



TOURISM NOOSA

MARKETING OPPORTUNITIES

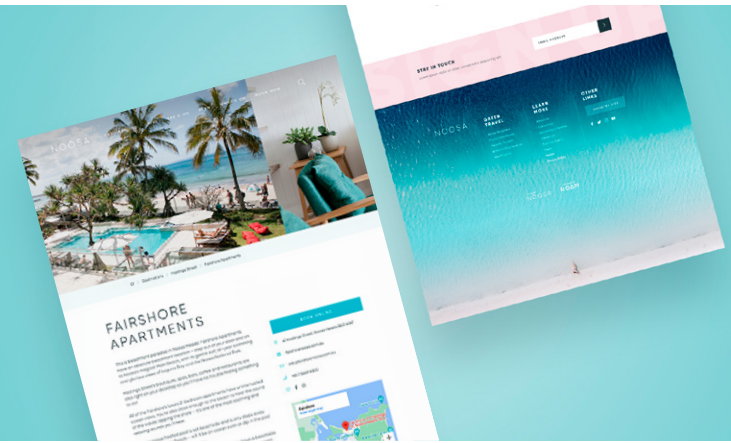
to shine

INTRODUCING OPPORTUNITIES *to shine*



Introducing the 2023/24 growth marketing opportunities! Our goal is to provide you with effective marketing opportunities that will maximise your visibility among crucial in-market audiences. This comprehensive planner includes a range of products designed to bolster your year-round marketing efforts, along with high-impact, wide-reaching campaigns and strategic initiatives.

Brent Chong
HEAD OF MARKETING



Leveraging the most powerful Noosa-travel audience available

ALWAYS ON ACTIVITY

Always-on always visible

An always-on marketing strategy is crucial for continuous market presence, boosting market share, and enhancing competitiveness. It keeps your brand top-of-mind, adapts swiftly to market changes, and ensures long-term growth and customer loyalty.

MAJOR CAMPAIGNS

Stay relevant and thrive

High-impact, wide-reaching marketing campaigns are vital for business success. They increase brand visibility, drive customer loyalty and acquisition, leave lasting impressions, outshine competitors, and deliver measurable ROI. In today's digital age, these campaigns are essential to thrive and stay relevant.

TACTICAL INITIATIVES

Unlocking niche audiences

Tactical campaigns are vital in business strategy. They align marketing with specific objectives and industry verticals. Tactical activity adapts swiftly, maximising ROI by targeting niche audiences, precisely making them indispensable in the competitive tourism business landscape.

