

Destination Tweed QUARTERLY REPORT – April-June 2016



Prepared by Bill Tatchell, CEO

TABLE OF CONTENTS

OVERVIEW OF Q2 2016 (APRIL - JUNE)	1
TOURISM SNAPSHOT	2
Tourism in Australia	2
Tourism in the Tweed economy	2
VISITATION	3
Number of visitors and nights stayed	3
Understanding our visitors	4
MARKETING	5
Destination Tweed website	5
Social media engagement	7
Media / PR	8
Completed Activity	8
Campaigns in progress	9
PRODUCT DEVELOPMENT	10
Completed projects	10
Projects in progress	11
VISITOR INFORMATION CENTRES	15
APPENDIX – ANNUAL WORKS PLAN	
ATTACHEMENT – DT PARTNERSHIP PROGRAM	

IMPORTANT TRENDS AND INFLUENCES


Domestic visitation

The number of domestic overnight visitors and domestic visitor nights for the year ending March 2016 are the highest year-ending figures on record (data is available from 1998) and are respectively 19.6% and 34.3% higher than the same period last year.


Social media milestone

Facebook page likes exceeded 10,000 for the first time.

Total number of visitors to the Tweed (YE Mar 2016)

1,648,000 -  18% compared with the same period in the previous year.

Number of people through all Visitor Information Centres

5.1 -  compared with the previous period.

Regional Tourism Organisation network review

Destination New South Wales has delayed the release the long-awaited regional tourism organisations review, directly influencing how Destination Tweed and operators engage with Destination New South Wales and associated funding streams.

THE DESTINATION TWEED BOARD

CHAIR

Aymon Gow - General Manager, Tropical Fruit World

DEPUTY CHAIR

Charles Martin - Management Consultant

TREASURER

Belinda Hall – Director, Cameo Business Consulting

PUBLIC OFFICER

Darren Wright - General Manager, Flight Centre Australia

DIRECTOR

Jamie Nicol - Regional Airports Manager, Virgin Australia

DIRECTOR

Kylie Ryan-Milroy - Director, Atlas Currency Exchange

DIRECTOR

Katie Milne - Mayor, Tweed Shire Council

TOURISM SNAPSHOT

TOURISM IN AUSTRALIA

Destination Tweed operates within the greater tourism industry framework to deliver tourism marketing outcomes for the Tweed region.



TOURISM IN THE TWEED ECONOMY

The tourism and hospitality industry is an important economic driver for the Tweed region, as demonstrated by the following figures¹ sourced from:

1,390 direct jobs² This represents 4.9% of jobs in the Tweed. ↑ 6.5% on FY13-14.	\$377.8 m total output³ This represents 7.9% of total industry output. ↑ 13.5% (\$44.9 m) on FY13-14.	\$200.1 m total value added⁴ This represents 8.7% of total industry value add. ↑ 11.4% (\$20.6 m) on FY13-14.
--	---	---

¹ Figures are for the 2014/2015 financial year, which is the most recent data available to date. Source: www.economy.id.com.au/tweed

² *Direct employment* is people who are directly employed in tourism and hospitality related jobs within the area.

³ *Output* is the total gross value of sales generated by the selected industry sector including the cost of inputs to production (e.g. materials, labour, depreciation, services provided).

⁴ *Value-add* is defined as the value of sales generated by each industry, minus the cost of its inputs to production (including labour, materials, services purchased, depreciation etc.)

VISITATION

The following visitation statistics are sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) undertaken by Tourism Research Australia, which are the industry's leading sources of visitor information.

NUMBER OF VISITORS AND NIGHTS STAYED⁵

1,032,000 domestic daytrip visitors

↓ 13.4% on the same period in the previous year.

598,000 domestic overnight visitors

↑ 19.6% on the same period in the previous year.

2,278,000 domestic visitor nights

↑ 34.3% on the same period in the previous year.

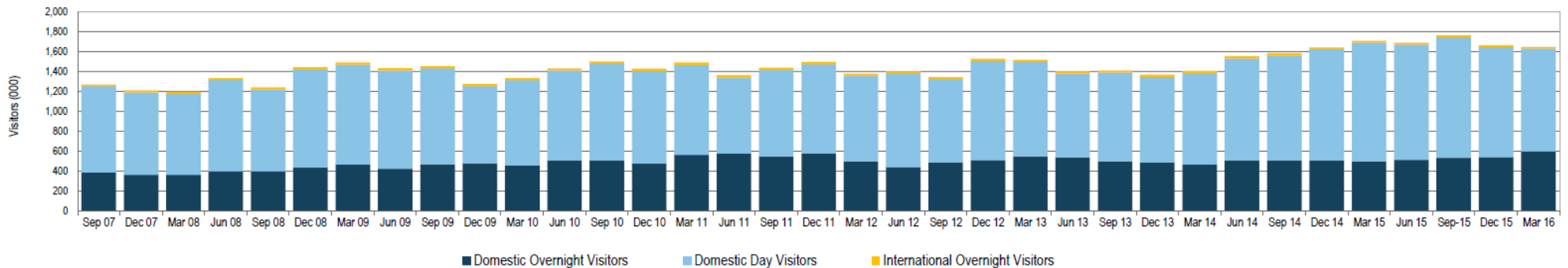
18,000 international overnight visitors

No change from same period in the previous year.

171,000 international visitor nights

↓ 6.6% on the same period in the previous year.

Figure 1: Tweed region visitation patterns September 2007 – March 2016



⁵ Source: Tweed Tourism Monitor estimates to YE March 2016

UNDERSTANDING OUR VISITORS⁶

	Visitors to...		
	TWEED COAST	TWEED VALLEY	MURWILLUMBAH
Where do they come from?	Brisbane (45%) Other Queensland (25%) Other NSW (14%)	Other Queensland (32%) Other NSW (31%) Brisbane (19%)	Other NSW (33%) Brisbane (25%) Other Queensland (20%)
Main purpose of trip	Holiday (67%) Visiting friends and relatives (24%) Business or other work (4%)	Holiday (53%) Visiting friends and relatives (38%) Business or other work (4%)	Visiting friends and relatives (55%) Holiday (25%) Business or other work (9%)
How old are they?	30-39 years (22%) 40-49 years (20%) 50-59 years (16%)	30-39 years (16%) 40-49 years (16%) 50-59 years (16%) 20-29 years (15%)	50-59 years (27%) 40-49 years (18%) 60-69 years (15%)
How long do they stay?	2 nights (27%) 4-7 nights (24%) 8-14 nights (21%)	1 night (35%) 2 nights (27%) 4-7 nights (22%)	1 night (40%) 4-7 nights (19%) 2 nights (18%)
Who do they travel with?	Adult couple (38%) Family (38%) Friends or relatives travelling together without children (13%) Alone (11%)	Family (40%) Adult couple (26%) Friends or relatives travelling together without children (16%) School/uni/college group (16%)	Adult couple (35%) Family (27%) Alone (23%) Friends or relatives travelling together without children (9%)
What do they do while they're here?	Social and others (39%) Outdoor and nature activities (31%) Sports or active outdoor (17%)	Social and others (44%) Outdoor and nature activities (26%) Sports or active outdoor (12%)	Social and others (46%) Outdoor and nature activities (22%) Sports or active outdoor (12%)

⁶ Source: *Detailed look at Tourism in the Tweed 2020*

MARKETING

Destination Tweed's marketing strategy continues to be focused on visitor experiences with a strong shift towards digital marketing channels. A major benefit of digital marketing is that it allows us to gather information about our guests, their behaviours and preferences and allows us to customise both our communications with them and the experiences we offer in region, to meet their needs and aspirations.

DESTINATION TWEED WEBSITE

Activity on the Destination Tweed website for the period 1 April – 30 June 2016⁷:

18,446 sessions

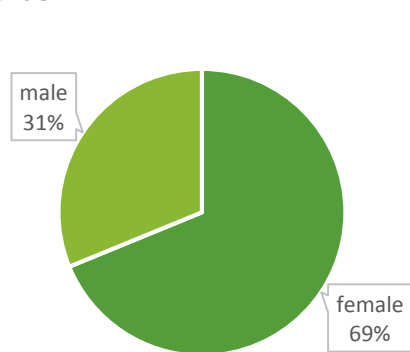
47,980 page views

2 min 24s average session

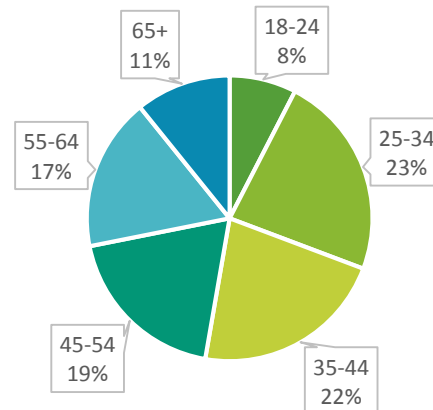
2.6 average pages/session

AUDIENCE: WHO IS VISITING THE DESTINATION TWEED WEBSITE⁸

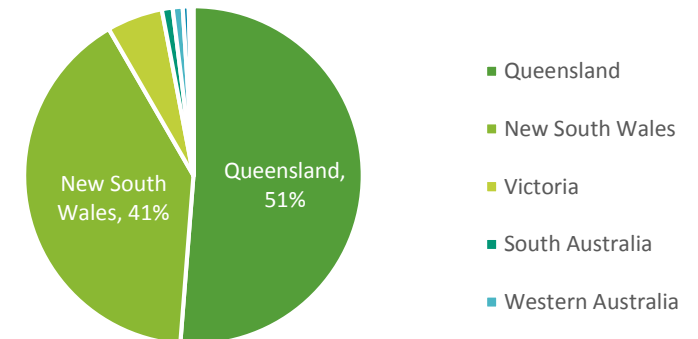
Gender



Age



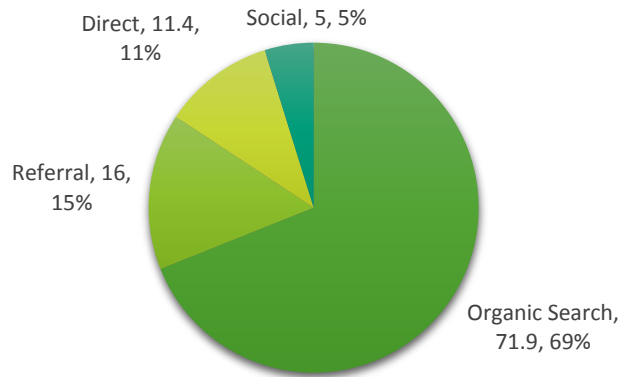
Geo location of domestic audience (92.3% of total)



⁷ Google Analytics, Audience – Overview.

