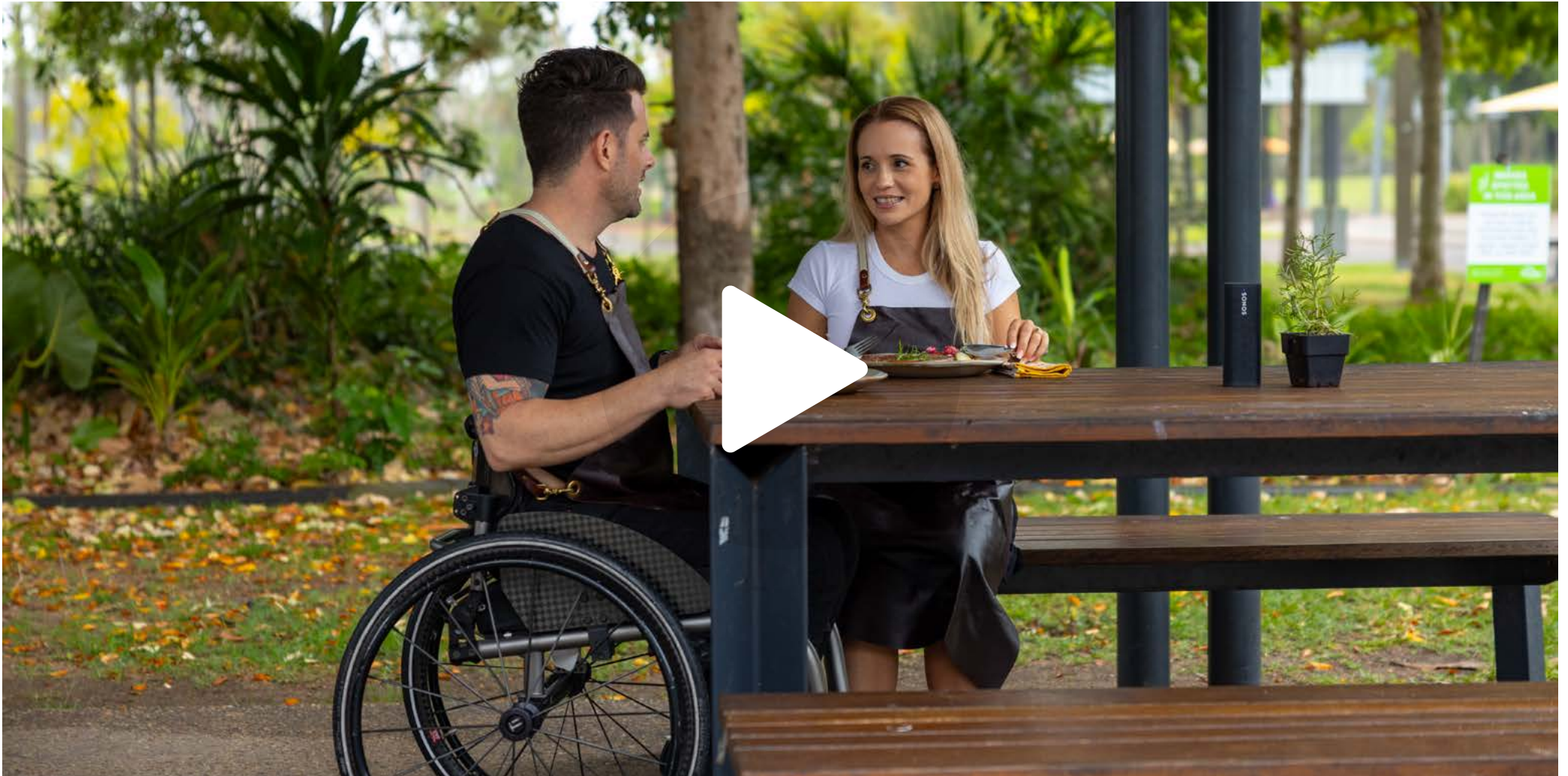
Key campaign assets

Website | explorerockhampton.com.au/accessibility



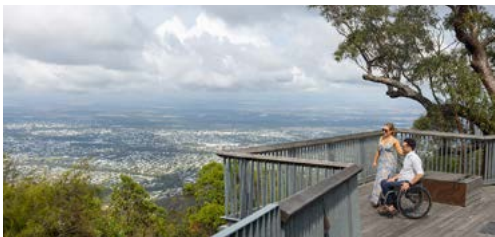
Key campaign assets

Videography



Key campaign assets

Photography



Key campaign assets

Social Media

Get behind the campaign and inspire travellers by posting our campaign hero images and videos to your own social feeds along with messaging that put your product or experience at front of mind.