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AUDIENCE *platforms*

visitnoosa.com.au

2,000,000

pageviews
per year

social media

196,000

combined
followers

email

30,000

email
subscribers

#1 IN SEARCH RANKING



things to do in noosa

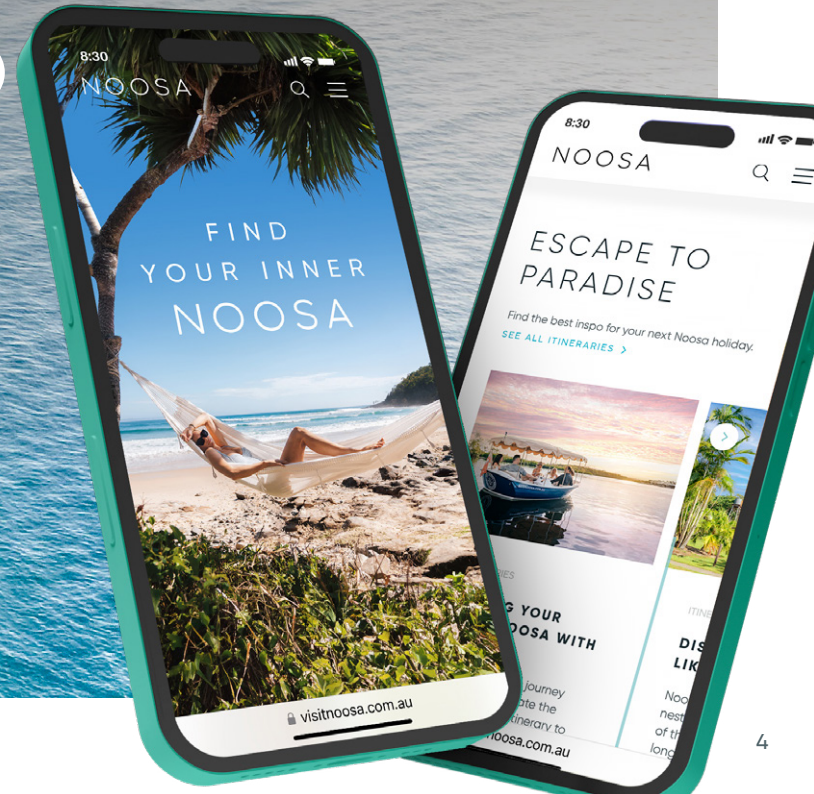


things to do in noosa

dining in noosa


best restaurants in noosa

where to stay in noosa



EMAIL options

STAY SEE & DO BLOG



NOOSA

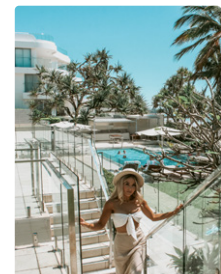
Unique NOOSA EXPERIENCES

Discover something truly different. Uciem qui beaUptiorumet qui tem imi, sapelluptate nis pedi dolenda quia dolest earchil mincitam rerferi.

[READ MORE](#)

OFFERS JUST FOR YOU

TRAVEL GUIDE



STAY

Winter Bonus 20% Special

FAIRSHORE NOOSA

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CRUISE WITH NOOSA DREAMBOATS

INSIDER TIPS



Winter Bonus 20% Special

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[TAKE ME THERE](#)

SAVE THE DATE

WHAT'S ON




[SEE MORE EVENTS](#)

YOUR R NOOSA



DEAL FEATURE



STAY

Winter Bonus 20% Special

FAIRSHORE NOOSA



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BUSINESS FEATURE

CRUISE WITH NOOSA DREAMBOATS

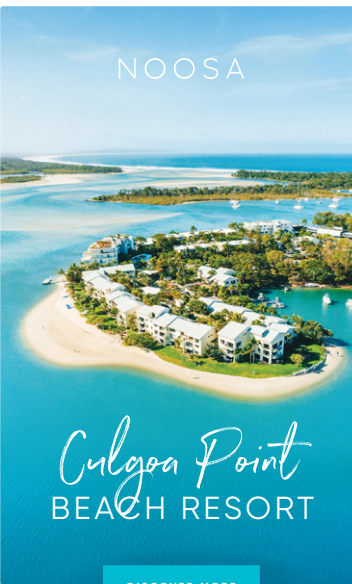
INSIDER TIPS

Winter Bonus 20% Special

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[TAKE ME THERE](#)



NOOSA

Culgoa Point BEACH RESORT

[DISCOVER MORE](#)

Beautifully positioned to view and access the longest private beach in Noosa, their Premium Beachfront Apartments are the perfect place for your ultimate holiday escape. Positioned along Noosa Sound, the resort is only a 15-minute flat walk to famous Hastings Street, Noosa Main Beach, or to Gympie Terrace Noosaville in the other direction.

OFFER JUST FOR YOU

GETAWAY DEAL



Stay 5 nights or more until 31 August and receive 15% off!

Harum volo entiscium. Ihiliquatam cusda pa nihici qua reptur, con nob ipsa cupidit nost invenienu mquatqu iatatur serum demam volensendem. Nam res eossita incturs ad maximpeditta inca dusa dolor aut quia cus qui ipsa cupidit nost invenienu dit lantia nias qta incuatit utat.

