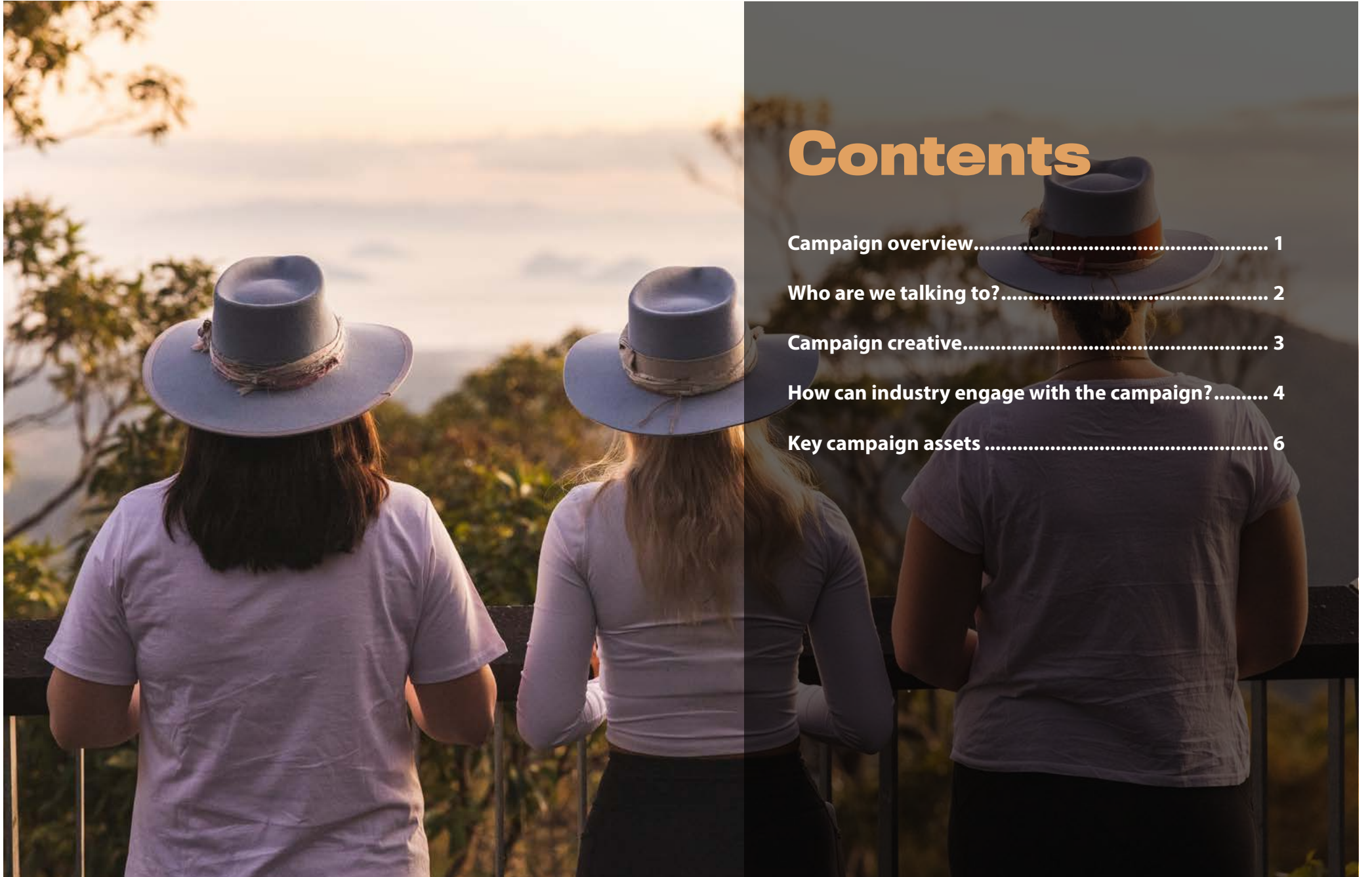




Explore
ROCKHAMPTON

YEAH, THE GIRLS!
CAMPAIGN OVERVIEW & TOOLKIT



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Campaign overview

PHYLLi Designs founder and famous hat maker, Laura Hall and her team joined us for an action-packed week of adventure in Rockhampton, as part of a collaboration with Explore Rockhampton to showcase the Beef Capital as the ultimate country escape with a touch of boujee.