⁸ Google Analytics, Audience – Demographics; Geo – Location - Australia.

ACQUISITION: HOW PEOPLE FIND THE DESTINATION TWEED WEBSITE⁹



Organic

Not provided (91.66%)

Referral

visitnsw.com (40.24%)

tweed.nsw.gov.au (11.16%)

artgallery.nsw.gov.au (10.72%)

Direct

Landing page (29.14%)

/careers (5.25%)

Social

Facebook (92.97%)

Wikitravel (4.69%)

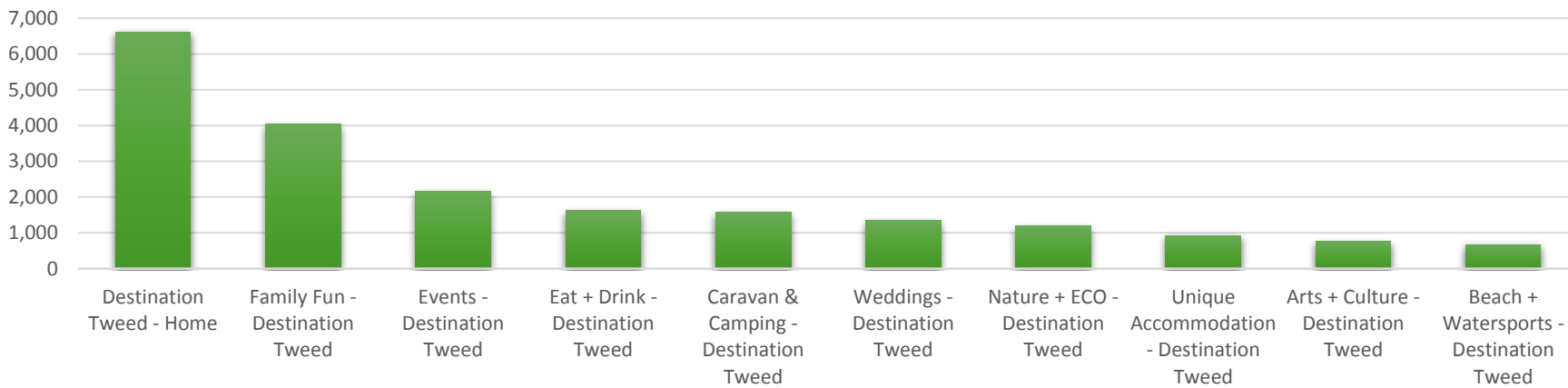
Other

Tweed Visitor Guide

Email

/tweed-visitor-guide-2016

TOP 5 PAGES



⁹ Google Analytics, Acquisition – Overview.

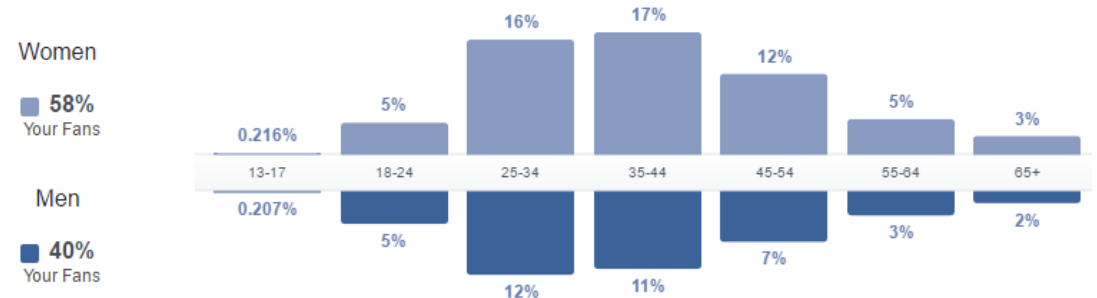
SOCIAL MEDIA ENGAGEMENT

FACEBOOK

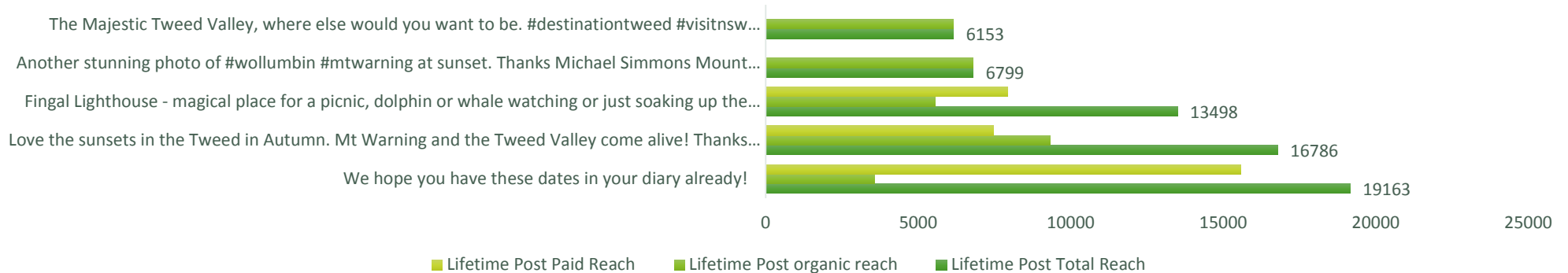
Activity for Q2 April – June 2016¹⁰:

- **Total page likes 10,653** ↑ from 9,897 at the end of the previous quarter.
- **Average organic post reach 656** ↓ from 868 in the previous period.
- **Average paid post reach 502** ↑ from 0 in the previous period.

The people who like your Page



Top 5 Facebook Posts (March - June 2016)



¹⁰ Facebook Insights, Likes; Reach.

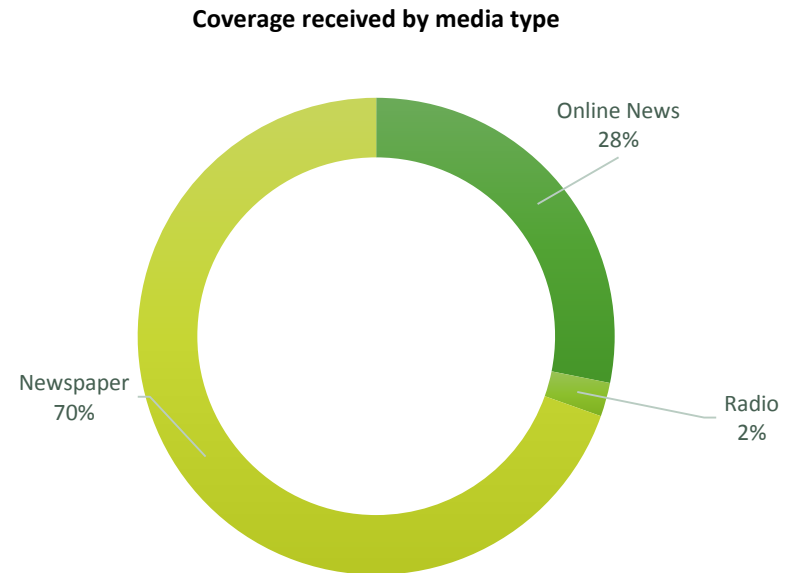
MEDIA / PR

Destination Tweed engages the services of Hello Marketing to provide regular reports on media coverage delivered through major traditional channels, including television, radio, press and internet.

During the period 1 April – 30 June 2016, 62 items were delivered from Press, Internet, Radio & TV,.

This coverage reached a cumulative audience of 1,463,389 and had an advertising space rate of AUD 45,572 advertising space rates (ASR).

- Newspapers had the highest volume of coverage (70% of the total volume of coverage)
- Newspapers reached the highest cumulative audience (96% of the cumulative audience)
- Newspapers had the highest advertising space rate (69% of the total advertising space rate)



COMPLETED ACTIVITY

LOCAL ACCOMMODATION PROVIDERS | COMPLETE

Destination Tweed's annual campaign to reach into accommodation providers has seen us work with Hardie Grant Media, Morris Media Network and Info Maps to ensure that the Tweed has a presence in each hotel on the Gold Coast, SE Qld and Brisbane. This presence is through a variety of mediums such as brochure services, in room compendiums, hotel books and tourist maps.

This campaign ensures that the Tweed is well represented where tourists seek information whilst in our key markets to assist in driving day visitation to Tweed's attractions, tour operators and drive routes.

