

INDUSTRY TOOLKIT



VISIT
QUEANBEYAN
PALERANG

QPRC 

FOREWORD



There is no doubt that the visitor economy will play a key role in the recovery of our region following the extended period of devastation, personal tragedy and disruption that we have endured following drought, bushfires and COVID. We have faced unprecedented challenges and have responded with a spirit of resilience and tenacity across our community.

Direct visitor expenditure contributes over \$346m annually to the Queanbeyan-Palerang economy and this will only grow further with the removal of COVID-related restrictions, the strengthening of consumer confidence and an increase in willingness to travel. Every visitor that comes to our towns supports our retail, restaurants, galleries and accommodation; this visible support of our local businesses also extends further, with indirect benefits such as increased employment opportunities in our main streets, in distribution networks and right back through to the primary producers.

Over recent years, QPRC has been working hard to build this region as a recognised short break tourism destination. As part of our recovery commitment, our team launched the award-winning Treasure Trail campaign – the first integrated marketing campaign for this region that has put our towns on the map for entirely new audiences. The Treasure Trail has been a complete multi-channel campaign, reaching across digital, broadcast and print media with an accompanying visitors guide; another first for Queanbeyan-Palerang.

Further, in partnership with neighbouring councils and Destination Southern NSW, QPRC is excited to be supporting the development of the Southern Tablelands; this project will be a game changer for the visitor economy in south-east NSW. With ambitious targets and a strong strategic framework already in place, our tourism operators will have access to new markets and be a part of wider, stronger experience clusters which will be essential for us to drive growth in visitation numbers, length of stay and visitor spend.

This Industry Toolkit aims to provide you, our industry partners, the information and tools that you will need to participate in, and leverage from, the marketing initiatives taken by QPRC's tourism staff.

Join us, as we continue to build Queanbeyan-Palerang as a tourism destination and as we call upon our visitors to explore all of the hidden gems that the Treasure Trail has to offer.

Cr Kenrick Winchester
Mayor

Queanbeyan-Palerang Regional Council

CAMPAIGN BEGINNINGS

In the aftermath of the devastating 2019/20 bushfire season, the QPRC tourism team sought the assistance of some of Canberra's leading marketing agencies to create Queanbeyan-Palerang's first destination marketing campaign.

Coordinate took the lead on the project, donating their time, resources and creative input. We are also grateful for input from Threesides Marketing. From this collaborative effort, the Treasure Trail was born.

treasuretrail.com.au

coordinate.com.au

threesides.com.au



Kings Highway

WHAT IS THE TREASURE TRAIL?

The Kings Highway is a well-worn path for travellers between Canberra and the NSW South Coast; the trees that flash by on your way to the beach, the meandering road through bushland, or the quick refuel stop before getting back on the road.

There are so many hidden gems and so many treasures waiting to be uncovered. We are encouraging travellers to stay longer and dig a little deeper.

CAMPAIGN STRATEGY

The Treasure Trail destination marketing campaign considers each stage of the travel planning cycle and will address each of these throughout the campaign.

Our campaign goals are to:

- raise awareness of Queanbeyan-Palerang as a short break destination in our primary target markets
- drive visitation throughout the year
- increase engagement with the Visit Queanbeyan-Palerang digital channels, including web, Facebook and Instagram
- encourage the drive-through highway travellers to spend additional time in our towns
- provide value to our industry stakeholders with increased promotion and opportunities to convert
- stimulate visitor dispersal throughout the region by promoting the diversity of lesser-known experiences

How we measure this:

- numbers of day and overnight visitors to the region
- visitors' length of stay
- engagement with our digital channels
- distribution of printed material through visitor centres, businesses and other key locations

WHAT WE DO

The QPRC tourism team continuously works towards our campaign goals by maintaining the treasuretrail.com.au website and many of the region's Australian Tourism Data Warehouse listings.

We also manage the @VisitQueanbeyanPalering Facebook and Instagram accounts to raise awareness of the region as a short break destination on social media and to provide followers with ideas and suggestions on the range of experiences on offer in the area.

Our digital presence also includes running targeted search engine marketing and monthly email marketing with regular newsletter updates on the latest news in the area sent out to both consumers and our stakeholders.

In addition to digital promotion, we frequently promote the region in print publications with print advertisements and editorials to reach the relevant target markets in ACT and NSW.

The majority of the content used in our digital and print promotions, website and social media channels are purposefully created for the promotion of the region through video and photo shoots organised by the QPRC tourism team. The team also creates long-form blogs, trails and itineraries which are frequently published on our website to increase the site's discoverability online and provide site users with information and ideas on what to do in the area.



Carrington Inn, Bungendore



134 Espresso Bar, Braidwood

SOUTHERN TABLELANDS

Following extensive market research, visitation analysis and stakeholder engagement in 2019/20, five neighbouring councils (Goulburn Mulwaree, Hilltops, Upper Lachlan, Yass Valley and Queanbeyan-Palerang), in partnership with Destination Southern NSW, committed to developing the Southern Tablelands as a recognised tourism region.

