



TOURISM NOOSA

2025 MARKETING OPPORTUNITIES

TOURISM
NOOSA

INTRODUCING MARKETING OPPORTUNITIES

We're excited to present our 2025 Marketing Opportunities Planner! This resource offers strategic marketing opportunities throughout the year, designed to increase your exposure to Noosa's key audiences.

Inside, you'll find a comprehensive calendar of upcoming member opportunities, helping you budget, plan ahead, or take advantage of ad hoc marketing as needed. With a variety of options and price points, you can leverage Visit Noosa's reach and expertise to strengthen your year-round marketing efforts.

The Marketing Team

Always-on activity

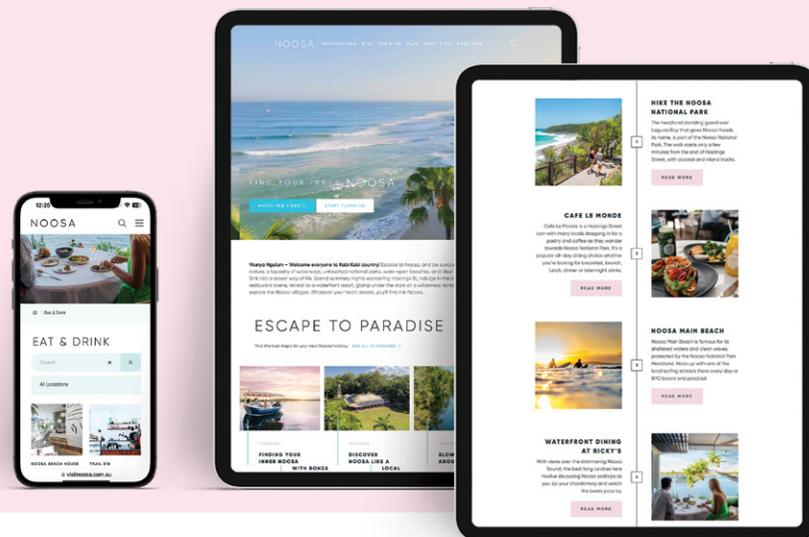
Always-on marketing ensures your business remains visible and engages customers throughout the year. It keeps your business top-of-mind while fostering steady growth and lasting customer loyalty.

Annual publications

To ensure that our comprehensive publications are fresh and current we will update these annually. These advertising opportunities will include a range of pricing and options and will be sent in a separate prospectus.

Major campaigns

Take advantage of our high-impact, wide-reaching, major seasonal marketing campaigns. These campaigns target high-yielding markets that stay longer and spend more throughout the Noosa region, bringing them to our Visit Noosa channels. Being involved in these campaigns will increase your business visibility, outshine competitors and deliver measurable results.



2025 COOPERATIVE MARKETING OPPORTUNITIES

		PRICE RANGE* + GST	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
ALWAYS ON	Always-on Digital Marketing	\$300 – \$1,500 per month	Always on												
	Monthly Marketing Email	\$150 – \$1,200 per email	[Monthly vertical bars]												
	Visitor Centre Digital Advertising	From \$400 for 2 months (min)	Always on												
	Visitor Centre Brochure Display	From \$165 per year	Always on												
	Business Events Digital Advertising	TBA									Always on from July 2025 forward				
ANNUAL PUBLICATIONS <small>In-market (12 months)</small>	Noosa Holiday Guide	From \$550					EOI		Production			In-market for September School Holidays			
	Noosa Country Drive Map	From \$400			EOI		In-market								
	Noosa Map	From \$1,160							EOI		In-market				
	Business Events Noosa Meeting Planner	From \$200					EOI		In-market						
	Noosa Trade Travel Planner	From \$200			EOI		In-market								
CAMPAIGNS	Winter Campaign	A prospectus with costings for each campaign will be released closer to launch date.			EOI		In-market								
	Summer Campaign		In-market									EOI		In-market	
	Travel Trade Tactical Campaign								EOI		In-market				

