



CAMPAIGN OVERVIEW

Campaign:

Gladstone Region Drive Campaign

Timing:

This campaign will be launched on the 23rd May and will continue through until the 1st August.

Marketing Objectives:

To encourage those who live within our 400km radius to drive into region and holiday here this winter. We also want to spread the marketing interstate and target northern NSW during the cooler months.

This will be the first dedicated campaign GAPDL have run that will revert customers straight to directly booking packages on our website. This campaign we will be testing a lot of different social markets and graphics to determine what best fits and converts our ideal consumer. As this campaign is a trial and a first for GAPDL, we will be taking 0% commission on the bookable packages.

Media Plan:

- Images: We have been working with travelling influencers Sally Sees and Four Boys and a Caravan on updating our drive/RV collateral. We have a new image library to target the drive traveller, both couples and families and this will form a large part of our marketing content for this campaign.
- Social Media: Significant promotion via the GAPDL and Visit Gladstone Region Facebook and Instagram pages. Along with dedicated 'Region of the Week' promotion through Caravanning Queensland.
- Website: Development of a new landing page on gladstoneregion.info for the campaign, centred around driving in and around our region. This will include the operator packages, itineraries, maps and imagery.
- Print: Caravanning Australia Magazine advertisement, Gladstone News advertisement
- Radio: 4CC radio advertisements
- Billboards: Installed one drive focused billboard outside of the Gladstone Region to encourage our 400km drive market to holiday in Gladstone. This is positioned south of Childers.
- EDM distribution to GAPDL membership database.

Cost:

- GAPDL Members only initiative, FREE to participate.

To participate in this FREE campaign, you must provide:

- An offer/package for marketing to the regional drive market
- Bookings for these offers will be made on GAPDL's booking platform Bookeasy via the Gladstoneregion.info website, however there will be 0% commission charged!
- Offer must be easy to understand
- Offer must comply with the ACCC guidelines
- Offers must be provided to GAPDL with all required information no later than **Friday, 20th May 2022**
- Travel periods and block out dates are at the Member's discretion, however must be available for sale for the full duration of the campaign (23rd May – 1st August)
- Please note that not all offers may be able to be featured in the print/digital adverts, and that the best offers will be prioritised. All offers will be featured on the landing page on Gladstoneregion.info

Examples of offers/packages:

- 4 nights accommodation at the Captain Cook Holiday Village and a family LARC! trip Bundle
- 2 nights accommodation at Discovery Parks Tannum Sands and a couple's trip with Gladstone Region Tours Bundle
- Book 4 nights camping at Traveller's Rest 1770 and get a Bush Tracks tour for free
- Buy 2 main meals and get an entrée for free
- Buy a family pass and get a second family pass 50% off
- Stay 2 nights and get a farm tour for free

TERMS & CONDITIONS

To participate in this campaign, you must:

- Provide an offer/package valid for sale for the full duration of the campaign period (23rd May – 1st August) through the Google Doc Form. GAPDL reserve the right to not include your offer if it does not meet the requirements of the campaign.
- Provide your company logo and 2 x hero images to represent your offer/package (email to Nicola at tourismmanager@gapdl.com.au)
- Be a financial member and have no outstanding invoices with GAPDL
- Agree to your offer being loaded and compatible with GAPDL's booking platform Bookeasy
- A signed booking form and all required information must be completed and returned by the deadline to secure your booking.
- Limited spaces available.
- GAPDL reserves the discretion to decide which offers/packages will be featured in the print and digital material. All offers will be featured on the Gladstoneregion.info website.
- By returning your Google booking form you agree to the terms and conditions.
- Agree to provide full reporting on all bookings received.

GAPDL have the right to:

- Refuse materials that do not meet the participation terms and conditions.
- Refuse advertisements that are in breach of the ACCC guidelines for travel.
- Ensure there is an adequate mix of operators featured.
- Cancel or modify campaign components if participation levels are not met.