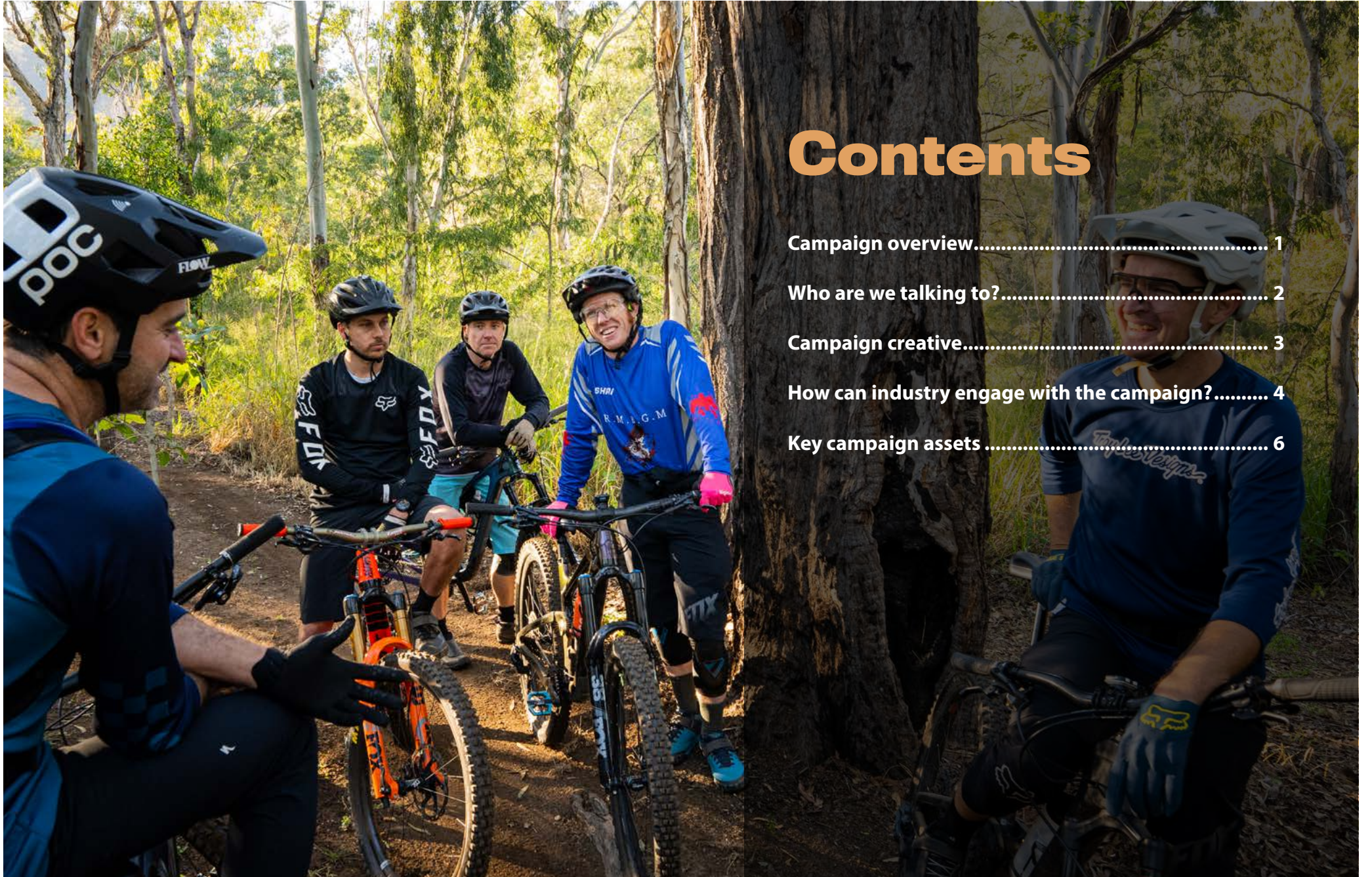




*Explore*  
**ROCKHAMPTON**

**RIDE ROCKY. IT'S RAD.  
CAMPAIGN OVERVIEW & TOOLKIT**



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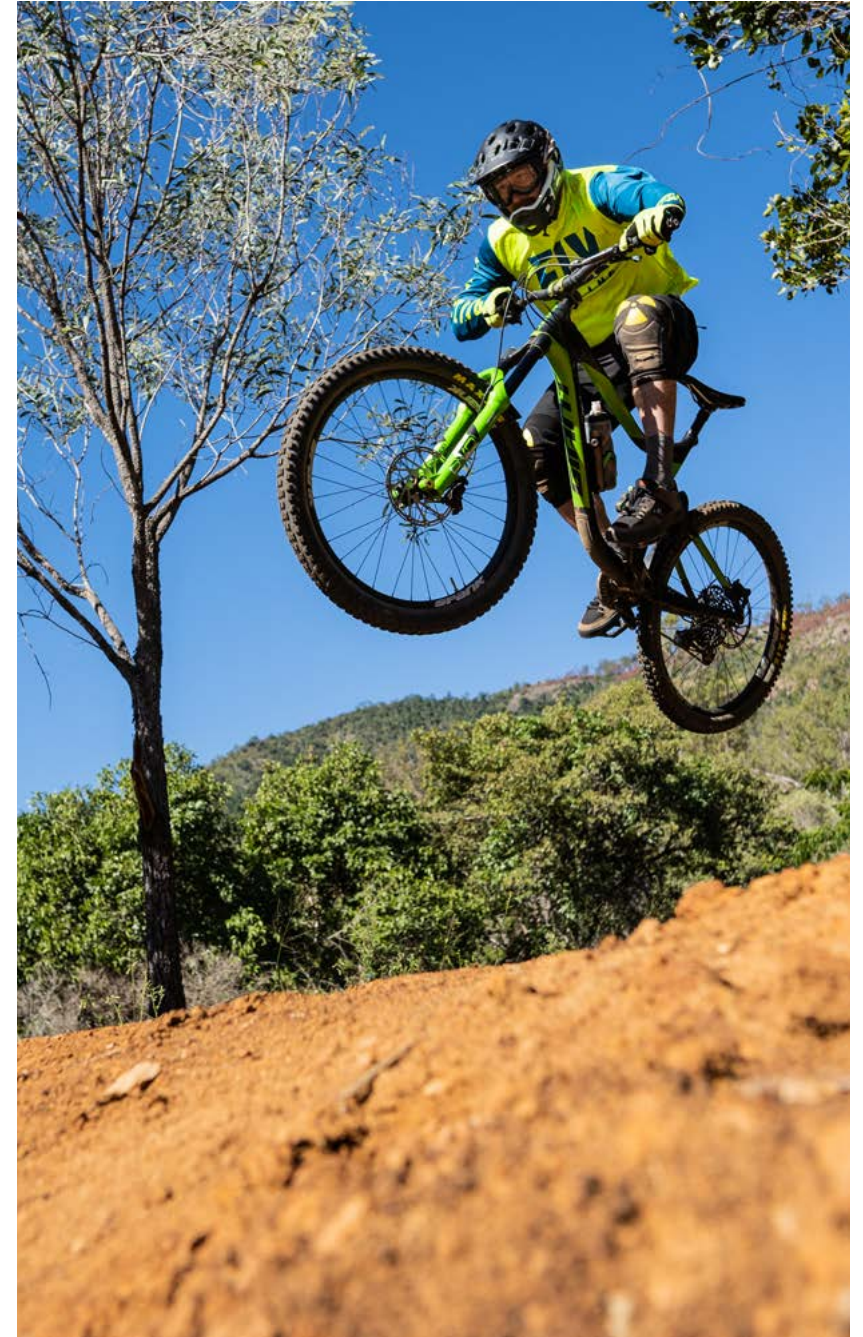
# Campaign overview

**With two mountain bike parks on our doorstep and our sub-tropical climate, Rockhampton is a destination to ride all year around. However, with many southern states closing their trails during the colder months, Rockhampton is ideally positioned to attract mountain biking enthusiasts over winter.**

Advance Rockhampton's 'Ride Rocky. It's Rad' campaign is a digital campaign aimed at driving visitation amongst mountain bikers living in Queensland, New South Wales and Victoria, increasing our visitor numbers and spend across the region this winter.

