TOURISM NOOSA 2025 WINTER CAMPAIGN

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TOURISM

NOOSA

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Join our 2025 Winter Co-Operative Marketing Campaign

Following the success of the 2024 The Sweet Life campaign, we're excited to offer members exclusive co-operative marketing opportunities to leverage our new 2025 winter campaign.

This campaign is aimed at high-value visitors, from Sydney, Melbourne, the QLD drive market, and New Zealand–encouraging longer stays, and wider regional exploration.

With new, 15- and 30-second TV commercials, print and digital advertising, Jetstar aircraft placements, and a visitor competition, The Sweet Life in Noosa will showcase our beautiful region as the perfect place to holiday over the cooler months.

The Tourism Noosa Team

How you can be part of it

Our campaign advertising will drive visitors to our website, and we're inviting members to invest in our co-op marketing packages to be front and centre when travellers are ready to book.

To boost your visibility, we are offering a limited number of advertising addons to our campaign packages. These include popular print publications, EDM's (email marketing) digital and social media, and retargeting ads. Our simple, affordable packages allow you to tailor your marketing investment to best suit your business needs.

Campaign launch and timeline

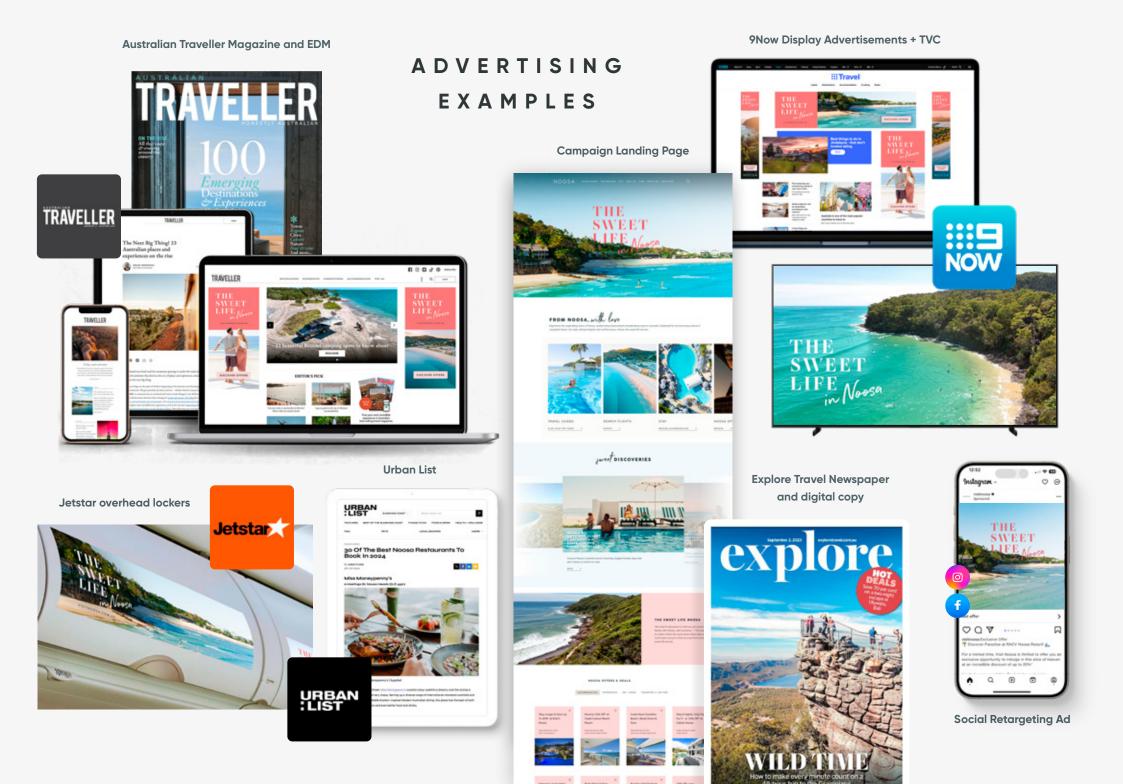
Running from the 8th May – 19th August, 2025 (after the Easter school holidays), this campaign will drive bookings throughout the autumn and winter seasons.

Don't miss this opportunity to maximise your reach, boost bookings, and be part of Noosa's largest seasonal campaign.



