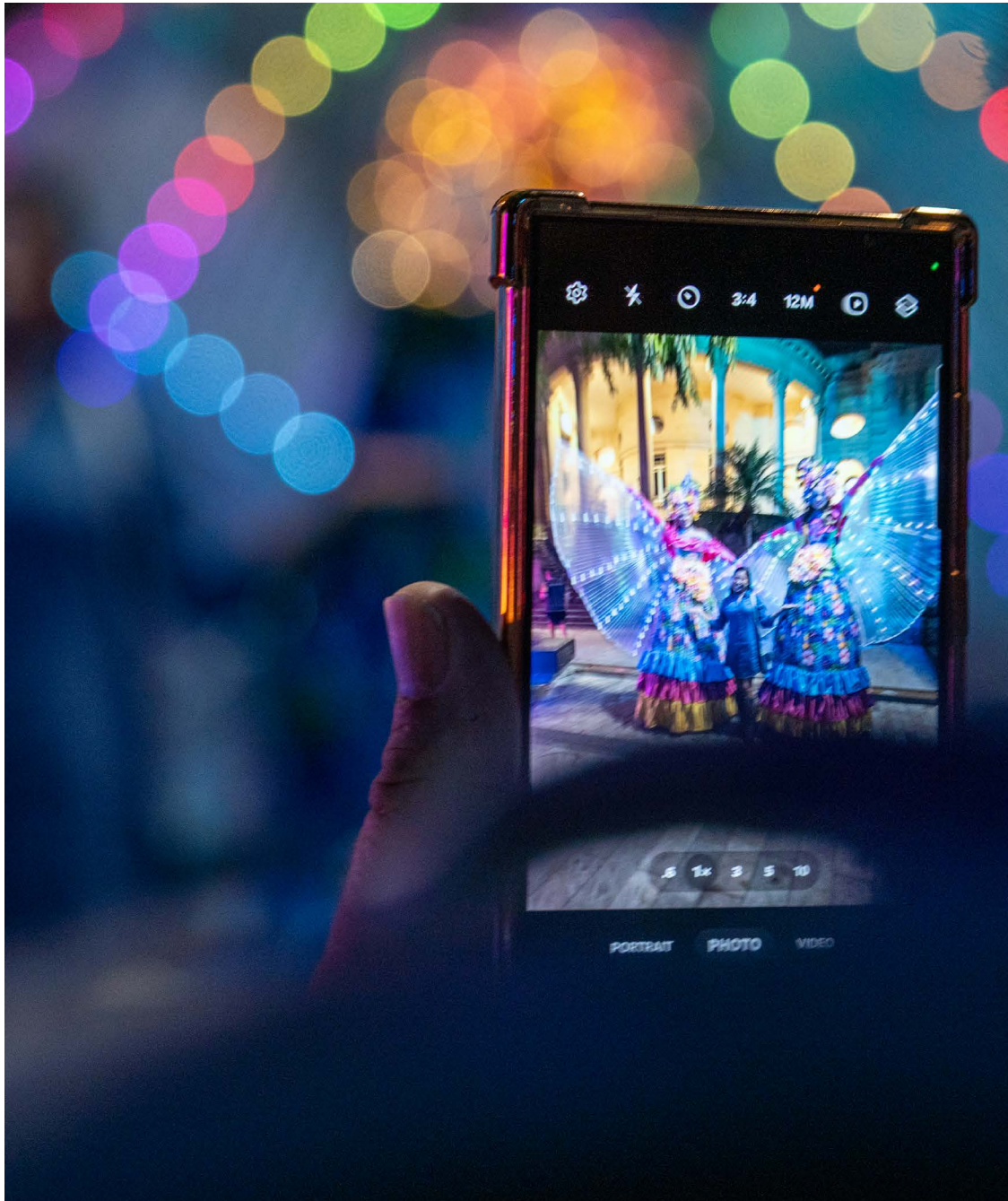


EVERY SEASON A NEW REASON

Explore
ROCKHAMPTON

**MAJOR EVENTS
CAMPAIGN OVERVIEW & TOOLKIT**



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Campaign overview

Nestled in the heart of Central Queensland, Rockhampton offers a compelling reason to visit every season, hosting over 35 major events throughout the year. Signature experiences like Rockynats, Rocky River Run, Rockhampton River Festival, Capricorn Food & Wine Festival, Pop-Up Polo and Barra Bash continue to draw visitors from across the state and beyond.

