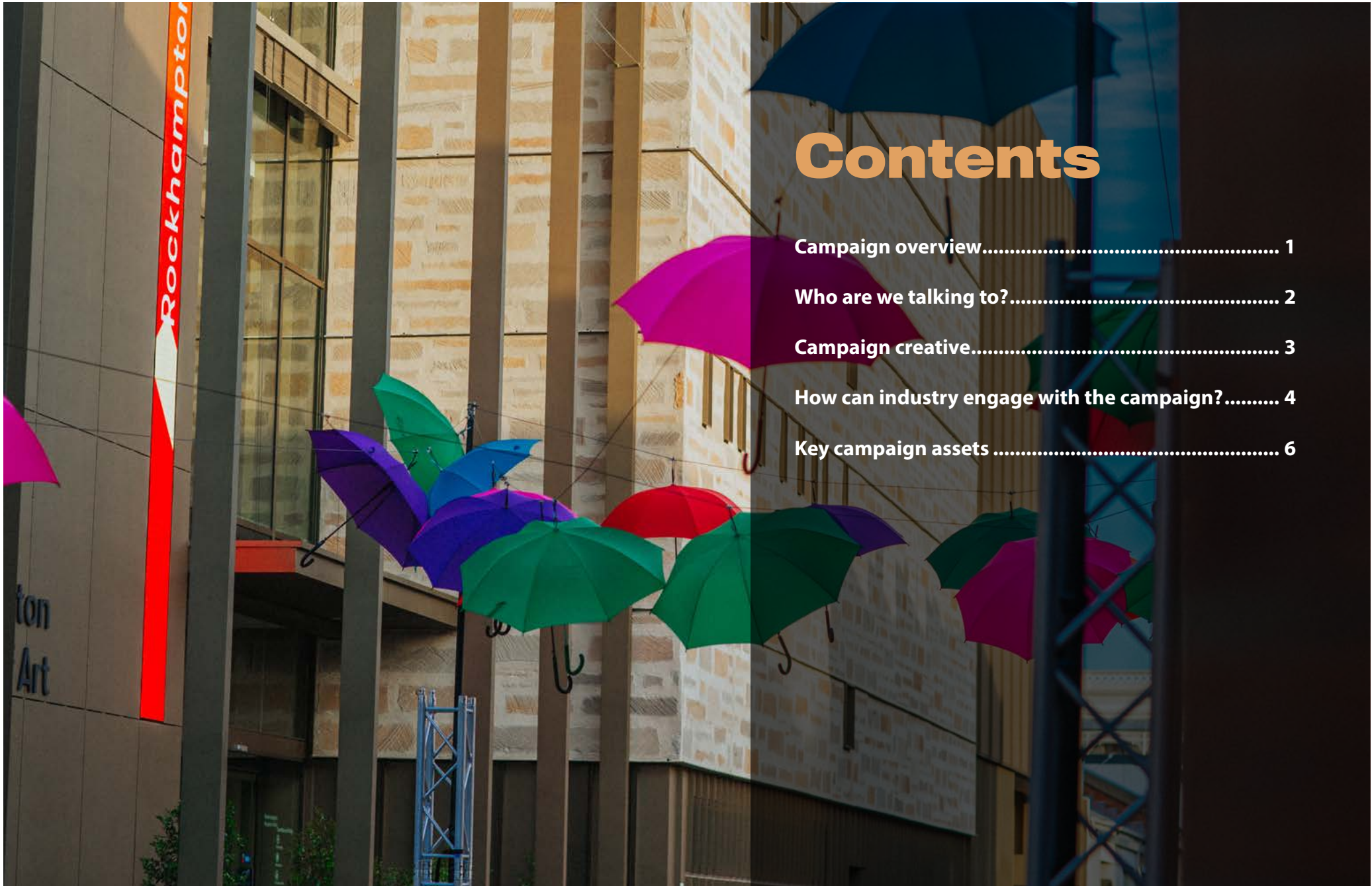




Explore
ROCKHAMPTON

**MAJOR EVENTS
CAMPAIGN OVERVIEW & TOOLKIT**



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Campaign overview

The Explore Rockhampton Major Events campaign is based around a carefully curated annual event calendar offering a diverse and inclusive year of events, encompassing cultural festivals, sports, seasonal celebrations, art, agriculture and more.

