



WINTER
CAMPAIGN
PROSPECTUS

the
sweet
life

VISIT NOOSA.COM.AU



Overview

In light of the growing allure of international getaways and the financial pressures currently faced by consumers, Tourism Noosa together with Sunshine Coast Airport is thrilled to unveil the 2024 off-peak tourism campaign, aptly named "The Sweet Life."

This campaign is designed to show travellers that the charm and global appeal of international destinations are closer than you might think, right here in Noosa. Imagine the vibrant flavours and scenic beauty of the French Riviera, the captivating blues that remind you of the Italian coastline, and nature experiences that feel like a journey to a distant land—all available in our picturesque region, from our stunning coastal villages to charming hinterland towns. "The Sweet Life" campaign aims to infuse Noosa with a global essence that enhances the perceived value of travel to Noosa. It's all about lowering the barriers to booking, supporting, and enriching the local visitor economy during the quieter months.

Join us in experiencing the sweet life, no passport required.

Sharon Raguse
CHIEF EXECUTIVE OFFICER

Timeline

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M

J

J

A

APRIL 18 – MAY 27
Advertising opportunities open

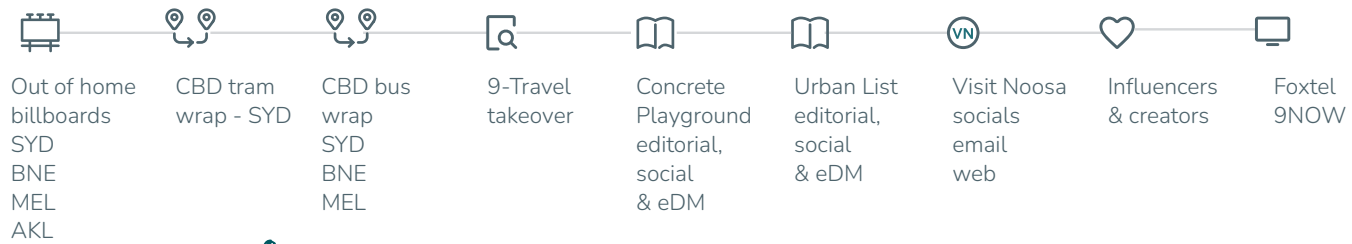
3 JUNE – 31 AUGUST
Campaign live



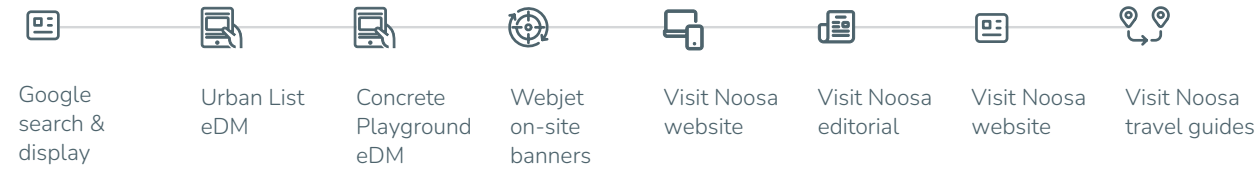
Targeting

HOW WILL THE CAMPAIGN BE PROMOTED

inspire



research



convert



CAMPAIGN REACH

16+ Million

ever wonder...

Have you ever wondered how the spark of desire leads to a purchase? This journey is known as the consumer path to purchase. It starts when something about your product or brand captures a consumer's interest, inspiring them to look a little deeper. This curiosity drives them to research further until they're ready to commit to a purchase.

Here at Tourism Noosa, our off-peak campaign is crucial in making this happen. It boosts awareness and enhances the appeal of your offerings, all while nurturing a strong in-market audience that your business can engage with through our cooperative marketing opportunities. Imagine the impact of positioning your business directly in front of over 16 million consumers who are just about to plan their travels to Noosa.