Credit @ExploreRockhampton and include any relevant hashtags such as #ExploreRockhampton #FishingTheFitzroy #AccessibleTourism #ThisisQueensland #SeeAustralia

Example Facebook Copy

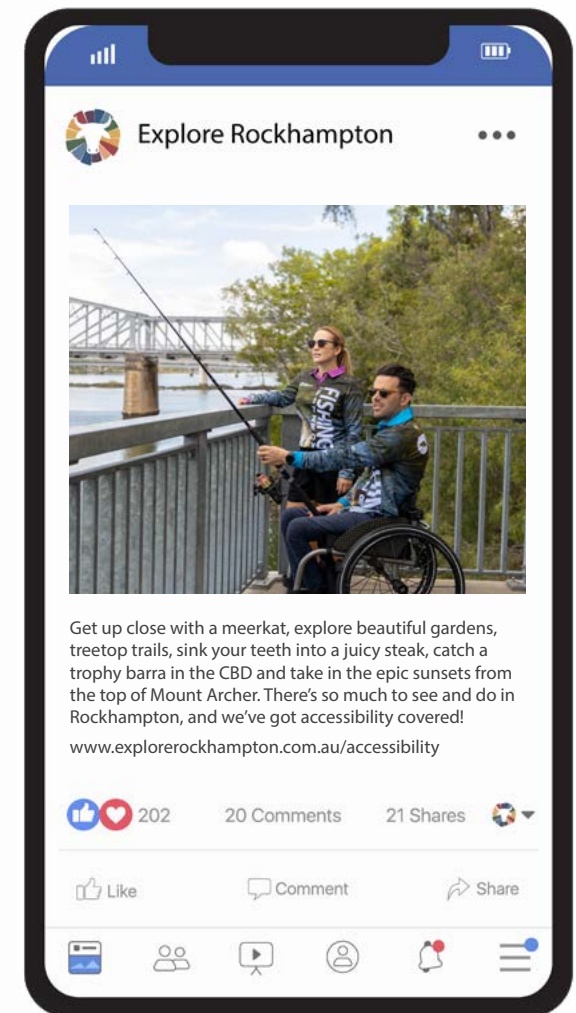
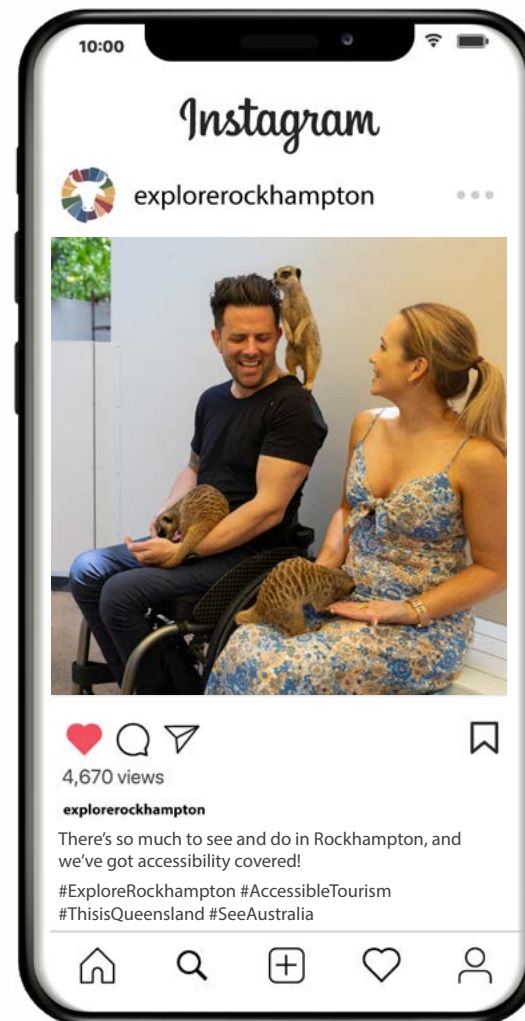
Get up close with a meerkat, explore beautiful gardens, treetop trails, sink your teeth into a juicy steak, catch a trophy barra in the CBD and take in the epic sunsets from the top of Mount Archer. There's so much to see and do in Rockhampton, and we've got accessibility covered!

