



VISIT  
**YANDINA**

EST 1869

CAMPAIGN OVERVIEW

# CAMPAIGN PRIORITIES

The primary focus of the Visit Yandina Campaign was to establish a framework and generate assets that would underpin future Visit Yandina campaigns.

Subsequently, the goal was to enhance visitation to Yandina and stimulate local business spending. The campaign focuses on three main goals:





## BOAST OUR BRAND PRESENCE

Strengthen the Visit Yandina brand across diverse channels and platforms for strong visibility in a competitive market.

## COLLABORATION WITH LOCAL TOURISM

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

## BUILD A SOCIAL COMMUNITY

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



# CAMPAIGN STRATEGIES

## THE WORK SO FAR:

- » Highlighting Yandina's unique personality.
- » Demonstrating that Yandina and the surrounding region are open for business.
- » Increasing tourism engagement and driving growth across the region.
- » Promoting Yandina as a destination for Day trips & overnight stays.
- » Driving conversion among key audiences.





A GREAT PLACE TO MEET...

# CAMPAIGN NARRATIVE:

The campaign tells the story of Yandina as a place of warm, welcoming, and authentic people.

It emphasizes the town's rich history, distinctive design, and the promise that visitors will find more than they came for. Tourism is used as a means to introduce the unique identity of Yandina, fostering growth in tourism, business, innovation, community engagement, diversity, and investment.

# ACHIEVEMENTS

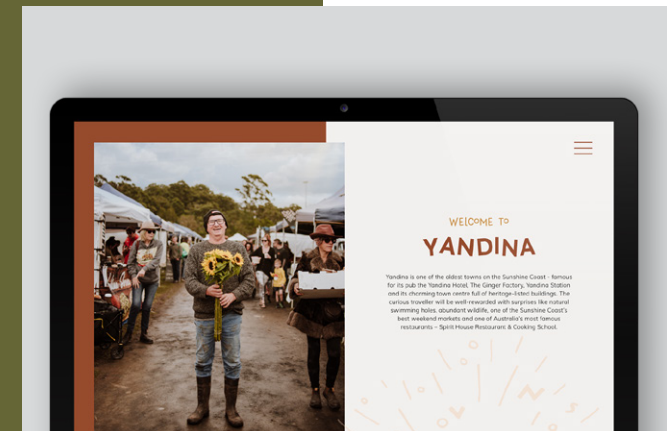
## LAUNCH OF VISIT YANDINA WEBSITE:

The cornerstone of the marketing campaign, providing a platform for visitors to learn about Yandina and plan their trips. Showcasing reasons to visit, including places to discover, shop, eat, and events in the area.



## CONSISTENT CONTENT GENERATION:

Engaging and informative content crafted to showcase the town's attractions, culture, heritage, events, and businesses. Social media campaigns and targeted advertisements are in the pipeline for 2024, aiming to broaden the audience reach and enhance engagement.



## PRINTED PROMOTIONAL BROCHURE:

A visually appealing promotional material for Yandina distributed to visitor centres, communities of individuals over 50, and local businesses. It highlights reasons to explore the town, offering a snapshot of what Yandina has to offer.



# ACHIEVEMENTS

CONTINUED . . .

## CUSTOMISED WATER BOTTLES:

Crafted with our unique branding, these water bottles are eco-friendly, made from recycled aluminium to eliminate plastic usage. Both still and sparkling options are made available to local businesses, contributing to the promotion of a plastic-free Yandina and the Visit Yandina campaign.

## ART & DESIGN MARKET EVENTS:

Conducted in partnership with Stevens Street Gallery, these events promote local artists, artisans crafting handmade goods, and products created ethically. They enticed visitors from the farmers' market to explore the town centre and drew in visitors from the entire region. Seasonal Events are in the planning for Easter, Winter, Spring & Summer of 2025.





# WHAT'S THE PLAN FOR 2025?

## ONWARDS AND UPWARDS!

- » Continue to enhance brand visibility across diverse channels.
- » Cultivate partnerships with local tourism industries & local business.
- » Amplify social media presence for broader outreach.
- » Prioritise consistent content creation for increased engagement.
- » Distribute printed materials for local and regional promotion.
- » Strategise and implement events & initiatives to attract visitors throughout the year.





## SUGGESTIONS? LET'S CHAT!

We invite community input and suggestions to enhance the promotion of Yandina, and we are always seeking great minds to join the Visit Yandina Team.

Please reach out to **Toni**

# REGISTER NOW FOR 2025

Register your business to be involved in the Yandina marketing campaign including Visitor Guides, Drive Maps, Cooperative advertisements, Website and Digital Marketing Campaigns and Events.

Be a part of the exciting campaign in this contemporary and fresh representation of our flourishing village. Registered Businesses provide funds for promotion and marketing of our town. More registered businesses results in stronger, consistent marketing and promotion activity. Together we grow....

## REGISTER TO BE PART OF THE VISIT YANDINA CAMPAIGN FOR 2025

[www.visityandina.com.au/register-your-business/](http://www.visityandina.com.au/register-your-business/)