To ensure the broadest possible reach, we've teamed up with an extensive network of media partners. This collaboration has sparked one of our biggest campaigns yet. It's designed not just to promote Noosa and its operators, but to make sure your business stands out to a wide and eager audience.

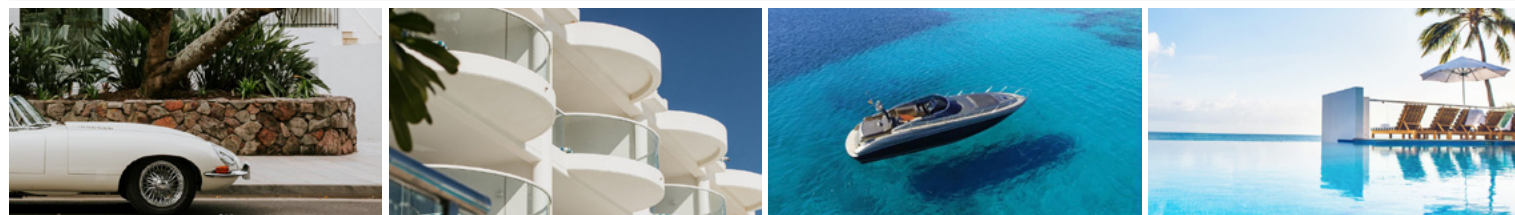
15 30 & 60 SEC TV COMMERCIAL
NOT ACTUAL CAMPAIGN ARTWORK

the sweet life.

