

CAMPAIGN OVERVIEW:

As part of Outback Queensland's Flood Recovery program, OQTA has committed to delivering a two-phase marketing program with the support of Tourism and Events Queensland (TEQ). Phase one of this program has been delivered between April and June 2025.

Phase two will be delivered from July to December 2025. This report card provides a summary of deliverables and outcomes for Phase 1 of the Flood Recovery program.

CAMPAIGN CHANNELS



FAMILS AND MEDIA



BROADCAST VIDEO ON DEMAND (BVOD)



NATIVE STORIES



EMAIL MARKETING



PAID SOCIAL MEDIA MARKETING



TRADE TACTICAL

FAMILS AND PR

OQTA has engaged heavily with media to generate a series of positive stories around flood recovery and inviting visitors to the region. This includes:

- Coordinated ABC Brisbane and Channel 7 Brisbane to attend Winton for the town's 150 Year Celebrations
- Bringing Channel 10 and Channel 7 Weekender to Quilpie, Charleville and Eromanga for a series of 16 crosses and stories

- CEO Denise Brown conducted over 32 radio and tv interviews during the first two weeks of flood recovery
- Bringing Channel 7 Weekender to Longreach for a number of flood recovery segments
- Engagement with 277 journalists nationally to distribute our media kit and pitch ongoing stories
- Securing national breakfast show crosses on Sunrise and Weekend Today for Thargomindah's Shearers Shindig
- Bringing Channel 10 and Channel 7 Weekender to Blackall in August

Highlights include:

- National breakfast show crosses on Sunrise and Weekend Today for Thargomindah's Shearers Shindig
- Multiple stories on Winton, Eromanga, Charleville and Quilpie across Channel 7, Channel 10 and Queensland Weekender
- State wide coverage for our Outback is Open story
- National coverage for our Outback in Bloom story
- Charleville listed in The Australian Women's Weekly's list of Top Australian Towns



<p>1,459 OQTA GENERATED MEDIA STORIES FROM APRIL TO JUNE</p>	<p>MEDIA STORIES REACHED MORE THAN 35,155,038 PEOPLE</p>	<p>OVER \$3,117,007 IN MEDIA VALUE</p>
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MARKETING CAMPAIGNS

THE OUTBACK IS OPEN - COME & SAY G'DAY

As an immediate response to the flood crisis, OQTA deployed an Outback Is Open – Come & Say G'Day campaign. This involved:

- Extensive PR around the Outback is Open message
- Two native Escape stories amplified through the NewsCorp network
- Display advertising on Escape
- Full page ad in the RACQ Road Ahead
- Courier Mail double page wrap in the Magic Round print feature
- Full page advertisements in regional NewsCorp papers
- 3 native content stories on the RACQ Road Ahead website
- 3 x inclusions in the RACQ's Road Trip EDM (reaching 57,000 subscribers)
- Paid video campaigns through OQTA social channels



CAMPAIGN VIDEO HAS BEEN PLAYED **515,020** TIMES

10,202

VIEWS OF THE OUTBACK IS OPEN LANDING PAGE

35.4%

EMAIL OPEN RATE

1,267,775

IMPRESSIONS OF ESCAPE NETWORK DISPLAY ADS

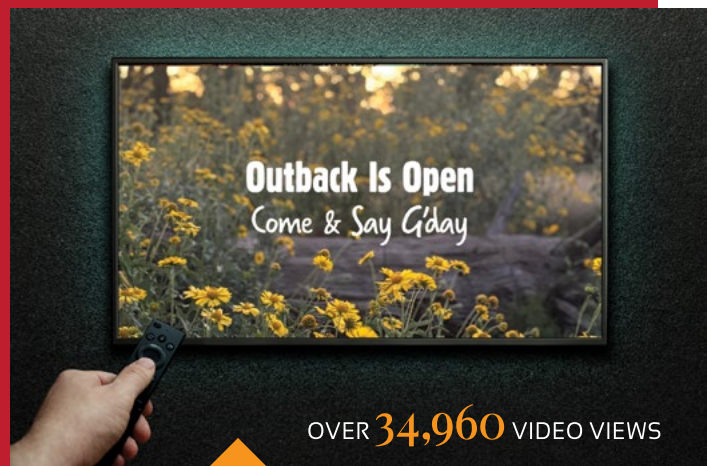
20,383

TIMES ESCAPE STORY WAS VIEWED

BVOD

Our Outback is Open Campaign video was streamed across On Demand Channels including Nine Now, Seven Plus, Foxtel, Kayo and more.

These ads targeted interest-based groups (travellers, caravanners and those who had purchased flights and related travel products within the past 12 months) and were geotargeted to areas with drive or flight connections within Queensland.

