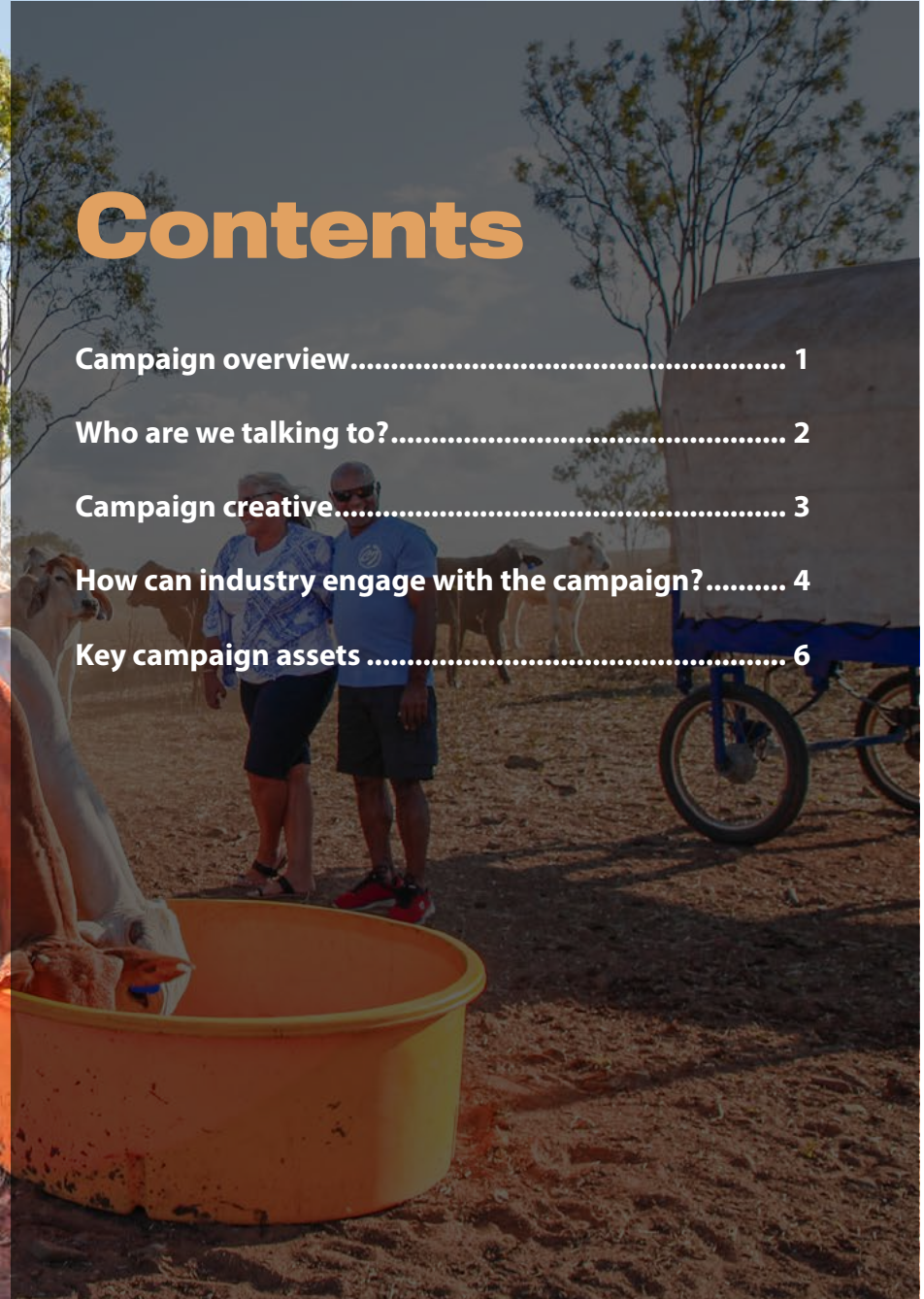