WHERE OFF-MODE STAYS ON



VISIT NOOSA.COM.AU



OUTDOOR
NOT ACTUAL CAMPAIGN ARTWORK



OUT OF HOME



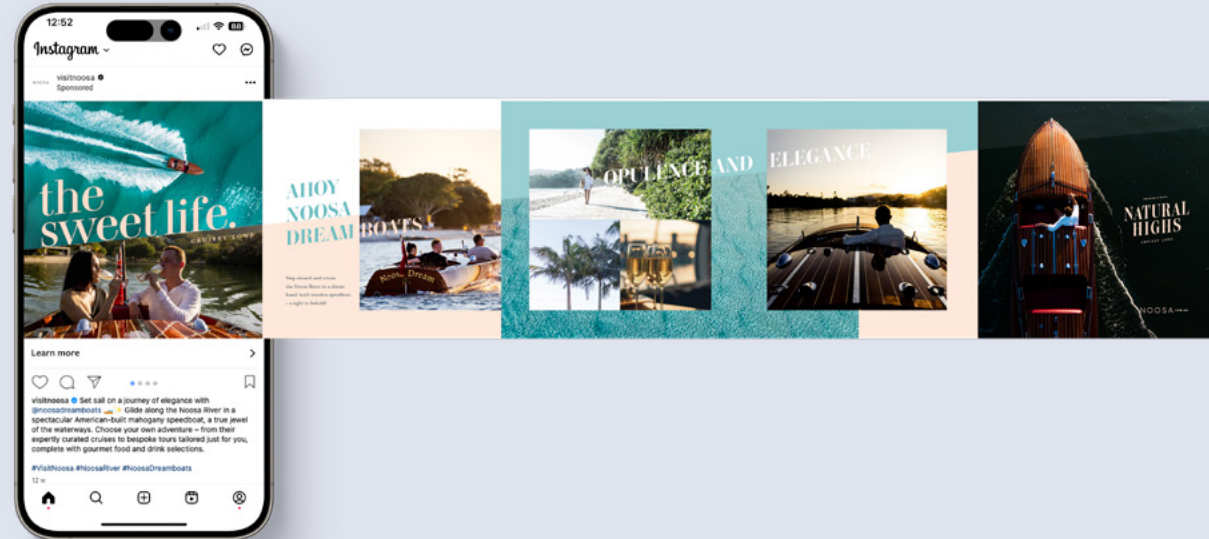
CBD DIGITAL BILLBOARDS



LIGHT RAIL & CBD BUS WRAPS
NOT ACTUAL CAMPAIGN ARTWORK




SOCIAL RETARGETING



VISIT NOOSA DEAL LISTING


Thrills Await! Conquer Noosa's Trails with Ease: Premium E-Mountain Bike Tours

Valid until Feb 28, 2024
Spoke N Trail



Dive into Luxury: Experience Unrivalled Serenity Aboard Oasis Noosa

Valid until Feb 28, 2024
Oasis Noosa



DEAL DETAIL ON MEMBER LISTING



OASIS NOOSA

DIVE INTO LUXURY: EXPERIENCE UNRIVALLED SERENITY ABOARD OASIS NOOSA

Offer valid Dec 22, 2023 to Feb 28, 2024

Immerse yourself in a unique experience on-board Oasis Noosa, a luxury floating eco villa on the beautiful Noosa River.

[BOOK](#)

Terms and Conditions

Immerse yourself in a unique experience on-board Oasis Noosa, a luxury floating eco villa on the beautiful Noosa River. Your stay will bring you right up close to rich coastal life, palm trees, nature and amazing sunsets in peaceful locations.

Oasis Noosa is a perfectly balanced, small yet spacious and intimate abode for two adults, with all the modern amenities of a home.

The location doesn't get any better! Paddle from your Oasis to the river's sandy shores and beaches, lie up the kayaks or anchor the row boat - both are included complimentary during your stay on-board, so you can explore the river and beaches at your own leisure.

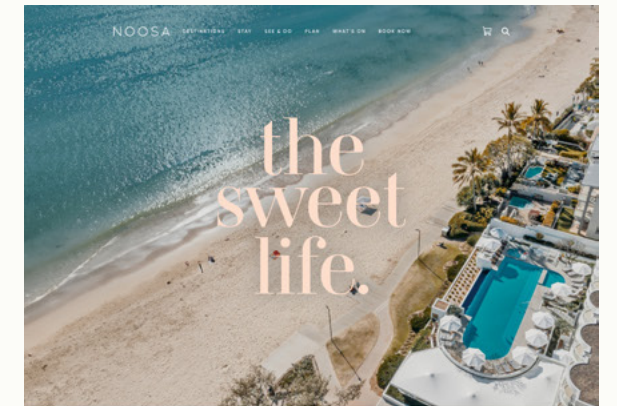
Continue on foot to Noosa's famous Hastings Street where you can indulge in some of the best restaurants and high street boutique fashion stores. Soak up the sun on Noosa Main Beach, and swim in the warm waters of the Coral Sea. Dive masks are provided, allowing you to get up close to the abundant marine life. A stand-up paddle board and fishing rods are also provided.

You choose the pace - whether you want to be adventurous, action-packed or grab a good book and relax to the sound of waves gently lapping as you watch the world go by.

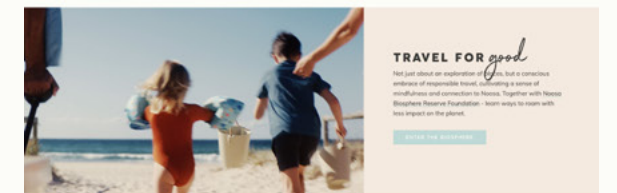
WHY WE LOVE IT

1. Romantic getaway for couples on-board an architecturally engineered design, with luxury fittings, furnishings and mood lighting.

CAMPAIGN LANDING PAGE



Where we roam, adventure takes flight, nature finds nurture, and, travel is always for good. This summer discover the lesser-known wonders of the Noosa region, where experiences that go beyond the ordinary lead you to the heart of Noosa's natural beauty, we invite you to join us, not as a traveller, but as an adventurer with a cause.



SUSTAINABLE sanctuaries

ROSECLIFFE BOUTIQUE FARM COTTAGES

From your garden, it's time for a low-impact holiday to the stunning Rosecliffe Boutique Farm Cottages for 2024.