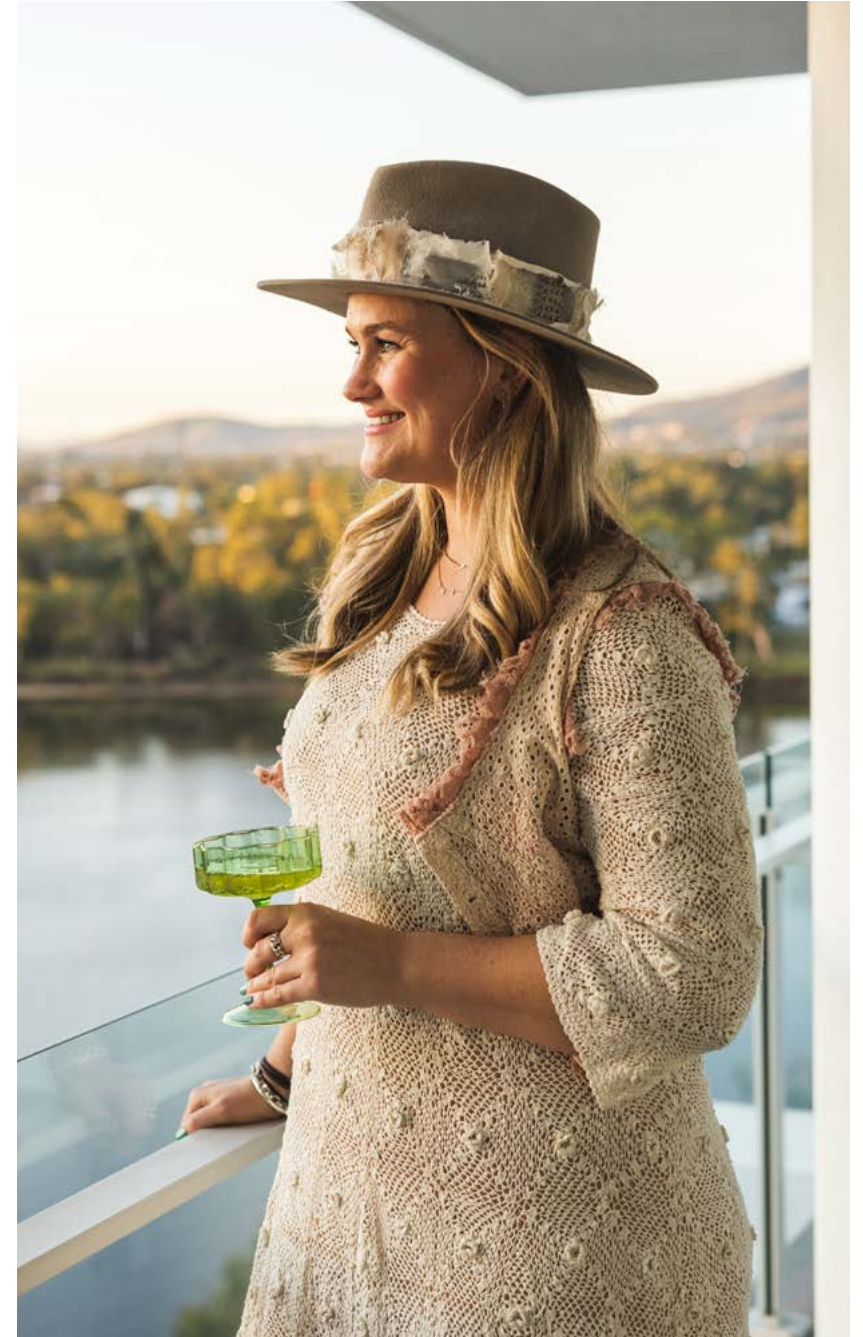
By the end of the five-day trip, the girls had some great stories to share, which has assisted us in the development of this marketing campaign.