The Explore Rockhampton Major Events campaign is based around a carefully curated annual event calendar offering a diverse and inclusive year of events, encompassing cultural festivals, sports, seasonal celebrations, art, agriculture and more.

Events are a major drawcard for visitation to our region, giving people a reason to come and explore Rockhampton. To leverage from this, we develop blogs and itineraries to encourage visitors to explore the region while they are here for an event,

increasing length of stay and increasing spend in our accommodation, hospitality venues and in our retail stores.

The Explore Rockhampton '2025 Major Events' campaign is aimed at driving visitation to major events from within the region's 4hr drive and SEQ markets, increasing visitor numbers, length of stay and spend throughout our region.

Driving Rockhampton's Visitor Economy In 2024, Council's five major events generated over \$16.7 million in direct and incremental expenditure. This impressive figure underscores the substantial impact our events have on the local economy, with visitors spending on accommodation, dining, attractions, and local businesses.

From burnouts to pop culture to bull riding to food and wine, there is something for everyone on Rockhampton's 2025 major events calendar.



Who are we talking to?

Events play a key role in fostering regional tourism and economic development and can be considered a cost-effective way of promoting a region and its attractions - as an event grows, it attracts more tourists in its own right¹.

Events can be the deciding factor for travellers choosing their next destination. Our goal is to keep Rocky on the radar as a vibrant city with year-round events, offering experiences from adrenaline-pumping motorsports to cultural festivals, sporting events to gourmet food and wine experiences.

Traveller profile²:

Average trip length is 3.4 nights

Will generally stay with friends and family, in hotels, motels and caravan parks

Will generally drive to the destination

Outside of event tickets, will spend most of their money on food and drink (on average \$313 per trip), followed by accommodation (on average \$479 per trip)

Outside of attending events, enjoy sightseeing, going to markets, attending the theatre, concerts and other performing arts.

1 Tourism Events Queensland

2 Tourism Research Australia 'Festivals and Events' traveller profile

The Rockhampton region is home to vibrant community events that showcase its cultural, recreational, and entertainment appeal throughout the year. This campaign aims to attract three primary target markets by highlighting these diverse events and activities, positioning Rockhampton as an exciting destination for all seasons. The goal is to increase visitation from across Queensland by promoting the unique offerings highlighted in the 2025 major event calendar.

Boomers/empty nesters in Queensland

Aged 55+, financially stable, with more leisure time. Seeking cultural experiences and slower-paced, scenic getaways.

Location: Primarily Queensland residents, focusing on nearby regions.

Families within 4-hour drive market

Parents with young children looking for fun, accessible, and family-friendly activities for school holidays and weekend trips.

Location: Families from areas such as Mackay, Gladstone, Emerald, and Bundaberg.

Young travellers across Queensland

Aged 18-35, seeking adventure, unique experiences, and event-based travel with friends.

Location: Queensland-wide, especially regional areas like Mackay, Gladstone, Emerald, and Bundaberg plus metro areas like Brisbane, the Sunshine Coast, and Gold Coast.



Campaign creative

The Explore Rockhampton 'Major Events' campaign is a digital campaign aimed at driving visitation to major events from within the region's 4hr drive and SEQ markets, increasing visitor numbers and spend throughout our region.

Campaign Period

Nov 2024 - Jan 2025 and ongoing organically

Targeted Travel Period

Coinciding with major events year round

Campaign Goal

Our 2025 Explore Rockhampton Major Events Campaign aims to position the city as Queensland's premier regional events destination by showcasing our iconic annual festivals, sporting events, and cultural celebrations. Through targeted storytelling, we aim to attract more than 250,000 visitors to the Rockhampton region to stay a little longer and explore the Rockhampton region.

