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## INDUSTRY TOOLKIT

The Treasure Trail is our destination marketing brand, designed to offer an identity beyond a simple thoroughfare from Canberra to the South Coast; it is a meandering trail inviting you to discover our many hidden gems within and around our major townships of Braidwood, Bungendore and Queanbeyan. The name pays homage to the Kings Highway as well as the region's mining heritage.

### *Our mission*

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**WE ENCOURAGE TRAVELLERS TO STAY  
LONGER AND DIG A LITTLE DEEPER.**

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

### *What we do*

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**BUILDING BLOCKS OF OUR DESTINATION  
MARKETING CAMPAIGN.**

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- Website maintenance
  - [treasuretrail.com.au](http://treasuretrail.com.au)
  - [queanbeyanpalerang.com.au](http://queanbeyanpalerang.com.au)
  - [queanbeyanpalerang.com.au/industry](http://queanbeyanpalerang.com.au/industry)
- @VisitQueanbeyanPalering (FB & IG)
- Australian Tourism Data Warehouse (ATDW)
- Search engine marketing
- Social media marketing
- Email marketing
- Print advertising
- Broadcast advertising
- Content creation

### *Impact*

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**HOW WE MEASURE SUCCESS.**

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- Numbers of visitors to the region and their length of stay
- Visitor expenditure within our local businesses
- Engagement with our digital channels
- Volume of printed material distributed through key locations in Queanbeyan-Palerang and southeast NSW

# How to work with us

**MAKE THE MOST OUT OF THE INDUSTRY  
SUPPORT AVAILABLE.**

## Align

- QPRC Tourism Plan 2017-2025**  
Strategic direction to facilitate the growth of our visitor economy, encourage economic development and attract investment.
- DSNSW Destination Management Plan 2022-2030**  
A collective road map for the growth of the region's visitor economy.
- Feel New Industry Toolkit**  
How to use Destination NSW's 'Feel New' brand in your everyday marketing to attract more visitors to your destination or experience.
- THRIVE 2030**  
The national strategy for Australia's visitor economy recovery and return to sustainable growth to 2030.

## Connect

- Register on ATDW**  
List your business or event on [Australian Tourism Data Warehouse](#) to be seen on [treasuretrail.com.au](#) and other national tourism websites.
- Follow our socials**  
Follow @VisitQueanbeyanPalerang on Instagram and Facebook.
- Subscribe to our e-newsletter**  
Keep up-to-date with the latest news in tourism, industry events, available grants and more through our [business and consumer newsletters](#).

## Leverage

- Industry workshops**  
Develop your tourism experience by attending the workshops organised by our partner organisations, such as [Destination Southern NSW](#), [Enterprise Plus](#) and [Regional Development Australia](#).
- CBD snapshots**  
Review [the latest numbers](#) for our destinations including visitor numbers, visitor nights and visitor expenditure to guide your decision making.
- Industry groups**  
Engage with other local industry groups, such as your local business chamber and the [Canberra Region Tourism Industry Council](#) (CRTIC).
- Grant opportunities**  
Find grant opportunities through [Grant Guru](#) and apply where relevant.
- QPRC Tourism image library**  
We host [a suite of images](#), featuring local landscapes, businesses, attractions and events at [queanbeyanpalerang.com.au/industry](#). This content is free to use, under license, to our local tourism industry and travel media.

## Promote

- Keep us in the loop**  
Share news of your business, attraction or event with the QPRC Tourism team and partners such as Destination Southern NSW to spread the word, or pitch to media and PR agencies.
- Share your content with us**  
Help us and others find and see your content by using the hashtag #findyourtreasure and @visitqueanbeyanpalerang.

## Get in touch

Stay connected with the QPRC Tourism team.

 [tourism@qprc.nsw.gov.au](mailto:tourism@qprc.nsw.gov.au)

 [queanbeyanpalerang.com.au/industry](http://queanbeyanpalerang.com.au/industry)

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

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