2017/2018 Tourism Marketing Plan													
			August	September	October	November	December	January	February	March		May	June
QLD School	ol and Public Holiday Dates		7 14 21 28	4 11 18 25	2 9 16 23	30 6 13 20 27	4 11 18 25 1	8 15 22 2	_	26 5 12 19 S	26 2 9 16 23 3 30 25	0 7 14 21 2	8 4 11 18 25
Major Events					R	R O					Comm		
	Major Events				RLWC	Cricket					Games		
CAMPAIGN DETAILS	TARGET MARKET	CAMPAIGN OBJECTIVE											
TigerAir Campaign	GEO: Melbourne	Flight Bookings + Building Awareness in		Burst 2		Burst 3							
Campaign tageting Melbourne in partnership with TigerAir, Tourism and Events Queensland, Townsville Airport and Townsville City Council	d DEMO: SINKS/DINKS	Melbourne Market											
Great Barrier Reef Map Marketing	GEO: QLD, VIC, NSW	Building awareness of destinations along											
State wide digital Marketing campaign driving views to the eBook 'Driving the Great Barrier Reef'	DEMO: Backpacker and Empty Nesters	the Great Barrier Reef. Target measure - Views/Reads of the eBook	Phase 1		F	Phase 2							
2018 - 2019 Holiday and Travel Guide	General	Destination Awareness						Advertisi	ng Sales Co	ntent	Prir	In market	
The region's key piece of marketing collateral promoting the Townsville North Queensland region. Printed and electronic publication.											#		
** Advertising opportunities available													
Events Campaign	GEO: Cairns, Mackay, Mount Isa, Brisbane,	Destination Awareness + Growth in			Advortising C-1-	_			aunch and			Second	
Integrated campaign promoting the 2018 Townsville North Queensland	Gold Coast & Toowoomba	regional Event	Advertising Sales (2018 Events and Insider's Guide)				N	lain Burst			burst of		
events calandar alongside the destinations stunning attractions.	DEMO: SINKS/DINKS, Older Families	Registrations/Entries/Attendance	Key Dates								activity		
Campaign includes digital, print, TV, outdoor and direct marketing.					ooking deadline: 30								
** Advertising opportunities available				Mate	erial deadline: 15 De In market: 27 Janua								
Industry Trade Shows	GEO: Sydney, Melbourne, Brisbane	Destination Awareness							Flight Centre				
- Flight Centre Expo									Expos				
- Caravan and Camping (Dates TBC) Instagrammer Program	GEO: QLD, Sydney and Melbourne	Destination Awareness + Content				7		Ç		В			표
Hosting digital influencers such as bloggers and instagrammers in	DEMO: SINKS/DINKS	Generation				i iii		narte		ırde			nch
region to generate publicity of the destination.						≦		SLS		K:			
** Opportunities for operators to be featured													
School Holiday Campaign - Retail Campaign	GEO: Regional QLD, Sydney, Melbourne,	Bookings - Expedia and Webjet							In Marke	t			
Campaign with Expedia and Webjet promoting Townsville North Queensland as a school holiday destination.	Brisbane												
Queensiand as a school holiday destination.	DEMO: Older Families												
** Operators listed through Expedia will be contacted to provide deal and/or offers													
Magnetic Island Video - I know just the place campaign							Distri	bution dates TBC					
Winter (Interstate) Campaign	GEO: Sydney, Melbourne, Brisbane	Bookings -											Car
Digital campaign promoting Townsville's winter weather. Partnership	DEMO: SINKS/DINKS, Older Families &	townsvillenorthqueensland.com.au											mpai
with Webjet Also.	Empty Nesters												gn Liv
** Digital Marketing Packages available to operators													Ф
PR Media Famil	GEO: Sydney, Melbourne, Brisbane	PR coverage											
Interstate media famil showcasing the destination.	DEMO: SINKS/DINKS, Older Families &												
** Opportunities for operators to be included in the famil	Empty Nesters												
Always on Activity	GEO: QLD, Sydney and Melbourne	Destination Awareness											
- Social Media	GEO. QED, Sydney and Melbourne	Destination Awareness											
- PR Activities													
- E- Newsletters													
- Website													