CAMPAIGNS IN PROGRESS

TRIPADVISOR CAMPAIGN | IN PROGRESS

TripAdvisor is the largest travel site in the world, with more than 60 million members and over 170 million reviews and opinions of travel-related businesses and experience. Travellers use the site to discuss, make decisions on and book travel worldwide and for many, TripAdvisor is an important factor in their decision-making. Therefore, the greater presence the Tweed can have on TripAdvisor, the better reach the region will have to attract visitors from all over the world.

Destination Tweed has entered into a 12 month campaign with Trip Advisor to provide:

- A Premium Destination Partnership of the Tweed Heads, Kingscliff and Murwillumbah Destination pages on TripAdvisor's AU, NZ, UK, US, DE, FR websites.
- A digital advertising campaign targeting AU, NZ, UK, US, DE, FR travellers looking at New South Wales.
- The campaign will have a 12 month duration with changing creative and page content.
- New newsletter functionality will allow engagement with travellers after they have looked at the Tweed destination pages.

Premium Destination Sponsorship includes:

- Description of destination (introduction text).
- 10 professional photos (which will appear first in photo viewer).
- 2 videos (which will appear in photo viewer).
- Social media Links (including Facebook, Twitter, YouTube and Instagram).
- 10 events listed, including event name, event image, location, dates, brief description and direct link.
- 10 collection pages, including image, description of collection, and links to up to 10 existing TripAdvisor Listings.
- 10 article pages, including image, content and hyperlinks to existing or external content.
- Up to three Visitor Centres listed on destination map including Visitor Centre name, address, website and logo.
- Four fixed banner placements.
- Forum advertising, including links and logo recognition.
- Restaurant and attraction advertising, including links and logo recognition.

- Mobile advertising banner (web) and links (app).
- Email newsletter marketing (Best of Destination).
- Destination Management Organisation Dashboard, featuring data and insights to help us better understand the audience viewing our destination content.

This campaign provides Tweed operators with a solid platform to promote the region's experiences, events and activities.

PRODUCT DEVELOPMENT

COMPLETED PROJECTS

AUSTRALIA'S GREEN CAULDRON – THE RAINFOREST WAY SELF-DRIVE TOURING ROUTES | COMPLETE

Stretching from Byron Bay to the Gold Coast and extending west towards the Great Dividing Range, 'Australia's Green Cauldron' is one of 16 places in Australia recognised for offering outstanding natural beauty and cultural significance under Australia's National Landscapes Program. It provides a unique and significant opportunity to facilitate cross-border relationships and provides operators in the tourism and conservation industry a platform to engage with and elevate their natural, cultural or adventure experience to the international tourist market. Through its position on the Australia's Green Cauldron Steering Committee, Destination Tweed has been a key driver of the collective's relaunch of The Rainforest Way, a series of self-drive touring routes that explore the spectacular World Heritage-listed Gondwana Rainforests of Australia and National Parks in the unique hinterland of northern New South Wales and south-east Queensland.

Activity in Q2 2016 included:

- The successful launch of the new The Rainforest Way website www.rainforestway.com including revised content, drive routes and maps.

ATE MEDIA MARKET PLACE | COMPLETE

On 14 May, Destination Tweed attended the annual Australian Tourism Exchange Media Marketplace. Media Marketplace is a Tourism Australia program that brings influential travel and lifestyle journalists to Australia to meet state tourism organisation public relation teams and industry representatives. Destination Tweed met with 20 journalists to pitch the Tweed as a destination and present story angles. Outlets included the USA's *AFAR magazine*, *Regent Media* from Singapore, Fairfax (Australian and New Zealand) and a number of Chinese, European and freelance journalists and trade publications.

ATE 2016 | COMPLETE

From 16 – 19 May, Destination Tweed participated in the Australian Tourism Exchange (ATE) 2016 at the Gold Coast Convention Centre. Hosted annually by Tourism Australia, ATE is the largest business to business travel trade event. Destination Tweed invited Halcyon House to attend as a day visitors, who have committed to take a joint stand with Destination Tweed and Mount Warning Tours for ATE 2017.

Destination Tweed had a full schedule which provided an opportunity for the team to meet with more than 200 international wholesalers and inbound tour operators. ATE was used as a platform to showcase the destination, promote internationally ready product, train and educate agents on new Tweed products, influence itinerary inclusion, and canvas partnership opportunities with trade distributors in key markets including Singapore, New Zealand, Malaysia, China and UK.

Feedback received from agents, particularly those from Destination Tweed's core markets, demonstrated an increased awareness of the destination and a keen interest in progressing partnership discussions with Destination Tweed and industry partners around new product development and incorporating Tweed into inbound itineraries.

PRE- AND POST-ATE FAMILS | COMPLETE

As part of ATE 2016, Destination Tweed hosted a pre- and post-event familiarisation visits (famils) for key agents from Singapore, Korea, Japan, Australia and Malaysia. The famils toured throughout the Tweed visiting places such as the Tweed Regional Gallery, Murwillumbah and Tropical Fruit World.

Also visiting the Tweed during ATE were the Destination New South Wales international country managers. This two-day famil raised the awareness of the region and assisted the country managers to understand how to market the Tweed as an accessible nature based destination.

PROJECTS IN PROGRESS

AUSTRALIA'S GREEN CAULDRON – MENTORING PROGRAM, ROUND 2 | IN PROGRESS

In June, the second round of the Destination Tweed and Australia's Green Cauldron sponsored product mentoring program commenced with additional funding sourced through NORTEC to increase the project's scope. The program provides individual assistance to participating operators, helping them to refine their offering, building their capacity and connecting them with others in the network to create clusters of complementary visitor experiences that are both attractive and accessible to a global audience. Places in the program were awarded based on the merit of applications.

Activity in Q2 2016 included:

- Facilitation of Tweed tourism businesses participating in the mentoring program.
- Workshops held with ongoing industry sessions.

TASTE THE TWEED REGIONAL FOOD TOURISM BRAND | IN PROGRESS

Taste the Tweed originated in the 1990's when Zeta Grealy used the names with other Tweed producers to build a profile of Tweed based produce. The name was given to DT and registration of the business transferred to DT in 2004 to continue the promotion. In 2007, when (then) Tweed Tourism and the NSW Department of State and Regional Development invested in market research to investigate the opportunity to develop the Taste the Tweed to promote the Tweed region as a high-quality culinary tourism destination. For several years, Destination Tweed has held the registered business name and maintained ownership of the web domains tastethetweed.com and [.com.au](http://tastethetweed.com.au). With the success of Tourism Australia's 'Restaurant Australia' campaign, the drive to launch Taste the Tweed was reignited in 2013 and Destination Tweed has been working with local markets, farmers, restaurants and event organisers to develop exciting visitor experiences to be collectively promoted under the 'Taste the Tweed' umbrella.

The concept of experiences aggregation or product clustering in order to go to market as a collective is not new within the Tourism industry, it has been highly successful throughout Australia and the world, with DNSW and TEQ running training sessions for operators over the last few years showing the success of these opportunities. Experience development, or product development within the region enables a more robust consumer focused approach. DT has undertaken this type of activity already through the Australia's Green Cauldron product clustering programme for nature based experiences and at a more initial stage of the process the Creative Caldera and the Tweed Adventure Collective.

In this instance food based events or activities in the Tweed are separate and singular in their approach to marketing. So too are the other hospitality food based experiences in the Tweed, with each entity responsible undertaking their own marketing and hopefully reaching their markets alone. From a consumers point of view events are on for only a few days of the year and outside of that there appears not to be anything happening. DT knows this is not the case, the reality is that food based experiences can be found 365 days of the year in the Tweed; incorporating events, tours and restaurants.

Taste the Tweed is a consolidation of all the epicurean experiences of the Tweed, a name where a consumer knows they can find Tweed food experiences. The value proposition to DT is current and diverse content to market the whole food story of the Tweed, putting the Tweeds best foot forward so that visitors can see that there is a broad variety of epicurean experiences throughout the year, so if they miss one event, they can see from one central point all the things that are coming up, or on offer. The beginning of Taste the Tweed is to build an engaged community via social channels with which to proactively market experiences to.

DT has been working with a number of stakeholder over the last few years to assist in developing the platform so that it fits into existing marketing program for Tourism Australia and Destination NSW.

- DT is working with Chefs in the Tweed Valley and Tweed Coast that have a local food philosophy to assist in building the profile and brand of Taste the Tweed. Some of these Chefs have agreed to use their profiles to be advocates for Taste the Tweed and already are on sharing Taste the Tweed content to their much larger social following.
- Farmers markets, DT has, under the Taste the Tweed banner been able to engage much more proactively with the farmers that attend the markets to promote farm tours and also create experiences at the Farmers Markets to encourage tourism visitation to the markets.
- Tweed Foodie Fest have entered into an agreement with DT to use the Taste the Tweed name and logo to promote their events, they recognise the benefit of working with DT to grow and expand their brand and marketing reach to attract tourists to their events. This is not an exclusive arrangement, DT encourages other Tweed epicurean tourist experiences to engage and leverage the Taste the Tweed brand.

