

BUSBYS ON TOUR

Explore
ROCKHAMPTON
Stop. See. Stay.

**2026 DRIVE CAMPAIGN
OVERVIEW & TOOLKIT**



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CAMPAIGN OVERVIEW

THE BUSBY'S ON TOUR CAMPAIGN CAPTURES THE AUTHENTIC STORY OF TOM BUSBY - ACCLAIMED AUSTRALIAN MUSICIAN - RETURNING HOME TO ROCKY WITH HIS YOUNG FAMILY FOR THEIR FIRST CARAVANNING HOLIDAY.

The YouTube led campaign follows the family's week-long journey, showcasing Rockhampton's diverse experiences through the eyes of genuine visitors discovering (and rediscovering) our region.

The campaign positions Rockhampton as one of Australia's premier family caravan destinations by leveraging authentic storytelling, strategic timing, and the explosive growth in Australia's caravan tourism market.

It will drive brand awareness and move families from the dreaming phase to actively planning their Rockhampton adventure.



THE CARAVAN TOURISM OPPORTUNITY

AUSTRALIA'S CARAVANNING & CAMPING MARKET IS ONE OF THE MOST RESILIENT, HIGH SPENDING SEGMENTS IN DOMESTIC TRAVEL AND MOST OF THAT SPEND HAPPENS IN REGIONAL AREAS LIKE ROCKHAMPTON.

RECORD-BREAKING NUMBERS:

- 15.2 million caravan and camping trips annually (\$14 billion spending)
- 27% increase in caravan registrations since 2019 (901,000+ registered)
- Second-highest year on record for caravan trips
- 90% of caravan nights spent in regional Australia

DEMOGRAPHIC REVOLUTION:

- The 30-45 age group now dominates with nearly 7 million overnight trips
- Young families represent 35% of all caravanning trips (our target demographic)
- Older, non-working market declining (-6% trips, -15% nights)
- Strongest growth coming from families with children



REGIONAL TOURISM GOLD MINE:

- One in every five domestic regional holiday trips involves caravanning
- Commercial caravan parks capture 70% of total caravan spending
- \$9.2 billion spent annually in regional destinations like Rockhampton
- Average caravan family spends \$479 per trip on accommodation
- Additional \$313 per trip on food and beverage
- Extended stays for event attendance and experience completion
- Potential for significant shoulder season visitation growth

Australia's caravanning and camping market is one of the most resilient, high spending segments in domestic travel - and most of that spend happens in regional areas like Rockhampton.





WHY FAMILIES CHOOSE CARAVANNING

Families choosing a drive or caravanning holiday are motivated by a blend of lifestyle values, practical considerations, and emotional drivers that shape how they plan and book holidays.

The campaign will tap into these themes to shape our storytelling and planning tools, and are equally valuable for operators to consider when marketing their products and enhancing the family experience on the ground.

NATURE-BASED EXPERIENCES

Strong desire to immerse children in the outdoors - national parks, rivers, wildlife, and natural environments that support exploration and play.

AUTHENTIC AUSTRALIAN EXPERIENCES

Seeking 'real Australia' moments, unique to regional destinations and not replicable in metropolitan areas.

FAMILY BONDING & MEMORY-MAKING

Prioritising time together through shared activities, road trips, and simple adventures that build lasting memories.

FLEXIBILITY & FREEDOM

Ability to travel at their own pace, stop spontaneously, and design a trip around personal interests and changing plans.

VALUE FOR MONEY

Holidays that combine transport and accommodation (for caravan users) and offer strong value for larger families.

DIGITAL DETOX & WELLBEING

A 'green time over screen time' mindset that gives children the chance to disconnect and engage more with the natural world.

EDUCATIONAL & EXPERIENTIAL LEARNING

The rise of 'travel schooling' - learning through nature, history, science, culture, and hands-on experiences.

SAFE, FAMILY-FRIENDLY DESTINATIONS

Peace of mind through clean facilities, predictable environments, and diverse activities suitable for a range of ages.

CARAVAN-FRIENDLY FACILITIES

Destinations offering convenient parking, quality holiday parks, and services designed specifically for caravan travellers.

WHO ARE WE TALKING TO?