[READ](#)

MAYAN LUXE VILLAS

Mayan Luxe Villas offers boutique, luxury accommodation. Sustainable luxury Mayan Luxe Villas is constructed with natural earth from Mayan Farms.

[READ](#)

OASIS NOOSA

Immerse yourself in a unique experience on-board Oasis Noosa, a luxury floating eco villa on the beautiful Noosa River. You...

[READ](#)

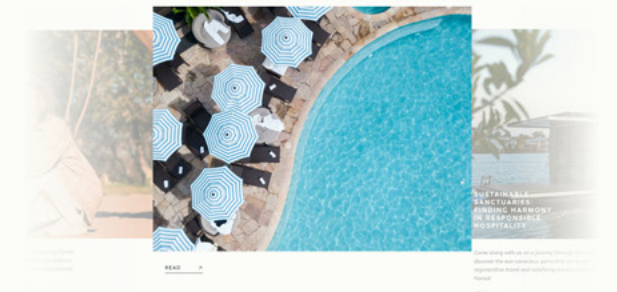
LADY MUSGRAVE EXPERIENCE

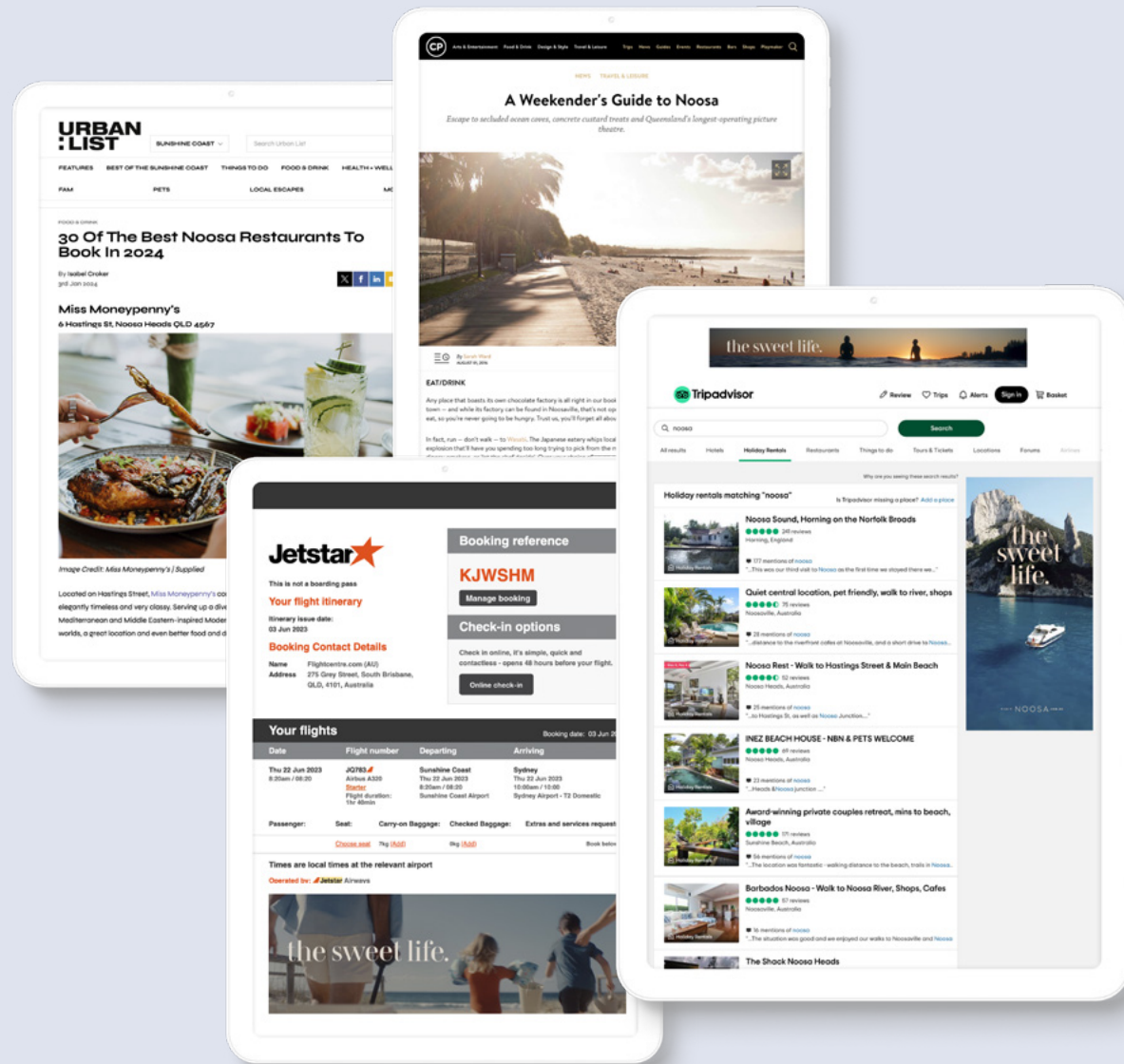
Experience the grandeur of the Southern Cross Hotel in the Musgrave Island, a unique shopping destination.