- As a part of the agreement, Tweed Foodie Fest have created a range of food based tours, which are being promoted under the Taste the Tweed brand name. In return for the use of the name, DT is being paid a percentage of the commission earned from these tours, which in time will add another revenue stream to DT. This opportunity is open to any operators in the region and DT is open to negotiation. At this point in time, DT has worked with one operator to ensure that operationally the system issues can be ironed out and streamlined to ensure that the model can be easily rolled out to everyone.
- Destination NSW Product and Trade Managers (domestic and international) have already expressed interest in the tours and the Taste the Tweed model. As the products within taste the Tweed are commissionable they are keen to promote these tours, events and the website once completed to their database and markets. This give DNSW new product to take to market pre and post the Commonwealth Games.
- Any Tweed based food experiences that meet the goals and objectives of Taste the Tweed have the opportunity to leverage the overarching marketing and brand of Taste the Tweed for their event, tours and activities.
- The website is in progress and will be a staged approach it will be promoted as a one stop place that visitors and locals alike can visit that will show all the food based activities taking place in the Tweed. The website will highlight our local producers, where their produce can be purchased and what restaurants feature it. Restaurants will have the opportunity to promote specials and upcoming events and consumers will be able to access information on all the restaurants in the region rather than having to access multiple websites to access this information. Food events, which meet the criteria of Taste the Tweed (i.e. Feature at least 80% local suppliers and produce) will also be actively promoted. This will provide DNSW and TA a better opportunity to market the region as a food hub, as they will easily be able to source information that to date has been impossible for them to gather.

TWEED FUSION FESTIVAL | IN PROGRESS

Tweed Fusion is a showcase of art, music, food and nature set in the Tweed Valley. Now in its fourth year, Tweed Fusion has grown from a two-day program to a nine-day festival and is well-positioned to transition from a successful local celebration to a major regional event. This year, Tweed Fusion will take place from 22 – 30 October.

Activity in Q2 2016 included:

- Supported event organisers to extend the program and expand the footprint of events to include new locations at Hastings Point, Carool, Cudgen, Kingscliff and Tyalgum.
- Facilitated new collaborations with other local events and businesses, including: Taste the Tweed, Tweed Foodie Fest, Hearts Aflame Productions, Tyalgum Spring Fair and Mount Warning Tours.

TWEED FOODIE FEST | IN PROGRESS

Tweed Foodie Fest is a celebration of the Tweed as a quality food-producing region. The program of events features farm visits, cooking demonstrations by local chefs and food trails where guests can sample tasting plates from local restaurants.

Since its commencement as a small community event, the popularity of Tweed Foodie Fest has grown each year with increased demand for a greater and more diverse experience offering. Destination Tweed has played a key role in helping event organisers to refine the offering to deliver a manageable program of targeted seasonal events across the calendar year that meets the demand for increased and more diverse experiences, without diluting the success of the existing events.

Tweed Foodie Fest events in 2016 will take place on 30 September, 22 October and 3 December.

Activity in Q2 2016 included:

- Supported event organisers to refine the event's program.
- Introduced event organisers to Destination Tweed's regional food tourism brand, Taste the Tweed and highlighted the opportunities for collaboration.
- Developed new a new product/experience 'Taste the Tweed Tours' and incorporated this into the Tweed Foodie Fest program.
- Facilitated collaboration with Tweed Fusion festival, to create 'Taste the Tweed @ Tweed Fusion'.

NSW PRO SURF SERIES TELSTRA STORES TWEED COAST PRO | IN PROGRESS

Destination Tweed is working with Surfing NSW and Surfing Australia to bring to the Tweed a number of events to build upon the region's surfing identity. There is a strong desire by all three organisations to develop this region as a surfing event location and scale up the events to become major international events on the surfing calendar. A start point in this is the NSW Surfing Tweed Coast Pro, which in 2016 was held in Cabarita. Continued Destination Tweed engagement with Surfing NSW and ongoing Telstra Stores sponsorship will enable the event to grow and developed over the next few years.

- The 2015 series was a highly successful event, featuring:
 - 596 competitors and attendees.
 - 90% from outside the region.
 - Four-night average length of stay.
 - Total economic dollars invested into the area through this event \$352,832.

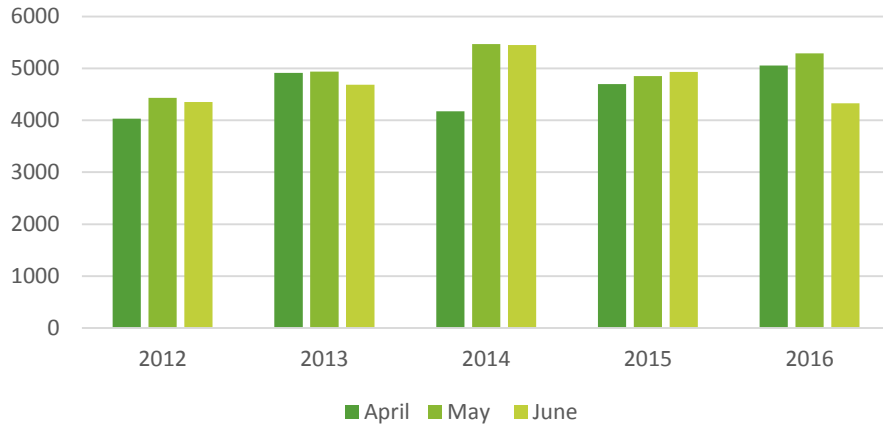
AUSTRALIAN SURF FESTIVAL | IN PROGRESS

Following the success of the Tweed Coast Pro, the oversubscription to compete in these events, strong local board rider clubs and local community commitment to the events, Destination Tweed has pursued the opportunity to work with Surfing Australia, Surfing NSW and Destination NSW to bring to the Tweed the Australian Surf Festival in 2017, 2018 and 2019. The festival includes the Australian titles for shortboard, longboard and bodyboard and is currently hosted in Coffs Harbour. It is envisaged that the 2017 Tweed-hosted event will be held in July-August, meeting Destination Tweed's objectives of increasing visitation in low season. Successful attraction of this three-week event will have a positive direct impact on the local economy and help shape the region to host larger surfing events into the future on a more permanent basis.

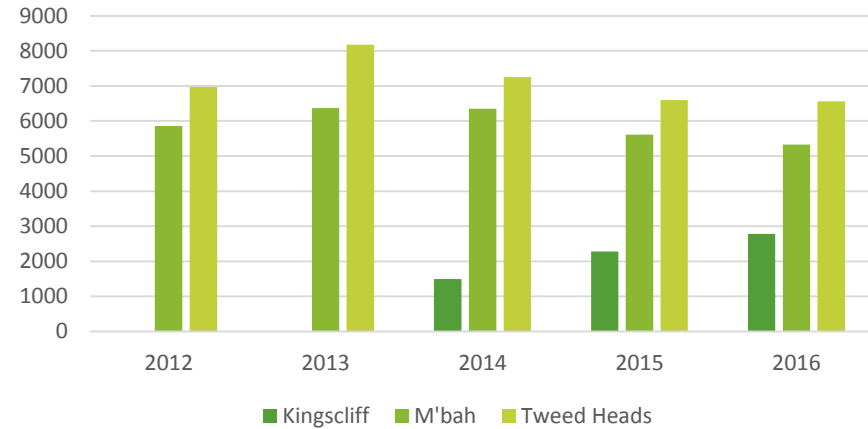
VISITOR INFORMATION CENTRES

In the April to June quarter there were over xxx requests for information across the three information centres, this is on average level of enquiry over the same quarters from the previous years.

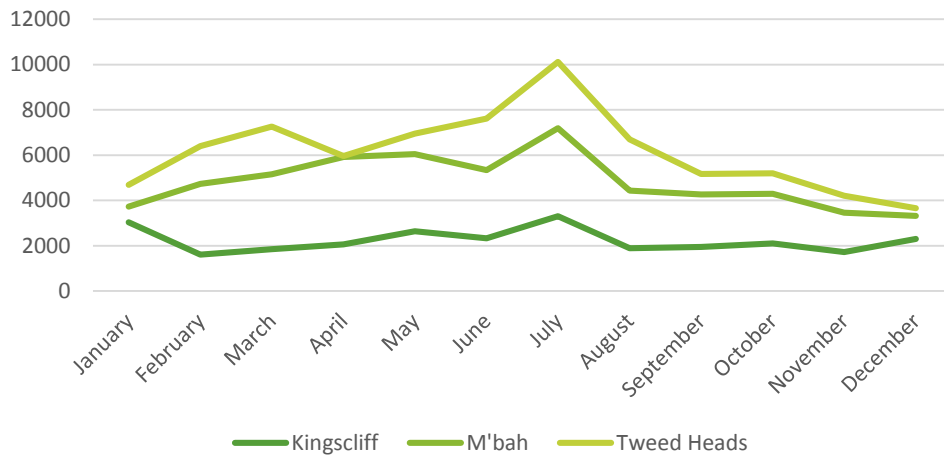
Number of enquiries received (April - June 2016)



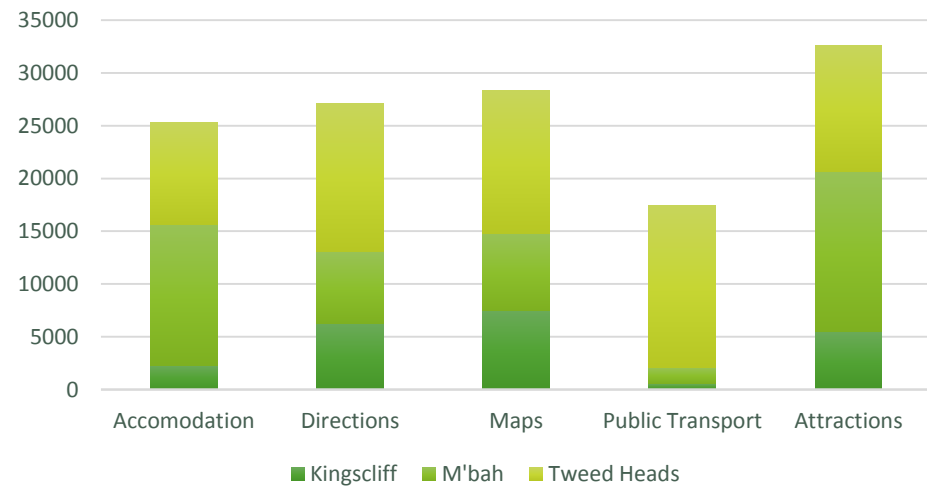
Historical number of enquiries, by location



