

YANDINA

EST 1869

YANDINA HOTEL

VISIT YANDINA
**DESTINATION MARKETING
STRATEGY 2023-2024**

INTRODUCTION

Tourism offerings of a destination reveal a lot about its character. Yandina's new tourism board, Visit Yandina, strives to showcase the town's distinct personality, challenge perceptions, and welcome curious travelers to explore and rediscover Yandina. By doing so, they **aim to boost the economic return from domestic and international visitation, creating more jobs and supporting industry growth in the area.**

This destination marketing strategy provides a blueprint to inform and aid the domestic marketing approach for 2023/2024. Its objective is to assist the local tourism sector, businesses, and residents by driving demand in key markets and promoting visitation to support businesses and restore employment. The strategy focuses on keeping Yandina at the forefront of the domestic travel market by enhancing awareness of the town as a destination and highlighting its unique selling points. The campaign also aims to bring Yandina's distinct personality to life, telling the region the story of why the town is unique and relevant.



OPPORTUNITY

By utilizing the strengths outlined in the Framework, we can change our perspective and evaluate how our efforts can contribute to Yandina's economic development.

The Framework identifies the key areas of focus for our activities, including attracting visitors, boosting spending in local businesses, increasing awareness, and supporting local employment until mid 2024.

The key priority of the Framework is:

INCREASING VISITATION TO YANDINA AND ENCOURAGING SPEND IN LOCAL BUSINESSES.

Our Strengths

Yandina is a destination with stunning landscapes, forests, and natural attractions that provide ample opportunity to explore its natural beauty through various scenic walking trails.



HISTORY & HERITAGE:

Yandina is rich in history, heritage, and historical landmarks that appeal to visitors interested in cultural tourism.



OUR MARKET: We have a strong domestic visitor market.



ADVENTURE: Yandina and its surrounding areas offer an abundance of exciting activities for adventure seekers. From scenic country drives to challenging mountain biking and hiking trails, visitors can immerse themselves in the natural surroundings, leaving an unforgettable impression.



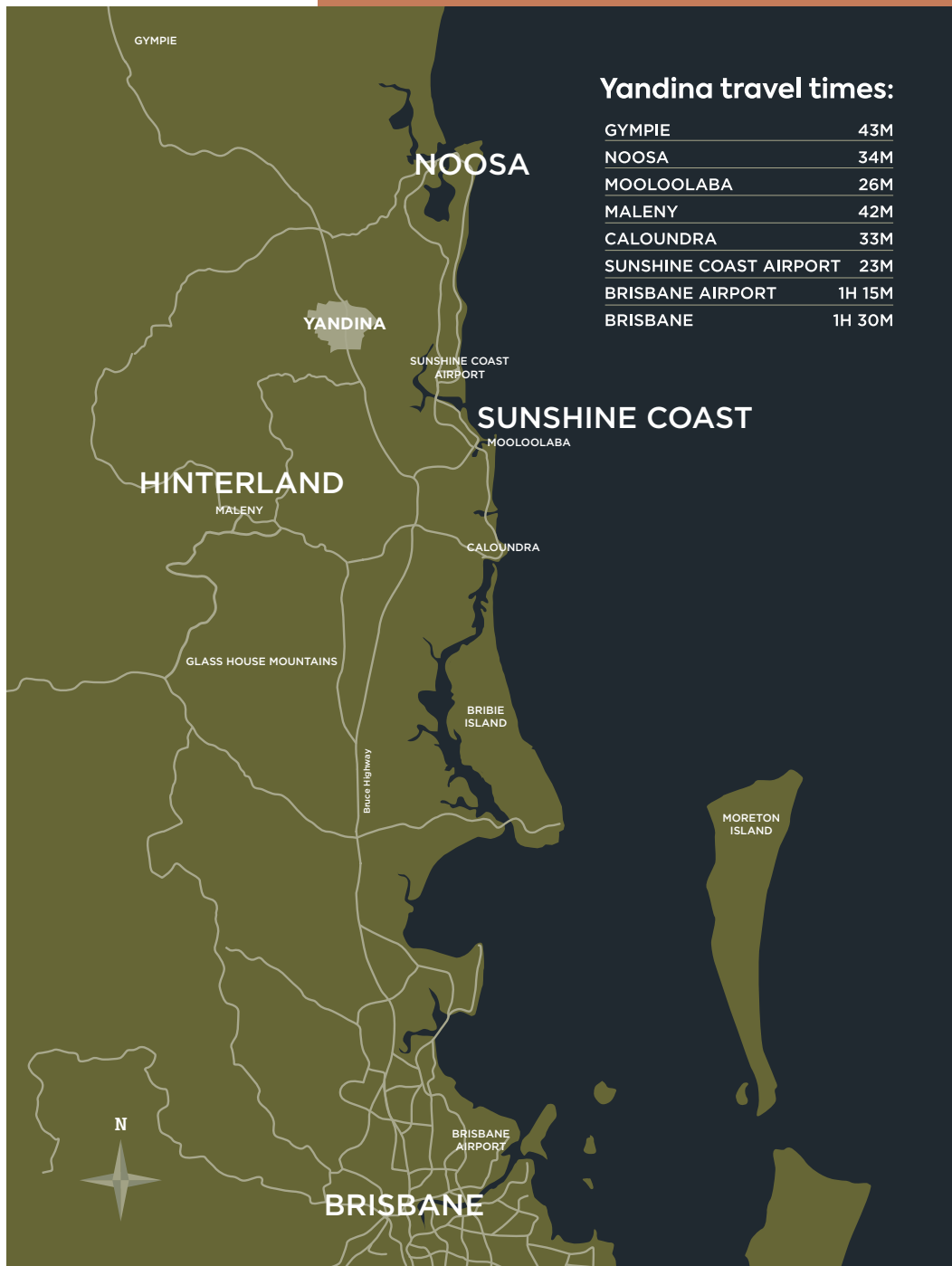
ARTS & CULTURE: Yandina is fast becoming a hub for the coast-wide emerging arts and cultural scene. Holding firm to its historic roots and embracing the emerging pockets of creativity, Yandina is home to galleries, artists' studios, museums and a growing diverse calendar of events.