Welcome to the heart-pounding thrill of winter mountain biking! Our campaign aims to showcase the unique experience of winter mountain biking, highlighting the adrenaline rush of our world-class trails.

By tapping into the growing trend of winter sports and adventure tourism, we aim to position our destination as a premier winter biking destination, offering unparalleled experiences for adrenaline junkies and nature lovers alike.



## Who are we talking to?

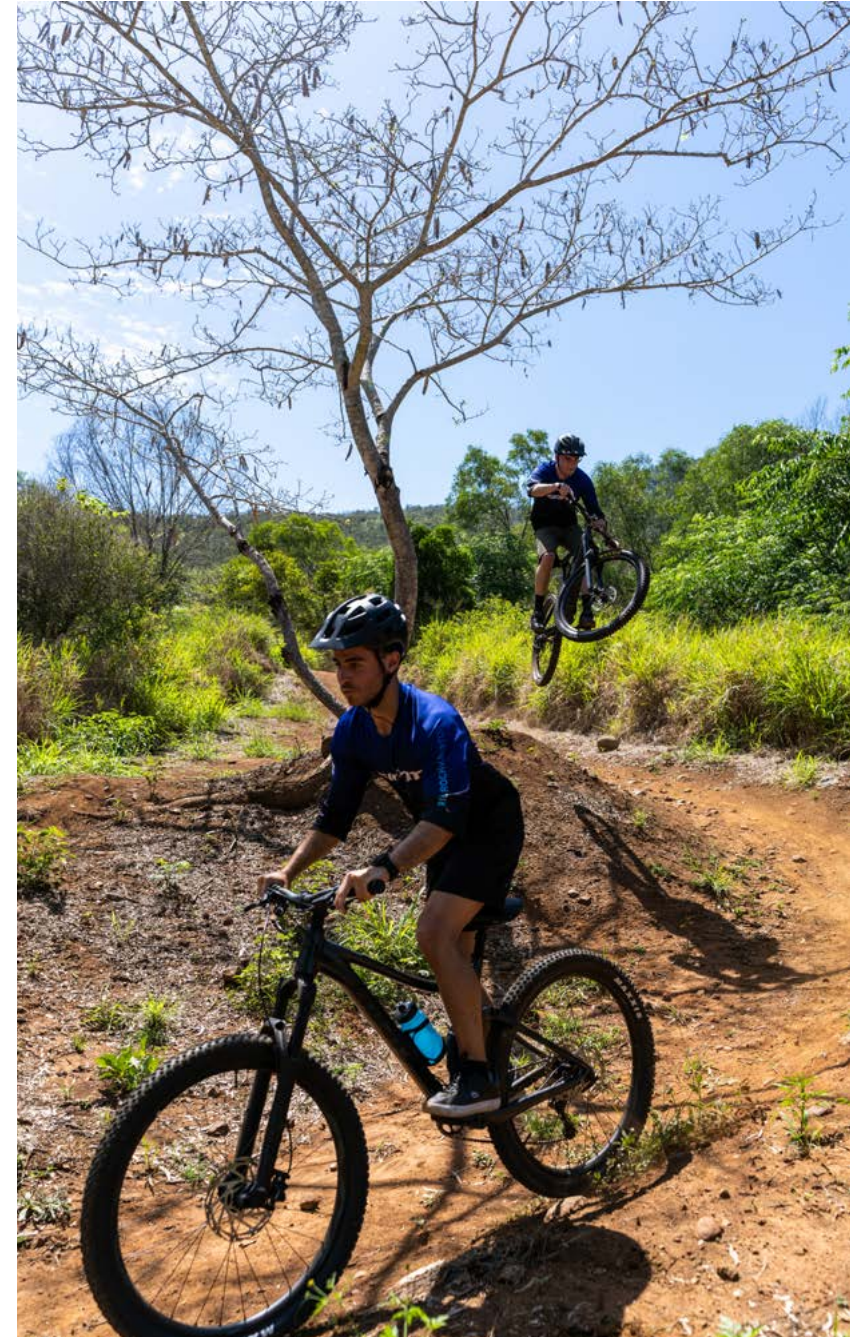
Mountain biking tourism is considered one of the fastest growing recreational activities globally, with AusCycle reporting a \$136.9 million direct economic impact to Australia, per annum.