Number of enquiries, by location, by month



Type of enquiry, by location (April - June 2016)



APPENDIX – ANNUAL WORKS PLAN

MARKETING

STAYING ON TOP OF THE MARKET

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Market research	Analysis of quarterly IVS and NVS data sets	✓			✓			✓					
VIC surveys	Issue VIC visitor surveys	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Visitor satisfaction survey	Conduct visitor satisfaction survey						✓	✓					

DEVELOPING A PRESENCE IN THE MARKET

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Consumer website	Programming and implementation of new footer	✓											
	Design, programming and implementation of side-bar images	✓											
	Update of National Parks section	✓											
	Update of Arts and Culture section		✓										
	Update of Driving Trails section		✓	✓									
	Addition of Cook Island page		✓										
	Addition of 2 x services categories to website		✓										
	Population of content for additional categories		✓										
	Programming of summer holiday section		✓										
	Ongoing development to site functionality, look and feel							✓					
Develop presence in key international markets	Inclusion in trade missions - SE Asia, North America, UK, Europe		✓			✓		✓					
	Attendance on trade mission - China, NZ						✓			-			

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Social media	Renew social content and strategy					✓	✓	✓	✓	✓			
Taste the Tweed	Develop website and content												
	Facebook page creation					✓	✓						
	App development												
	Promotion of Experiences							✓	✓				
DT partnership programme	Produce annual industry marketing activity prospectus												
Creative tourism	Develop collateral for creative tourism experiences												
Event support	Continue to provide support to events in the Tweed	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Development of event collateral for new events	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Marketing and promotion of new events	✓	✓	✓	✓	✓	✓	✓	✓	✓			

PROACTIVE PROMOTION OF THE TWEED

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Summer campaign	TLPC 'Legendary Drives' Campaign - <i>co-op with NCDN, DNSW (RVEF)</i>	✓	✓	✓									
	Tweed TVC	✓	✓										
	Advertising in selected channels	✓	✓										
	Development of 2016 Summer campaign	✓	✓										
Trip Advisor campaign	Manage and update content and product	✓	✓	✓	✓	✓							
	Renegotiate campaign												
Wild About Whales campaign - co-op with NSWPWS										✓			
Tweed Visitor Guide	Advertising sales	✓											
	Concept development	✓											
	Consolidate advertising sales and bookings	✓											

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Invoices to be raised	✓											
	Copy writing	✓											
	Supply copy to designer		✓										
	Supply of print ready ads and material to designer		✓										
	Design and layout		✓										
	Approval of advertising proofs		✓	✓									
	Review and amendments		✓	✓									
	Delivery of files to printer			✓									
	Print			✓									
	Supply of eBook, PDF and promotional material			✓									
	Distribution to Tweed VICs			✓									
	Delivery to storage warehouse			✓									
	Distribution to QLD and NSW VICs				✓	✓	✓	✓	✓	✓			
	Distribution to advertisers and stakeholders				✓	✓	✓	✓	✓	✓			
	Produce e-brochure				✓								
Seafood Discovery Trail - collaboration with CSGC	Revisit a previous cooperative marketing activity.	✓											
	Produce new updated collateral	✓	✓										
Tweed Valley Weekly Summer lift out - targeted at VFR and locals	Project overview		✓										
	Copywriting and review		✓	✓									
	Advertising sales (Tweed Valley Weekly)		✓	✓									
	Supply of copy, images and maps to production team			✓									
	Adjustments to maps and content			✓									
	Layout			✓									

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Review of proofs			✓									
	Print			✓									
	Supply of files for web			✓									
	Addition of files to website			✓									
	Distribution			✓									
Consumer travel shows	Presence at consumer shows					✓		✓		✓			
Trails - develop brochures and digital content	Self-drive Trail												
	Copywriting	✓											
	Design brief and confirmation of project	✓											
	Copy rewrite and fact checking	✓	✓										
	Supply of copy and images to designer		✓										
	Development of maps		✓										
	Development of brochure template		✓										
	Review and amendments (maps)		✓										
	Review and amendments (template)		✓	✓									
	Approval of final files			✓									
	Supply of files for web			✓									
	Addition of files to website			✓									
	Print			✓									
	Distribution			✓	✓	✓							
	Art trails								-	✓			
	Walking trails									✓			
	Bike trails												
	Food trails												

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
MICE	Redevelopment of MICE brochure								-				
	Production of digital content												
Local market guide	Redevelopment of Market guide for the Tweed	✓	✓						✓				
Public Relations – external	Media famils to generate articles in relevant external publications, TV and websites		✓	✓	✓	✓	✓	✓	✓	✓			
	Feature articles to generate exposure in relevant external publications and websites				✓	✓	✓	✓	✓	✓			
	Copywriting of editorial for selected tourist guides				✓	✓	✓	✓	✓	✓			
Public Relations – internal	Undertake community engagement strategy					✓	✓						
	Press releases distributed to media		✓	✓	✓	✓	✓	✓	✓	✓			
	Pitching of stories to local media outlets as above		✓	✓	✓	✓	✓	✓	✓	✓			
Develop Tweed Tourism brand	Define parameters of brand development requirements and gain recommendations					✓	✓	✓					
	Develop brief for rebranding strategy							✓	✓				
	Distribute brief and source quotes								-	-			
	Present quotes to board for final decision												
	Implement rebranding strategy												

PRODUCT DEVELOPMENT

STAYING ON TOP OF THE MARKET

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Market research	Analysis of IVS & NVS data sets	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Analysis of industry research and paper	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Industry trends and knowledge	Industry updates and forums (ARTN, ATEC, TA etc.)	✓		✓		✓		✓	✓				
Industry development	Networking events with industry to inform and educate		✓							✓			
	Industry workshops and mentoring activity	✓	✓			✓		✓	✓	✓			
	Industry training	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Industry newsletter	Distribute industry news letter	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Tweed Destination Management Plan	Undertake SA2 Profiling												
	Review current documents and redraft							✓					

DEVELOPING THE TWEED EXPERIENCE

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
EDS Implementation	Work with TSC to support EDS activity	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Implement EDS activity	✓	✓	✓	✓	✓	✓	✓	✓	✓			
TRADE AND INDUSTRY ENGAGEMENT													
Travel trade engagement	Attend Media ATE								✓				
	Attend ATE								✓				
	ITO workshops (e.g. ATEC)						✓	✓					
	Domestic wholesale programs						✓	✓	✓	✓			
Industry engagement	State tourism organisations and Tourism Australia	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	State investment/development bodies	✓	✓	✓	✓	✓	✓	✓	✓	✓			

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Regional and local tourism organisations	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	TMG	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Event support	Continue providing support to events in the Tweed	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Support and advocate TSC in Event Strategy formulation							✓	✓	✓			
	Work with TSC in developing events in the Tweed						✓	✓	✓	✓			
Tweed Valley Country Roots Fest <i>*EDS activity</i>	Engage with promoter	✓		✓									
	Approach DNSW for major events funding			✓			✓						
	Assist in the development of event						✓	-	-	-			
PRODUCT DEVELOPMENT													
Tweed Adventure Collective	Investigate and drive the development of a Tweed Adventure Collective		✓				✓	✓					
	Coordinate the Tweed Adventure Collective							✓	✓	-			
Rail Trail	Support TSC on the development of Tweed Rail Trail	✓	✓	✓			✓	✓	✓	✓			
Creative tourism <i>*EDS activity</i>	Support development of overarching Tweed creative entity	✓											
	Undertake creative industries audit of the Tweed		✓	✓	✓	✓							
	Work with creatives to develop tourism product and experiences with M'bah as a hub					✓	✓	✓	✓	✓			
	Explore opportunity for Art/Creative markets in M'bah						✓						
Trails development	Walking Trails	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Bike Trail								✓	✓			
	Food Trails									✓			
	Art Trails	✓	✓	✓	✓	✓	✓	✓					

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Taste the Tweed - continuation of previous project outcomes and recommendations	Investigate holding an annual major food event			✓									
	Meet with professional event managers to explore the opportunities for major food event			✓	✓								
	Investigate opportunity to develop paddock to plate tours						✓						
AUSTRALIA'S GREEN CAULDRON													
Australia's Green Cauldron	Industry mentoring program	✓	✓	✓									
	Wild Journeys Programme						✓	✓	✓	✓			
	Rejuvenation of Rain Forest Way					✓	✓	✓					
	Creative Villages of the Cauldron									✓			
Sports tourism	Continue to work with QSM for events in the Tweed	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Evaluate SMA relationship					✓	✓						
Tweed Coast Surf Pro	Development of event with Surfing NSW , Leverage opportunities for operators & industry	✓	✓	✓	✓								
	Work with NSW Surfing and DNSW for 2017/2018 events					✓	✓	✓	✓	✓			
New event - major international surf event opportunities	Explore opportunities for the Tweed to host major surf event for 2017					✓	✓		✓				