* Prices subject to change

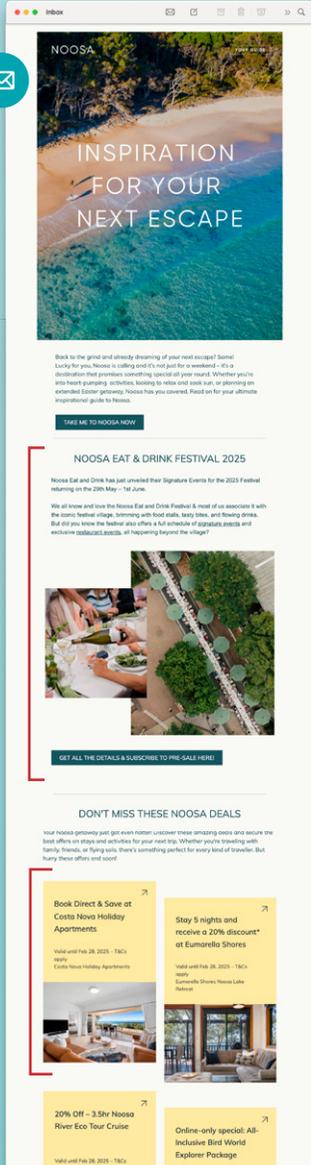
EOI = Expressions of interest open

ALWAYS-ON EXAMPLES

VisitNoosa.com.au
Member Listing Webpage

2,000,000
page views
per year

Monthly Marketing Email



Blog & Itineraries



EXPLORE NATURAL WONDERS IN NOOSA & BEYOND

From nearby coastal tracks with gorgeous bay views to mountain bike trails, mountain-top lookouts, wilderness hikes and paddling, spring wildflowers and wildlife-spotting, the National Parks and natural wonders that surround Noosa are a kaleidoscope of amazing colours and activity for everyone



HIKE: NOOSA NATIONAL PARK HEADLAND SECTION

The headland overlooking Laguna Bay that gives Noosa Heads its name, is part of the Noosa National Park. The walk starts only a few minutes from the end of Hastings Street, with coastal and mountain views. The Noosa National Park headland is one of Australia's most popular parks, with a vast network of tracks ready for exploration. Accessible and beautiful, its coastal and mountain paths are well-served by hikers, runners, surfers and nature enthusiasts.

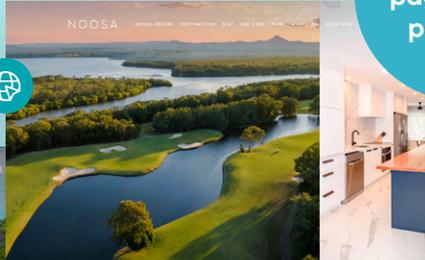


HIKE: NOOSA NATIONAL PARK BEACH SECTION

If short-but-walks and spectacular views are your thing, this one is for you! Welcome to Emma Mountain, South of Peregian Beach and a part of the southern section of the Noosa National Park.

DISCOVER: K'KARI

Just north of Noosa, lays the world's largest sand island, and one of the most remote of the world - K'Kari (Pigeon Island). Bucket list worthy in every way, this incredible natural beauty of K'Kari needs to be seen to be believed, and it's within easy reach of everyone from your hotel base in Noosa. Pigeon Island Adventure Tours offer award-winning explorations of the island, guaranteeing to remember the time that shows you some of the best hidden gems of K'Kari, from the K'Kari Pine forests to the open blue fresh waters of Lake Macdonald, and beyond.



NOOSA SPRINGS GOLF & SPA RESORT

NOOSA OFFER

STAY 3 NIGHTS & ENJOY A GOLF OR SPA EXPERIENCE FOR TWO AT NOOSA SPRINGS*

Offer valid Jan 13, 2025 to Mar 27, 2025

Offer 3 nights at Noosa Springs includes and receive your choice of either 3 Holes of Golf with a restaurant cart for two or a Thermal Spa Day Experience for two!

[BOOK](#)

BOOK ONLINE

Linky Drive, Noosa Heads QLD 4657
info@visitnoosa.com.au
info@visitnoosa.com.au
 +61 7 5440 3333



From the total relaxation of a Roman and Greek-inspired stay to 18 holes of golf, sunset cocktails, fine dining and luxury accommodation, Noosa Springs Golf Resort and Spa is the total package.

Large sections of the 1 and 2 bedroom golf-entitled apartments overlook lush greens that surround one of Australia's greatest championship golf courses - so you get to enjoy the greens whether you play golf or not.

For those who don't play golf, The Spa has been built to be believed - the architecture is reminiscent of ancient Roman baths and the therapeutic facilities include a hydro-massage and treatment pool, sauna, steam room and SPA shower. Complete. Luxury.