Events are a major drawcard for visitation to our region, giving people a reason to come and explore Rockhampton. To leverage from this, we develop blogs and itineraries to encourage visitors to explore the region while they are here for an event, increasing length of stay and increasing spend in our accommodation, hospitality venues and in our retail stores.

From burnouts to pop culture to bull riding to food and wine, there is something for everyone on Rockhampton's 2024 major events calendar.

The Explore Rockhampton '2024 Major Events' campaign is a digital campaign aimed at driving visitation to major events from within the regions 4hr drive and SEQ markets, increasing visitor numbers and spend throughout our region.



Who are we talking to?

Events play a key role in fostering regional tourism and economic development and can be considered a cost-effective way of promoting a region and its attractions - as an event grows, it attracts more tourists in its own right¹.

With Rockynats 03 alone generating over \$5.7 million of overnight visitor expenditure alone, we know that major events bring economic benefits to the Rockhampton region, with visitors spending money on accommodation, in our cafes and restaurants, on event tickets, on tourist attractions and of course in our local businesses.

Traveller profile²:

Average trip length is 3.4 nights

Will generally stay with friends and family, in hotels, motels and caravan parks

Will generally drive to the destination

Outside of event tickets, will spend most of their



Campaign creative

From burnouts to pop culture to bull riding to food and wine, there is something for everyone on Rockhampton's annual major events calendar.

The Explore Rockhampton 'Major Events' campaign is a digital campaign aimed at driving visitation to major events from within the regions 4hr drive and SEQ markets, increasing visitor numbers and spend throughout our region.

Campaign Period

Ongoing

Targeted Travel Period

Coinciding with major events

Campaign Goal

To promote Rockhampton as the events epicentre of Central Queensland, increasing out of region visitation at our region's major events.

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

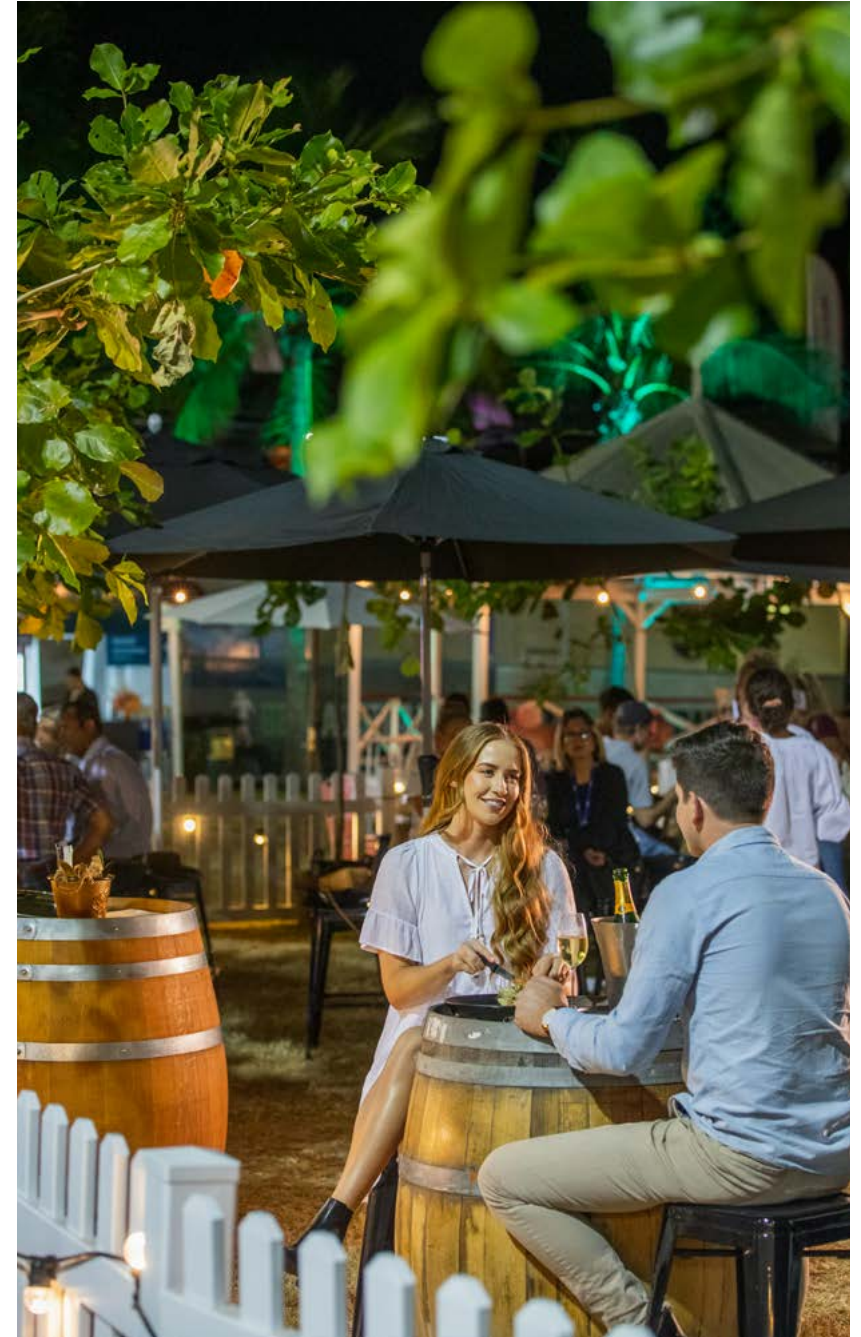
Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