ACTIVELY SEEKING AND ATTRACTING INVESTMENT AND FUNDING

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Engage with potential investors	Identify & engage with potential new investors	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Provide customised information package for prospective investors	Conduct meetings with prospective investors	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Provide introduction to relevant TSC officers if required	✓	✓	✓	✓	✓	✓	✓	✓	✓			

VISITOR SERVICING

STAFF TRAINING AND DEVELOPMENT

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Staff training	Deliver in-house staff training via weekly 5MOT modules	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Various training activities and opportunities						✓			✓			
	Regional NR AVIC training								-	-			
	Implement AVIC Best Practice Operational Training									✓			
Product awareness and knowledge	Local famil programme	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Regional NR and GC cooperative famil programme							-	-	✓			
Implantation of technology	Review of current technology	✓	✓										
	Implementation of recommendations from RVSS strategy			✓	✓								
	Implementation of new reservations system						✓	✓	✓				
	Implementation of AppnGo (cost dependant)												
AVIC	Prepare and submit monthly VIC accreditation reports	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Prepare and submit annual VIC accreditation report								✓				

PRODUCT AWARENESS AND KNOWLEDGE

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Retail sales strategy	Implementation of new inventory management system	✓	✓										
	Increase local content in retail shop			✓	✓	✓	✓	✓	✓	✓			
VIC fit out review	Conduct study on brochure and retail layout with recommendations for enhancement												
	Undertake shop fit out												

ACTIVELY SEEKING AND ATTRACTING INVESTMENT AND FUNDING

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Wi-Fi enablement	Implement free Wi-Fi to support download of e-brochures, apps and access to website	✓											
Product promotion	Provide innovative display opportunities and other promotional channels through the VICs	✓	✓	✓	✓	✓	✓						
Event support	Continue to provide support to events in the Tweed	✓	✓	✓	✓	✓	✓						
	Provide visitor information services at VICs	✓	✓	✓	✓	✓	✓						
	Provide and online accommodation booking service	✓	✓	✓	✓	✓	✓						
	Promote tourism operator services through the VICs	✓	✓	✓	✓	✓	✓						

2015/16



destinationtweed

PARTNERSHIP PROGRAM



WELCOME TO THE DESTINATION TWEED PARTNERSHIP PROGRAM 2015/16

Destination Marketing is a proactive, strategic, visitor-centered approach to the economic and cultural development of a location, which balances and integrates the interests of visitors, service providers, and the community.

Destination Tweed is responsible for marketing and promoting tourism in the Tweed, as well as being actively involved in planning for the future development of tourism in our region. As a not-for-profit organisation we rely on partnerships with business operators to help us better fulfil our role of attracting visitors to the Tweed.

Destination Marketing is still important and Destination Tweed will continue to do this, however we need to let people see what is on offer at a product level as well, and this is where we need you. By working together and pooling our marketing resources, we can increase the reach and opportunity to promote your business and the region to even more markets and people than each of us on our own.

The Partnership Program has been designed for you to choose the level of involvement that you want, that suits your business and allows you to ensure that you capture the right markets to grow your business.

We offer a number of resources and opportunities free-of-charge, as well as opportunities that involve a financial commitment from you. You will notice that the cost of involvement is significantly reduced to ensure that getting involved is accessible and affordable for even the smallest tourism business.

You can pick and choose the opportunities you want to take advantage of based on the relevance of activities to your business objectives.

To become involved in the Partnership Program complete the Expression of Interest form in this document, or phone us to discuss.

If you have questions about what we do and how we can help your business please contact us. We look forward to welcoming you on board and working together to promote your business and our region.

Bill Tatchell - CEO
Destination Tweed





SUMMARY OF OPPORTUNITIES

Promotional Opportunity	Date	Cost
Marketing Campaigns		
- The Legendary Pacific Coast	Annual membership	From \$55
- Summer Marketing Campaign	Sept 2015 - Feb 2016	From \$250
- Easter Campaign	Feb - Apr 2016	From \$250
Media and Publicity Opportunities		
- Media and Trade Familiarisations	Ongoing	Expression of interest
- Media and Trade eDM	1 Nov 2015, 1 Mar 2016, 1 Jul 2016	\$75 per eDM
- Industry Product Updates	Monthly	Free of charge
Trade Events and Consumer Shows		
- Consumer Shows:		
- Melbourne	24-29 February 2016	
- Sydney	9- 17 April 2016	\$200 per show
- Brisbane	8 - 14 June 2016	
- Trade Events:		
- Australia Tourism Exchange	15-19 May 2016	Expression of interest
- ATEC Inbound Workshop	3 March 2016	
- TLPC Tourism Product Roadshow	2016 date to be confirmed	
Digital Opportunities		
- Website Business Listing	Available year round	Free of charge
- Website Event Listing	Available year round	Free of charge
- Social Media Shout Out	Ongoing	Free of charge
- Consumer eDM	1 Nov 2015, 1 Mar 2016, 1 Jul 2016	\$75 per eDM

Promotional Opportunity	Date	Cost
Tweed Visitor Guide		
- Advertising	Booking deadline 30 Oct 2015	From \$500
Visitor Information Centres		
- Brochure Display & Distribution	Available year round	\$195pa
- Outdoor Signage	Available year round	\$1200pa
- Familiarisations	Ongoing	Expression of interest
Resources		
- Image Library		
- Operator Resources	All resources available year round	Free of charge
- Marketing Collateral		
- Event Signage		
Tourism Product Development		
- Product Development	Opportunities are available when required	Cost on application
- Marketing Material Creation	by business operators	Cost on application
- Public Relations Activities		\$120 p/hour



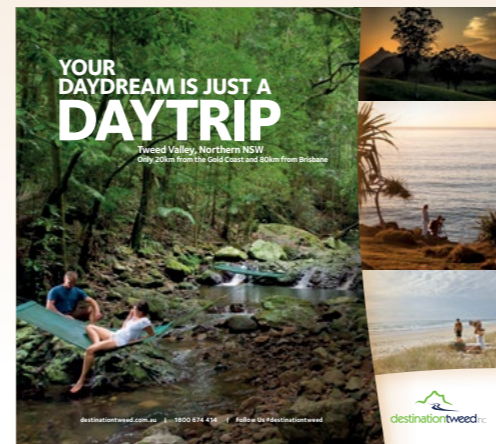
MARKETING CAMPAIGNS

Increasing domestic market share and visitation remains an important focus of Destination Tweed's marketing strategies. Domestic visitors account for approximately 85% of total tourism visitation to the Tweed. The domestic market is, and will continue to be, a crucial market segment for our region.

As a region we can offer a diverse range of experiences that appeal to a broad demographic. Domestic audiences include just about every age and life stage. In recent years domestic travel patterns have changed and our marketing campaigns have evolved to centre on leveraging the trend towards holidaying closer to home and the consumer preference of choosing more affordable forms of travel.

The aims of our marketing activities include:

- Increasing awareness
- Stimulating a desire to travel
- Increasing visitation and length of stay
- Promotion of tourism experiences and products
- Positioning the Tweed as an attractive holiday destination
- Encouraging dispersal to share economic benefits across the Shire



The Legendary Pacific Coast

From \$55

Throughout the year our Regional Tourism Organisation (North Coast Destination Network) runs domestic integrated marketing campaigns under the large scale collaborative consumer brand The Legendary Pacific Coast (TLPC). Campaigns feature brand advertising, tactical campaigns with industry partners who are members of TLPC, publicity and media famils, digital direct marketing and special promotions. TLPC is a membership based campaign. Entry level membership starts at \$55.

Destination Tweed coordinate the publication of a double-page destination profile in the annual TLPC Touring Drive brochure. If you would like to feature your product in the brochure with a ¼ page ad, full-level partnership is required. Partnership starts at \$495 for renewing partners and \$595 for new partners. For more information about TLPC visit: ncdn.com.au/domestic-program

Summer Marketing Campaign

From \$250

The Summer campaign for 2015/16 will involve a range of promotional activities covered by a variety of media including print advertisements, the launch of the 2016 Tweed Visitor Guide, a range of digital activities, television commercials, web-based activities and local area marketing via the VICs.

- Activities will be in market throughout the campaign period of Sept 2015 – Feb 2016.
- The campaign aims to encourage travel and visitation to the Tweed over the summer holiday period.
- Domestic target markets for the campaign will be South East Queensland including Brisbane and the Gold Coast as well as Sydney + surrounds, Melbourne + surrounds.
- The target campaign audience is experience seekers, 25+ singles, couples and families who desire to take an affordable summer holiday to the Tweed Coast and Tweed Valley.

Easter Marketing Campaign

From \$250

The Easter campaign for 2016 will involve a range of promotional activities covered by a variety of media including advertisements, consumer shows in Melbourne and Sydney, a range of digital activities, web-based activities and local area marketing via the VICs.

- Activities will be in market throughout the campaign period of February – April 2016.
- The campaign aims to encourage travel and visitation to the Tweed for the Easter long weekend (25-28 March 2016).
- The campaign also encourages travel during the autumn school holiday block of -25 March to 10 April 2016 for QLD schools and 11-26 April 2016 for NSW schools.
- Domestic target markets for the campaign will be South East Queensland including Brisbane and the Gold Coast as well as Sydney + surrounds, Melbourne + surrounds.
- The target campaign audience is experience seekers, 25+ singles, couples and families who are likely to consider a long weekend and/or school holiday break to the Tweed Coast and Tweed Valley.



