

YANDINA

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IT'S TIME FOR YANDINA...

YANDINA AS A DESTINATION...

'Business Yandina' is working on a marketing campaign which promotes and connects local businesses to each other and new visitors to the town and region - ultimately bringing new customers for you.

Our goal is to promote the town as a destination, with the desired result meaning more visitors to town and more business for you.





The events of the last 2 years have created an era of travel where people want to escape the crowded cities, experience nature, and keep their family safe.

We are perfectly positioned geographically – within a 2 hour drive of the SEQ metro regions, our biggest drive market.

When people do come to the region they are looking for new things to see and experience. Many visitors from within our state feel that they already know the Sunshine Coast, particularly areas such as Noosa and Mooloolaba.

WHAT THEY ARE LOOKING
FOR IS SOMEWHERE NEW AND
INTERESTING TO EXPLORE...



A GREAT PLACE TO MEET...

The trails of the hinterland are bursting in popularity for both nature lovers and foodies, as people seek out hikes in the hills as well as gastronomic-experiences at places like distilleries and boutique breweries.

We want to make the village of Yandina the next Insta-worthy destination and pull in the nature lovers, artists, foodies, history buffs and market goers.

As a result, we are creating a marketing campaign and we invite you to join us in this exciting new venture.

OUR PLAN FOR 2023

In 2023 we will be investing in an extensive marketing campaign, targeting locals & visitors to the Sunshine Coast.

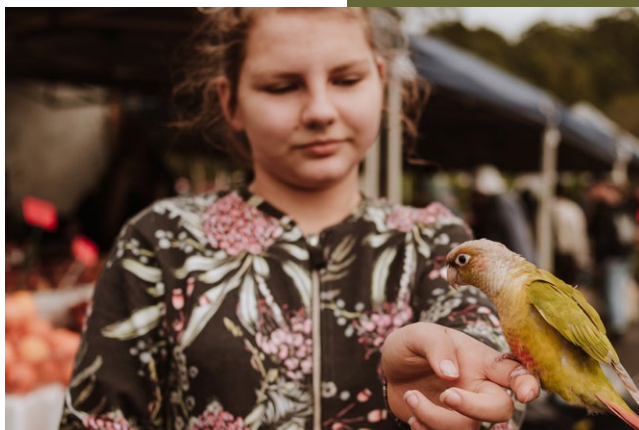
The campaign will include an enticing printed foldout guide with illustrated map, beautifully visual website highlighting all the wonderful reasons to visit Yandina, what to discover and experience, where to eat, drink, shop and stay.

This will be followed by a social media campaign with new content including campaigns every month highlighting local businesses and real people.

Our focus is to increase visitation to the town by highlighting Yandina's history, its uniqueness, spectacular natural landscapes, places to discover and friendly town culture.



Sneak peak to the customised illustrated map being developed.



YOUR OPPORTUNITY

We would like to invite you to join us in this fantastic opportunity to connect with the community and be part of the Visit Yandina Destination marketing campaign.

12 month marketing campaign includes:

- » Business listing in a printed fold-out map and guide that is published annually (with a quantity of 10,000) and distributed through various channels such as Tourism information centers, hotels and resorts, over 50's communities, local businesses, and surrounding towns.
- » Business profile featured on the website www.visityandina.com.au, including images and links to your website and social media pages and highlighted through feeds and relevant categories
- » Social Media promotion - Your business will be mentioned and tagged in monthly social media posts and content campaigns.
- » Collaborative promotional opportunities: Visit Yandina invests in cooperative marketing activity with a number of partners to drive visitation as well as content partnership with media outlets. As a registered business, you can benefit from these partnerships by being featured and highlighted.
- » One-year membership to "Business Yandina." This membership will enable businesses to become part of a supportive and collaborative community.

For more information about the Visit Yandina campaign, read the [Visit Yandina Destination Marketing Strategy 2023-2024](#).

TOTAL INVESTMENT FOR THE YEAR: \$350

REGISTER NOW BY CLICKING HERE



THE VISIT YANDINA TEAM

Toni Eggleston

Project & Marketing Manager

Toni has been a resident of the Yandina area for 25 years and is also the owner of Stevens Street Gallery. With a wealth of experience in publishing and project management for large-scale events and festivals, Toni is dedicated to investing in the town and preserving its friendly and authentic culture through campaigns and creating events and experiences that showcase the unique qualities of Yandina.

The Various Artists

The Various Artists is a leading integrated agency based in Alexandra Headland. Visit Yandina appointed VA to design and develop their new brand, website, and handle all their social media, digital marketing, and creative design needs for their 2022 launch and 2023.

CONNECT WITH US

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