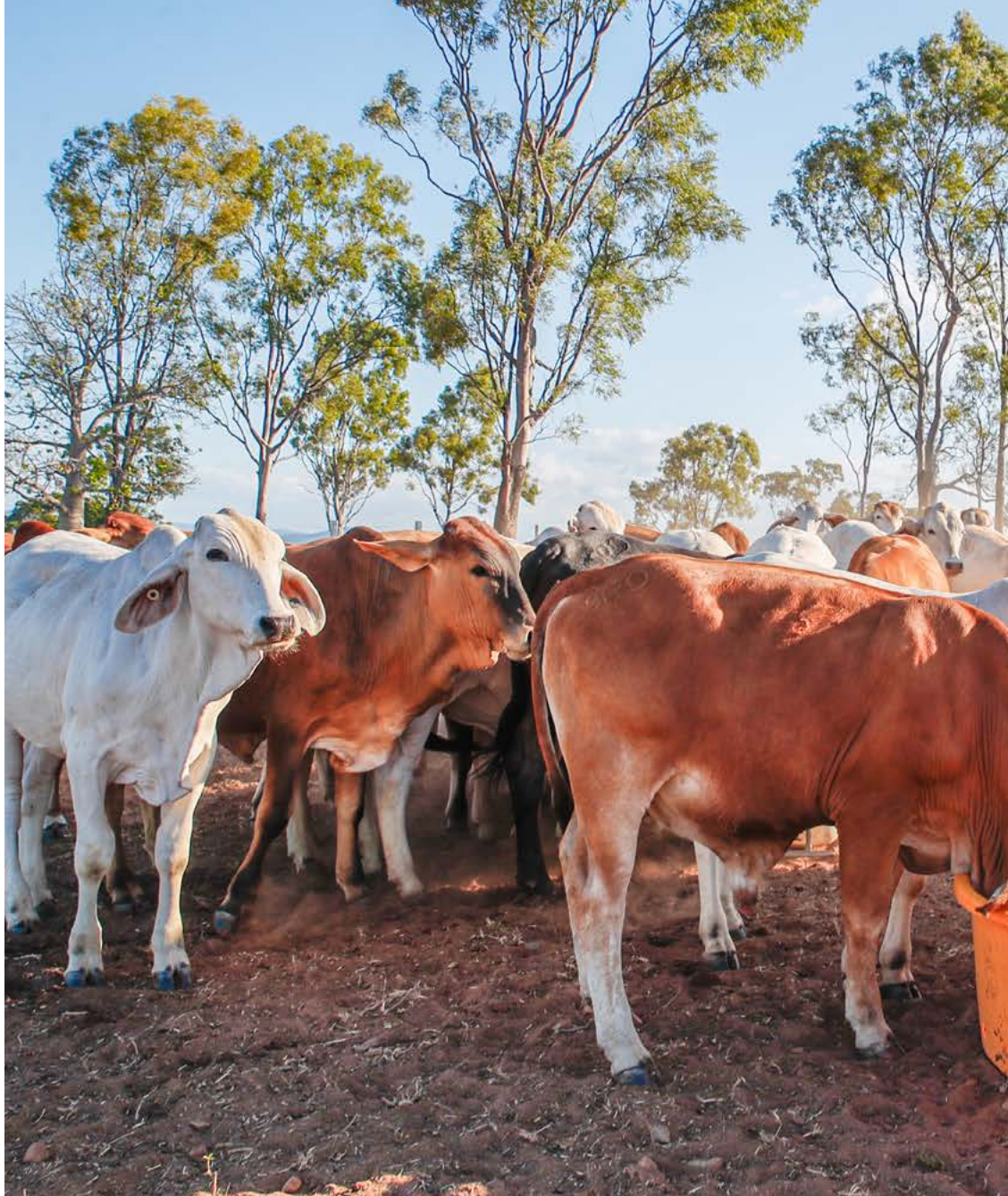