MEDIA AND PUBLICITY OPPORTUNITIES

Media and Trade Familiarisations

Expression of Interest

Destination Tweed participate in domestic and international media visits by print, online, broadcast journalists, television productions and social media influencers and bloggers. We also participate in trade and industry familiarisations with ITOs, wholesalers and retailers.

Familiarisations or “famils” are an essential part of the tourism industry. As an operator you have the opportunity to give media and industry first-hand experience of your product or service. Giving you exposure to your business that would normally not be possible.

If you interested in being part of the famil program and exposing your business to media channels and qualified trade buyers contact us so we can work with you on these opportunities.

Media and Trade eDM

\$75 per eDM

Destination Tweed communicate via Electronic Direct Mail (eDM) to a qualified travel trade database. eDMs inform trade of product updates, new product, upgrades to existing product and destination information. If you have news about your product that you’d like to share with trade please remember that information needs to have an interesting and relevant angle. Examples of content to provide include updates/upgrades your business has undergone, instillation of new facilities, introduction of new products or tours and publication of new wholesale/ commissionable rates.

Material Specifications:

- Business name and website
- Appropriate contact details i.e. Sales Manager’s phone number and email address
- 80 words of copy
- 3 x quality images sized between 500kb - 1MB

Material Deadlines:

- October 1, 2015 (for distribution November 1, 2015)
- February 1, 2016 (for distribution March 1, 2016)
- June 1, 2016 (for distribution July 1, 2016)

Industry Product Updates

Free of charge

Destination Tweed submit product information to our STO and our RTO. This is the best and most effective way to keep both industry bodies up to date with new developments in our region. If you have an up and coming product, a new product or changes to your existing product please provide us with details so we can communication to industry.

TRADE AND CONSUMER SHOWS

One of the major benefits of consumer shows and trade events is accessing a large number of interested pre-qualified customers and trade representatives in a short period of time. Attending consumer shows and trade events is essential for strengthening destination awareness domestically and internationally. Attendance at the events listed below focuses on promoting our region, encouraging travel to our region, creating awareness of the Tweed as an accessible destination and engaging in face-to-face interaction.

Consumer Shows

\$200 per show

There are two ways you can get involved in consumer expos:

- 1) Product promotion via the Tweed Visitor Guides. Guides are distributed at the events to potential travellers.
- 2) Submit a special offer to be featured in an A4/DL brochure distributed at shows. Offers must represent a saving on recommended retail price i.e. two-for-one, value add or percentage discount.

Consumer Shows

- | | | |
|----------------------------|-----------|---------------------|
| - Caravan and Camping Show | Melbourne | 24-29 February 2016 |
| - Caravan and Camping Show | Sydney | 9- 17 April 2016 |
| - Caravan and Camping Show | Brisbane | 8 - 14 June 2016 |

Material Specifications:

- Business name
- Description of special offer (max 50 words)
- Call to action - phone ,website and email
- Business logo
- 3 x quality images sized at 1MB





Trade Events

Expression of Interest

Trade events are a vital platform to launch our destination into the Tourism Industry across Australia and internationally. Each year Destination Tweed participates in a number of trade events to promote the Tweed as a premier regional travel destination, attendance allows Destination Tweed to inform and educate international about the tourism products and experiences available in our region. To discuss trade event opportunities available to your business contact bill@destinationtweed.com.au

Australian Tourism Exchange – Gold Coast 15-19 May, 2016

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It brings together Australia's tourism industry in a forum to showcase products directly to tourism wholesalers and retailers from around the world, through a combination of scheduled business appointments and networking events.

Around 1200 Australian Seller delegates from approximately 500 companies, 700 key international buyer delegates from over 30 countries and over 80 international and domestic media attend this global event.

The Gold Coast has been selected to host ATE 2016. The locality of the event represents an exciting opportunity for tourism operators and an advantageous opportunity for our region to be showcased to the global travel industry. Please express your interest to be involved in ATE 2016:

ATEC Southern QLD Inbound Workshop – 3 March 2016 (location to be advised)

Each year the Australian Tourism Export Council (ATEC) hosts an inbound workshop with 45+ Inbound Tour Operators. This represents an opportunity for Destination Tweed to participate in one-to-one business meetings to introduce our region as a travel destination for international visitors and recommend tours, attractions and accommodation. Please express your interest in having your product represented.

TLPC Tourism Product Roadshow – Sydney (2016 dates to be advised)

As part of The Legendary Pacific Coast (TLPC) International Marketing Program, the annual Tourism Product Roadshow in Sydney presents destination and export ready suppliers from regions along the NSW North Coast. The aim of the Roadshow is to facilitate new distribution agreements between Inbound Tour Operators (ITOs) and tourism operators. An opportunity is available for 2 product partners to attend a full day roadshow along with a representative from Destination Tweed. To be eligible product partners must offer nett rates and have inbound-relevant product information.

NOTE: In order to participate in Trade Events your product must be export ready. Being export ready means you are ready to engage third party distributors such as inbound tour operators (ITOs), wholesalers, online travel agents (OTAs) and retailers to sell your product to visitors overseas and have factored appropriate commissions into your pricing. For assistance in becoming export ready please refer to the Product Development section.

DIGITAL OPPORTUNITIES

The Destination Tweed website is the call to action for all marketing activities with all traffic driven to the website. The site is aimed to be a destination website with rich, informative content that portrays a complete and comprehensive picture of the experiences available in the Tweed.

Website Business Listing

Free of charge

Register your business via destinationtweed.com.au to create a dynamic and appealing business profile on our region's number 1 tourism website. Businesses can be listed under the three major categories of: 1) Accommodation, 2) Experiences and 3) Weddings & Conference. Depending on the type of business you are operating, you can have your business listed in multiple sections in each category. Creating a listing is easy:

1. Visit destinationtweed.com.au
2. In the top, right-hand corner click: List your business
3. Follow the simple step-by-step process to enter business details and create a listing.

It is a good idea to have the following material ready before creating your listing:

- Business contact details (i.e. phone, address, website, email)
- ABN
- Social media links
- Up to 10 images sized between 500kb-1MB
- 200 word business description

Listings are subject to review before publication. Once published, you can log in with your contact details to update your listing whenever you like, however listings will go offline until changes have been reviewed and approved; this ensures integrity of content displayed on the website.

Website Event Listing

Free of charge

The Destination Tweed online event calendar is the port-of-call for event information and things to do in the Tweed Shire. If you are using a booking platform for your event you can include a link that will take users directly to your booking site. To have your event listed visit: destinationtweed.com.au/submit-event

Consumer eDM

\$75 per eDM

Destination Tweed publish eDMs specifically targeted towards a qualified database of travellers and include relevant destination content and product offers. eDMs are designed to maintain and build awareness of the Tweed as an accessible and affordable holiday destination.

Material Specifications:

- Heading (40 characters max)
- Description or product offer (80 words max)
- Website link to offer or more information
- 1 x quality image sized between 500kb - 1MB

Material Deadlines:

- October 1, 2015 (for distribution November 1, 2015)
- February 1, 2016 (for distribution March 1, 2016)
- June 1, 2016 (for distribution July 1, 2016)



Social Media Shout Out

Free of charge

Social media is an integral component of the marketing mix for Destination Tweed. This popular communication platform enables us to communicate across a variety of channels with people interested in visiting the Tweed. The instantaneous nature of these mediums enables Destination Tweed to offer market-specific information. If you have newsworthy content please submit to emma@destinationtweed.com.au

- Facebook 30 word maximum plus 1 image
- Twitter 140 character blurb plus 1 image
- Instagram 1 image 640px X 640px plus 10 word description and up to 10 hashtags

Preferred image size 500kb - 1MB.

Publication is not guaranteed.

Share the love and tag @destinationtweed when posting on Facebook and @desttweed when posting to Twitter. This will help us to see and share your posts.

Some popular hashtags to help you get noticed on Instagram:

- #destinationtweed
- #tweedcoast
- #tweedvalley
- #visitnsw
- #newsouthwales
- #greencauldron
- #restaurationaustralia
- #mtwarning
- #australia
- #seeaustralia

The Crystal Castle works with Destination Tweed and we see the results every week. Their support is invaluable in helping to bring the region's visitors to our door. They make it very easy and inexpensive for us to be involved in their marketing initiatives such as the Travel Shows. The days are over when we can just market and advertise by ourselves and Destination Tweed are a great partner to have to help us reach our markets.

Naren King, Managing Director, Crystal Castle

TWEED VISITOR GUIDE

The Destination Tweed Visitor Guide is the primary sales tool for the Tweed. The annual Visitor Guide is produced by the team at Destination Tweed and is about to enter its fourth year of publication. It is used by staff in Visitor Information Centres to motivate and inform travellers about the locations and experiences on offer throughout our region. It is also used by the marketing team to promote the Tweed at leading trade and industry events. More than 50 000 copies are printed and distributed annually across a variety of locations and channels:

Distribution

Key distribution channels include:

- Visitor Information Centres at Tweed Heads, Murwillumbah, Kingscliff and Hastings Point: attracting over 100,000 visitors each year
- Accommodation properties, tourism attractions and numerous locations around Tweed Shire
- All Accredited Visitor Information Centres throughout QLD, NSW and ACT
- Caravan and Camping Shows in Melbourne, Sydney and Brisbane, attracting an audience of more than 182,000 people
- Leading industry trade shows including the Australian Tourism Exchange, Australian Tourism Export Council Inbound Workshop and The Legendary Pacific Coast Roadshow.
- Delegate satchels at corporate conferences and business events
- Major festivals and events across northern NSW and the southern Gold Coast
- Available electronically on the Destination Tweed website, Distributed electronically via digital channels, media and trade networks and to influential industry partners such as Destination NSW and Tourism Australia

Advertising Rates and Positioning

Ad Size	Type	Price (ex GST)
Full page	Feature Ad	\$3,500
Half page	Horizontal Feature Ad	\$1,800
Third page	Horizontal Feature Ad	\$1,400
Quarter page	Vertical Feature Ad	\$1,000
Eighth Page	Category Directory Ad	\$500

Premium Positions (only 1 of each available)

Ad Size	Type	Price (ex GST)
Inside Front Cover	Display ad	\$5,000
Inside Back Cover	Display ad	\$4,000
Outside Back Cover	Display ad	\$5,000

Booking and material deadline 30 October 2015.