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CAMPAIGN SCHEDULE		APRIL					MAY				JU	JUNE				JULY				AUGUST			
			7	14	21	28	5	12	19	26	2	9	16	23	1	6	13	20	27	3	10	17	24
LINE AIGNS	Jetstar Sunshine Coast Tactical Sale	Domestic																					
AIRLINE CAMPAIGNS	Jetstar Overhead lockers in NZ	NZ																					
	Social Media	Domestic																					
ASC	Marketing Email	Domestic																					
VISIT NOOSA	Campaign Landing page	Domestic																					
VIS	PR & Media	Domestic																					
	Retargeting Ads	Domestic + NZ																					
NATIONAL PRINT	Australian Traveller Magazine	Domestic																					
NATIO	Explore Travel Feature	Domestic																					
	Australian Traveller	Domestic																					
_	Urban List	Domestic																					
DIGITAL	Explore Travel Feature 14 x regional newspapers	Domestic																					
	9Now – TVC	Domestic																					
	9Now Display Advertisements	Domestic																					
AL EDM	Australian Traveller – Solus eDM (National Database)	Domestic																					
	Australian Traveller – eDM (National Database)	Domestic																					
NATIONAL	Urban List – eDM (SYD, MEL, BNE, MCY, OOL)	Domestic																					
z	Explore Travel – eDM (VIC, NSW, TAS)	Domestic																					

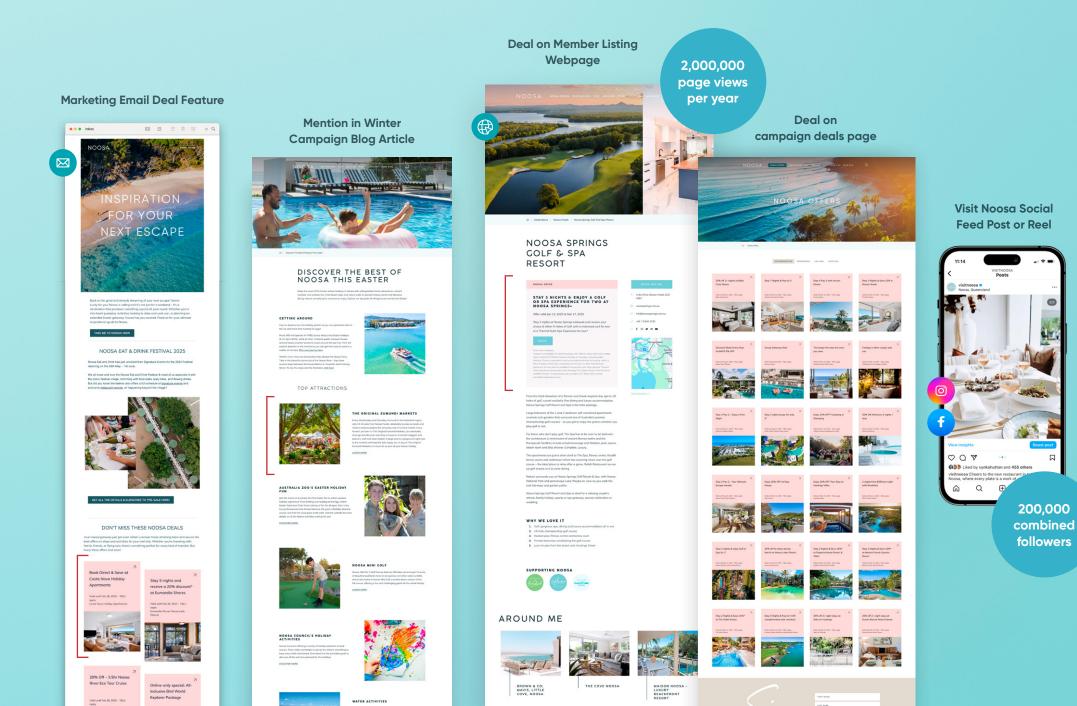


CAMPAIGN PACKAGES

INCLUSIONS - VISIT	NOOSA CHANNELS	PACKAGE 1 Deal + Promo	PACKAGE 2 Deal, Promo + Socials
	Deal on Member Listing Webpage	⊘	Ø
Visit Noosa Website	Deal on campaign deals page (visitnoosa.com.au/offers)	⊘	⊘
	Mention in new Winter Campaign Blog Article + Promotion		⊘
Visit Noosa Marketing Email	Deal Feature x 1	⊘	⊘
Social	Visit Noosa Social Feed Post or Reel x 1		⊘
	Post-campaign Report	⊘	•
Investment		\$850 +gst FOR 3 × MONTHS	\$1,250 +gst FOR 3 x MONTHS
		(Only \$79 +gst per week)	(Only \$105 +gst per week)

*Note: Open to Tourism Noosa members operating tourism related business. Bookings are subject to availability.