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 Queensland wide.
- Digital display through Google and YouTube
- Search engine marketing
- Billboards - QLD drive market
- 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.

Shine on Social Media

Want more exposure for your business? We love sharing local tourism content on our socials, and we can help get your experiences noticed by Visit Queensland and Tourism Australia too!

Make it Easy:

- Tag @ExploreRockhampton in your posts
- Use #ExploreRockhampton #ThisIsQueensland #SeeAustralia
- Include location details in your captions
- Keep videos short (15-30 seconds)

Multiply Your Reach:

- Display social tags in your business
- Add handles to your booking confirmations and welcome info

- Encourage guests to share their experiences
- Create and share photo-worthy moments

Remember: You don't need professional equipment - just authentic moments that showcase what makes your Rockhampton experience special. The more we all share, the more attention our region gets!

Want to see your content featured? Tag us @ExploreRockhampton - we love sharing local stories!

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 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.

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, and it's FREE.

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 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, they 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. 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 of workforce and skilling programs to assist tourism businesses.

[Find out more](#)



Campaign Key Messaging

Every Season, a New Reason to Explore Rocky!

Discover why Rockhampton is your year-round destination for unforgettable experiences. Whether you're a classic car enthusiast, an art lover, a family looking for festivals and fun, or an adventurer seeking thrills, there's always something exciting happening in Rockhampton. Rockhampton's event calendar is packed with something for everyone. Explore the region's diverse offerings and plan your perfect getaway, no matter the season!

Summer Promo Specific

No matter the season, Rockhampton has something for everyone, but this summer is particularly packed with unique experiences. From country music and beer festivals to thrilling barra fishing adventures and artistic discoveries, Every Season, a New Reason to explore Rocky! Start planning your summer escape today and make the most of all the exciting events the region has to offer!



Key campaign assets

Website | explorerockhampton.com.au/whatson



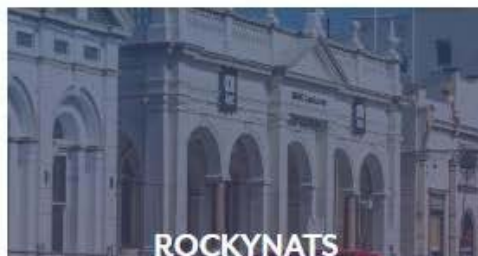
EVERY SEASON, EVENTS ARE THE REASON!

Rockhampton's year-round events calendar offers something for everyone. From adrenaline-pumping motorsports to cultural festivals, art exhibitions, family-friendly fun, and gourmet food experiences, there's something happening during every season in our city.

Whether you're planning a weekend trip or a longer stay, plan ahead with our [accommodation guide](#), download our [Explore Rockhampton Destination Guide and Major Event Calendar](#).

Stay tuned... the 2025 calendar is coming soon!