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.

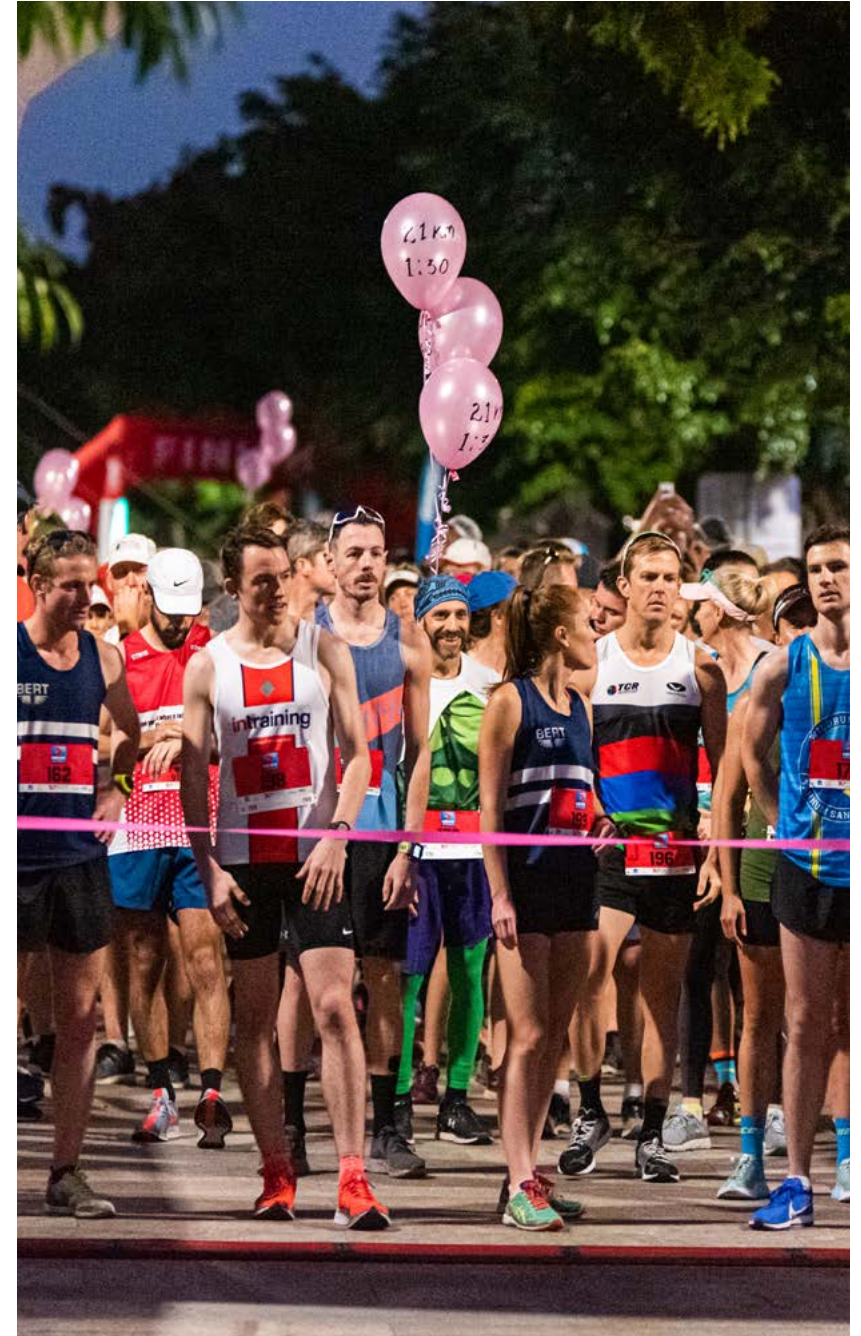
You can sign up to our newsletter by contacting our team at tourism@rrc.qld.gov.au.