Explore
ROCKHAMPTON

**CURB YOUR CARAVAN IN ROCKHAMPTON
CAMPAIGN OVERVIEW & TOOLKIT**



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Campaign overview

The Rockhampton Region is a popular holiday destination amongst nomads, especially towards the middle of the year when the region sees an influx of caravans escaping the winter months down south.

Our destination offers a tapestry of experiences that resonate with the Nomadic soul. From hidden gems off the beaten path to cultural encounters that stir the senses, every corner holds a story waiting to be told. Whether it's traversing rugged landscapes, immersing in local traditions, or simply finding solace in the embrace of nature, our destination promises an escape from the mundane.

What sets us apart is our commitment to authenticity. We don't just offer destinations; we invite Nomads to become part of the fabric of our community. Engage with locals, savor traditional

cuisines, and participate in age-old rituals – here, every moment is an opportunity to connect with the essence of a place.

Moreover, our region understands the Nomad's desire for flexibility and freedom. Whether you seek adrenaline-fueled adventures or tranquil retreats, our diverse array of accommodations and activities cater to every whim and fancy.

The Explore Rockhampton 'Curb Your Caravan in Rockhampton' campaign is a digital and print campaign aimed at driving visitation amongst mature-aged travellers, increasing visitor numbers and spend throughout our region over winter.



Who are we talking to?

Spending \$12.2 billion in domestic travel across the country in 2019¹, Australian's aged over 55 represent one of the biggest opportunities in domestic tourism recovery.

Traveller profile²:

- Older non-working travellers
- Mostly travel for leisure and to visit friends and relatives
- Average trip length is 5.1 nights
- Mostly opt for driving to a destination
- Frequently visited accommodation include caravan and camping grounds, standard

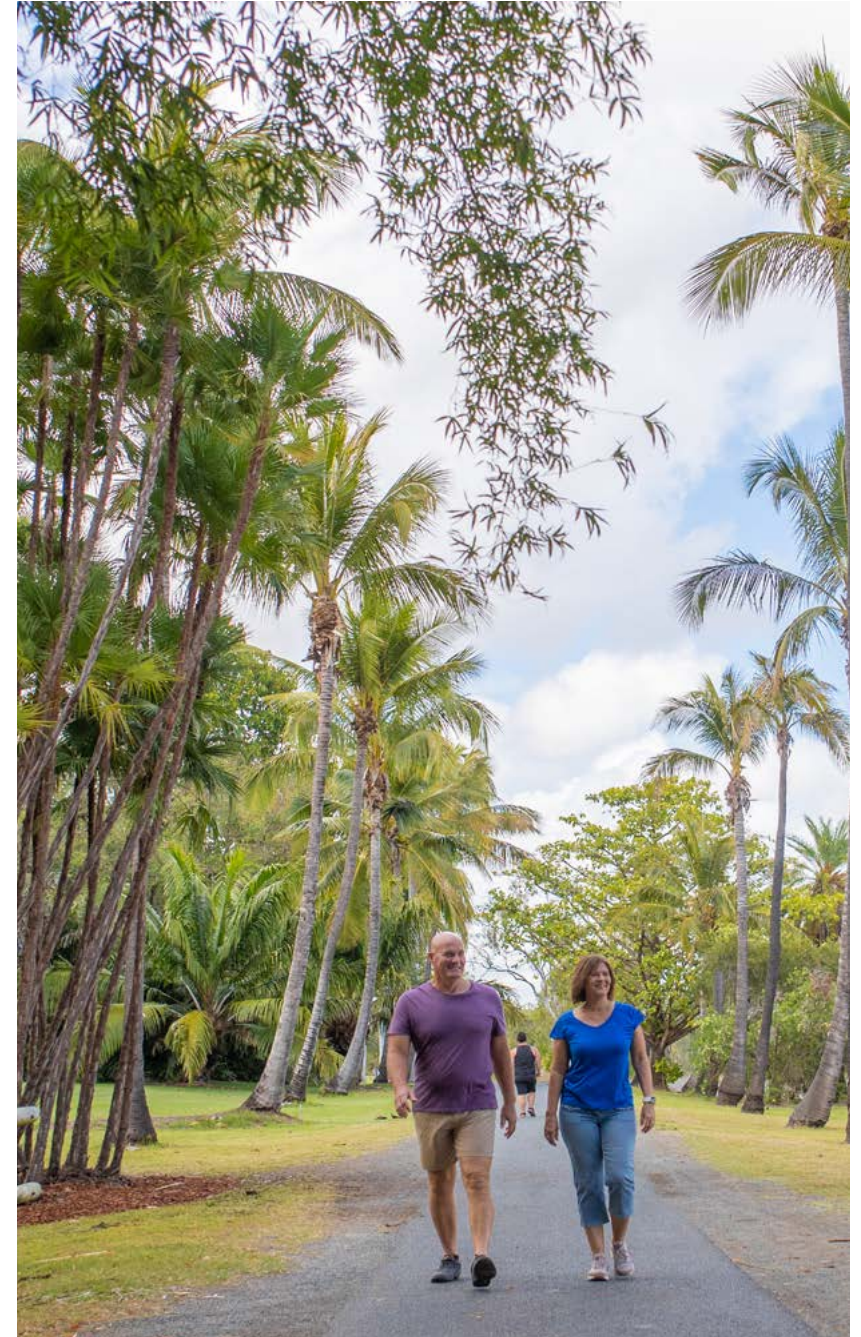
hotels and rented houses or self-contained apartments