FEATURED EVENTS



Key campaign assets

Videography



Key campaign assets

Photography



Key campaign assets

Social Media and Google Ads

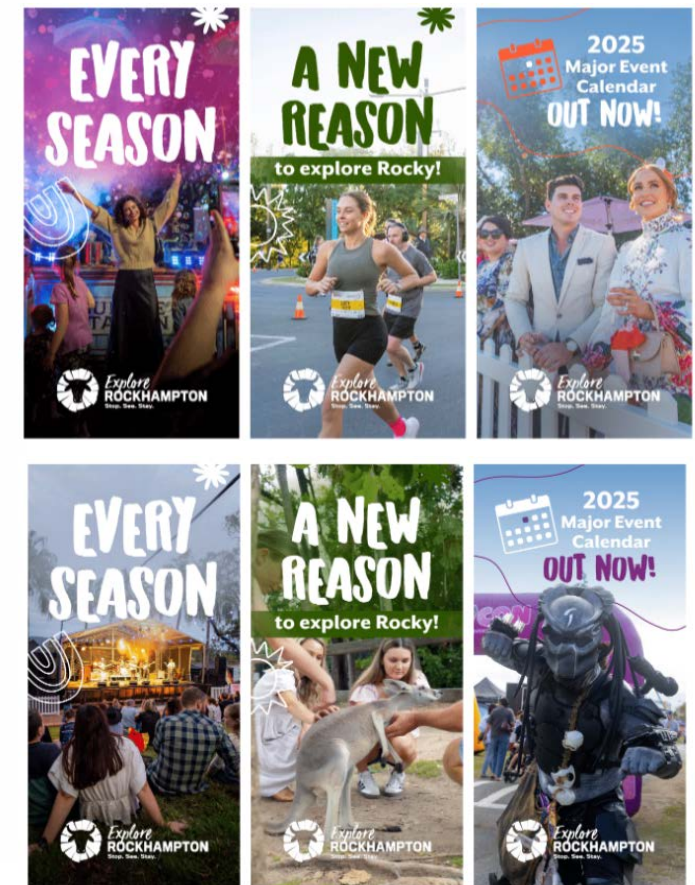
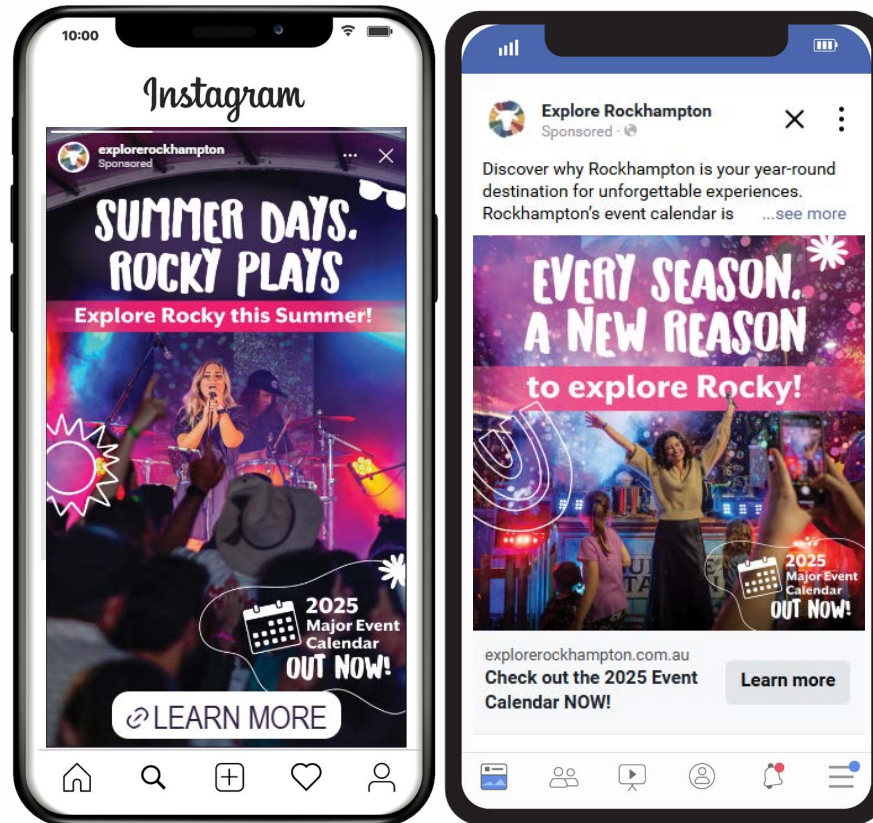
Get behind the campaign and inspire travellers by posting our campaign hero images and videos to your own social feeds along with messaging that put your product or experience at front of mind.

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

Example Social Media Copy

Discover why Rockhampton is your year-round destination for unforgettable experiences. Whether you're a classic car enthusiast, an art lover, a family looking for festivals and fun, or an adventurer seeking thrills, there's always something exciting happening in Rockhampton. Rockhampton's event calendar is packed with something for everyone. Explore the region's diverse offerings and plan your perfect getaway, no matter the season!