Download a full media kit and book online via destinationtweed.com.au/tweed-visitor-guide-2016



Working in with Destination Tweed to help market not only my business, but our region, has brought great exposure through both marketing campaigns and media outlets. The Whale Trail helped us to compete with larger existing markets and also highlighted the Tweed as a whale watching destination.

Tim Jack Adams, Owner/Manager, Watersports Guru

We are an established art studio with two professional artists in residence. We have participated in a Food & Art Campaign amongst other cooperative activities. By getting involved and working with Destination Tweed we have been introduced to a new distribution channel and it has turned my business around. The new channel has proved to be such strong and effective promoters, that most of my bookings are now coming from them. My occupancy has increased from mainly weekend bookings to now include weekdays too. The new clientele are people who can afford to buy pieces of art as well. I am so grateful for this change of fortune all because of Destination Tweed and our involvement in cooperative campaigns.

Irene Brown, Proprietor, Castle on the Hill

Partnership with Destination Tweed has provided invaluable exposure to our key inbound markets, and provides us with cost-effective ways of leveraging their international activities to promote our brand. Quality representation at major trade events including ATE and our inclusion as a Tweed-based product in Destination Tweed's international collateral showcases us to a broad base of international buyers that we might not otherwise reach with our marketing budget.

Kelly Patterson, Sales Manager, Tropical Fruit World

Thanks to the team from Destination Tweed for your support and efforts over the past few years. I think the changes to your organisation and the joint work you do with the North Coast Destination Network has made a great change to the region's marketing. We have been involved in The Legendary Pacific Coast (TLPC) for 2 years and the opportunities for additional marketing opportunities are continually communicated to us. We have been included in the filming of the Channel 7 Sydney Weekender TV show segment featuring the Tweed Region and we were also part of the cooperative Beaches & Bush marketing campaign which were both great value to our business.

Rachael Griffin, Park Manager, BIG4 Tweed Billabong

Our work with Destination Tweed has proven beneficial by increasing our online presence and social marketing for our functions and events. We were thrilled when they were easily accessible when needed and provided online implementation of our events in a timely manner. That was beyond our expectations in terms of cost savings and the speed with which we accomplished our goals. What we appreciate most about working with Destination Tweed is their ability to support and promote our venue and ultimately our events.

We are often overwhelmed with positive feedback received from local operators and consumers when our Visitor Guides are published. Here's what some of you have said:

- "I received the Visitor Guide and I just wanted to say massive thanks. We really appreciate the effort and it looks fantastic."
- "Beautiful paper stock and really happy with the way it has turned out too and all the info a visitor could possibly want in the Guide - well done."
- "I just had a chance to look at the new Visitor Guide it looks great and I am sure it will be snapped up by our clients. The maps will be especially helpful for visitors to Tweed, Coolangatta and Murwillumbah. Thanks once again for producing such a valuable marketing tool for our area."
- "The Visitor Guide looks fantastic!!"
- "I'm thrilled to hear about the new Visitor Guide. Those Visitor Guides literally fly out the door and we use them as a real tool for people wanting to know what they can do through-out the district. Thanks again for your support."

Molly Elmo, Functions & Events Sales Manager, Salt Village



VISITOR INFORMATION CENTRES

Visitor Information Centres (VICs) provide an important distribution point for product suppliers and make a significant contribution to tourism in our region. VICs are central to increasing the length of stay and visitor spend, they also play an important role in encouraging dispersal of visitors around the Shire. there are four VICs in region Tweed Heads, Murwillumbah Kingscliff and Hastings Point.

Brochure Display and Distribution

\$195pa

Promote your product to more than 100, 000 consumers each year by having your business brochure on display in the VICs at Tweed Heads, Murwillumbah, Kingscliff and Hastings Point. To apply for brochure distribution visit destinationtweed.com.au/brochure-display-distribution-2/

Outdoor Signage

\$1200pa

Promote your business on the exterior windows of the Tweed Heads VIC for 12 months. Window space is floor-to-ceiling with a printable area of 645mm x 1815mm. Advertising is highly visible and printed on one-way vision.

Visitor Information Centre Accreditation

Expression of Interest

If you are interested in becoming an officially recognised VIC in the Tweed Shire please contact bill@destinationtweed.com.au

RESOURCES

Destination Tweed offer a range of resources to help you plan, promote and grow your business. These resources are all easily accessible from our website. All resources are available free of charge.

Image Library

Gain access to Destination Tweed's image library to view and download a selection of photographs from across the Tweed Shire featuring a variety of talent, styles and locations destinationtweed.com.au/image-gallery

Operator Resources

We are constantly sorting through the 'information overload' to bring you a selection of resources that we hope you will find useful, practical, relevant and informative. There are numerous resources available on our website:

- destinationtweed.com.au/members-resources
- destinationtweed.com.au/useful-links

Marketing Collateral

A range of content and marketing collateral is available for view and download. Visit destinationtweed.com.au and scroll to the footer for links to eBrochures and Industry & Media material.

Event Signage

Add some pizzazz to your next outdoor event by loaning some of our destination signage. We have produced a range of outdoor signage that is available to you for use. Add to the atmosphere of your event with colourful branded flags and a variety of bannerings.

I have had the opportunity to work with Destination Tweed on numerous occasions and I always find the team to be extremely professional and reliable. They have a strong understanding of destination tourism and promotion, and always act proactivity. On numerous occasions we have accessed the Destination Tweed image library in order to use images on our event website and marketing collateral. Access to the library has proved to be very helpful in our endeavour to promote our sporting events and positively contribute to tourism in the Tweed region.

Sebastian Krantaz, Event & Administration Manager, QSM Sports



EXPRESSIONS OF INTEREST

PRODUCT DEVELOPMENT

Tourism is a dynamic and competitive industry that changes rapidly. Ensuring that tourism experiences and products adapt to keep pace with the market is important to driving future visitation. Destination Tweed can provide assistance in developing your business to be 'industry ready' as well as assistance with public relations and marketing material creation.

Product Development **Cost on application**

We can provide assistance in developing your business so you can become export ready, understand commission levels and how they work, and enter the tourism distribution network. Before you start working with the tourism distribution network, your business must be export ready. Being export ready means you are ready to engage third party distributors such as inbound tour operators (ITOs), wholesalers, online travel agents (OTAs) and retailers to sell your product to visitors overseas and have factored appropriate commissions into your pricing. We can work with you to grow your business through new channels of promotion as well as growing and developing new elements to your business.

- Business assessment and review of pricing structure
- Development of wholesale and commissionable rates
- Introduction to the tourism distribution network
- Business and marketing plan review and/or development

To discuss the Product Development opportunities available to your business contact Bill Tatchell: bill@destinationtweed.com.au

Marketing Material Creation **Cost on application**

In today's highly competitive environment, effective marketing is an essential activity of any successful tourism businesses. Destination Tweed can offer assistance with the creation of brochures, advertisements for print and digital media, update or creation of logos and website development.

Public Relations Activities **\$120 p/hour**

Public relations or PR is the key to effective communication with your stakeholders and customers. PR activities are an essential component of any marketing plan and can assist with building your product and company image. Destination Tweed can assist with the following public relations activities:

- Development of communications campaigns
- Writing and distribution of media release to local, state and national media bodies
- Assisting with media launches
- Writing content for news and feature articles
- Promotional assistance for events and activities in the region
- Media monitoring services

To express your interest in any of the opportunities listed below please tick the relevant box and return this form via email to emma@destinationtweed.com.au

Business Name _____

Primary Contact Name _____

Job Title _____

Business Phone Number _____

Primary Contact Mobile Number _____

Email Address _____

Website _____

ABN _____

Marketing Campaigns

- The Legendary Pacific Coast
- Summer Campaign
- Easter Campaign

Media and Publicity Opportunities

- Media and Trads Famils
- Media and Trade eDM:
 - November 2015
 - March 2016
 - July 2016
- Industry Product Updates

Trade Events and Consumer Shows

- Caravan and Camping Shows:
 - Melbourne
 - Sydney
 - Brisbane
- Trade Events:
 - Australia Tourism Exchange
 - ATEC Southern QLD
 - Inbound Workshop
 - TLPC Tourism Product Roadshow

Digital Opportunities

- Website Business Listing
- Website Event Listing
- Social Media Shout Out
- Consumer eDM
 - November 2015
 - March 2016
 - July 2016

Tweed Visitor Guide

- Advertising

Visitor Information Centres

- Brochure Display & Distribution
- Outdoor Signage
- Familiarisations

Tourism Product Development

- Product Development
- Marketing Material Creation
- Public Relations Activities



destinationweed

PO Box 5129 | South Murwillumbah | NSW 2484

destinationweed.com.au

 #destinationweed  /destinationweed  @destweed