- Spend on average \$123 per night

Source 1 Tourism Research Australia visitor profiles

2 Tourism Research Australia 'Older Non-Working' traveller profile

The Nomad target market for tourism comprises individuals who embody a spirit of adventure, independence, and a thirst for exploration. They are characterized by their desire to wander off the beaten path, seeking authentic experiences that connect them with different cultures, landscapes,



Campaign creative

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Campaign Period

March - May

Targeted Travel Period

June - August

Campaign Goal

To promote Rockhampton amongst nomads as the perfect destination to curb a caravan during their next winter escape to the Sunshine State.

Campaign Plan

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

- Owned channels - Explore Rockhampton 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 and YouTube
- Search engine marketing
- Print - magazine 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 @fishingthefitzroy, @explorerockhampton and #fishingthefitzroy, #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

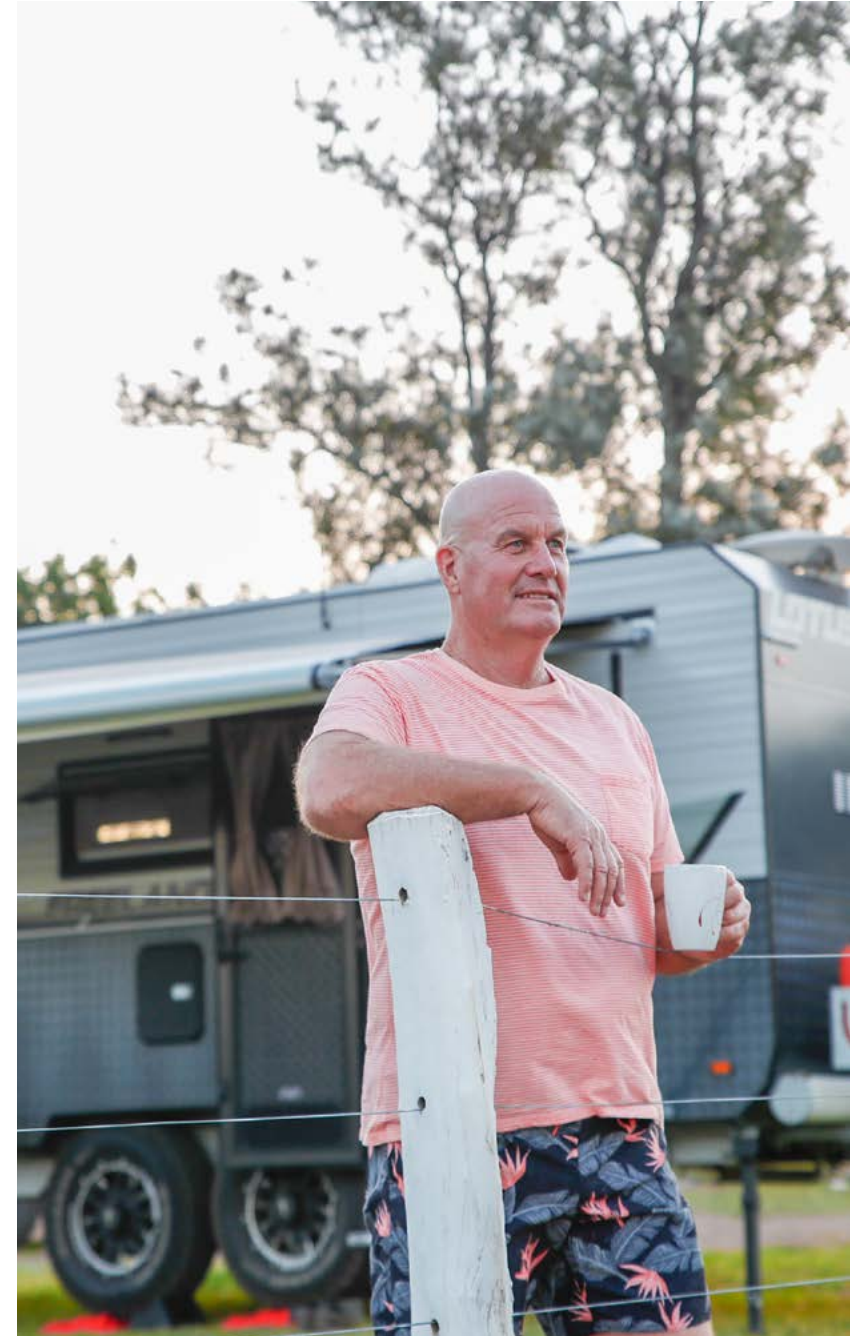
Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