EAT & DRINK: Yandina's food culture is thriving with groovy cafes, award winning restaurants and bars.



COMMUNITY: The Yandina community is known for its warm and welcoming hospitality, with strong support for local businesses and the tourism industry.



OUR MARKET

Yandina is ideally placed for day trips and weekends for those travellers looking to get away on a short break

The domestic travel market has traditionally been the primary source of visitors to Yandina, accounting for 90 percent of all visitors. Of these domestic travelers, approximately 65 percent come from regional or metropolitan areas of the Sunshine Coast region. As the aviation industry recovers, the domestic drive market represents a significant opportunity for Yandina. Located within a 2-hour drive of Brisbane and surrounding regions and towns, Yandina is an ideal destination for day trips and weekend getaways.

Our marketing strategy aims to capitalise on the anticipated strong drive market, while also supporting the development of new aviation routes and access from key markets. Over the next 12 to 18 months, we will launch a range of consumer-led and cooperative campaigns aimed at the markets identified on our map.

OUR APPROACH

Our research indicates that visitors initially come to Yandina for what they already know, but end up discovering much more than they anticipated. Yandina is a fantastic destination for discovery, seeking adventure, and exploring nature. Our town offers experiences that are exclusive to the curious traveller.

Our marketing campaign highlights the unexpected and unique aspects of Yandina, from well-known landmarks to revitalizing and enchanting discoveries waiting to be made. Yandina is a destination where visitors can uncover far more than what they initially expected.

YANDINA OFFERING

Adventure, Nature, Culture,
Warmth, Authentic Experiences,
Enrichment, Community, Wellbeing

CONSUMER NEED

Discovery, new experiences,
exploration, rejuvenation,
invigoration, positivity and
openness.

Campaign Opportunity.

Yandina is a place of unexpected
discovery.

Yandina is an open and welcoming
town and region worth discovering.

From a tourism perspective this
translate to our campaign tagline
'Re-discover Yandina'.

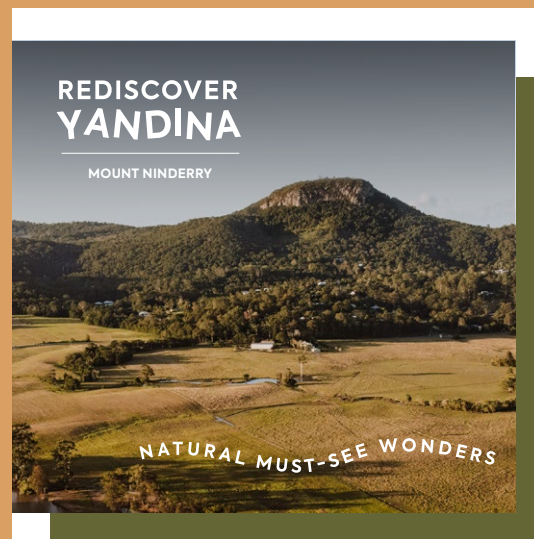
THE CAMPAIGN WILL

- highlight Yandina's unique personality,
- demonstrate that Yandina and our surrounding region are open for business, to increase tourism engagement and drive growth across our region, promote Yandina as a destination for overnight stays and drive conversion among our key audiences.

By telling the story of Yandina our campaign will grow tourism, business, innovation, community engagement, diversity, investment and more.

Our campaign uses tourism as a way of introducing who we are. A place of warm, welcoming and authentic people. A place that is rich in history, different by design, where visitors find more than they came for.

SOME EXAMPLES OF HOW WE BRING THE CAMPAIGN TO LIFE



OUR GOALS

BOAST OUR BRAND PRESENCE

Strengthen the Visit Yandina brand across a diverse range of channels and platforms, to ensure strong visibility in a competitive market.