FAMILIES WITH KIDS (AGES 30 - 45)

Intrastate drive-market families seeking short breaks and school holiday adventures

WHO THEY ARE:

- Parents aged 30 – 45 travelling with children
- Multi-generational groups seeking diverse, authentic Australian experiences
- First-time or early-stage caravan travellers inspired by the Busbys' genuine journey
- Planning multi-stop road trip holidays, 1 – 3 night getaways, school holiday trips, and weekend escapes

WHERE THEY'RE COMING FROM:

- Southeast Queensland: Brisbane, Gold Coast, Sunshine Coast, Ipswich, Toowoomba / Darling Downs
- 4-hour drive radius: Bundaberg, Hervey Bay, Maryborough, Mackay
- Central Queensland: Gladstone, Emerald

WHY THEY MATTER:

- Highest likelihood of conversion
- Strong alignment with Tourism and Events Queensland's drive focus and broader caravanning growth
- Naturally responsive to authentic family storytelling and attainable holiday narratives



DRIVE MARKET EXPLORERS

Interstate families planning long-haul road trips

WHO THEY ARE:

- Parents aged 30 – 45 travelling with children
- Sydney-based families
- Self-drive travellers planning multi-stop road trip holidays
- Often research and plan early through YouTube, Instagram, and long-form inspiration content

WHY THEY MATTER:

- Lower overall volume but higher yield and longer stays
- Strong planners who engage heavily with research content
- Deliver high-value visitation and benefit from social proof delivered by the Busby's content

BUSBY FANS & FOLLOWERS

The organic amplification layer that supports reach, engagement, and trust

WHO THEY ARE:

- Tom Busby and Busbys On Tour audiences
- Busby Marou fans who respond well to family-driven storytelling
- Email subscribers and engaged followers across platforms

WHY THEY MATTER:

- Provide algorithmic lift through engagement and shares
- Extend reach into key feeder markets naturally
- Offer strong social proof and instant credibility for the campaign



CAMPAIGN FRAMEWORK

OVERVIEW

Busbys on Tour is a family drive market campaign, positioning Rockhampton as an essential, stop on Queensland's Holiday Highway. Through authentic Busby family storytelling, the campaign showcases Rockhampton as an easy, welcoming, nature rich destination where families can slow down, reconnect and experience memorable "little moments" together.

CAMPAIGN PERIOD

February 2026 – ongoing

TRAVEL PERIOD

Ongoing

GOAL

To position Rockhampton as the family friendly heart of Queensland's Holiday Highway - the place families choose as their must stop chapter for accessible nature, simple experiences, first time caravanning confidence and real Queensland warmth.

The campaign aims to inspire dreaming, simplify planning and equip tourism operators to support the visitor journey from Booking > Experiencing > Sharing.

PLAN

The campaign is delivered through a clear and simple mix of owned, paid and earned activity.



OWNED

- ◉ **YouTube:** Hero episodes and Shorts to reach new families.
- ◉ **Instagram:** Reels, carousels and Stories covering inspiration and planning.
- ◉ **Facebook:** Reels, helpful captions and links to itineraries.
- ◉ **Website:** Busbys on Tour Trail, micro itineraries, maps and family friendly planning pages.

PAID

- ◉ **Search:** Captures active family travel intent and directs visitors to itineraries, maps and planning tools.
- ◉ **Out of Home:** Roadside and precinct signage to amplify digital storytelling and support Dreaming > Planning transitions.
- ◉ **Print:** Family and Caravanning advertorial.

EARNED / ADVOCACY

The Busby family shares content through their own channels, providing authentic advocacy and extending reach into target drive markets.

TEQ INTEGRATION

Use of Tourism and Events Queensland messaging, hashtags and @Queensland tagging to support alignment.



HOW CAN YOU ENGAGE WITH THE CAMPAIGN?

DOWNLOAD THE MEDIA KIT

Visit advancerockhampton.com.au/toolkits 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

Want more exposure for your business? We love sharing local tourism content on our socials, and we can help get your experiences noticed by Visit Queensland and Tourism Australia too!

MAKE IT EASY:

- Tag @ExploreRockhampton in your posts
- Use #ExploreRockhampton #ThisIsQueensland #SeeAustralia
- Include location details in your captions
- Keep videos short (15-30 seconds)

MULTIPLY YOUR REACH:

- Display social tags in your business
- Add handles to your booking confirmations and welcome info

- Encourage guests to share their experiences
- Create and share photo-worthy moments

Remember: You don't need professional equipment - just authentic moments that showcase what makes your Rockhampton experience special. The more we all share, the more attention our region gets! Want to see your content featured? Tag us @ExploreRockhampton - we love sharing local stories!

If you're 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 explorerockhampton.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 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 we are providing the best possible service and information to our visitors.

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.