Housed on 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 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 with a range of helpful resources to position Queensland as a world-leading tourism destination.

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

[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](#)

Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. 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.

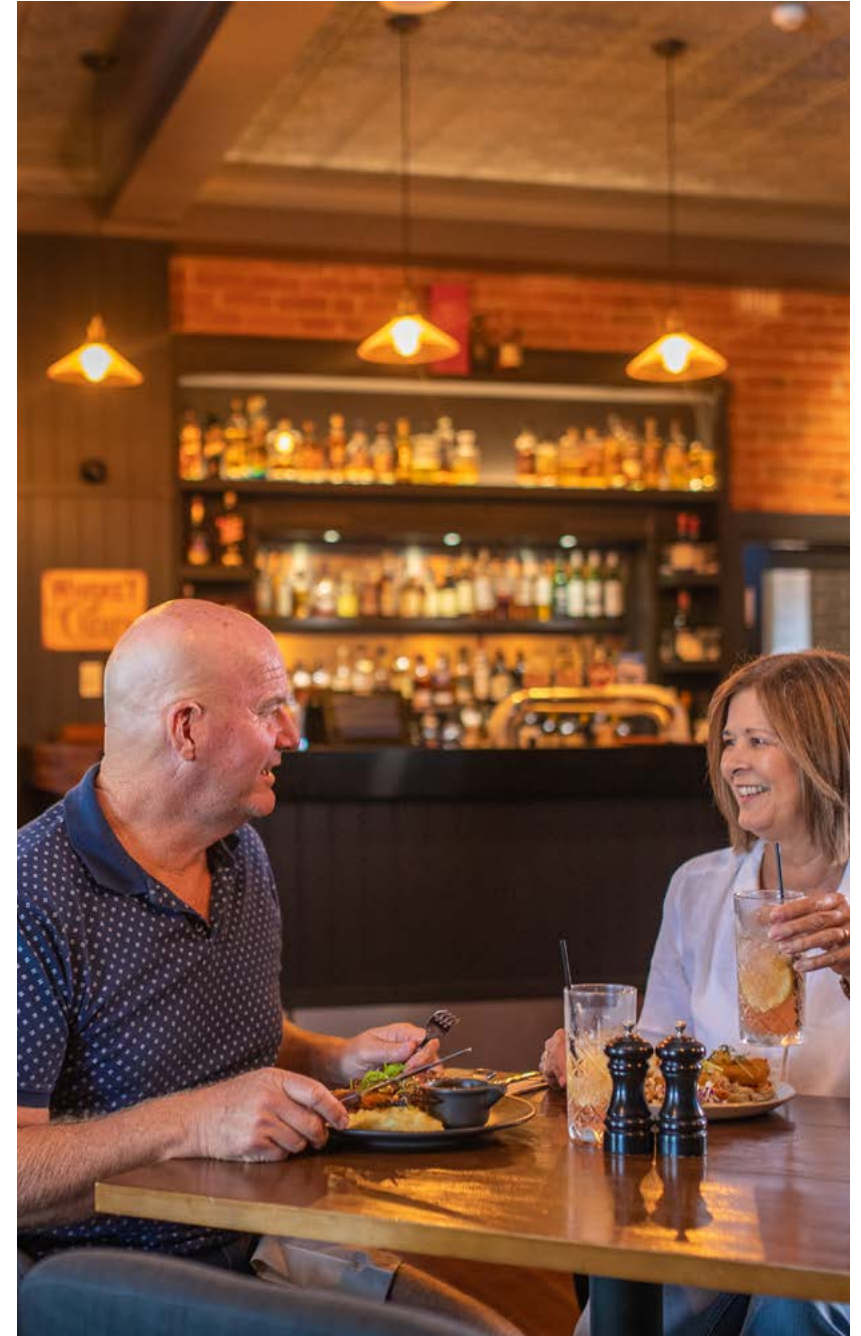
Tourism Australia offer a number of industry resources including how to create a Google listing, how to set up an ATDW listing and marketing support.