LOCALS ARE THE DESTINATION

Increase collaborations with local tourism industry and surrounding regions in order to maximise the impact of our shared marketing goals.

BUILD A SOCIAL EMPIRE

Grow our social media presence to reach new audiences and share Yandina's great stories.



PARTNERSHIPS

Visit Yandina invests in cooperative marketing activity with a number of partners to drive visitation across domestic and national markets. These partners include airlines, airports, and distribution partners such as tourism centres.

Visit Yandina also partners with media outlets to position Yandina as a historical and cultural destination of the Sunshine Coast and a must-visit for short breaks through content partnerships. Leveraging their credibility, influence and audience, these outlets create a content series that brings together the best cultural experience on offer while also showing a side of Yandina their readers may not expect.

MARKETING CAMPAIGN BREAKDOWN - KEY COMPONENTS & VALUE

Here are some key components that we will be delivering as part of the 'Rediscover Yandina' campaign and their value to registered businesses.

1. WEBSITE BUSINESS PROFILE: VALUE \$600

Visit Yandina Tourism Website is the cornerstone of the marketing campaign. It serves as a platform where visitors can learn about Yandina and plan their day trip accordingly. The website showcases all the reasons to visit Yandina, including places to discover, shop, eat, and what's on in the area.

The website profiles local businesses and provides a platform for promoting their offerings, while also continuously creating fresh and informative content to keep visitors up to date on the latest information.

The website will feature a user-friendly interface with easy navigation, visually appealing graphics, and high-quality images that capture the essence of Yandina

2. CONTENT CREATION AND DIGITAL MARKETING: VALUE \$3000 +

This involves creating engaging and informative content to promote the town's attractions, culture, heritage, events, and businesses. Digital marketing tactics such as social media campaigns & targeted ads will be used to reach a broader audience and increase engagement. Our strategy will involve targeting different demographics in our monthly social campaigns, highlighting various reasons to visit the area. For example Young people will be encouraged to discover the local markets and food destinations, while food lovers will be tantalised with the town's culinary offerings. Art lovers will be introduced to the town's vibrant art scene, and those interested in the town's heritage will be shown its rich history and cultural significance.

3. COLLABORATIVE PROMOTION: VALUE \$1000+

Our marketing campaign also includes collaborative promotion through talks with local magazines and lifestyle media to feature Yandina and highlight our featured businesses in editorial-style articles throughout the year. We have identified several media outlets, including InNoosa, Hello Sunshine, Qantas inflight magazine, Virgin inflight magazine, Bonza inflight magazine, Brisbane Weekend Notes, and Urban List, where we plan to pitch our destination promotion.

By collaborating and promoting Yandina as a destination, we can leverage this opportunity to increase visitation to the area and promote local businesses. The editorial-style articles will highlight Yandina's unique attractions and experiences, such as its historical landmarks, art galleries, museums, local markets, and culinary offerings. Additionally, the articles will spotlight our featured businesses, showcasing their products and services and inviting visitors to patronise them during their visit.

Overall, our collaborative promotion strategy aims to increase Yandina's visibility through media exposure, encouraging visitors to add Yandina to their travel itinerary and explore all that the area has to offer.

4. PRINTED BROCHURE: VALUE \$100

We will create a printed brochure that serves as a visual promotion of Yandina. This brochure will be distributed to visitor centres, over 50s communities, and local businesses and surrounding areas, providing a snapshot of the town and highlighting reasons to visit.

The brochure will include a brief overview of Yandina's cultural heritage and significant history, along with a list of places to discover, shop, eat, and drink, as well as arts and culture offerings. Additionally, the brochure will feature an illustrative map of the town, listing businesses in various categories to make it easy for visitors to find what they need. It will be visually appealing and designed to grab the attention of potential visitors, showcasing Yandina's unique offerings and encouraging them to plan a visit.

5. 'BUSINESS YANDINA' MEMBERSHIP - VALUE \$150

As part of our efforts to support and promote local businesses in Yandina and the surrounding areas, we will provide a one-year membership to "Business Yandina." This membership will enable businesses to become part of a supportive and collaborative community.

"Business Yandina" is dedicated to promoting, developing, and supporting all types of businesses, including those in the retail, commercial, industrial, professional services, and tourism sectors. By providing a platform for networking, communication, and education, "Business Yandina" aims to foster a progressive, proactive, vibrant, and inclusive group of businesses in the area.

Through this membership, businesses will have the opportunity to connect with other local businesses, share their expertise, and collaborate on ideas and initiatives that will benefit the community as a whole. Additionally, "Business Yandina" provides resources and support to help businesses grow and thrive, including access to training and educational programs, marketing and promotional opportunities, and advocacy on behalf of the business community.

Membership to "Business Yandina" is an investment in the success of local businesses and a commitment to fostering a strong and supportive business community in the area.

REGISTER YOUR BUSINESS TO BE PART OF THIS CAMPAIGN

IT'S TIME FOR YANDINA...



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