A recent study conducted by AusCycle found that people who travel intrastate specifically for mountain biking will spend on average \$1,934.55 on their trip, with interstate visitors spending on average \$2,594.10.

Majority of this spend is across airfares, ground transport, meals and beverages, accommodation, retail purchases, bike rental and equipment and spare parts.

Generally, the market is male skewed, with the average rider aged between 30 and 49 and people.

*Mountain Biking in Australia: An Economic and Participation Analysis, AusCycle, March 2021*



# Campaign creative

**With two mountain bike parks on our doorstep and our sub-tropical climate, Rockhampton is a destination to ride all year around. However, with many southern states closing their trails during the colder months, Rockhampton is ideally positioned to attract mountain biking enthusiasts over winter.**

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## Campaign Period

April - June

## Targeted Travel Period

June - September

## Campaign Goal

To promote Rockhampton as one of Australia's top

winter mountain biking destinations.

## 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](http://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

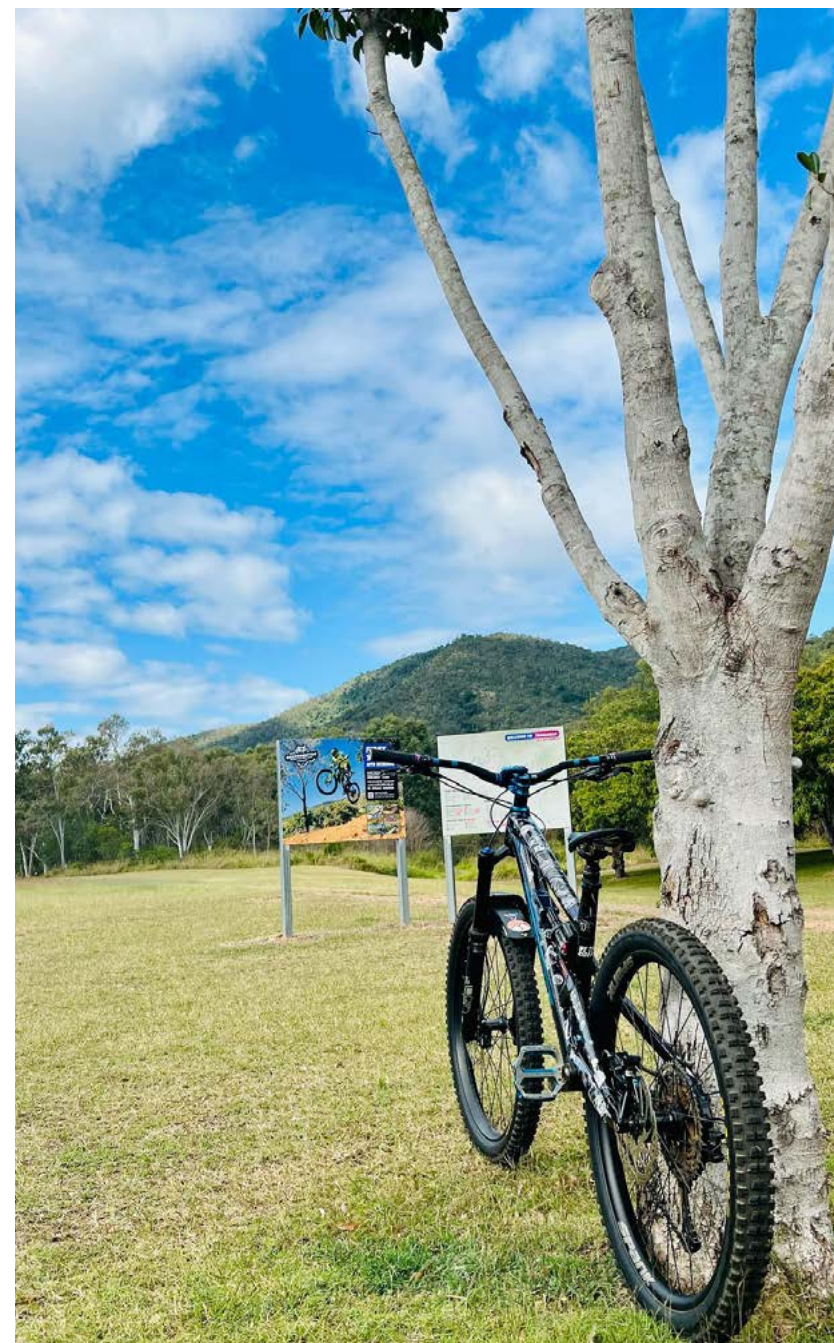
Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