[Find out more](#)

Queensland Tourism Industry Council

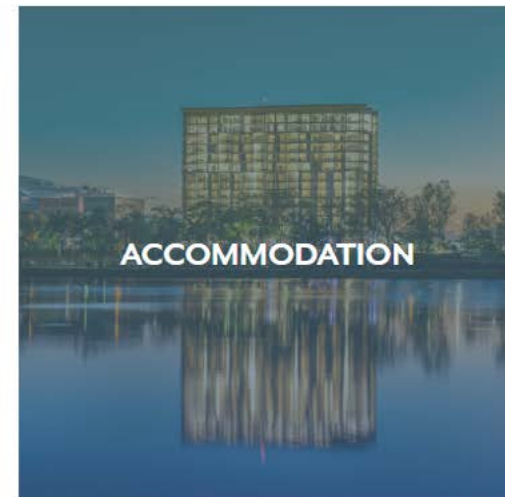
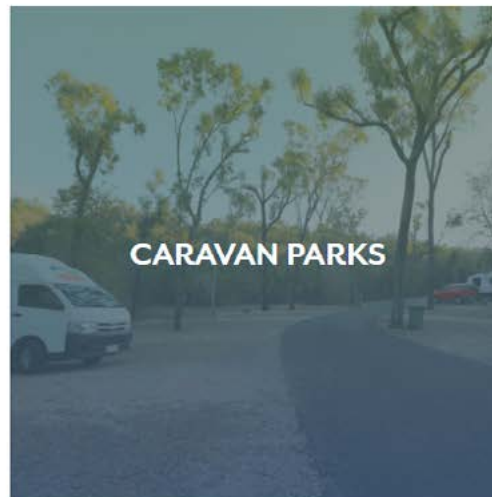
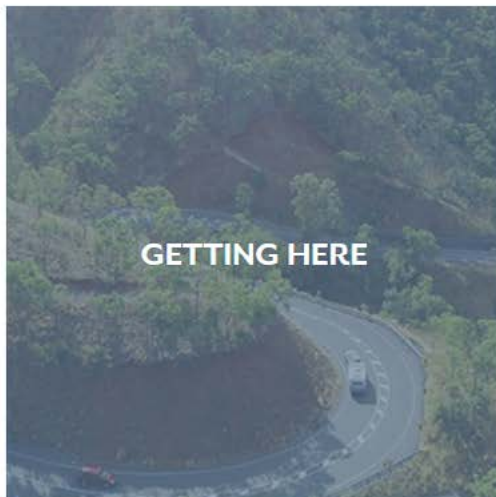
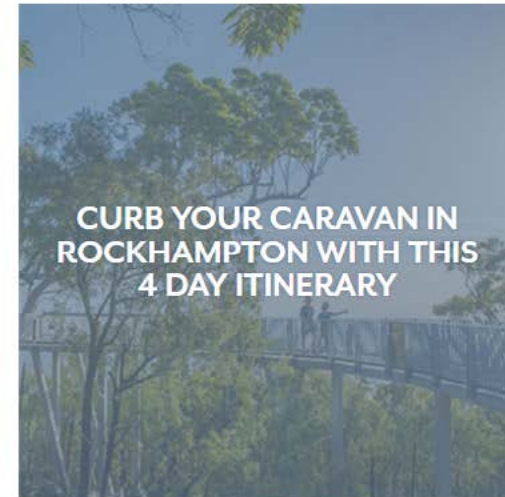
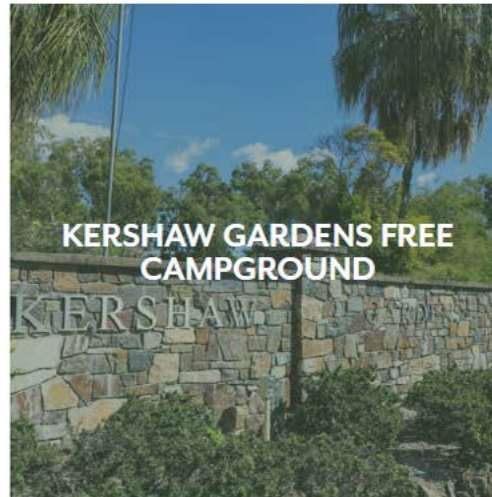
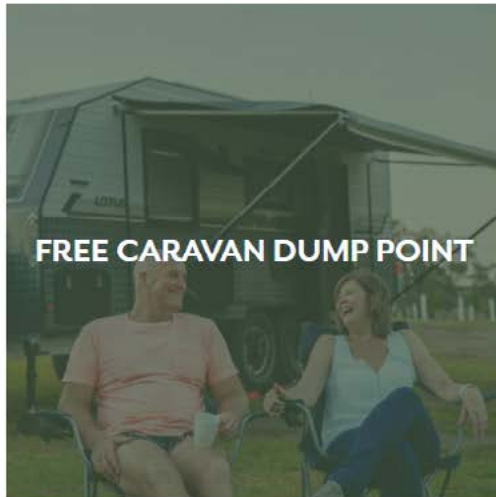
The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. QTIC offer a number fo workforce and skilling programs to assist tourism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

