

Overview of Queensland Cooperative Activity 2009/10

Campaign Overview

Tourism Queensland is excited to present the Queensland Tourism industry with a complete schedule of cooperative advertising opportunities for the 2009/10 financial year. This overview document provides a snapshot of the opportunities available from August 2009 to June 2010.

In 2009/10 Tourism Queensland is embarking on a new direction in promoting Queensland and its destinations. There will be increased activity showcasing the range of experiences available throughout the state under the Queensland brand.

These campaigns aim to show the depth and variety of experiences on offer in Queensland based on four key themes, and to also generate qualified leads to operators participating in the campaign. The four key themes are Natural Encounters, Queensland Lifestyle, Islands & Beaches and Adventure.

Due to the current economic climate, activity will also have a retail component which means that all participating operators must submit a deal.

As the Queensland Government (via Tourism Queensland) is investing heavily in cooperative marketing campaigns allowing a direct call to action to your business, it is a requirement of campaign participation that operators provide feedback on enquiries and bookings generated by this activity. Forms will be provided and information will remain confidential. Inability to provide this feedback may lead to operators being excluded from partnering in future advertising campaigns.

Campaign learnings will be communicated to participating operators and will aid in future campaign planning.

Further information on all of the opportunities mentioned are available for download at tq.com.au/queenslandcampaignactivity or via Coroneo and Co, Tourism Queensland's official advertising sales agency on 07 3252 4860.

Target Markets

Tourism Queensland has utilised insights from a new consumer segmentation model to better understand the consumer's holiday needs and wants.

Intrastate (within Queensland)

Target Market – Connectors

They see holidays as a chance to connect with the people they care most about. They will often compromise their own preferences in terms of activities to ensure everyone has a good time. It's about what is real and what is really important.

Interstate (Sydney/Melbourne focus)

Target Market – Social Fun-seekers

The essence of their holiday is having a fun time. While they do a lot of different activities, it is sharing the experience with friends and other holiday makers that makes the difference.

For more information regarding Tourism Queensland's consumer segmentation visit tq.com.au/segmentation

Overview of Domestic Activity

Tourism Queensland has planned a calendar of activity for 2009/10 with each campaign aimed at generating enquiries and bookings for Queensland Tourism Operators. National Wholesale/Retail activity will direct bookings and enquiries to a wholesaler (eg Unreal Deals with Sunlover Holidays). Intrastate and Interstate campaigns will refer the consumer to queenslandholidays.com.au and direct to the operator.

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Jun
National Wholesale/Retail											
Intrastate (Best Holiday)											
Interstate (Best Holiday)											

The Queensland Domestic Cooperative Advertising activity falls into three categories:

- National Wholesale/Retail activity (across Australia)
- Intrastate activity (within Queensland)
- Interstate activity (Sydney & Melbourne focus)

National Wholesale/Retail Activity

Tourism Queensland will partner with a number of nationally recognised wholesalers to deliver three major retail campaigns throughout the next 12 months (eg Unreal Deals, with Sunlover Holidays). Invitations to participate in these campaigns will come from the relevant wholesaler (Operator will need to be part of the wholesaler's program to participate).

Please contact Tara Eller, Marketing Manager on 07 3535 5031 or tara.eller@tq.com.au for further information on these campaigns.

Best Holiday – Intrastate & Interstate Activity

Campaign Overview

Under the title of Best Holiday, Queensland will leverage the exposure generated via the success of the "Best Job in the World". The activity will feature four of the Best Job in the World finalists inviting consumers to enjoy the "The Best Holiday" in Queensland. Media activity will include press, television, radio and digital during key periods from late August 2009.

The Best Holiday Campaign aims to show the depth and variety of experiences on offer in Queensland based on four key themes. The four key themes are Natural Encounters, Queensland Lifestyle, Islands & Beaches and Adventure.

The television placements will drive consumers to queenslandholidays.com.au to view the Best Holiday Deals section (which will link through to operator websites) and to find out more about Queensland's key experiences.