Laura Hall and her team are from Scone, NSW and Laura is the founder of famous hat making business, 'Phylli Designs.'

Laura has featured in magazine publications, TV shows such as Better Homes and Gardens, and her hats have been worn on the heads of many famous heads including Delta Goodrem, Collette Dinnigan, Elsa Pataky and Matt Damon.

One of Laura's hats also featured in the current Tourism Australia campaign 'Come and Say G'Day' with Rose Byrne as Ruby the Kangaroo.

[Follow PHYLLi on Instagram](#)



Who are we talking to?

This campaign targets females with interests in boutique shopping, dining, cocktails, high teas, scenic hikes, zoo and farm experiences.

With newly establish Bonza Aviation flying direct from cities such as Melbourne, Sunshine Coast, Cairns and Townsville, Rockhampton is now a destination of choice for a quick girls getaway with an authentic country feel.

Holidays with flights make up 7.3 million trips per year and on average, trips were 4.3 nights long, while those including a regional destination were longer at an average of 5.0 nights.

In 2019, Australians took almost 38 million day trips to go shopping, spending \$7.7 billion. Those shopping in regional areas tended to stay longer than those shopping in capital cities (4.3 nights compared to 3.7 nights).

Source: Tourism Research Australia 2019



Campaign creative

With gorgeous heritage buildings, beautiful tea rooms and iconic pubs right on our doorstep, combined with our sub-tropical climate, Rockhampton is a destination of choice all year around for those looking to book a weekend away with the girls for an authentic country experience with quality boutique shopping, beauty and wellness, an epic events calendar amazing food and great coffee.

Advance Rockhampton's 'Yeah The Girls' campaign is a digital campaign aimed at driving visitation amongst those looking for the ultimate country girls trip living in Queensland, New South Wales and Victoria.

Campaign Period

Ongoing

Targeted Travel Period

Ongoing

Campaign Goal

To promote Rockhampton as one of Australia's top destinations to visit for the ultimate girls trip and authentic country experience in the Beef Capital.