CREATE OR UPDATE YOUR ATDW LISTING

If there's one place you should list your business for global promotion, it's Australian Tourism Data Warehouse (ATDW), and it's FREE.

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

DETSI

The Department of Environment, Tourism, Science and Innovation (DETSI) role is to support Queensland tourism businesses with a range of helpful resources to position Queensland as a world-leading tourism destination.

DETSI provide information on best practice, funding and training for the tourism industry.

[Find out more](#)

TEQ

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, they aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

[Find out more](#)

TOURISM AUSTRALIA

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

Tourism Australia offer a number of industry resources including how to create a Google listing, how to set up an ATDW listing and marketing support.

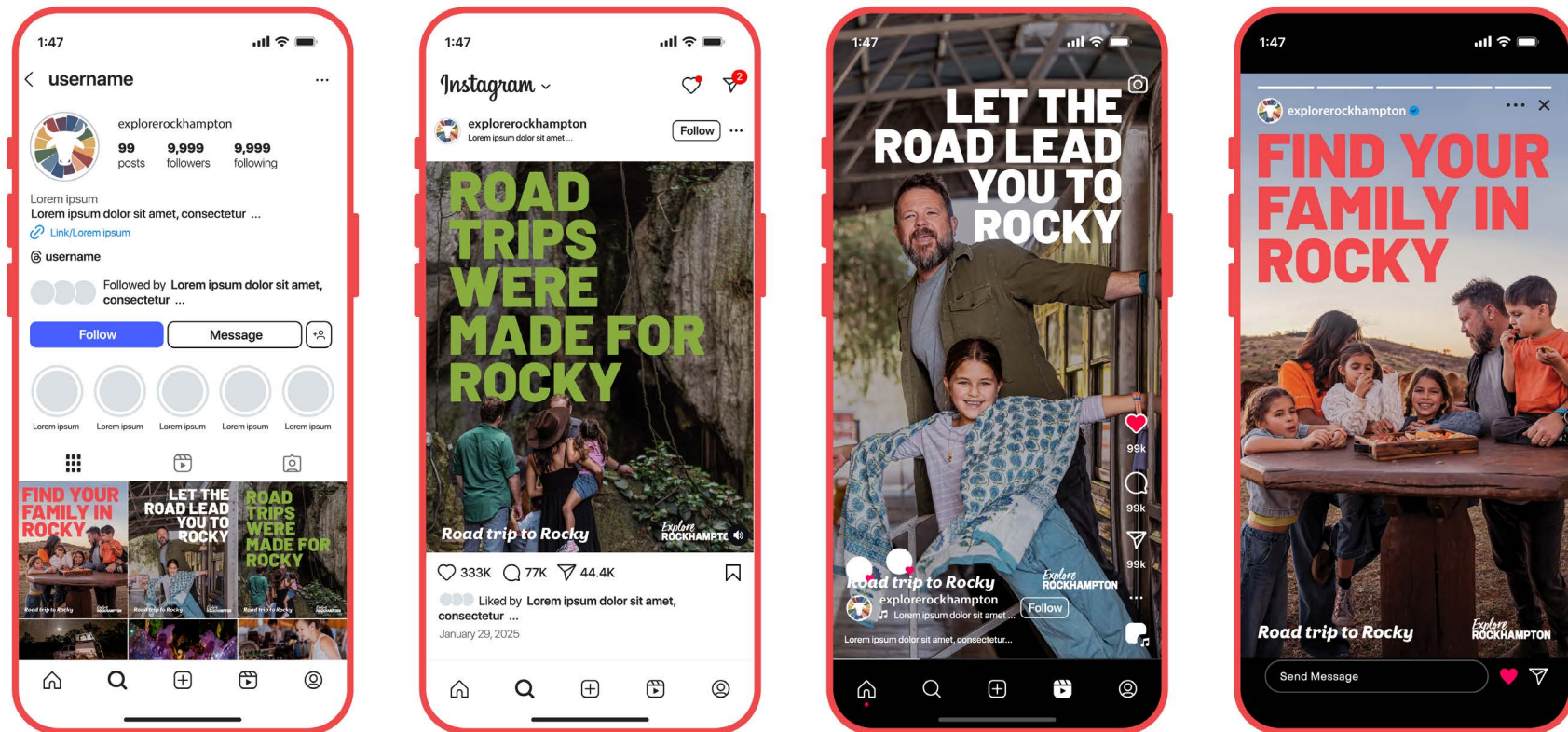
[Find out more](#)

QTIC

The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. QTIC offer a number of workforce and up skilling programs to assist tourism businesses.