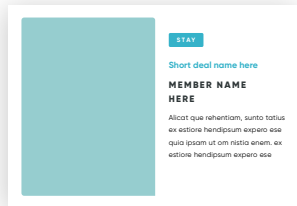
[BOOK NOW](#)



FULL TAKEOVER EDM



DEAL FEATURE



Deal inclusion in a monthly consumer Visit Noosa eDM plus deal listing on visitnoosa.com.au:

Please supply:

- Member business name
- Deal name
- Description of your deal*
- Terms and conditions if required
- Start and end date of deal
- 1 x tall image

Limited opportunities

\$120 +gst

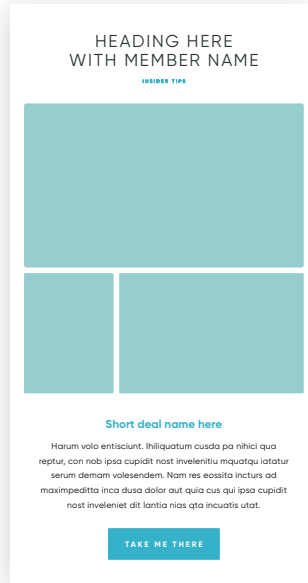
PHOTOGRAPHY:

If you have **updated images** or a **particular image preference** please supply, otherwise we will choose the best options we have on file.

* Note: the deal will also appear on your visitnoosa.com.au listing, so no need to repeat content already in your listing – the description should relate specifically to the deal.



BUSINESS FEATURE



Content block takeover within a monthly consumer Visit Noosa eDM:

Please supply:

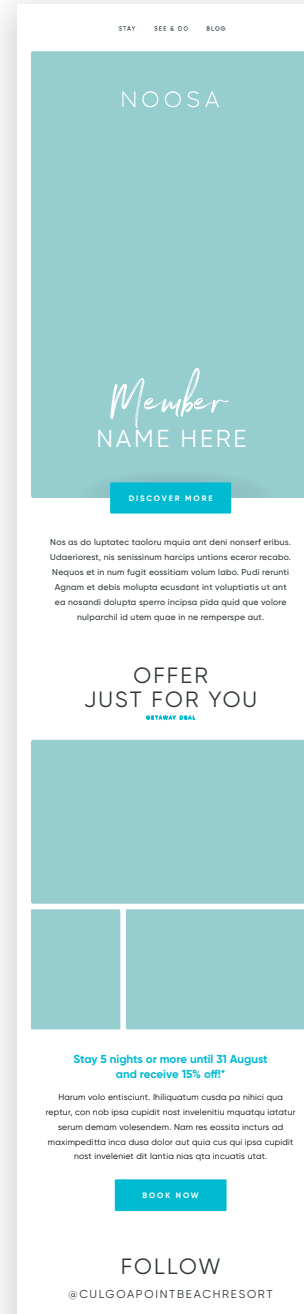
- Member business name
- Deal name
- Description of your deal*
- Terms and conditions if required
- Start and end date of deal
- 3 to 6 image options

Limited opportunities

\$250 +gst



FULL TAKEOVER EDM

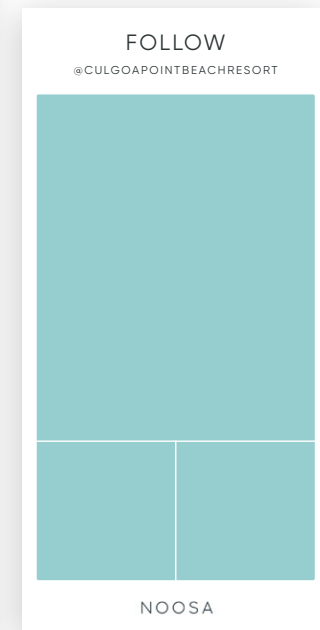


Please supply:

- Member business name
- 3-5 bullet points if there is something specific you would like to feature
- Deal name
- Description of your deal*
- Terms and conditions if required
- Start and end date of deal
- 4 to 8 image options
- 3 x attractive Instagram post links

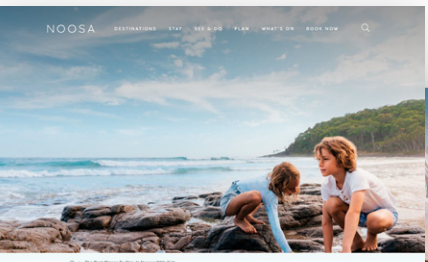
Limited opportunities

\$900 +gst



CONTENT options

Special content placements on visitnoosa.com.au blogs and itineraries with promotion of these pages shared organically on VisitNoosa social media and in eDMs.



