

# FACT SHEET

## Queensland is Calling Campaign

August 2023	September 2023	October 2023	November 2023	December 2023
		Queensland is Calling (28 Aug - 22 Dec)		

### What is Queensland is Calling?

Queensland is Calling is TEQ's major destination marketing campaign which has run in Australia and New Zealand this year. It aims to give travellers a new 'why' for visiting Queensland. The campaign targets those who know and love Queensland (familiarity seekers), as well as spotlighting new experiences for consumers who think they have 'been there, done that'.

With a clear goal of Queensland holding the dominant share of Australia's domestic holiday market, TEQ aims for this campaign to bring interstate visitors to the state from now until early 2024.

### How will the next phase roll out?

In the first half of the year, the Queensland is Calling campaign has featured a major competition as well as a significant retail event, supported by trade partners.

In the second half of the year the campaign will run across channels such as radio, digital, out of home, press and social media in both Australia and New Zealand. It will also step up its conversion focus with a significant, high-impact tactical sale period launching early September.

TEQ will partner with a range of trade and aviation partners across Australia and New Zealand to convert the strong intention for Queensland, drive dispersal across the state and deliver incremental bookings to Queensland. Trade partners will include Luxury Escapes, Accor, MyQueensland, Helloworld and House of Travel.

Stay tuned to our industry channels to find out more as the campaign unfolds and the tactical sale begins!

(Follow us on [LinkedIn](#), subscribe to our [industry newsletter](#) and check our [industry website](#)).

### What is the campaign's creative approach?

The campaign's creative message will continue as 'Queensland is Calling'. The creative has the objective of highlighting a mix of unforgettable, familiar experiences for our 'Familiarity Seekers', while putting a spotlight on different, and unexpected experiences for those 'Been There, Done That' consumers.



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### How can industry get involved?

- Load a great deal to receive promotion of your business across Queensland.com (free of charge).
  - Do this through your listing on the Australian Tourism Data Warehouse (ATDW).
  - We recommend deals are created as soon as possible.
  - Deal validity dates: Date of your choice (block out periods of your choice).
  - While logged into your listing, make sure the most current information and images are loaded for your business. [Here are some tips.](#)
  - For help to load the deal into ATDW, [check out our video.](#)
- [Connect with TEQ's Industry Media Agency for Tourism and Events in Queensland \(IMATE\)](#) to learn more about how you can leverage TEQ's 'Queensland is Calling' campaign for your business with low-cost packages, such as a featured deal, plus content packages and bespoke packages with full access to media planning and buying services.
- If you are contracted with the travel trade who are partners on this campaign, ensure your most compelling deals are available to be booked through these partners.
- If you aren't contracted with travel trade and are interested in finding out more, please reach out directly to the Product or Contracting Manager at the partner/s you'd like to work with.
- Keep an eye out for further updates from TEQ as the campaign progresses by [subscribing to our industry newsletter](#). [Eye on Q.](#)
- Share your good news with us - have you made any outstanding innovations to your product offering, significantly changed experiences, or gone above and beyond to create an exceptional experience? Let us know at [media@queensland.com](mailto:media@queensland.com) and we may be able to pitch it as a story to media or write about it on Queensland.com.
- Engage with Queensland's social media channels on Facebook, Instagram, TikTok and YouTube.
- Share your tourism experience by posting to social media and using the #thisisqueensland hashtag and tagging @Queensland
- Be ready to wow guests - to learn more about delivering exceptional and world-class experiences that exceed consumer expectations, use TEQ's 'Ultimate Transformational Experience Guide'.
- Feel free to link to [Queensland.com/Queenslandiscalling](https://Queensland.com/Queenslandiscalling) in your marketing (e.g. emails or social media posts) to encourage your visitors to participate in the sale event.

### What makes a great deal?

- **Value-add:** Provide extra value for customers who book your product. For example:
  - Stay five nights, pay for three
  - Kids stay/travel/eat free
  - Buy one tour, get the second half price
 We suggest you highlight how much the customer will save from the normal retail price by booking this deal.
- **Discount:** It's not compulsory, but you can certainly offer a discount (percentage or \$\$ off discount) on your products.
- **'Money can't buy' experience:** Offer something above and beyond your usual product offering. It could be an exclusive talk with your Master Reef Guide, a private dining experience with your Head Chef, a personal guided tour of the local area - get creative!
- **Relevancy:** Consider the audience you are trying to convert when selecting the offer. This campaign is mainly targeted at Queensland, New South Wales, Victoria and New Zealand. If it makes sense, you can also consider things like seasonality and potential campaign alignment, such as including 'Queensland is Calling' messaging in your offer, to make sure your offer really stands out to the consumer.
- **Bundle:** You can bundle together several components to provide a great deal. For example, you could:
  - Offer accommodation and a tour as one package
  - Bundle several tours as one package
  - Offer a tour and meal combo package
  - Offer accommodation and event tickets as one package
  - Get creative!
  - One operator will need to be the lead operator and take the booking and manage with other partners accordingly. The lead operator will list the deal in ATDW for display on Queensland.com
- For more information, [check out our video on what makes a great deal.](#)

### Need some help?

If you're having trouble loading your deal through ATDW, contact the ATDW team:  
 Monday to Friday | During business hours  
 Ph. 1800 629 749  
[atdw@queensland.com](mailto:atdw@queensland.com)

### If you need to contact TEQ for more information about this campaign, please contact:

Monday to Friday | During business hours  
[feedback@queensland.com](mailto:feedback@queensland.com)  
 Ph. 07 3535 3535