



SUNSHINE MOMENTS FOR REAL

Campaign Industry Guide

About the campaign

Sunshine Moments, For real is Visit Sunshine Coast's (VSC) upcoming 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 will be launched by a new advertisement through a wide range of media.

Campaign timing

The campaign will launch in early October and be in market through to the end of November 2022.

The target audience

The campaign's target audience will initially be domestic, including the Sunshine Coast's key markets of Brisbane, Sydney and Melbourne. 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:

Put forward a compelling deal via Australian Tourism Data Warehouse (ATDW) for one or both of the following categories (see next page for details)

- Mid Week Moments
- Early Bird Savings

While you're there, ensure your ATDW product listing is up to date. For more information on managing your ATDW listing, [click here](#).

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 October.

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



Putting forward an ATDW deal

How to take advantage of this opportunity



	Deal type	
	Mid Week Moment	Early Bird Savings
Campaign Dates (i.e. the duration that the deal will be live for purchase)	Beginning of October to end of November 2022.	
Travel Dates (deal validity period)	Mid-week periods (Sunday- Thursday) from 10 October - 9 December 2022.	From 30 January - 31 March 2023 (i.e. outside the school holiday period).
Why submit this type of deal?	To drive mid-week conversion leading up to the end-of-year school holidays.	To drive advance bookings for the shoulder season (February – March 2023).
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. Drive conversion during the shoulder-season of February – March for those looking for an early bird deal now.
Specific instructions for uploading your campaign deal to ATDW	<p>Step 1. Download our campaign deal stamp and place over your ATDW deal image. We've also created a Canva template to use if you prefer to do it this way.</p> <p>Step 2. Pending which deal type you are submitting, under 'Deal offer/name', in your ATDW deal listing, insert 'DEAL! Mid-week moment with [your business name]' or 'DEAL! Early bird savings with [insert your business name]'. Step 3. 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	23 September 2022	



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