Housed on [explorerockhampton.com.au](http://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](http://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](mailto: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](mailto: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](http://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.

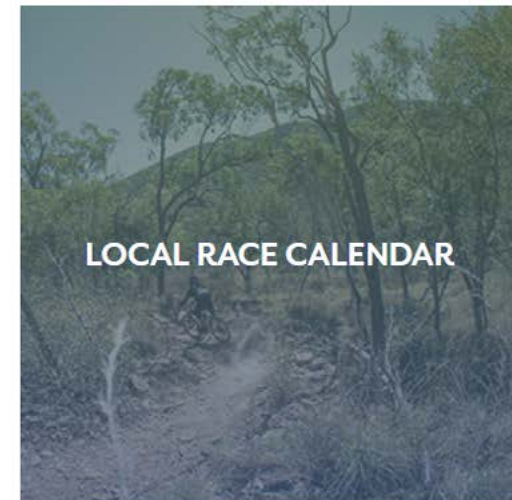
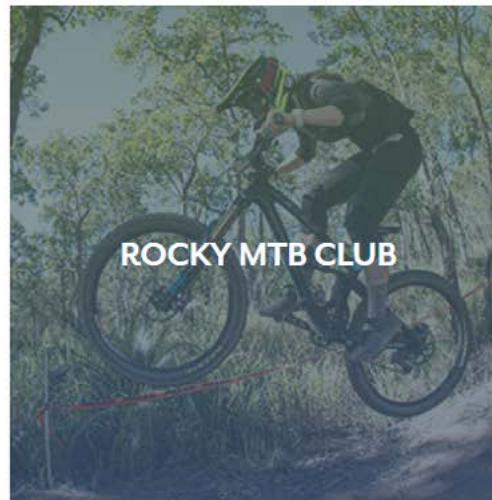
