

YANDINA

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IT'S TIME FOR YANDINA...

YANDINA AS A DESTINATION...

Visit Yandina serves to connect local businesses with each other while attracting new visitors to the town and region—ultimately driving new customers to your doorstep. Our mission is to position Yandina as a must-visit destination, with the ultimate goal of increasing town foot traffic and generating more opportunities for your business.





The past few years have ushered in a new era of travel, where people seek escapes from crowded cities, opportunities to connect with nature, and safe experiences for their families. Yandina is ideally positioned, just a two-hour drive from the SEQ metro areas, our largest drive market. Visitors to the region are increasingly searching for fresh, unique experiences. While many feel familiar with popular Sunshine Coast destinations like Noosa and Mooloolaba, they are eager to discover somewhere new and intriguing to explore.

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



A GREAT PLACE TO MEET...

The hinterland trails are growing in popularity, drawing nature enthusiasts and food lovers who enjoy scenic hikes paired with exceptional culinary experiences at distilleries and boutique breweries. Visit Yandina showcases all the reasons to explore our town, celebrating Yandina as a unique and authentic community that captivates nature lovers, artists, foodies, history buffs, and market-goers alike.

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

OUR PLAN FOR 2024

The campaign assets feature a visually stunning website that showcases all the fantastic reasons to visit Yandina, from discovering unique experiences to finding the best places to eat, drink, shop, and stay. The website includes a “What’s On” calendar to keep visitors updated on local events, complemented by a growing social media community that highlights local businesses and the inspiring people behind them. Alongside our digital initiatives, we produce an annual printed foldout guide with an illustrated map, Visit Yandina merchandise, and collaborate with local businesses to create engaging events. Our focus is to increase visitation by celebrating Yandina’s rich history, unique charm, breathtaking natural landscapes, must-see attractions, and welcoming community spirit.



Sneak peak to the customised illustrated map being developed.



YOUR OPPORTUNITY

We invite you to be part of this incredible opportunity to connect with the community and participate in the Visit Yandina Marketing Campaign.

This 12-month campaign includes

- » Business Listing in a Printed Fold-Out Map and Guide: Published annually (10,000 copies) and distributed through tourism information centers, hotels, resorts, over-50s communities, local businesses, and nearby towns.
- » Website Feature on www.visityandina.com.au: Your business profile will include images, links to your website and social media pages, and be highlighted through content, homepage features, and relevant categories.
- » Social Media Promotion: Your business will regularly receive dedicated attention through our social media posts and campaigns.
- » Collaborative Promotional Opportunities: Benefit from cooperative marketing initiatives and content partnerships with media outlets, driving visitation and increasing your visibility.
- » One-Year Membership to “Business Yandina”: Join a supportive and collaborative business community, fostering connections and shared success.
- » For more details, explore the [Visit Yandina Destination Marketing Strategy & Campaign Overview](#).

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 extensive experience in publishing and project management for large-scale events and festivals, Toni is committed to investing in the town and preserving its friendly, authentic culture. Through campaigns and the creation of events and experiences, Toni works to showcase the unique qualities of Yandina.

Holly Axentieff

Social Media & Business Registration

Holly, a born and bred Yandina local, manages our social media presence and oversees business registrations. Passionate about her hometown, Holly is dedicated to fostering community engagement and ensuring that local businesses are well-represented in the Visit Yandina campaign.

CONNECT WITH US

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#visityandina #discoveryandina

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