



*Explore*  
**ROCKHAMPTON**

**STOP. SEE. STAY. ON YOUR NEXT FAMILY VACAY  
CAMPAIGN OVERVIEW & TOOLKIT**





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# Campaign overview

**With over 300 days of sunshine a year, an abundance of fresh air and greenery, and a whole host of fun activities, Rockhampton is the perfect destination for a family getaway all year round.**

And with family travellers showing a strong preference for regional destinations, outdoor nature activities and drive holidays, Rockhampton is ideally positioned to attract family travellers this summer school holiday period.

Explore Rockhampton's 'Stop, See, Stay on your next Family Vacay' campaign is a digital and print campaign targeting families living in Queensland and New South Wales in the dreaming and planning phase of their 2022/2023 summer family holiday.

The campaign will target families seeking a memorable vacation experience filled with fun, relaxation, and exploration. This includes parents, children, and extended family members looking for diverse activities and accommodations suitable for various preferences and ages.

With its enchanting landscapes, exciting activities, and warm hospitality, Rockhampton offers the perfect setting for an unforgettable family getaway.



## Who are we talking to?

Annually, families with children take 17 million trips across Australia, spending a total of \$14.2 billion and producing 62.3 million visitor nights.

Families prefer to travel to regional Australia over capital cities, with the majority of trips including only one destination and frequently coinciding with school holidays (Easter and Christmas in particular).

Prioritising time, convenience and value for money when travelling, most families choose to drive, focusing their activities on eating out, exploring the outdoors and visiting local tourist attractions such as zoos and wildlife parks.

Generally, the market is female skewed with the average age of the adults being between 35 and 49.

*Families with Children: Domestic Visitor Profile, Tourism Research Australia, 2019*





# Campaign creative

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## Campaign Period

July - September

## Targeted Travel Period

November - January

## Campaign Goal

To promote Rockhampton as a prime destination for a family getaway during the summer school holiday period.

## 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](https://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](https://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](http://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](mailto: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](mailto: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](http://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/families](http://explorerockhampton.com.au/families)



FOUR DAY ROCKHAMPTON  
FAMILY HOLIDAY GUIDE



TOP 10 FAMILY ACTIVITIES TO  
TICK OFF IN ROCKHAMPTON



9 FREE FUN THINGS TO DO IN  
ROCKHAMPTON



NATIONAL PARKS



ROCKHAMPTON ZOO



PARKS, PLAYGROUNDS &  
POOLS



# Key campaign assets

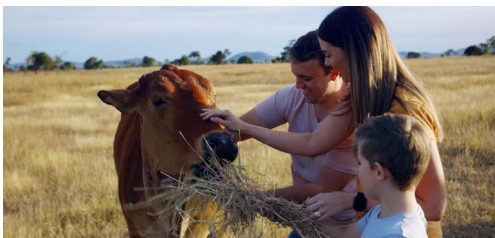
## Videography





# 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

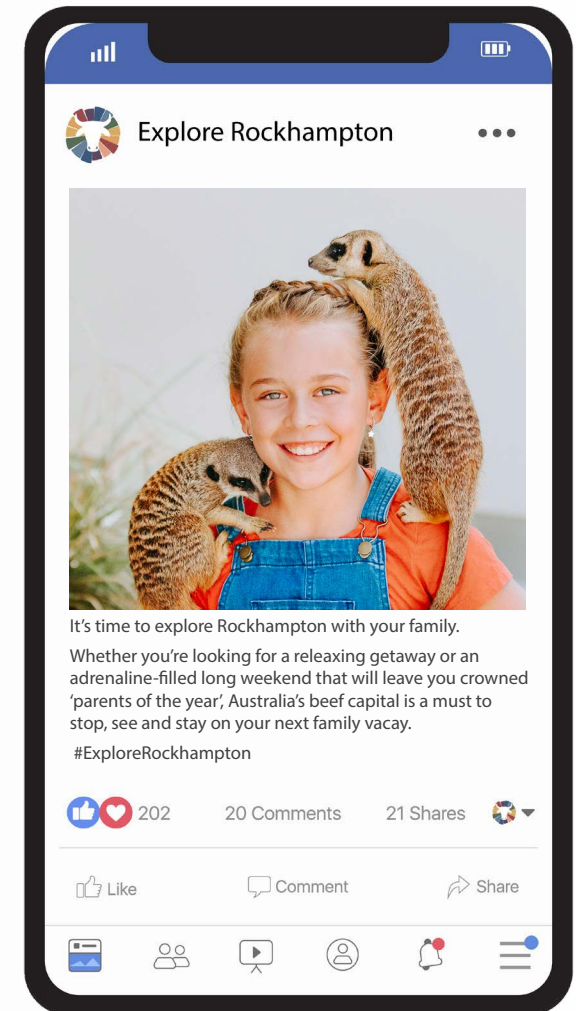
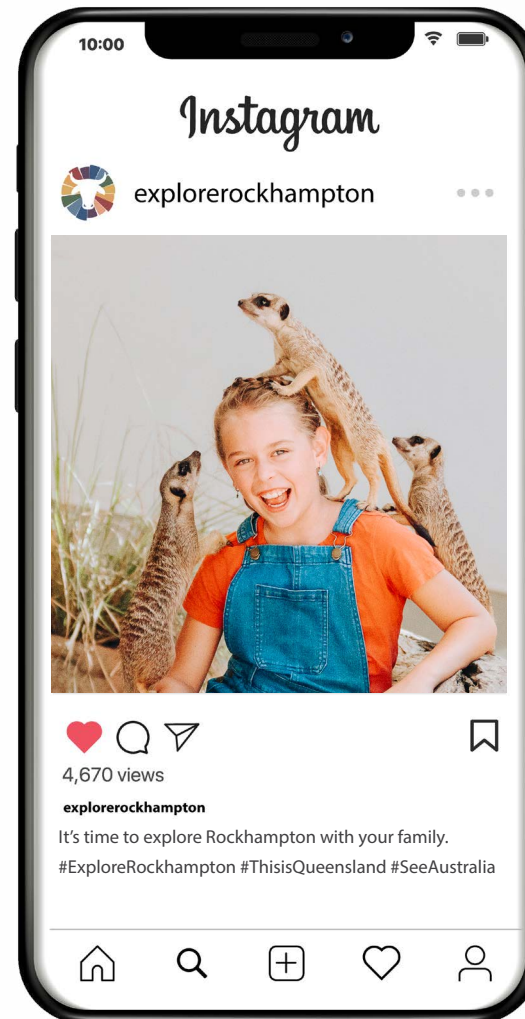
### Example Facebook Copy

It's time to explore Rockhampton with your family. Whether you're looking for a relaxing getaway or an adrenaline-filled long weekend that will leave you crowned 'parents of the year', Australia's beef capital is a must to stop, see and stay on your next family vacay.

Start exploring at [explorerockhampton.com.au](http://explorerockhampton.com.au)  
#ExploreRockhampton

### Example Instagram Copy

It's time to explore Rockhampton with your family.  
#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](http://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.



### GOLD COAST

## 17 awesome things to do in Rockhampton with kids

From adrenaline-packed outdoor adventures to art, heritage and history, discover the best things to do, places to eat and where to stay in Rockhampton.

[READ MORE](#)



# WANT TO FIND OUT MORE?

For more information about how you can engage with this campaign visit [advancerockhampton.com.au](http://advancerockhampton.com.au) or contact [tourism@rrc.qld.gov.au](mailto:tourism@rrc.qld.gov.au)



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