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

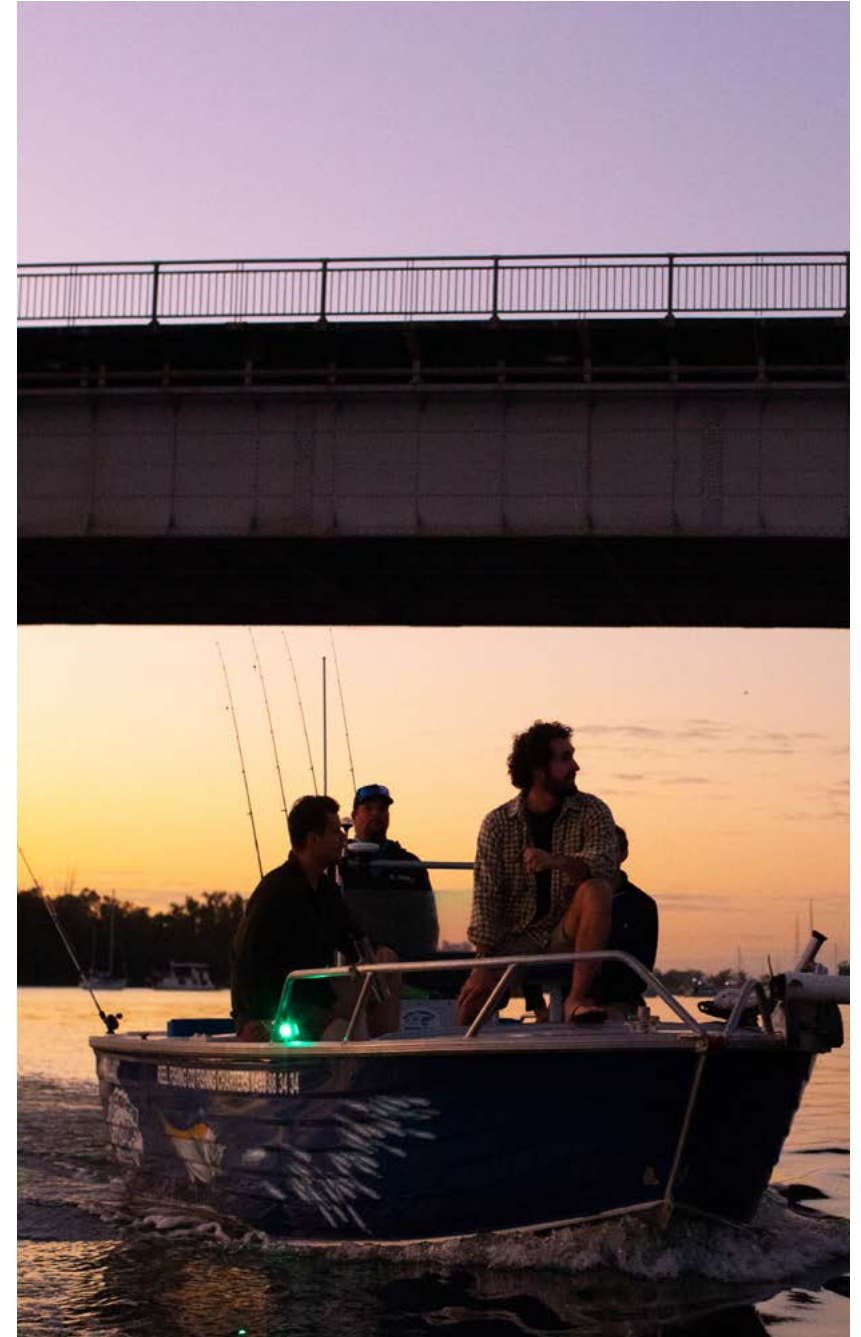
Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