[Find out more](#)



Key campaign assets

Website | explorerockhampton.com.au/nomads



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 #AccessibleTourism #ThisisQueensland #SeeAustralia

Example Facebook Copy

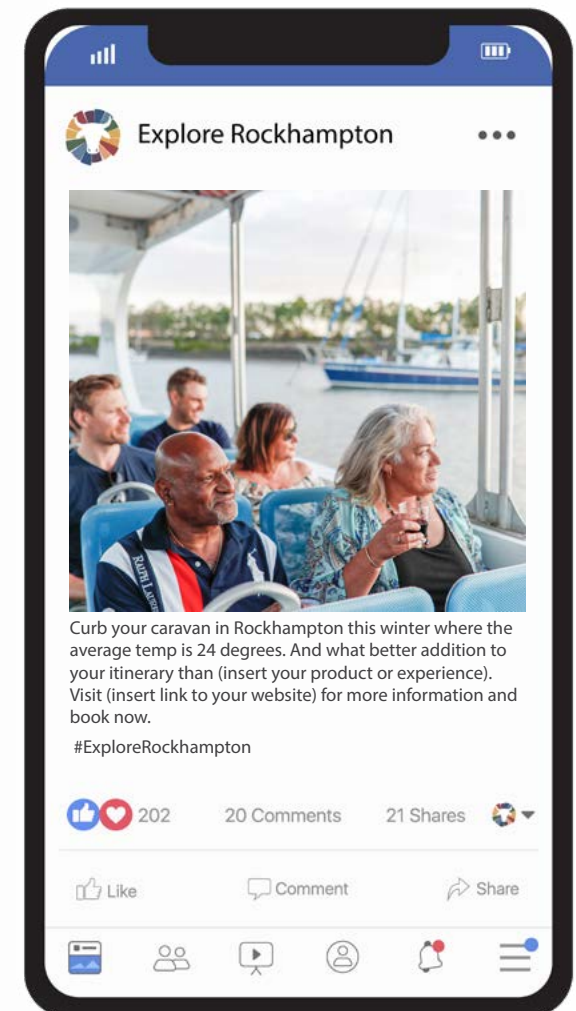
Curb your caravan in Rockhampton this winter where the average temp is 24 degrees. And what better addition to your itinerary than (insert your product or experience). Visit (insert link to your website) for more information and book now.

