



The **mother** of all
NATURE
experiences

CAMPAIGN REPORT

OCTOBER - DECEMBER 2021



CAMPAIGN SUMMARY

CAMPAIGN BACKGROUND

Southern Queensland Country Tourism developed this nature-based campaign in line with sentiment surveys conducted during recent months. This research suggested that travelers were looking for safe, sustainable, food and wine, and outdoor experiences. With nature being a unifying theme across our region, we leveraged off these reasons to travel.

Southern Queensland Country Tourism's marketing efforts throughout this campaign were digital-focused, with a content marketing strategy aiming to increase spend during low season and fill visitation gaps. SQCT's planned advertising campaign was designed to influence movement around the entire region, and encourage revisitation by inspiring visitors to discover a new natural experience next time they visit.

ADVERTISING CHANNELS

- ORGANIC SOCIAL MEDIA (FACEBOOK & INSTAGRAM)
- ORGANIC SOCIAL MEDIA STORIES & INSTAGRAM REELS
- PAID ADS SOCIAL MEDIA
- EDM (ENEWSLETTERS)
- DESTINATION CAMPAIGN CREATIVE ON SQC WEBSITE
- DESTINATION BLOG ON WEBSITE

TARGET AUDIENCE

GEOGRAPHIC

Southern Queensland Country's drive market (Brisbane, Gold Coast, Sunshine Coast) is a priority market post-COVID-19.



DEMOGRAPHIC

Millennials & Generation Z segments show a higher propensity than any other segment to travel sooner and spend more when travelling, according to several sources. These generations cover people born between 1981-2009.

Gen X who are heavily influenced by visiting family and friends, seeking relaxing vacations.

PSYCHOGRAPHIC

'Nature as a life force' sentiment: outdoor lifestyle, water activities, affluent adventurers

'Clean & Green': green travel enthusiasts; people seeking safe, nature-based destinations

Food & wine, aquatic, and nature & wildlife are key drivers when choosing a holiday destination.

Visiting friends & relatives market

Special Interest group (Bird Watchers)

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Report Summary

11 October - 31 December

DIGITAL PAID ADVERTISING

2.9M+
IMPRESSIONS

478,317
REACH

18,863
UNIQUE LINK CLICKS

177,836
POST ENGAGEMENT

\$0.45
AVERAGE COST PER
CLICK (CPC)



ORGANIC SOCIAL MEDIA



58
TOTAL POSTS

10
STORIES
(4-6 SLIDES)

565,293
POST IMPRESSIONS

556,505
POST REACH

11,419
STORIES IMPRESSIONS

11,275
STORIES REACH

THE MOTHER OF ALL CAMPAIGN

Report Summary

11 October - 31 December

EDM NEWSLETTER

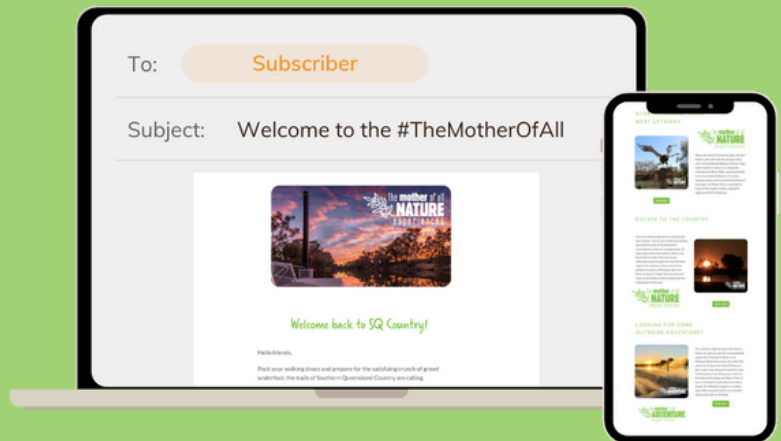
50,000+
DATABASE SIZE

6
TOTAL EDM SENDS

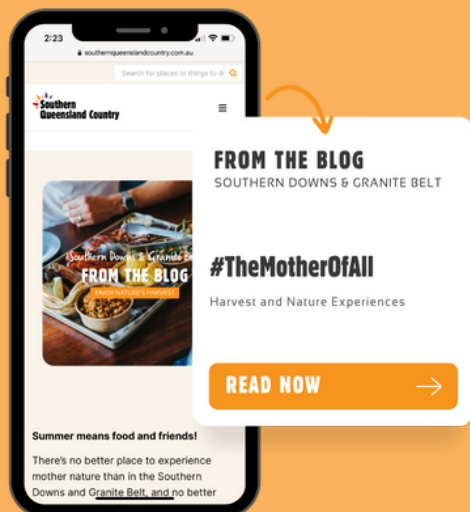
72,504
OPENS

1.78%
AVERAGE LINK
CLICKS

22.57%
AVERAGE OPEN RATE



WEBSITE LANDING PAGE



9,993
WEBSITE LANDING
PAGE VIEWS

28
NEW LEADS*

8,500
NEW USER
WEBSITE SESSIONS

4,340
LEADS TO OPERATORS

*LEADS ARE USERS WHICH HAVE CLICKED ON THE 'GO TO SITE' OR WEBSITE LINK ON A PRODUCT PAGE.