CAMPAIGN PACKAGE INCLUSIONS



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PRINT AND DIGITAL ADD-ONS*

We've created a number of options to boost your visibility throughout the campaign. Choose any of the following products to add on to your campaign package:

Dent	
Don't	
miss out on	
these limited	
spots!	

PRODUCTS	INVESTMENT				
Visit Noosa Website	Deal Feature on Homepage	per feature	\$500 +GST		
Visit Noosa Marketing Email	Business Feature (includes 2 x photos, copy and link)	per feature	\$250 +GST		
Visit Noosa Marketing Linan	Full-takeover Marketing Email (Solus)	per email	\$1,200 +GST		
Social Media	Social Retargeting Ad (Meta)	per month	\$500 +GST		
Explore Travel Feature in 14 x Regional Newspapers,	Inclusion in editorial article	per inclusion	\$300 + GST		
eDM & Digital	Inclusion in editorial article + 1 of 4 operator deals in co-operative Press Ad	per inclusion and co-op ad spot	\$900 +GST		
Australian Traveller	Feature within Visit Noosa full-takeover Marketing Email (Solus)	per email	\$500 + GST		
Noosa Visitor Information Centre	Digital Advertising – 3 x Screens	from rate Minimum 2 months	+ \$200 +GST		

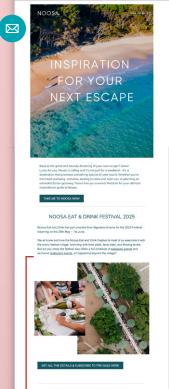
* All add-ons have limited spaces and are in addition to campaign packages.

PRINT AND DIGITAL ADD-ONS

Visit Noosa Monthly Marketing Email Business Feature

• • • Inbox

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DON'T MISS THESE NOOSA DEALS across geowery just got even notizer Liscover these amazing areas and securities for an stays and activities for your next tire. Whether you've traveling with

family, friends, or flying sola, there's something perfect for every kind of travelier. B hurry these offers end soon!





20% Off – 3.5hr Noosa River Eco Tour Cruise

> N Feb 28, 2025 - T&Cs EXplorer FX Iver & Conol Culses Valid until Feb 28 0009/ Malery Buttonic C





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Visit Noosa



SLAND GETAWAY ON K'GARI (Fraser Island) scape to Kingflisher Bay Resort, a faur-stor eco-retreat on Wi ited K'gari (Fraser Island).

tay in sporous rooms and vince, sook up the proceed surrounds, and our to sinding downerses, Subyr tips - evolvedis, concoling, bush tacket tastr nd more lod by expert guides. Spand a day on the water with a ranger gu none poddie, on Aqua Gasis Cruise or a Whole Watching cruise (July to Ictiber).

ing nightly at the resort. Want the VIP experience? Check out the Gold o inum Package for an unforgettable stay!





Illumino <u>Gold Package</u> from <u>5682PP*</u> Twin Shore on K*gori he perfect blend of opulence and odventue. Relax in King Room conflot, isore the island on of amous 4WD Deouty-Spects Tour and Induge in a twocourse dinner before the mesmerising Illumino light show experience.



FOLLOW Along

Visit Noosa Deal Feature on Homepage



FROM NOOSA, with love Experience the calculation of the second states and the second sta







FROM NOOSA, with love



TRAVEL GUIDES SEARCH FLIGHTS STAY

Explore Travel Newspaper Editorial / Co-operative Advertising in 14 publications in VIC, NSW, ACT and TAS



Social Retargeting Ad



Australian Traveller Feature within Visit Noosa full-takeover Marketing Email

TRAVELLER

> and hot restaurant opening; to worder the radar places that are finally y descrip, here are 23 places and experiences around Australia that we inc.

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HOW TO BOOK

- 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.
- 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:

Winter Campaign Packages and Add-ons

BOOK CAMPAIGN

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

Visitor Centre Digital Display Advertising

BOOK DISPLAY