The apartments are just a short stroll to The Spa, fitness centre, Razzle tennis courts and clubhouse which has everything you need for the golf course - the ideal place to relax after a game. Razzle Restaurant serves up golf snacks or a carte d'oeuvr.

Natural surroundings you at Noosa Springs Golf Resort & Spa, with Noosa National Park and picturesque Lake Conjola on view as you walk the lush fairways and garden paths.

Noosa Springs Golf Resort and Spa is ideal for a relaxing couple's retreat, family holiday, sports or even weddings, special celebration or wedding.

WHY WE LOVE IT

- Golf, gorgeous spa, dining and luxury accommodation all in one
- 18-hole championship golf course
- Heated pool, fitness centre and tennis court
- Private balconies overlooking the golf course
- Just minutes from the beach and shopping street

SUPPORTING NOOSA



AROUND ME



Featured Placement



HOTELS & RESORTS

From luxury on the beachfront to family-friendly resorts near the Noosa River, browse through Noosa's hotels and resorts here and find your perfect place to stay on your Noosa holiday.

FEATURED PROPERTIES



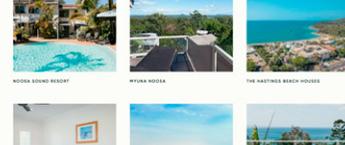
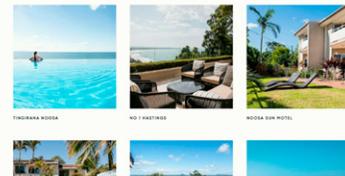
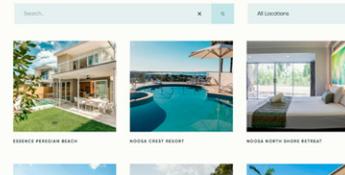
THE SEBEL NOOSA

The Sebel Noosa's location is iconic, set in the heart of Hastings Street, and the facilities are second to none.



PEPPERS NOOSA RESORT & VILLAS

Peppers Noosa Resort & Villas is nestled in the serenity of Noosa National Park. Spend your days lazing in the sun.



Visit Noosa Socials



Social Retargeting Ad

ALWAYS - ON EXAMPLES

Visitor Centre Digital Display Advertising

Tall street-front screen (5-10pm) + Wide screens x 2 (9am - 5pm)

Visitor Centre Brochure Display

Internal (9am - 5pm)

In prime position on Hastings Street, the Noosa Visitor Information Centre offers excellent visibility to both visitors and locals.

With our high-impact advertising options, we can help your business stand out, capturing the attention of local foot traffic.

Screening 365 days of the year



Open every day except for Christmas Day

2025 ANNUAL PUBLICATIONS

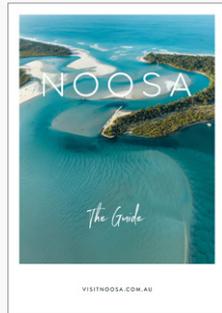
Separate rate cards will be sent when these opportunities are open for sale.

CONSUMER



Noosa Map

EOI open July



Noosa Holiday Guide

EOI open Mid-April



Noosa Country Drive Map

EOI open March

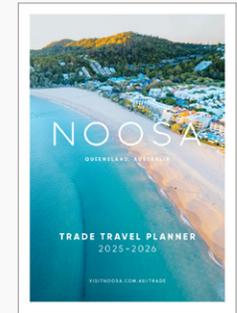
New Co-op Opportunities for hinterland members in 2025