Campaign Report

THE MOTHER OF ALL CAMPAIGN

Southern Downs & Granite Belt

CAMPAIGN PAID ADVERTISING

11 OCT - 31 DEC

9,993

LANDING PAGE VIEWS

478,317

REACH

18,863

UNIQUE LINK CLICKS

2.9M+

IMPRESSIONS

ORGANIC SOCIAL MEDIA

SOUTHERN DOWNS & GRANITE BELT POSTS ONLY

12

TOTAL POSTS

2

STORIES
(4-6 SLIDES)

138,416

POST IMPRESSIONS

138,018

POST REACH

1,879

STORIES IMPRESSIONS

1,850

STORIES REACH

EDM NEWSLETTER

50,000+

DATABASE SIZE

14 OCT

SEND DATE

18,253

OPENS

5.81%

LINK CLICKS

Campaign Report

THE MOTHER OF ALL CAMPAIGN

Toowoomba Region

CAMPAIGN PAID ADVERTISING

11 OCT - 31 DEC

9,993

LANDING PAGE VIEWS

478,317

REACH

18,863

UNIQUE LINK CLICKS

2.9M+

IMPRESSIONS

ORGANIC SOCIAL MEDIA

TOOWOOMBA REGION POSTS ONLY

14

TOTAL POSTS

2

STORIES
(4-6 SLIDES)

129,207

POST IMPRESSIONS

126,493

POST REACH

2,296

STORIES IMPRESSIONS

2,258

STORIES REACH

EDM NEWSLETTER

50,000+

DATABASE SIZE

28 OCT

SEND DATE

9,812

OPENS

0.90%

LINK CLICKS



Campaign Report

THE MOTHER OF ALL CAMPAIGN

South Burnett

CAMPAIGN PAID ADVERTISING

11 OCT - 31 DEC

9,993

LANDING PAGE VIEWS

478,317

REACH

18,863

UNIQUE LINK CLICKS

2.9M+

IMPRESSIONS

ORGANIC SOCIAL MEDIA

SOUTH BURNETT POSTS ONLY

5

TOTAL POSTS

2

STORIES
(4-6 SLIDES)

60,612

POST IMPRESSIONS

57,786

POST REACH

2,542

STORIES IMPRESSIONS

2,524

STORIES REACH

EDM NEWSLETTER

50,000+

DATABASE SIZE

22 NOV

SEND DATE

12,024

OPENS

1.24%

LINK CLICKS

Campaign
Report

THE MOTHER OF ALL CAMPAIGN

Goondiwindi Region

CAMPAIGN PAID ADVERTISING

11 OCT - 31 DEC

9,993

LANDING PAGE VIEWS

478,317

REACH

18,863

UNIQUE LINK CLICKS

2.9M+

IMPRESSIONS

ORGANIC SOCIAL MEDIA

GOONDIWINDI POSTS ONLY

17

TOTAL POSTS

2

STORIES
(4-6 SLIDES)

179,473

POST IMPRESSIONS

176,096

POST REACH

2,616

STORIES IMPRESSIONS

2,592

STORIES REACH

EDM NEWSLETTER

50,000+

DATABASE SIZE

12 NOV

SEND DATE

9,267

OPENS

0.57%

LINK CLICKS

Campaign Report



THE MOTHER OF ALL CAMPAIGN

Western Downs Region

CAMPAIGN PAID ADVERTISING

11 OCT - 31 DEC

9,993

LANDING PAGE VIEWS

478,317

REACH

18,863

UNIQUE LINK CLICKS

2.9M+

IMPRESSIONS

ORGANIC SOCIAL MEDIA

WESTERN DOWNS POSTS ONLY

10

TOTAL POSTS

2

STORIES
(4-6 SLIDES)

57,585

POST IMPRESSIONS

58,112

POST REACH

2,086

STORIES IMPRESSIONS

2,051

STORIES REACH

EDM NEWSLETTER

50,000+

DATABASE SIZE

22 OCT

SEND DATE

11,748

OPENS

1.37%

LINK CLICKS