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.

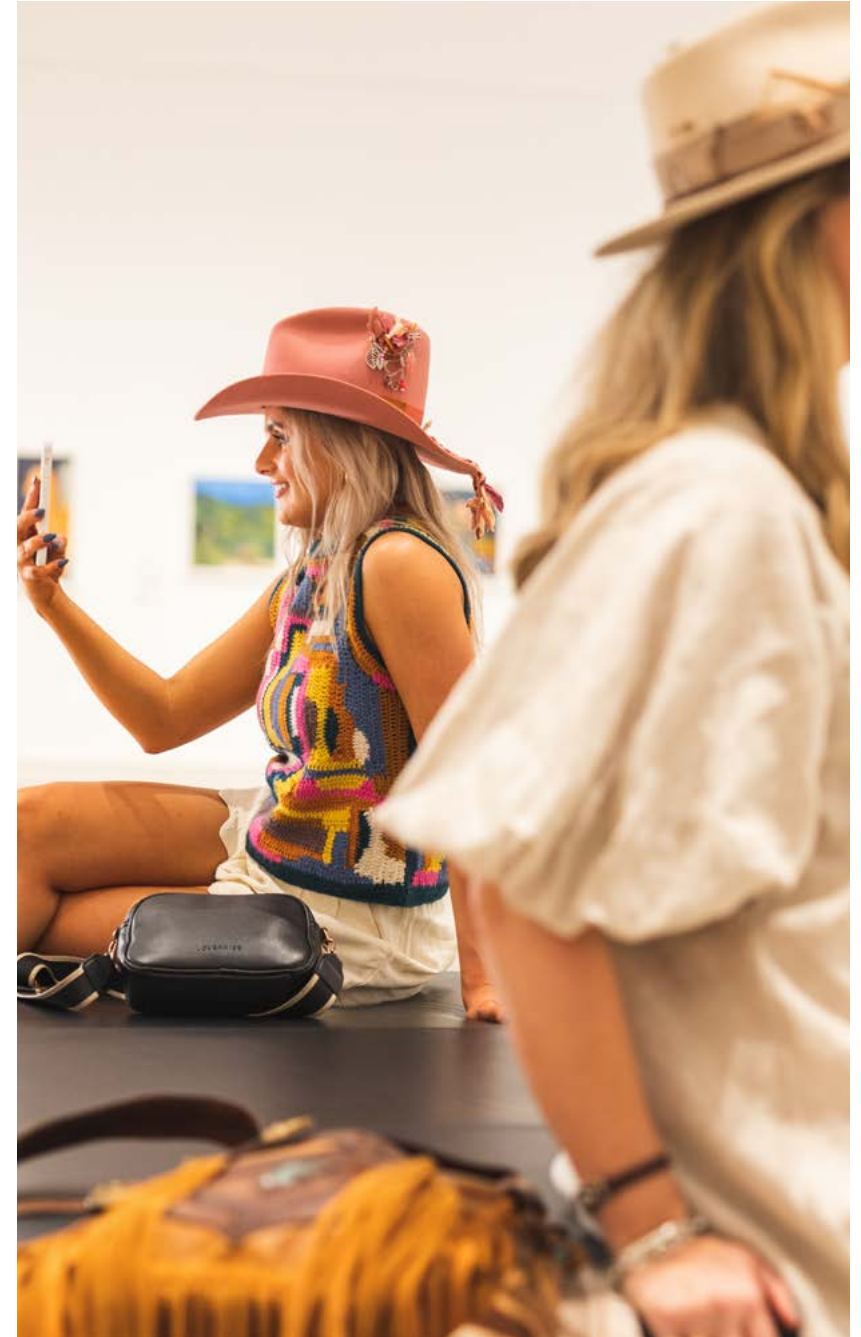
You can sign up to our newsletter by contacting our team at tourism@rrc.qld.gov.au.