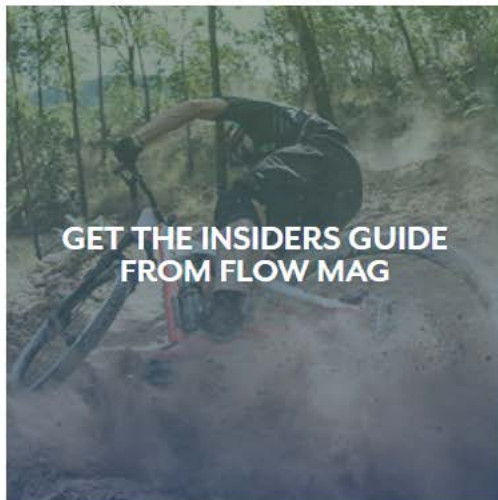
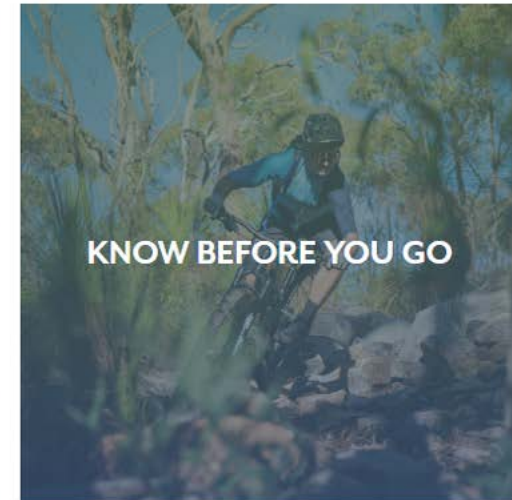
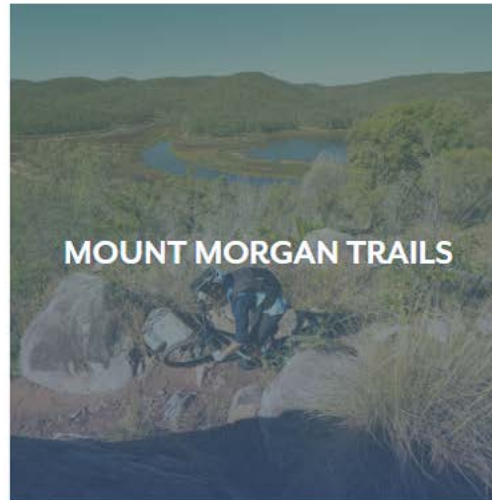
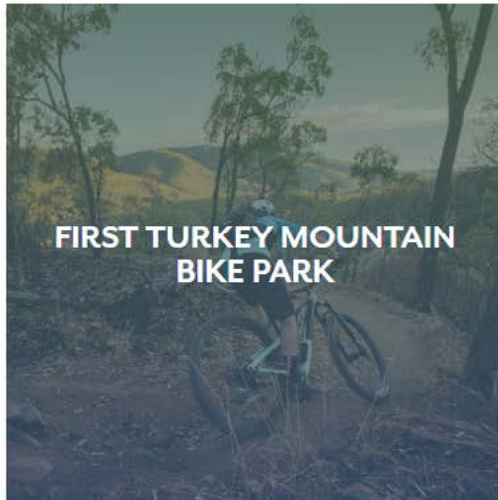
[Find out more](#)





# Key campaign assets

Website | [riderocky.com.au](http://riderocky.com.au)



# 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

Let us introduce you to Australia's best winter mountain biking destination.