The Southern Tablelands Steering Committee, of which QPRC is an active member, is pursuing the priorities and actions identified in the Tablelands Destination Development Plan 2020 to 2025, acknowledging the game-changing opportunity to increase recognition of the Southern Tablelands by consumers, government, industry and the community.

QPRC's tourism and economic development staff maintain collaborative and productive relationships with stakeholders including Destination Southern NSW, Destination NSW, Visit Canberra and the Canberra Region Joint Organisation to maximise opportunities to advocate for the Queanbeyan-Palerang visitor economy

facebook.com/southerntablelands
instagram.com/southern_tablelands



Queanbeyan



WE NEED YOU

The Visit Queanbeyan-Palerang brand should not be the sole voice representing tourism in our region. We need all of our businesses, producers, makers, event organisers and residents to help us spread the word about the Treasure Trail.

The more visibility and engagement this tourism campaign receives from all members of our community, the higher the impact that it will have as we seek to grow the profile and awareness of Braidwood, Bungendore, Queanbeyan and our surrounding villages.

HOW TO BE INVOLVED

On the following pages, we share some ideas on how you can be involved in the Treasure Trail and help us market our destination to potential visitors. We encourage you to think about how you can adapt and align your own marketing with our campaign messaging.



The Old Stone House, Bungendore

TREASURE TRAIL INDUSTRY PAGE

Visit Queanbeyan-Palerang maintains an industry page with marketing tips, training videos, expert advice, news articles, industry events, grant alerts and strategic policy documents that can assist you in running your tourism business.

The collection of resources will continue to grow over time. We look forward to hearing suggestions as to what type of content will be the most useful and relevant to your business. Our contact details are available on the industry page.

treasuretrail.com.au/industry



AUSTRALIAN TOURISM DATA WAREHOUSE

The Australian Tourism Data Warehouse (ATDW) is a database of Australia's tourism businesses, experiences, attractions, events and trails/itineraries. Listing your business will provide you global exposure through important travel websites including:

treasuretrail.com.au

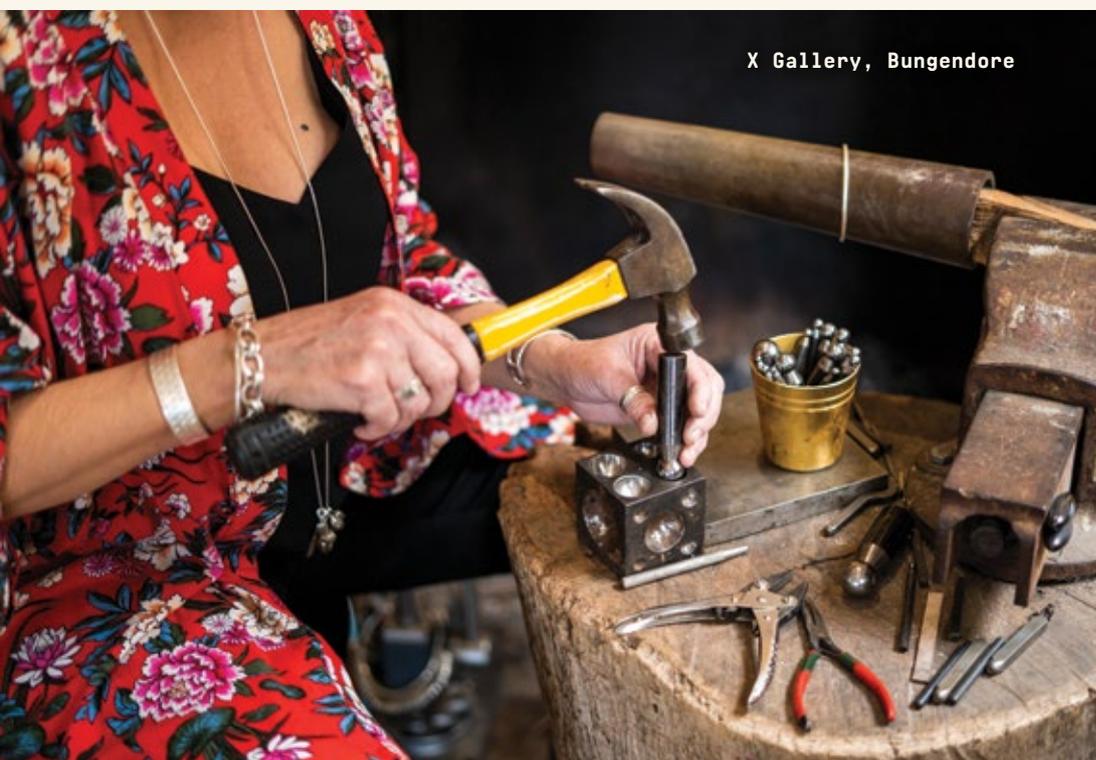
visitnsw.com

australia.com

Listings are FREE for tourism-related businesses in NSW.