www.explorerochampton.com.au/accessibility

Example Instagram Copy

There's so much to see and do in Rockhampton, and we've got accessibility covered!

#ExploreRockhampton #AccessibleTourism #ThisisQueensland #SeeAustralia



Key campaign assets

Social Media Tiles



Key campaign assets

Blogs, eDM and Print Advertising

eDM - short for Electronic Direct Marketing is a fast way for us to communicate our marketing campaigns to targeted audiences. We use eDM's to our local industry, national media and niche mailing lists for direct information.

These are primarily industry facing newsletters containing valuable information about our campaigns, including assets that can assist operators with their own marketing.

Explore Rockhampton's print advertising strategy is to increase brand awareness within the Australian market, particularly our four-hour drive market. Print advertising allows us to target niche markets by selecting magazines and publications that are commonly read by the audience we are trying to reach.

Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region. Housed on explorerockhampton.com.au, Advance Rockhampton has curated a series of blogs with travel inspiration in the Rockhampton region suited to different audiences, events and season which you can make use of across your social media and EDM platforms.

Embracing Accessibility: Unveiling Rockhampton's All-Inclusive Journey!

Towards the end of last year, the Queensland Government announced that the 'Year of Accessible Tourism' would extend into 2024. With 1 in 5 Australian's having a verified disability, it is estimated that the annual expenditure by tourists with a disability (both overnight and day) based on National Visitor Survey (NVS) data is around \$3.2 billion annually, and people with a disability including their travelling parties spend \$10.8 billion in Australia every year, accounting for 10-15% of the national tourism revenue.

This is certainly a market we would like to make welcome to our region and for our Explore Rockhampton team our mission is to ensure that our region becomes a welcoming haven for every traveller, regardless of ability, by bringing



Unmissable moments in Rockhampton

The locals will tell you if you cast your fishing rod far enough, you could catch a barra from your hotel balcony!

Country of the Darumbal people



Rockhampton Museum of Art (RMOA)
RMOA is a testament to the city's thriving arts scene. Take some time to wander through the largest gallery in regional Queensland and home to one of the most nationally significant collections of works. This is not just an art gallery.



Meet the meerkats at Rockhampton Zoo!
Take part in a meerkat encounter which will have you up close and personal with the mischievous mob of 6 and includes a feeding session and private keeper talk. Home to almost 100 animals spanning more than

Explore Queensland's oldest playground, the Capricorn Caves
The Capricorn Caves are an awe-inspiring testament to Earth's hidden wonders. Get ready to explore these ancient Caves, 400 million years in the making. These limestone formations, sculpted over millions of years, offer an otherworldly experience that beckons adventurers and nature enthusiasts alike. The Capricorn Caves are a ticketed experience and offer a selection of tours to suit all adventurers. Feeling a little more daring? Experience the Adventure Cave tour where you crawl through tight spaces and explore the most remote sections of the caves... your headlamp will be the only source of light! Once you emerge from the darkness, you'll find yourself above the caves with spectacular 360-degree views of Mt Etna National Park.

Information sourced from Explore Rockhampton explorerockhampton.com.au



WANT TO FIND OUT MORE?

For more information about how you can engage with this campaign visit advancerockhampton.com.au or contact tourism@rrc.qld.gov.au



Explore
ROCKHAMPTON
Stop. See. Stay.