



SUNSHINE MOMENTS FOR REAL

Campaign Industry Guide - August 2023

About the campaign

Sunshine Moments, For real is Visit Sunshine Coast's (VSC) hero campaign. The campaign brings the Sunshine Coast brand to life and celebrates what sets the destination apart, whilst compelling consumers to come and 'find their very own sunshine moment'. The campaign was first launched in October 22 through a wide range of media and generated over 200K clicks to visitsunshinecoast.com whilst driving significant brand uplift. The second burst was launched in May 2023 and generated over 183K clicks.

Burst three - campaign timing

The campaign will relaunch in September and be in market to the end of October 2023.

The target audience

The campaign's target audience will focus on interstate markets - New South Wales and Victoria - as well as South East Queensland. Emphasis will be placed on segments with flexibility to travel outside high demand periods, including empty nesters and young couples.

The opportunity for members

1. Free opportunity:

- a) Put forward a compelling deal via ATDW (see page 2 for details). While you're there, ensure your Australian Tourism Data Warehouse (ATDW) product listing is up to date. For more information on managing your ATDW listing, [click here](#).
- b) Email your newsworthy product updates, including stories about sustainability to our PR team at media@visitsunshinecoast.com
- c) For the chance to be featured on VSC's social accounts, be sure to #visitsunshinecoast and the campaign hashtag, #sunshinemoment

2. Paid opportunity:

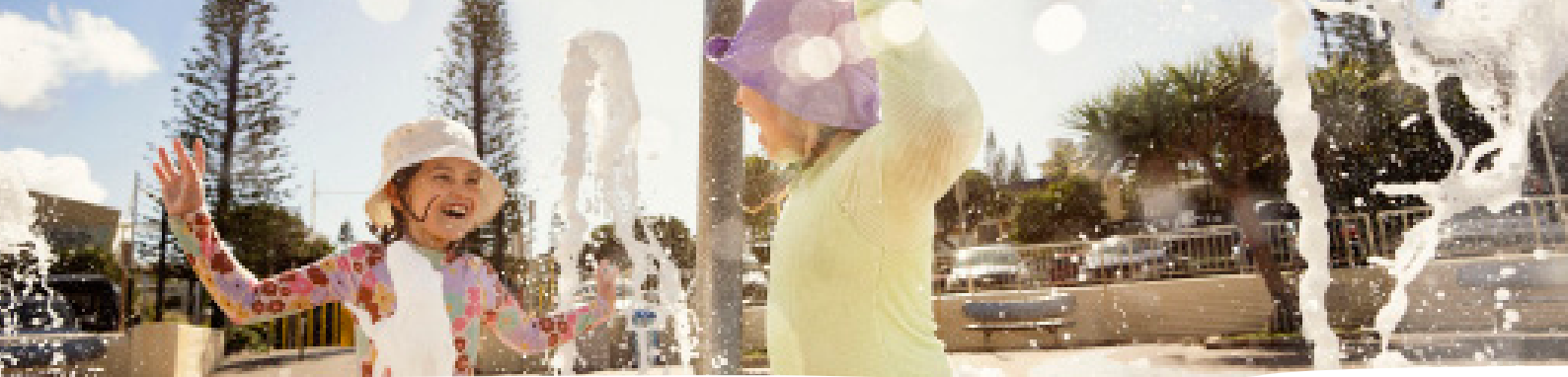
Participate in VSC's co-operative marketing packages. [Click here](#) for details.

Stay tuned for more information about the campaign when it launches in early September.

Need some help?

If you're having trouble loading your deal through ATDW, contact the ATDW team:
Phone 1800 629 749 or email atdw@queensland.com

If you need to contact VSC for more information about this campaign, please contact: marketing@visitsunshinecoast.com



The details: putting forward an ATDW deal

How to take advantage of this opportunity



	Deal type	
	Mid Week Special	Early Bird Savings
Campaign Dates (i.e. the duration that the deal will be live for purchase)	September - October 2023.	
Travel Dates (deal validity period)	Mid-week periods (Sunday- Thursday) over the spring period.	For late summer/autumn (i.e. from February 2024).
Why submit this type of deal?	To drive mid-week conversion during the school term.	To drive advance bookings for the shoulder season (February - March 2024)
How this type of deal matches consumer demand	Some consumers prefer to travel mid-week and avoid the crowds.	Travellers are booking their trip/holidays further in advance.
Specific instructions for uploading your campaign deal to ATDW	<p>Step 1. Pending on the type of deal you're submitting, under 'Deal offer/name', in your ATDW deal listing, insert 'DEAL! Mid-week special with [your business name]' or 'DEAL! Early bird savings with [insert your business name]';</p> <p>Step 2. Submit your deal via ATDW</p>	
Tips for making your deal a success	<ul style="list-style-type: none"> • Consumers are seeking value for money; therefore, ensure your offer adds value to the visitor experience. • If you are discounting your offer, \$ or % off messages tend to attract the most interest. • Include a sense of urgency. e.g. only available until xx date. • Bundle your offer with another product or experience. e.g. offer a tour or experience with accommodation. 	
Deadline to upload your ATDW deal for campaign launch	25 August 2023	



Mon Jan 16 2023 - Sun Apr 16 2023

Stay Mid-Week and Save 20% off*

When you travel midweek, you not only beat the crowds, you beat peak rates! Stay 2 or more nights mid-week and enjoy 20%...

Above: example of mid-week special uploaded via ATDW for Rumba Resort