[READ](#)

ON THE TRAIL OF inspiration

Here, we share tales of wanderlust, travel guides offering glimpses into the beauty, diversity, and wonders of the Noosa State region.





Tourism Noosa is delighted to announce partnerships with influential publishers who command mass audiences of consumers eager for travel inspiration and booking tips. By engaging in cooperative marketing with Tourism Noosa, you have a fantastic opportunity to spotlight your business on popular media platforms. This collaboration not only enhances your visibility but also connects you directly with travellers actively planning their next getaway.



Invest for success

PACKAGES*

Products	Platinum	Plus	Foundation
Visit Noosa - Destination Guide Feature (Permanent)	✓	✓	
Urbanlist Destination Guide Feature (Permanent)	✓		
Concrete Playground Destination Guide Feature (Permanent)	✓		
Visit Noosa - Retargeting Performance Ads	✓	✓	✓
Tourism & Events Queensland - Retargeting Performance Ads	✓	✓	
Visit Sunshine Coast - Retargeting Performance Ads	✓	✓	
Jetstar Post Booking Passenger Digital Ads	✓		
Webjet.com.au Retargeting Performance Ads	✓	✓	✓
Visit Noosa EDM Business Feature	✓	✓	✓
Visit Noosa Website Deal Listing & Promotion	✓	✓	✓
Visit Noosa Feed Post - Includes Reel Creation*	✓		
Visit Noosa Top Picks - Home Page Feature	✓	✓	✓
Post Campaign Report	✓	✓	✓
Investment - 12 Week Promotion	\$2160 +gst* \$180 per week	\$1880 +gst* \$150 per week	\$1440 +gst* \$120 per week

Performance Add-Ons

Visit Noosa Website Sponsored Placement | 8 Available
Prime position on key pages (stay, eat, experience, what's on) \$500 +gst

