

TOP TOURISM TOWN 2025



What we'll cover

1. Why we entered
2. What we told the judges
3. The marketing campaign
4. The opportunity
5. The toolkit
6. What's next



Emmeline Chidley
Team Leader, Marketing

Madeline Newton
Economic Development Officer





Why nominate Bungendore?



\$32m
visitor spend in
Bungendore FY24-25



36%
of local
spend



1541
jobs in
Queanbeyan-Palerang



business
sentiment



a platform
to leverage



strong
story





Award submission



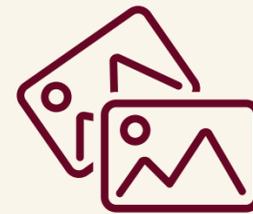
a three-day
itinerary



a two minute
video



sample
editorial



an image
gallery



online
reviews





Dig a little deeper

TREASURETRAIL.COM.AU



Marketing channels

In the first 72 hours:



Upcoming features:

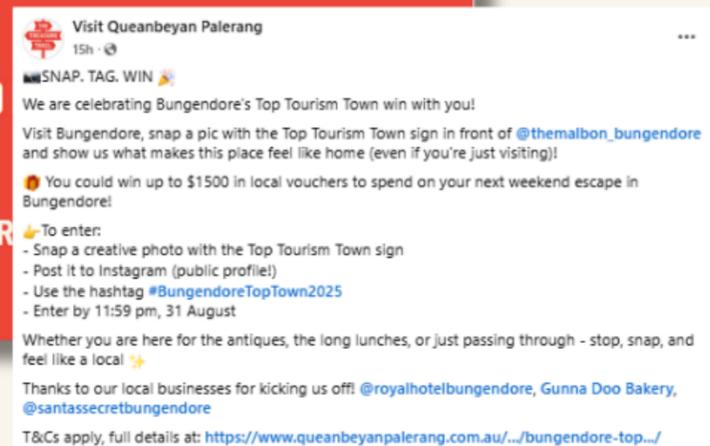




TOP TOURISM TOWN

Bungendore

CANBERRA REGION



Top Tourism Town Toolkit

- Enter Snap & Win
- Social media tiles
- Top Tourism Town window stickers
- Image library
- Sign up to our monthly newsletter for businesses

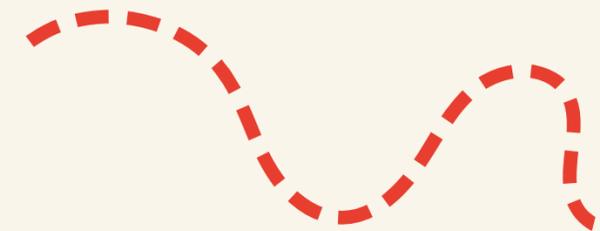


#BungendoreTopTown2025





Snap & Win



1. Take a pic and post to Insta
2. Use the hashtag
3. Win a \$1500 prize pack of gift vouchers to Bungendore businesses



#BungendoreTopTown2025



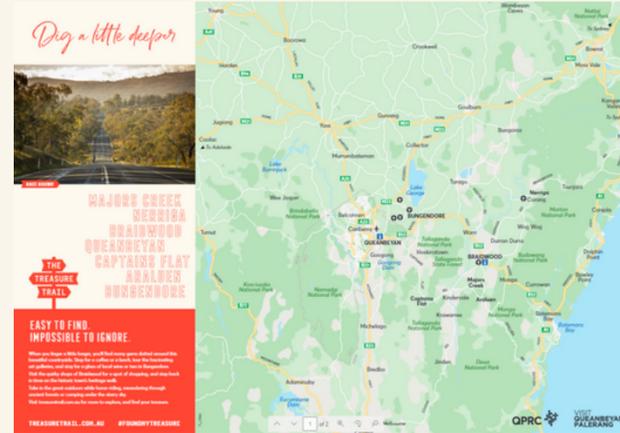
Fold-out history trail maps



- Araluen
- Braidwood
- Bungendore
- Queanbeyan

Promotional material

A3 Regional Maps*



Town centre maps



- Braidwood
- Bungendore*
- Queanbeyan

Pocket town guides



- Braidwood
- Bungendore
- Queanbeyan

Postcards



A selection of postcards featuring locations from across the region.

Pens



- Araluen
- Braidwood
- Bungendore
- Captains Flat
- Majors Creek
- Nerriga
- Queanbeyan

* currently being updated and reprinted



MARKETING WORKSHOP

DIY MARKETING: HOW TO GET FREE MEDIA COVERAGE

Monday 25 August, 9.30am - 12.00pm
The Carrington Inn, Bungendore

Topics include:

- Why you should simplify your marketing
- Why consistency is key
- The 5 marketing essentials to repeat
- A healthy small business marketing plan
- Paid vs unpaid media
- How to make contact with a media outlet
- The right story for the right publication in the Canberra Region



TENELE CONWAY
JOURNALIST, WRITER
& MEDIA CONSULTANT

FREE REGISTRATION



MONARO ST REFRESH

INFORMATION SESSION + Q&A

Monday 18 August, 5.30pm

The Royal Hotel, Queanbeyan

Topics include:

- Project timelines and construction staging
- Business and community impacts
- QPRC's support package for businesses

FREE REGISTRATION



The makers of



QPRC ECONOMIC DEVELOPMENT & MARKETING

Meet our team



EMM
Team Leader,
Marketing



Maddie
Economic Development
Officer



Tracey
Specialist,
Place Management



 *Tiina* 
Currently on leave
(and sleep-deprived)



Ryan
Coordinator, Economic
Development & Marketing