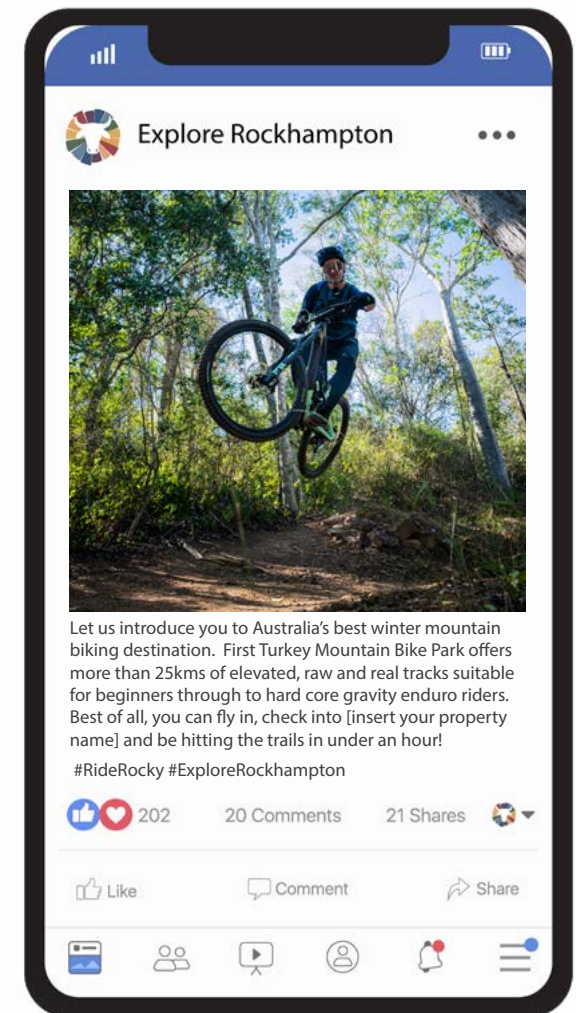
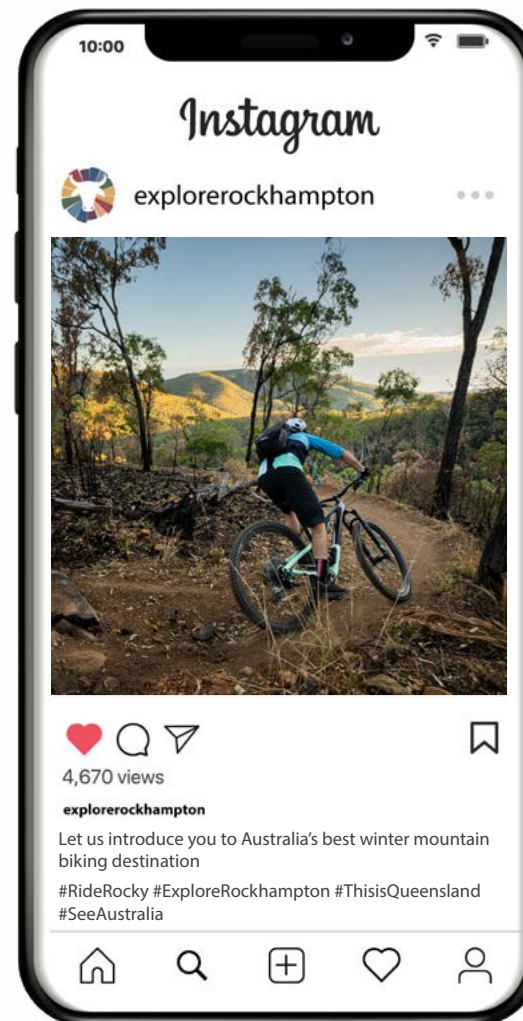
First Turkey Mountain Bike Park offers more than 25kms of elevated, raw and real tracks suitable for beginners through to hard core gravity enduro riders. Best of all, you can fly in, check into [insert your property name] and be hitting the trails in under an hour!