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

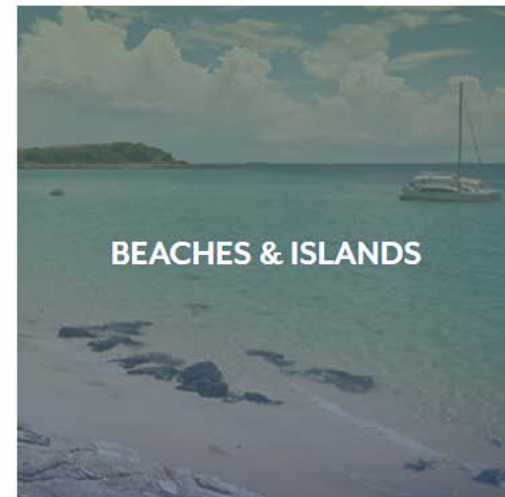
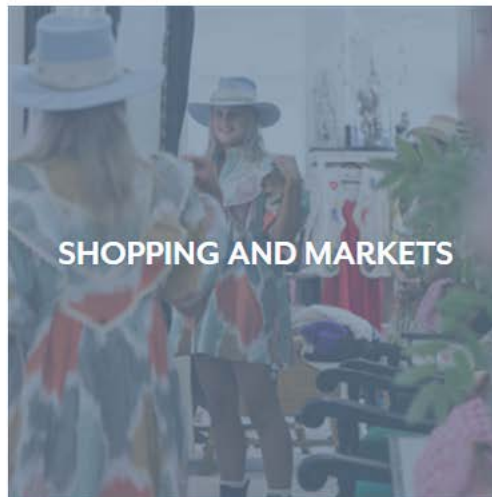
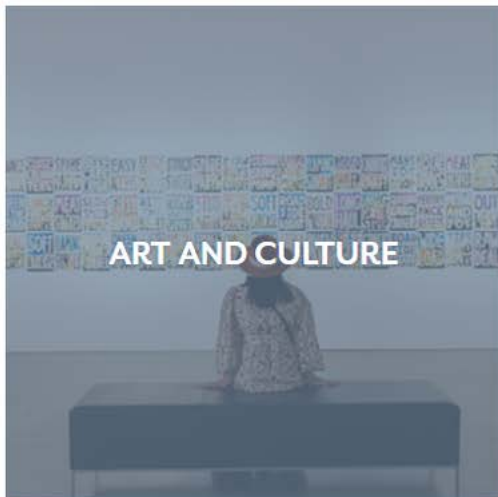
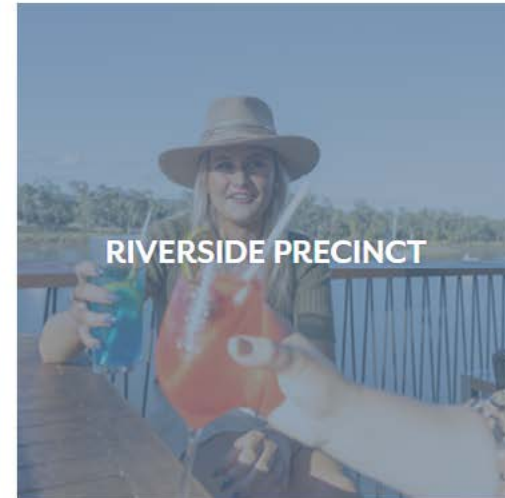
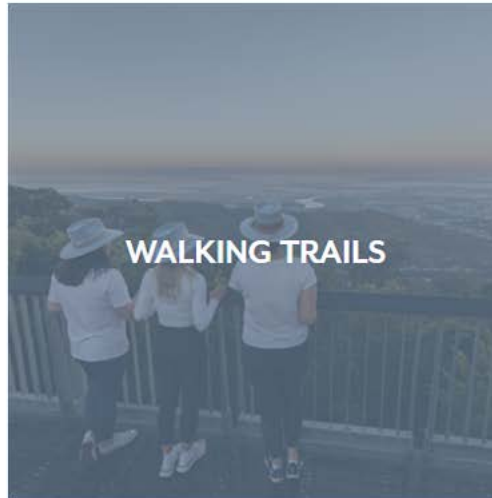
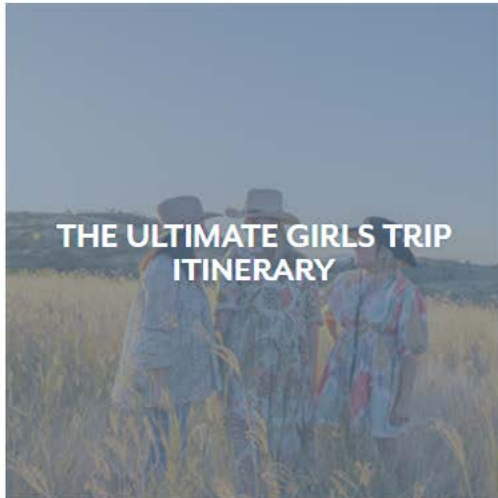
The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. QTIC offer a number fo workforce and skilling programs to assist tourism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

[Find out more](#)



Key campaign assets

Website | explorerockhampton.com.au/girls



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.