TRADE + BUSINESS EVENTS



Business Events Noosa Meeting Planner

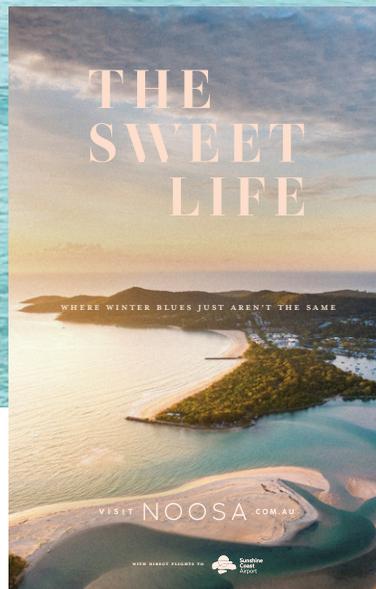
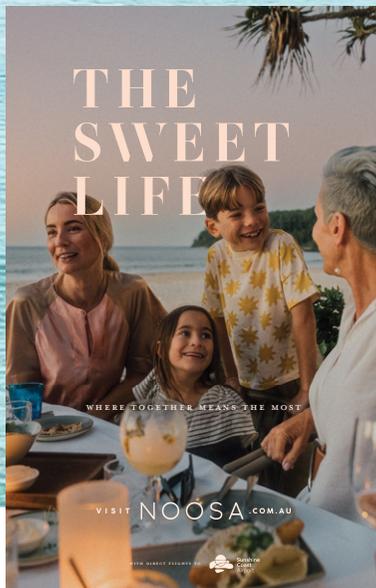
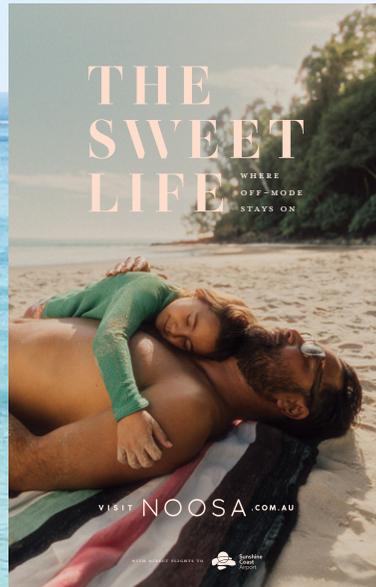
EOI open May



Noosa Trade Travel Planner

EOI open March

CAMPAIGNS



These marketing opportunities are designed to help our members boost bookings by leveraging off our major campaigns that target national and international audiences.

A separate campaign prospectus will be sent when these opportunities are open for sale.

ALWAYS - ON PACKAGES*

INCLUSIONS:		PACKAGE 1	PACKAGE 2	PACKAGE 3	
		Deal	+ Promo & Social	+ Retargeting	
VISIT NOOSA CHANNELS	Visit Noosa Website	Deal on Member Listing Webpage x 1	✓	✓	✓
		Mention in Blog Article or Itinerary x 1		✓	✓
		Featured Placement – Prominent position on Key Webpage x 1		✓	✓
	Visit Noosa Marketing Email	Deal Feature x 1	✓	✓	✓
		Business Feature x 1			✓
	Social	Visit Noosa Social Feed Post or Reel x 1		✓	✓
		Social Retargeting Ad – Meta x 1			✓
		Post-campaign Report	✓	✓	✓
Investment		\$300 +GST FOR 1 x MONTH	\$800 +GST FOR 1 x MONTH	\$1,500 +GST FOR 1 x MONTH	

For longer campaigns talk to our team: marketing@tourismnoosa.com.au

*Note: Bookings are subject to availability. Invoicing is monthly. You may cancel at anytime with 30 days notice.

SELECT YOUR OWN

Although we recommend our Always-On Packages as they represent great value, you may also select your own products. Choose any from the following:

PRODUCTS		INVESTMENT	
Visit Noosa Website	Deal on Member Listing Webpage	per deal per month	\$130 +GST
	Mention in Blog Article or Itinerary + Promotion	per feature	\$180 +GST
	Featured Placement – Prominent Position on Key Page	per month	\$280 +GST
Visit Noosa Marketing Email	Deal Feature	per feature	\$150 +GST
	Business Feature	per feature	\$250 +GST
	Full-takeover Marketing Email (limited spots)	per email	\$1,200 +GST
Social	Visit Noosa Social Feed Post or Reel	per post/reel	\$165 +GST
	Social Retargeting Ad (Meta)	per month	\$500 +GST

HOW TO BOOK

1. It's easy to get involved – our team can provide templates with all the information we need. It can be as simple as supplying a hero image and a few bullet points on your business.
2. If you'd like to discuss which options are best for your business, feel free to contact our team at marketing@tourismnoosa.com.au and we'll schedule a time to chat.
3. If you're ready to book, you can complete the online booking forms below:

Always-on Packages/ Select Your Own

BOOK ALWAYS-ON

You will receive a second link via email to upload your content.

Visitor Centre Digital Display Advertising

BOOK DISPLAY

Visitor Centre Brochure Display

BOOK BROCHURE