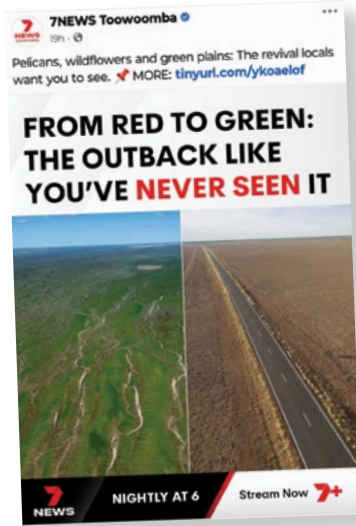


OVER **34,960** VIDEO VIEWS

OUTBACK IN BLOOM

To demonstrate the spectacular nature of the Channel Country, OQTA engaged a photographer, helicopter charter and videographer to capture Outback at its best. This footage was used for a comprehensive PR campaign as well as paid native stories across our social channels.

The campaign continues to receive media coverage with Queensland.com launching a supporting campaign in late June.



From barren to beauty, the west is best

Tim Little

Unprecedented flooding has transformed Western Queensland's Channel Country with a once-in-a-decade explosion of life, locals say.

Usually barren landscapes across the interior have been transformed into a network of oasis-like veins that support millions of birds, wildflowers and lush pastures.

Quilpie Shire Council Mayor Ben Hall said this year's explosion of life was special and he had not expected to see anything similar for decades in the boom-or-bust landscape. "It's a pretty phenomenal landscape in that it can go from bare to the boards to absolutely bustling with life," Mr Hall said. "It's the best that you're going to see it at the moment and one of those rare opportunities to put the Outback on your bucket list."



Littleproud an gears up for his



188
MEDIA STORIES



\$209,757
IN MEDIA VALUE



5,030,111
PEOPLE REACHED



47,911
PEOPLE VIEWED THE VIDEO ON SOCIALS



35.4%
EMAIL OPEN RATE



3,432
PEOPLE CLICKED TO OUR WEBSTORY

HELLOWORLD TACTICAL CAMPAIGN

In partnership with TEQ, OQTA has partnered with Helloworld Travel for an integrated national campaign that will drive bookings and increase length of stay in region.

The campaign consists of packaged holidays and tactical offers promoted through Helloworld's retail and trade channels. This includes national print campaigns, online media, in-store advertising, a dedicated campaign landing page and agent toolkits and training.

The campaign has just commenced, and we look forward to reporting on its progress in Phase 2.

View the campaign: vivaholidays.com.au/packages/uncover-outback-queensland



TACTICAL INITIATIVES



ATDW WORKSHOP

To capitalise on Phase 1 and Phase 2 campaigns, OQTA and the Australian Tourism Data Warehouse (ATDW) hosted a free webinar to help Outback operators boost their online presence and create compelling deals for Queensland.com and Outbackqueensland.com.

The webinar was designed to drive bookings and make the most of campaign exposure.

As a result, Outback Queensland now features a record 26 deals on Queensland.com and Outbackqueensland.com.

CARAVAN AND CAMPING SHOW PINS

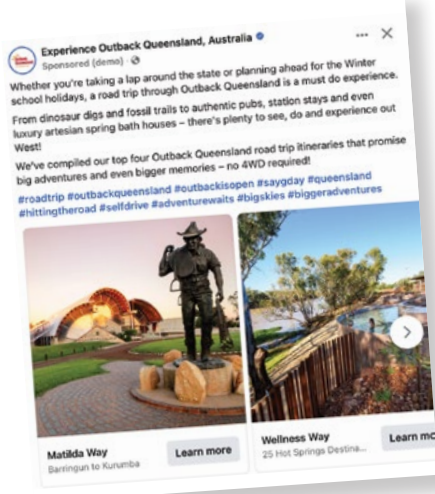
Using Facebook geotargeting tools, OQTA has shown drive advertising to visitors attending or showing interest in the Townsville Caravan Show (16-18 May), the Brisbane Caravan and Camping Show (4-8 June) and the Toowoomba Outdoor Adventure Expo (25 – 27 July).

44,206 AD VIEWS

AT THE BRISBANE CARAVAN AND CAMPING SHOW (865 CLICKS TO OUR CONTENT)

12,164 AD VIEWS

AT THE TOWNSVILLE CARAVAN SHOW (345 CLICKS TO OUR CONTENT)



DRIVE RETARGETING

OQTA has been showing retargeting ads to people engaged with our e-newsletter database and those who have visited our website. This strategy was designed to capitalise on visitors from our PR activity and NewsCorp stories and to show tailored drive messaging to these new audiences.

These ads will continue to run throughout the remainder of the season.



60,765

PEOPLE HAVE SEEN OUR DRIVE RETARGETING AD



7,542

PEOPLE HAVE CLICKED TO OUR DRIVE ITINERARIES



57,987

PEOPLE VIEWED OUR RETARGETING VIDEO

PHASE 2 SNEAK PEEK...

BEST OUT WEST - NEWSCORP

Outback will partner with NewsCorp to present a series of stories and content pieces showcasing what's Best Out West. Two Escape journalists will be in region from late July to film.

IN REGION FAMILS

More in-region famils and media activity is planned for July through to September.

DRIVE CAMPAIGN

We'll be transitioning from our Outback in Bloom campaign to a co-operative Drive Campaign. More details on this will be sent to members soon.