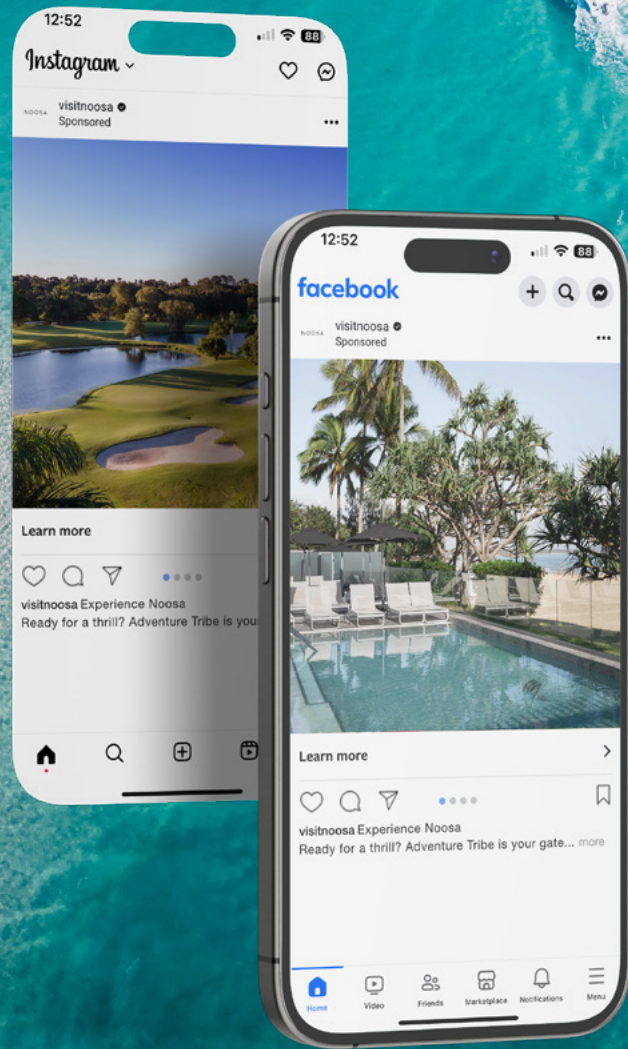
Marketing Email Takeover | 6 Available
A dedicated eDM promoting your business to the entire Tourism Noosa database* \$1,200 +gst

Visit Noosa - Retargeting Display Ads - Google
Grow your website traffic through targeting potential consumers who have visited the Visit Noosa website. \$900 +gst

HOW YOU CAN

amplify your visibility

ACROSS THE LOW SEASON IN NOOSA



ask yourself this...

Right now, there are thousands of customers searching for things to do, places to stay or restaurants to dine in Noosa. What websites or platforms do you think they would be visiting?

Visit Noosa's advertising packages are a fantastic way to get in front of a warm audience and drive interest through to your business listing and website – the next step is leveraging your own communication channels. This could mean utilising platforms like Instagram, Facebook, YouTube, or your email subscriber list.

Here are some effective strategies to consider:

- 7 Secure a cooperative marketing opportunity with Tourism Noosa** Drive leads to your website, grow your potential for conversion through accessing millions of potential travellers via Tourism Noosa's co-op marketing solutions.
- 6 Showcase your offer on social media** using the designated campaign hashtag, #visitnoosa & #thesweetlifenoosa, and fine-tune your social media captions to enhance search ability.
- 5 Business community** - lean on your relationships within the tourism industry to cross-market each other's businesses.
- 4 Utilise Instagram stories and Facebook posts** to include clickable links to drive consumers to your website.
- 3 Double down on creating remarkable content** - You need to stand out from the crowd and high-performing content is one way to help you do that. Perhaps it's time for a fresh shoot or maybe it's time to learn a new skill!
- 2 Consider paid boosting of your social media posts** - did you know you're only reaching a fraction of your followers if you're not boosting your content?
- 1 Foster meaningful conversations on your posts** by posing questions and piquing curiosity among your audience about your offer.

Submitting your offers and securing your spot

To secure your advertising placement and submit your offer, follow these simple steps:

SUBMISSION PERIOD	Bookings close on 27 May 2024
CHOOSE YOUR PACKAGE	Go to - visitnoosa.com.au/members to book your package
APPROVAL & PRODUCTION	Once approved, we'll be in touch to bring your ads to life
SUBMIT OFFER	All marketing packages allow you submit up to 3 offers! We highly recommend you submit an offer to help encourage fence sitters to book with you.
GO LIVE	On June 1 your ad's will go live

By following these steps, you will have placed your business in a strong position to leverage as much demand as possible into Noosa, you'll also have your offer ready to attract potential customers during the off-season in Noosa.

[READY TO BOOK NOW? CLICK HERE](#)