#ExploreRockhampton #ThisisQueensland #SeeAustralia



Key campaign assets

2025 Major Event Calendar

MAJOR EVENTS 2025

EVERY SEASON, A NEW REASON

explorerockhampton.com.au




JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<p>26TH Australia Day Celebrations Showgrounds</p>  <p>26TH Australia Day Country Music Concert Showgrounds</p> 	<p>1ST Barra Season Opens Fitzroy River (Tunuba)</p>  <p>8TH Big Beer Festival Riverside Precinct</p> 	<p>15TH St Patrick's Race Day Callaghan Park</p>  <p>21-29TH Rent RRC's Major Musical Pilbeam Theatre</p>  <p>MAR-JUN Ken Done Exhibition Poems from Home and Other Paintings Rockhampton Museum of Art</p> 	<p>4-6TH Rare Spares Rockynats 05 Rockhampton City</p>  <p>11-12TH Capricornia Yearling Sale Race Day Callaghan Park</p>  <p>13TH Capricornia Yearling Sale Sale Day Showgrounds</p> 	<p>8-11TH Paradise Lagoons Campdraft Paradise Lagoons</p>  <p>18TH 7Rocky River Run Riverside Precinct</p> 	<p>7TH Pop-Up Polo Victoria Park</p>  <p>12-13TH Rockhampton Agricultural Show Showgrounds</p> 	<p>4-5TH Rocky Cup Carnival Callaghan Park</p>  <p>10-12TH Junior State Cup The Common</p>  <p>19-20TH Gold Rush Hill Sprint Mount Morgan</p> 	<p>JUL-SEP The Gold Award Rockhampton Museum of Art</p>  <p>9TH Mount Morgan Show Mount Morgan</p>  <p>23RD Taste of the World Cultural Festival Riverside Precinct</p>  <p>30TH</p>	<p>4-7TH Capricorn Food and Wine Festival Riverside Precinct</p>  <p>SEP School Holiday Activities Rockhampton Zoo</p> 	<p>18TH Caulfield Cup Callaghan Park</p>  <p>28-31ST Fitzroy River Barra Bash Frenchville Sports Club</p> 	<p>NOV-DEC Radiance 29/11-24/12 Botanic Gardens</p>  <p>NOV-JAN Rocky's Ultimate Cash Catch Frenchville Sports Club</p>  <p>NOV-FEB The Bayton Award</p>	<p>6TH CBD Christmas Fair and Lighting of the Christmas Tree Riverside Precinct</p>  <p>12-13TH Carols by Candlelight Pilbeam Theatre</p>  <p>31ST Light up the Sky</p>

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 seasons which you can make use of across your social media and EDM platforms.

GO THE DISTANCE WITH ROCKY'S BEST EXPERIENCES DURING 7ROCKY RIVER RUN

Published on 13 May 2024

WELCOME TO ROCKHAMPTON - HOME OF 7ROCKY RIVER RUN

Take your mark. Get set. It's time to go the distance for one of Rockhampton's most popular charity events of the year: the 7Rocky River Run.

Set along the pristine Fitzroy River (Tunuba), this annual charity run is a popular event for competitors of all ages and fitness levels to enjoy a perfect autumn morning out along the mighty Fitzroy River.

Held this Sunday (19 May, 2024), the run attracts participants far and wide to run, jog, walk, wheel or simply stroll for a worthy cause.

In fact, it's not uncommon to find avid runners paving the footpath along Rockhampton's Riverside Precinct of a morning and afternoon in preparation for the big event.

Whether you're a long-time local or simply visiting the region (with an added cardio fix), we invite you to explore Rockhampton during 7Rocky River Run and embrace many of our unique experiences our city has to offer.

We promise that you will be spoilt for choice when it comes to finding things to do before, during and after the the event, from iconic art exhibitions, ancient caves, relaxing river cruises and picturesque picnic spots to historical townships and fantastic fishing adventures.

Explore Rockhampton and share your visit with us by tagging [@ExploreRockhampton](https://twitter.com/ExploreRockhampton) and [#ExploreRockhampton](https://twitter.com/ExploreRockhampton).





Explore
ROCKHAMPTON
Stop. See. Stay.