

# Tourism and Events Queensland

## 2021 Domestic Marketing Strategy Overview



- ✔ Continue Intrastate focus
- ✔ Cut through in Interstate markets
- ✔ Strong conversion focus
- ✔ Convert outbound travellers



### Marketing Approach

TEQ's conversion focused marketing approach will continue, with the 'Good To Go' creative platform evolving to meet changing consumer attitudes towards travel.

## INTRASTATE

### The opportunity

To inspire Queenslanders to take their second/third/fourth Queensland trip by showing them the unexpected experiences on offer across the entire state.

### Outcomes focused

Heavy tactical campaign focus on converting interest into bookings through retail partners, Queensland.com and direct.

### Timing

Always-on presence.

### Channels

TV, radio, out-of-home, social media, digital.

## INTERSTATE

Key markets: NSW, VIC

### The opportunity

To assure travellers they can book a Queensland holiday with confidence; and cut-through in a competitive media landscape.

### Outcomes focused

Inspire and showcase Queensland's world class experiences, supported by a heavy tactical campaign focus to convert interest into bookings through retail partners, Queensland.com and direct.

### Timing

Constant inspirational presence in the market. Significant burst live in NSW and VIC now until end March 2021. Further bursts post-Easter.

### Channels

TV, radio, out-of-home, social media, digital.

## IT'S LIVE! in Queensland

Always-on intrastate marketing support for destination events to encourage Queenslanders to travel for events.

Interstate marketing support for key major events to drive visitation.

### Timing

Jan - Jun 2021

### Channels

Radio and social media.

## STRATEGIC PRIORITIES

1. Grow share of domestic intrastate and interstate
2. Dominant share of voice in New Zealand
3. Develop rapid market re-opening model
4. Win in priority global consumer segments
5. Convert global travel intenders through digital platforms and partnerships



## OUT OF THE BOX

TEQ is working on a number of activations and creative concepts to grab attention and drive demand - stay tuned for details.

## OUR PLAN GOING FORWARD

JAN	FEB	MAR	APR	MAY	JUN
GOOD TO GO: Interstate + intrastate					
				Creative Activation	
QDEP Marketing: Intrastate					
			It's LIVE in Queensland: Interstate		
SEM, Website Remarketing, Social Media, PR, EDM					
Retail Partner Activity					

## OUR RETAIL PARTNERS



## QUEENSLAND.COM

Queensland.com plays a key role in TEQ's marketing approach, attracting dreamers and planners to this sophisticated web platform and driving them direct to tourism and events businesses to book.



**622,000+ site visitors**

Jan 2021 - the highest monthly volume of visitors in more than two years



**37,000 leads to tourism operators**

Last minute summer campaign

**Get involved:** Contact the IMATE team for opportunities