[Find out more](#)





SOCIAL MEDIA AND GOOGLE ADS

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

[Follow us on Facebook](#)

[Follow us on Instagram](#)

EXAMPLE COPY

Family road trips hit different in Rocky - slower starts, bigger laughs, and plenty of stories brewing.

The Busbys discovered it for the first time - now it's your turn.

Follow the Busby Trail and plan your own Rocky adventure.

#ExploreRockhampton #QueenslandHolidayFeeling

#FamilyTravel #HolidayHighway @Queensland

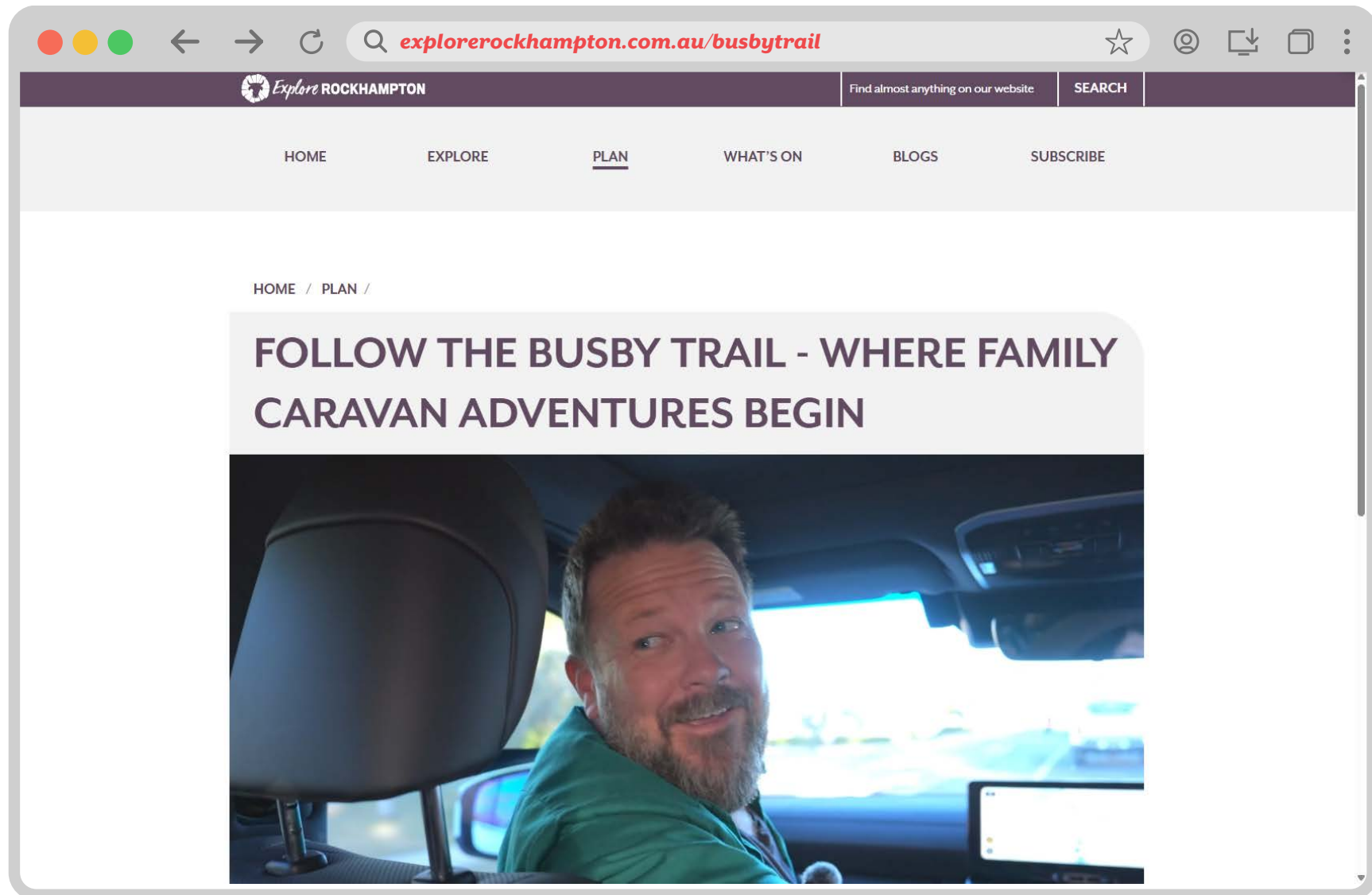
CREDIT

@EXPLOREROCKHAMPTON
@QUEENSLAND

#EXPLOREROCKHAMPTON
#QUEENSLANDHOLIDAYFEELING
#FAMILYTRAVEL
#HOLIDAYHIGHWAY

KEY CAMPAIGN ASSETS

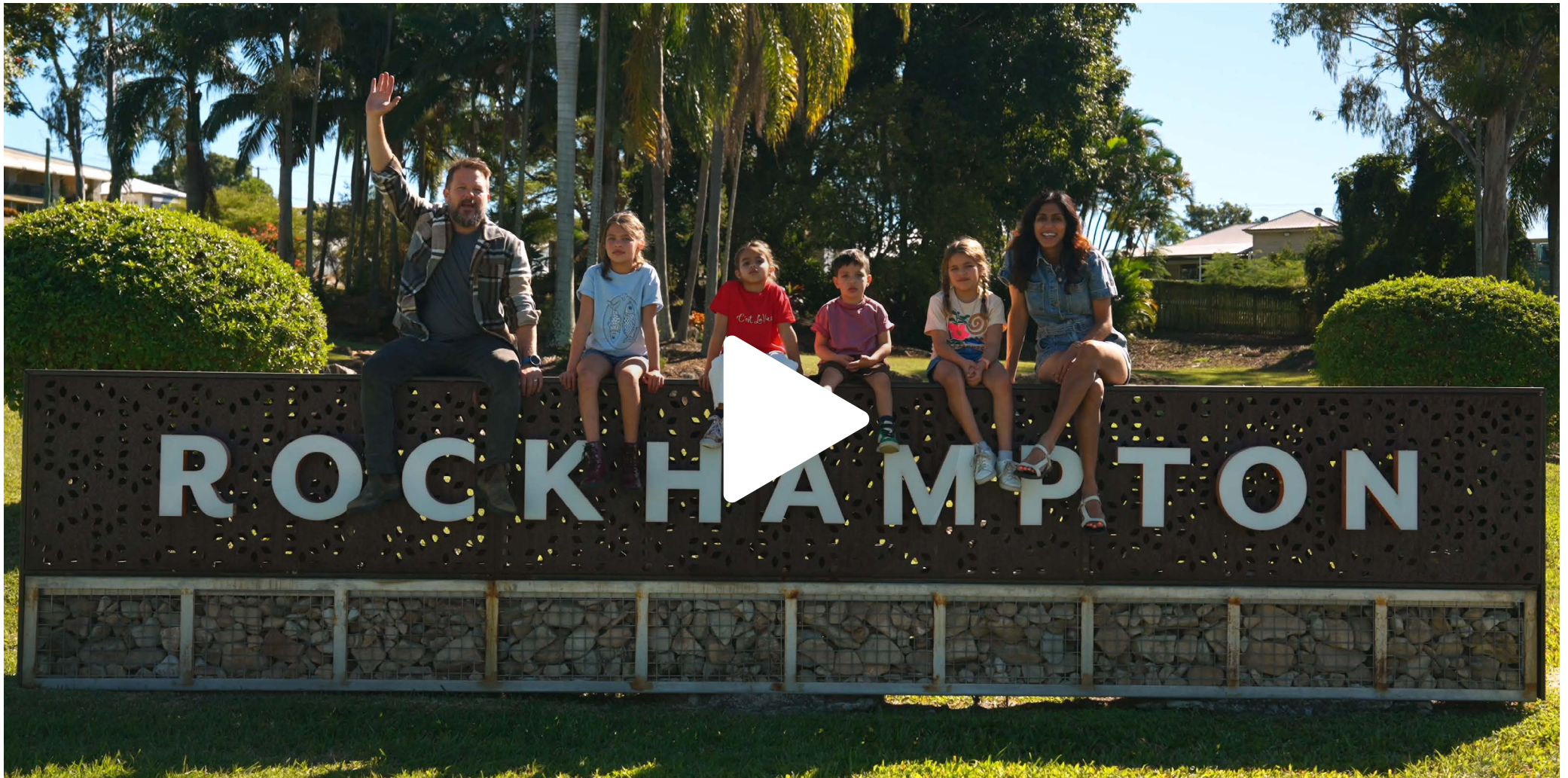
WEBSITE



KEY CAMPAIGN ASSETS

VIDEOGRAPHY

[Download Videos from our library](#)



KEY CAMPAIGN ASSETS

PHOTOGRAPHY

[Download Images from our library](#)



KEY CAMPAIGN ASSETS

BLOGS, PRINT ADVERTISING & EDM

ELECTRONIC DIRECT MARKETING (EDM)

eDM 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.