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/whatson



ROCKHAMPTON. IT'S ALIVE WITH EVENTS!

Gear up for a beefy, adrenaline pumping, fashion filled, drool worthy, culturally immersive and revving good time in Rockhampton with this epic line up of major events in 2023 and 2024.

With many of these major events hosted along the banks of the Fitzroy River (Tunuba) in the heart of the Riverside Precinct and throughout the CBD, visitors have the luxury of relaxing in 4.5 star accommodation with stunning views to Mount Archer National Park, all while within walking distance to event and dining precincts.

From burnouts to pop culture to bull riding to food and wine, there's something for everyone on Rockhampton's 2023 and 2024 major events calendar.

Plan ahead with our [accommodation guide](#), and download our [Explore Rockhampton Destination Guide](#) to find all the experiences you can do while you're in the region... you'll need to add on some extra days for sure!

[DOWNLOAD THE 2024 MAJOR EVENT CALENDAR](#)



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

Gear up for an adrenaline pumping, fashion filled, drool worthy, culturally immersive and revving good time in @ExploreRockhampton with this epic line up of major events.

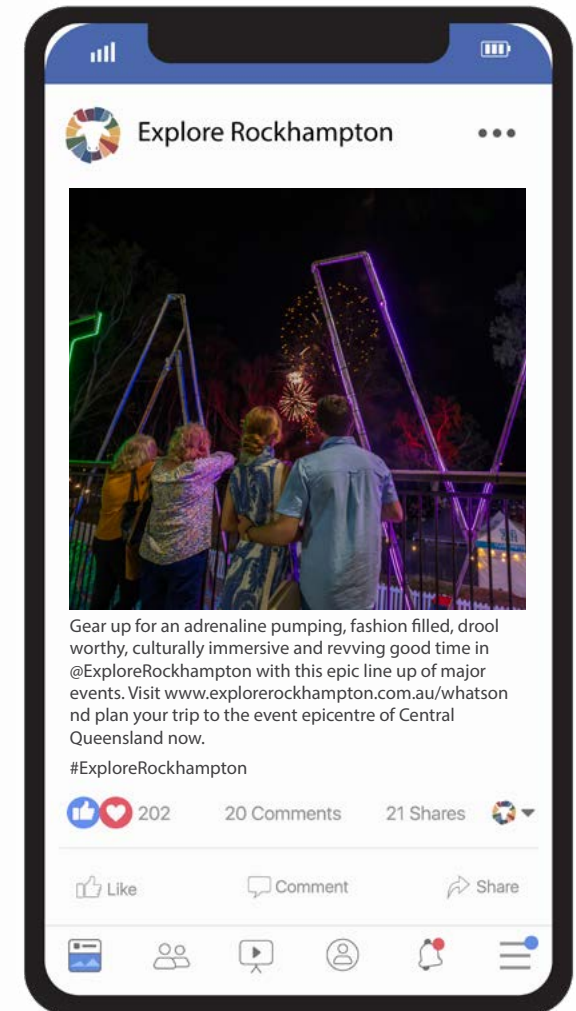
Visit www.explorerockhampton.com.au/whatson and plan your trip to the event epicentre of Central Queensland now. #ExploreRockhampton

Example Instagram Copy

Gear up for an adrenaline pumping, fashion filled, drool worthy, culturally immersive and revving good time in @ExploreRockhampton with this epic line up of major events.