#RideRocky #ExploreRockhampton

### Example Instagram Copy

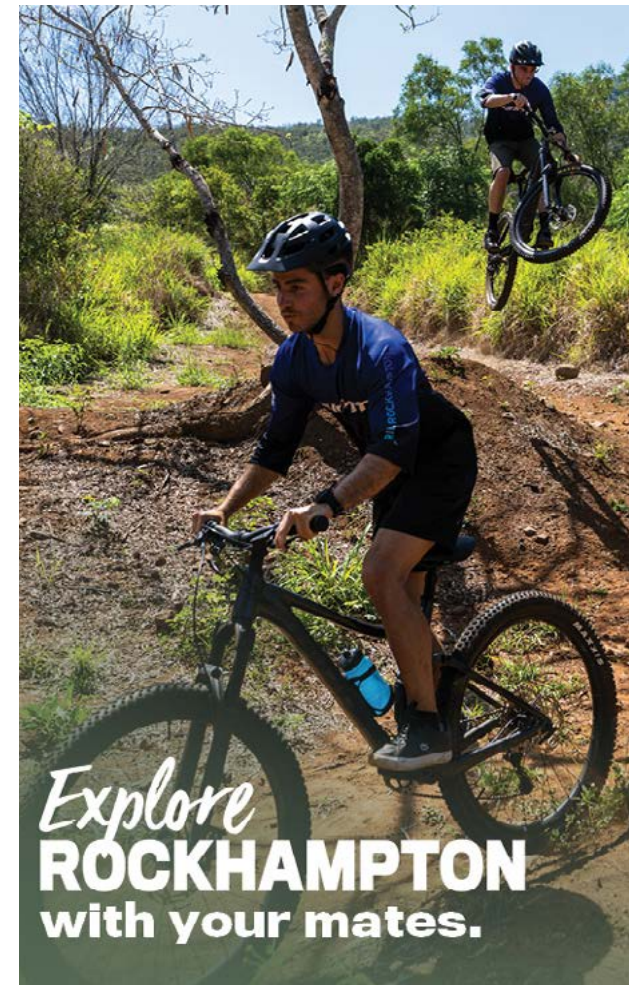
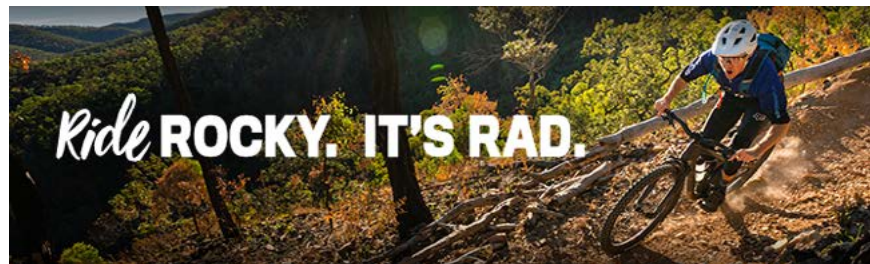
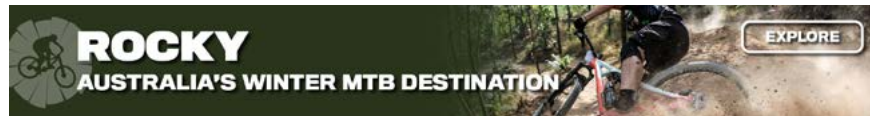
Let us introduce you to Australia's best winter mountain biking destination.

#RideRocky #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](http://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.

## RIDE ROCKHAMPTON'S MTB TRAILS



The boys from Flow Mountain Bike recently visited Rockhampton to ride our mountain bike trails. Read on for how they found our trails, if they caught a barra, and whether or not they will be back to visit us again!

Written by Flow Mountain Bike Magazine  
@flowmountainbike

## RIDE'N ROCKY

Winter in Central Queensland is sensational for mountain biking. We took a trip to Rocky in June to soak in the sun, steaks, singletrack and try our luck fishing for barramundi. Come along for the ride!

The landscape was black. A recent back-burning operation at First Turkey Mountain Bike Reserve had jumped its containment line, leaving the trails in an otherworldly state. As the sun started to peek over Mount Archer, soft morning rays began to trickle through the unburned canopy, bathing the ground in shades of yellow, orange and green. The charred landscape around me and the unlit hill in the background, set against the intense splash of colour, felt a bit like being in a Bob Ross painting.

As Mick rolled past, the light caught the dust stirred up by his rear tyre, and I completely forgot about that extra hour of sleep I thought I needed. There is an electric buzz that runs up my spine when a photo like this appears on the back of the camera, and it felt like I'd grabbed an electric fence with both hands and possibly a few toes. I ran over to Mick to show him what we had just captured, and I could see the charge run through his body — this was the shot we had been after.

# WANT TO FIND OUT MORE?

For more information about how you can engage with this campaign visit [advancerockhampton.com.au](http://advancerockhampton.com.au) or contact [tourism@rrc.qld.gov.au](mailto:tourism@rrc.qld.gov.au)



*Explore*  
**ROCKHAMPTON**  
Stop. See. Stay.