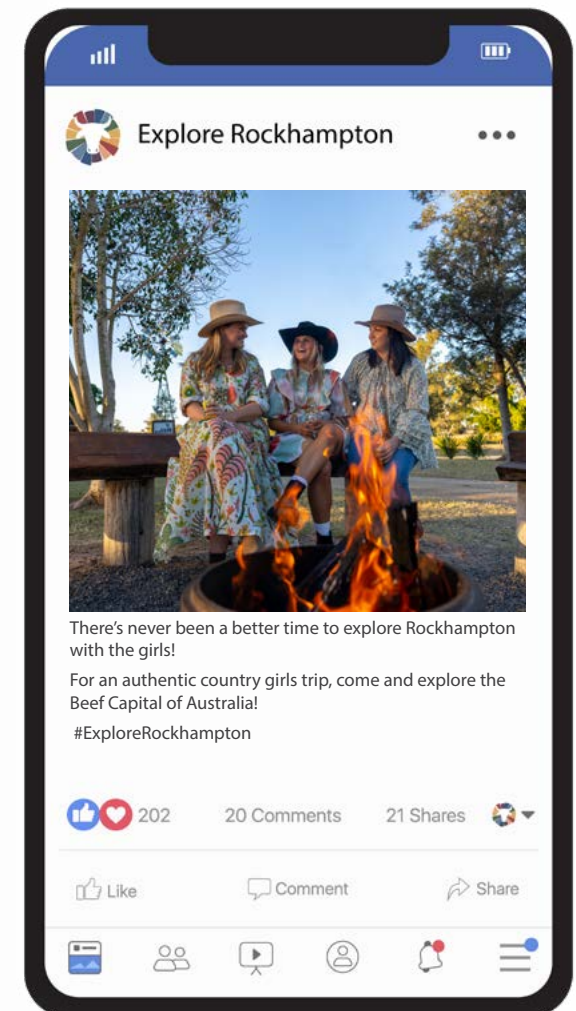
Credit @explorerockhampton and include any relevant hashtags such as #ExploreRockhampton #AccessibleTourism #ThisisQueensland #SeeAustralia

Example Facebook Copy

There's never been a better time to explore Rockhampton with the girls!
For an authentic country girls trip, come and explore the Beef Capital of Australia!
www.explorerockhampton.com.au/girls
#ExploreRockhampton

Example Instagram Copy

There's never been a better time to explore Rockhampton with the girls!
#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.

EXPLORE ROCKHAMPTON WITH THE GIRLS

Published on 27 June 2023

FIVE DAYS, FOUR NIGHTS, ONE JAM-PACKED ITINERARY!

We welcomed Laura Hall, famous hat designer and founder PHYLLI Designs, along with her team, to the Beef Capital to take on the ultimate country girls trip.

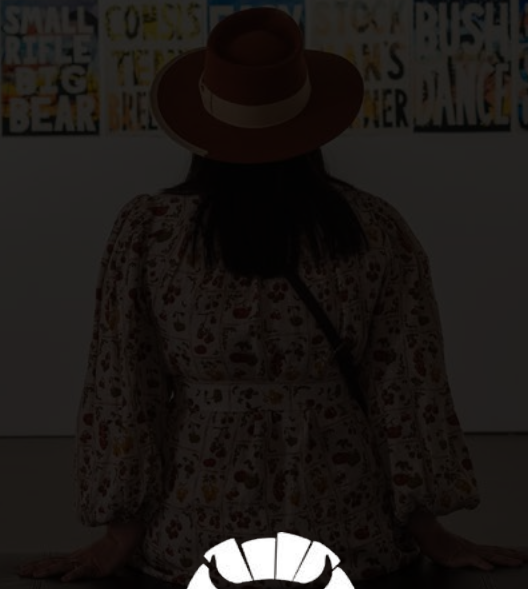
The girls were seeking natural encounters, beautiful scenery, boutique shopping, amazing food and beverages, relaxation, pampering and good times with a side of boujee. So, we put together a fun-filled itinerary loaded with a little bit of everything and got them straight on a flight to Rockhampton!

The girls hail from Scone, New South Wales where Laura operates her exclusively unique and worldly-known hat design business with the girls. Her styles have not only featured in magazine publications, television shows (including Better Homes and Gardens), they have also been worn on the heads of many celebrities including Delta Goodrem, Collette Dinnigan, Elsa Pataky and Matt Damon. Laura's designs have also featured on the latest Tourism Australia campaign "Come and Say G'day" with Rose Byrne and Ruby the Kangaroo.

Keen to soak up the regional Queensland vibes and above average winter climate, the girls high-tailed it to Newcastle, caught a flight to Brisbane airport, connecting them to Rockhampton airport where they were ready to take on the adventure.

Rocky is a surprise package of exciting major events, boujee boutique shopping, divine art and culture, spectacular scenic sunsets and sunrises, farm stays, river cruises, ultimate pampering and EPIC food. By the end of the five-day trip, the girls had some great stories to share.





Explore
ROCKHAMPTON
Stop. See. Stay.