For more information on how ATDW works, creating a listing or maintaining an existing listing, please see the QPRC Tourism industry page.

treasuretrail.com.au/industry/atdw



X Gallery, Bungendore



The Royal Hotel,
Queanbeyan

JOIN OUR SOCIAL MEDIA CAMPAIGN

When posting content to social media that may appeal to potential tourists, we encourage you to use our hashtags and tag our account:

#FoundMyTreasure

#VisitQueanbeyanPalerang

@VisitQueanbeyanPalerang

This can help us bring together relevant social media content and increase awareness of our destination. This can be done on both your business and personal social media accounts.

Additional hashtags:

#SouthernTablelands

#FeelNSW

facebook.com/visitqueanbeyanpalerang
instagram.com/visitqueanbeyanpalerang



YOUR SOCIAL MEDIA CONTENT

A little planning of your social media content can go a long way in improving the engagement rates and reach of your content. Here are some recommended tips:

CREATE A PLAN

Plan your monthly content and posts in advance. This will help you target the most appropriate content to the most suitable day and time. It will also help you with an overall perspective on the type of content that you are posting.

SCHEDULING

If you are building up a busy content calendar, you may wish to consider using scheduling software, such as Meta Creator Studio, Hootsuite or Later. These allow you to plan and schedule your images and videos to be posted at a later date.

FOLLOW INDUSTRY LEADERS

You can learn a lot from what works for other businesses. Are you an antiques store? Have a look at how similar businesses from the Southern Highlands or Sydney's eastern suburbs work on social media. Do you conduct farm tours? Look for some inspiration from California's lavender, dairy or olive industry.

INSIGHTS

You already have access to the results of your posts within your channels. Facebook and Instagram both provide analytical data to help you identify what kind of posts earn the most engagement as well as data on the best posting days and times based on your audience.

CONTENT CHOICE

It may be tempting to fill your content calendar with images of items that you sell or details of current promotions. This type of posting, however, is unlikely to positively contribute to your engagement rates.

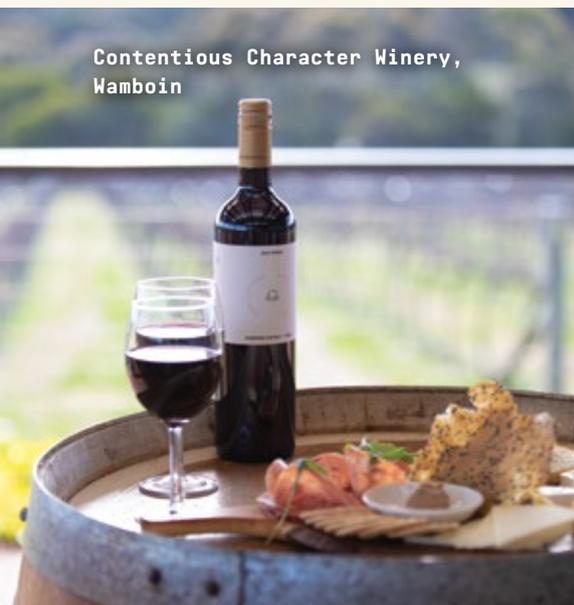
For maximum impact and interest to your followers, your posts should be entertaining, inspiring or educational. If you build a history of meaningful content, your posts featuring specific sales messages are far more likely to be seen and noticed.

The QPRC tourism team regularly release new articles and videos that will help you with your social media activity.

treasuretrail.com.au/industry



Contentious Character Winery,
Wamboin



L'Air du Wombat Truffles, Oallen



GOOGLE BUSINESS PROFILE

Actively managing your Google Business Profile listing is a free and critical way to ensure that you are accurately and professionally displayed on the Google search engine.

Owning your own listing allows you to:

- put your business on Google Maps
- update your business information including opening hours and contact details
- improve your search rankings through smart choice of keywords
- interact with your reviewers
- create special offers
- display your own photos and videos

More information, including a helpful tips video, is available on the QPRC Tourism industry web page.

treasuretrail.com.au/industry/google-business-profile



Majors Creek Hotel,
Majors Creek



The Gathering,
Bungendore



Vanilla at Altenburg,
Braidwood



Café Thirty4,
Queanbeyan



QUESTIONS?

The QPRC tourism and economic development team is always just an email or a phone call away. If your question relates to general marketing advice, available grant opportunities or the Australian Tourism Data Warehouse, we encourage you to take a look at our industry page. If, however, you have an enquiry of a more specific nature, please get in touch with the team through the contact details available on the website.

We are also here to learn more about your business' needs. If you have any feedback, or would like us to visit your business to gain a better understand of how you fit into our tourism sector, please reach out to us.

We look forward to working together to grow our region's visitor economy.

treasuretrail.com.au/industry



Stay Connected

Throughout the campaign, we encourage you to stay connected with the QPRC Tourism Team.



tourism@qprc.nsw.gov.au



treasuretrail.com.au/industry



[facebook.com/
visitqueanbeyanpalerang](https://facebook.com/visitqueanbeyanpalerang)



[instagram.com/
visitqueanbeyanpalerang](https://instagram.com/visitqueanbeyanpalerang)

Braidwood Hotel and Braidwood Museum



Dig a little deeper

TREASURETRAIL.COM.AU