#ExploreRockhampton

Example Instagram Copy

Curb your caravan in Rockhampton this winter and discover (insert your product or experience). Tap the link in our bio to find out more.

#ExploreRockhampton #ThisisQueensland #SeeAustralia



Key campaign assets

Leaderboards and Social Media Tiles



Key campaign assets

Blogs, eDM and Print Advertising

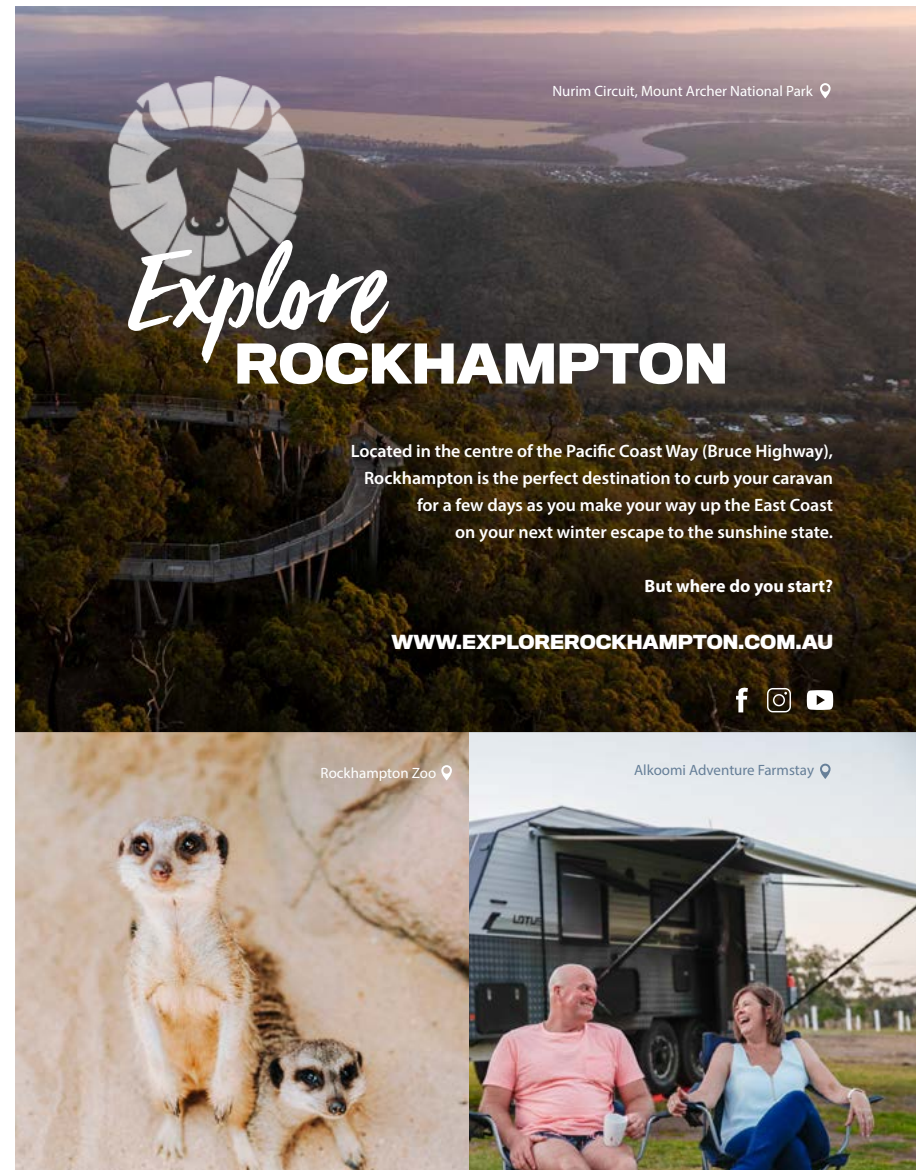
eDM - short for Electronic Direct Marketing is a fast way for us to communicate our marketing campaigns to targeted audiences.

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.



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.