Opportunities

A proposal is available which details the following cooperative opportunities:

- **Press**
 - Regional Queensland Press panels from \$300 +gst
 - Metropolitan (Brisbane) Press panels from \$700 +gst
- **Television**
 - Regional Queensland WIN News television packages from \$1,800 +gst
 - Brisbane and Regional Queensland television packages from \$8,000 +gst
 - Sydney & Melbourne television packages from \$18,000 +gst
- **Digital**
 - Website deal listing (deal listed under relevant destination on the Best Holiday pages on queenslandholidays.com.au) from \$250 +gst
 - Customised digital packages from \$1,800 +gst

Press Examples



Example of individual panel



Example of half page solus advertisement

Example of half page formatted panel advertisement

For complete details on these cooperative opportunities please download the Best Holiday advertising proposal via the following link: tq.com.au/queenslandcampaignactivity

Additional Opportunities

An overview of opportunities is listed below. Please contact Coroneo and Co for further information or download a detailed proposal by clicking on the link below each section.

Stand Alone Advertising

- Tourism operators in Queensland are able to book their advertising through Coroneo and Co at special media rates negotiated by Tourism Queensland
- Operators can book advertising in their choice of media, such as newspapers, magazines, online and television according to the timing that suits their business
- Advertisements appearing in Queensland must utilise the Queensland baseplate
- Advertisements appearing nationally / interstate must use relevant destination branding (ie Gold Coast, Brisbane, Sunshine Coast, The Whitsundays, Tropical North Queensland) or Queensland branding if from outside these regions

For complete details on Stand Alone Advertising opportunities, please download the proposal via the following link: tq.com.au/queenslandcampaignactivity

Queensland Holidays Website Advertising

- A limited number of online advertising opportunities are available on Tourism Queensland's flagship consumer website queenslandholidays.com.au in contextually relevant sections throughout the site. Operators must supply their own creative.
- Monthly average visitor sessions are over 260,000
- Advertising options start from \$7,000 +gst for a 3 month schedule

Queensland Holidays e-Newsletter Advertising

- Engage with a highly qualified domestic audience (over 380,000 subscribers) through a small number of advertising placements available within the "Where else..." consumer e-Newsletter sends
- Advertising options start from \$1,100 +gst

For complete details on the Queensland Holidays Website and e-Newsletter cooperative opportunities please download the proposal via the following link: tq.com.au/online

Queensland Holidays Ultimate Auctions

- Auctions are planned for December 2009 and April 2010
- Options to participate are at a cost of \$500 +gst. An offer must be submitted.

For more information, please contact Tige Simmons, Digital Marketing Coordinator on 07 3535 5268 or tige.simmons@tq.com.au

Participation Requirements

All campaign participants **must**:

1. Include a package or deal in their advertisement. This deal will also be replicated online.
2. Be part of the Australian Tourism Data Warehouse (ATDW). For more information on this please visit tq.com.au/atdw.
3. Be a Regional Tourism Organisation (RTO) member. For more information please contact your relevant RTO.
4. Complete a compulsory campaign response form at the end of the campaign (this will remain confidential).
5. Adhere to the Tourism Queensland Advertiser acceptance policy – visit tq.com.au/advertiseracceptancepolicy.

Contacts

Destination	Coroneo and Co Destination Advertising Manager	Tourism Queensland Zone Director
Gold Coast & Hinterland	Mark Smith m.smith@coroneo.com.au 0412 768 715	Denise Deveney denise.deveney@tq.com.au 0418 412 140
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Central Queensland & Bundaberg	Glenn Stevens g.stevens@coroneo.com.au 0409 505 181	Trevor Cox trevor.cox@tq.com.au 0408 761 774
Whitsundays (Including Islands of the Great Barrier Reef) & Mackay	Tony Broadhurst t.broadhurst@coroneo.com.au 0412 134 777	Racheal Klitscher racheal.klitscher@tq.com.au 0419 662 933
Tropical North Queensland & Townsville	Tony Broadhurst t.broadhurst@coroneo.com.au 0412 134 777	Jeff Gillies jeff.gillies@tq.com.au 0437 735 944

For those operators who have properties in multiple destinations please direct your enquiries to Tony Broadhurst at Coroneo and Co.

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