Tap the link in our bio to find out more.

#ExploreRockhampton #ThisisQueensland #SeeAustralia



Key campaign assets

Annual Major Event Calendar

ROCKHAMPTON REGION

2024 EVENT CALENDAR







JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<p>26TH Australia Day Kershaw Gardens</p>  <p>26TH Country on Kershaw Country Music Concert Kershaw Gardens</p> 	<p>1ST Barra Season Opens Fitzroy River (Tunuba)</p>  <p>10TH Big Beer Festival Riverside Precinct</p> 	<p>29-31ST Rare Spares Rockynats 04 Rockhampton City</p>  <p>15-24TH Grease The Musical Pilbeam Theatre</p>  <p>MAR-JUN Maximum</p>	<p>7TH Capricornia Yearling Sale Callaghan Park</p>  <p>25TH ANZAC Dawn Service Botanic Gardens</p>  <p>28TH The Archer</p>	<p>5-11TH Beef Australia Expo Showgrounds</p>  <p>10-11TH PBR Australia Rodeo Great Western Hotel</p>  <p>15-19TH Paradise Lagoons Campdraft Paradise Lagoons</p> 	<p>1ST Ridgeland Show Ridgeland</p>  <p>8TH Pop Up Polo Victoria Park</p>  <p>12-14TH Rockhampton Agricultural Show Showgrounds</p>	<p>13-14TH Gold Rush Hill Sprint Mount Morgan</p>  <p>26-28TH Rockhampton River Festival Riverside Precinct</p>  <p>JUL-SEP The Gold Award Rockhampton Museum of Art</p> <p>JUL-NOV</p>	<p>10TH Mount Morgan Show Mount Morgan</p>  <p>24TH Taste of the World Cultural Festival Riverside Precinct</p>  <p>31ST CapriCon Pop Culture Convention Showgrounds</p> 	<p>5-8TH Capricorn Food and Wine Festival Riverside Precinct</p>  <p>SEP Rockhampton Zoo School Holiday Activities</p> 	<p>OCT Fitzroy River Barra Bash Fitzroy River (Tunuba)</p>  <p>OCT-NOV Bangarra Dance Theatre Wanu Pilbeam Theatre</p> 	<p>NOV-JAN \$10K Thready Competition Fitzroy River (Tunuba)</p>  <p>TBC Ariat APRA National Finals Rodeo CQLX</p>  <p>30TH</p>	<p>14TH Mayor's Carols by Candlelight Music Bowl</p>  <p>1ST-24TH Christmas Lights Venue TBC</p>  <p>31ST Light up the Sky NYE Celebrations Riverside Precinct</p>

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.

POP CULTURE PEEPS, ASSEMBLE FOR CAPRICON

Published on 24 July 2023

COMICS, COLLECTABLES AND POP-CULTURE OH MY!

Attention comic book fans, cosplayers and all other pop culture fanatics, it's time to get your geek on!

CapriCon Pop Culture Convention, regional Queensland's largest one-day pop culture convention, is almost here.

Get ready for a wide array of pop culture including comics, collectables, cosplay, anime, medieval, gaming, art, steampunk, furies and so much more!

This year's event is the biggest yet with combat archery craze - Dodgebow, the voice of Scooby Doo - Neil Fanning, Wolf Creek's John Jarratt, comedian and host of ABC's TV Show 'Gamer', Harry Jun, plus a medieval village, Lightsaber Academy and all things, comics, anime, gaming and more for the young and the young at heart.

Tickets are now available for CapriCon Pop Culture Convention, so make sure you grab them online, ready for the action-packed day ahead!





Explore
ROCKHAMPTON
Stop. See. Stay.