[Subscribe to Industry News](#)

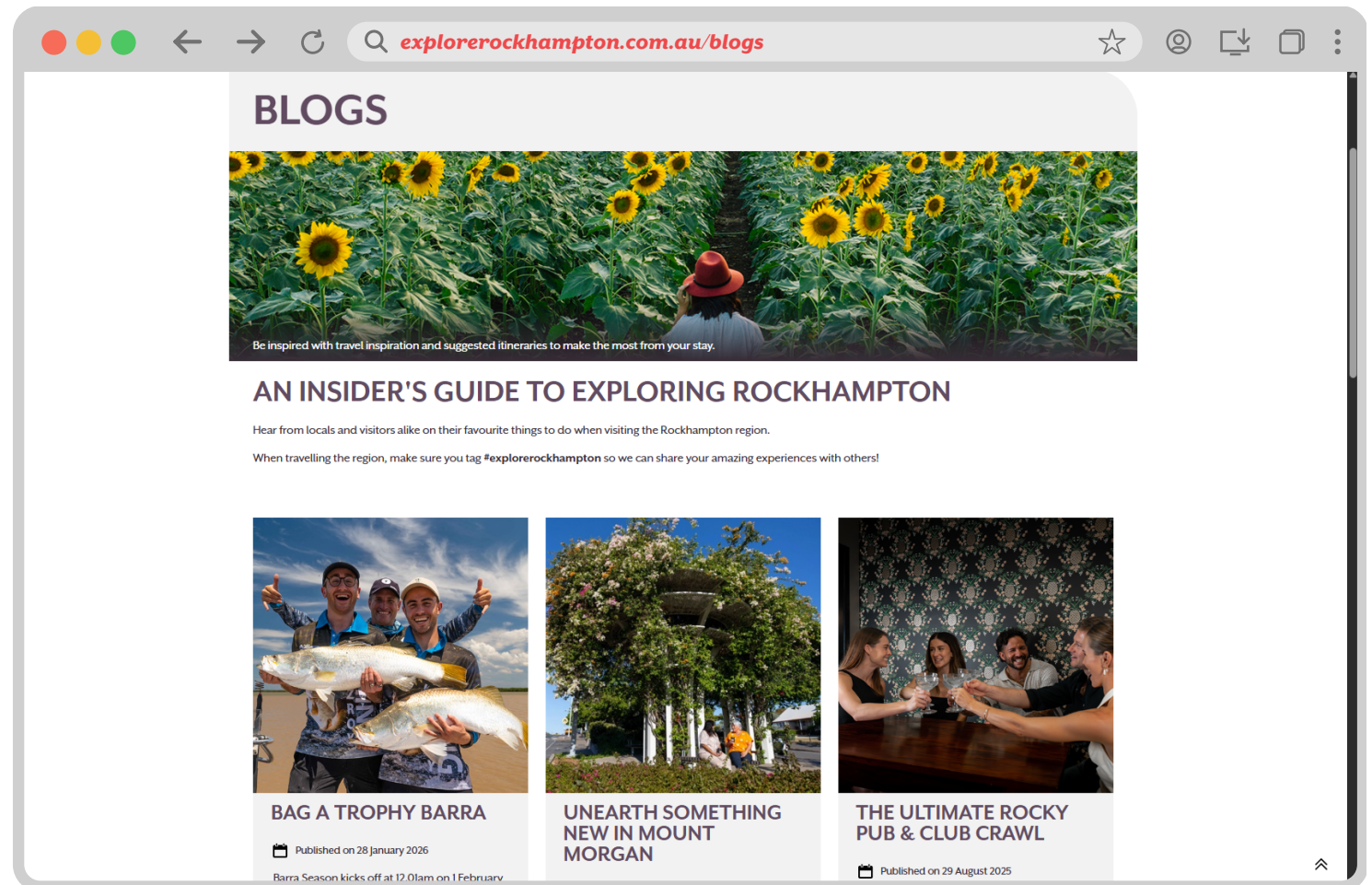
PRINT ADVERTISING

Explore Rockhampton's print advertising strategy is to increase brand awareness within the Australian 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

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 seasons which you can make use of across your social media and eDM platforms.

[Visit our Blog Page](#)





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ROCKHAMPTON

ADVANCE
ROCKHAMPTON