THE BEST PLACES TO STAY IN NOOSA WITH KIDS

Escape the southern winter chill, with a getaway to Noosa, where the winter days are mild and sunny, and the sea is blue. Noosa is a haven for family holidays, where little ones can roam freely, the ocean is warm enough to spend long, sunny days on the beach, and you can make memories to last a lifetime. First up, you'll want to source some perfect family-friendly holiday accommodation for your Noosa getaway, and with the array of options on offer, we'll help to help narrow down your options so you can get on with planning your perfect Noosa family holiday.

MANTRA FRENCH QUARTER RESORT

An outdoor and family-friendly holiday, the best to get out this long the Noosa coastline, where the tropical green landscape will have you feeling like a local. Holiday villa, located behind a strip of restaurants, morning coffee spots and popular retail outlets, at the end of Hastings St, Mantra French Quarter Resort offers well-appointed and elegant accommodation, situated throughout the tropical resort surrounds, or set around the landscaped central lagoons pool. There are also a few minutes walk to Noosa Beach from an award-winning breakfast cafe to offer, and on the foot of the walking trail that leads to the green reserve and an award-winning beach. There is also a dog park, and a dog walking area or dog park in the heart of Hastings Street.



[FIND OUT MORE >](#)



CULGOA POINT BEACH RESORT

Relaxation is key. It is hard to beat this sprawling, idyllic waterfront holiday resort, which offers family-friendly villas. The Noosa Sound coastline means you're just an easy 10-minute stroll from Hastings St, and the Noosa River. The Noosa Sound coastline means you're just an easy 10-minute stroll from Hastings St, and the Noosa River. The Noosa Sound coastline means you're just an easy 10-minute stroll from Hastings St, and the Noosa River.

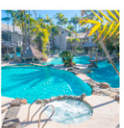
[FIND OUT MORE >](#)

NOOSA BLUE RESORT

Perched on the top of Noosa Hill, Noosa Blue Resort offers family-friendly stays with modern coastal inspiration and views over the neighbouring Laguna Bay and theilly green of the Noosa National Park. Enjoy an afternoon walk, find the building and the views of Noosa Junction, or take the short walk down the walking trail to the beach. The resort offers a range of amenities, including a pool, spa, gym, tennis court, and a dog park. There is also a dog park, and a dog walking area or dog park in the heart of Hastings Street.



[FIND OUT MORE >](#)



THE ISLANDER NOOSA RESORT

Set along the beautiful Noosa River, The Islander Noosa Resort offers a unique holiday experience. The resort is located on a small island in the Noosa River, offering a peaceful and scenic setting. The resort features a swimming pool, a spa, and a dog park. There is also a dog park, and a dog walking area or dog park in the heart of Hastings Street.

[FIND OUT MORE >](#)

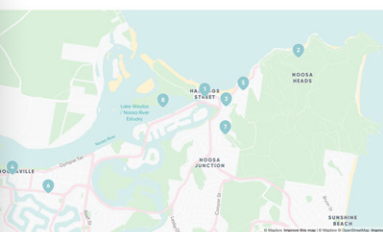


FIND BALANCE IN NOOSA

Noosa is a destination unlike any other, a place where time slows down and the hustle and bustle of daily life give way to a more gentle way of being. It's a land that has been visited for tens of thousands of years, starting with Traditional Owners, the Kabi Kabi people.

[A Day](#)

[Get Directions >](#)



BEACHFRONT BLISS

Give yourself an early wake and make your way to Noosa in the early morning. Enjoy the view of the ocean and the sun rising over the water. The resort is located on a small island in the Noosa River, offering a peaceful and scenic setting.

[READ MORE](#)



SUNSET SURF

There's a magical point break on the Noosa Beach. The sun sets over the water, and the waves are just what you need for a perfect sunset. The resort is located on a small island in the Noosa River, offering a peaceful and scenic setting.

[READ MORE](#)



STAY - NETANYA NOOSA

After checking into your beachfront stay - the recently refurbished Netanyahu Noosa is a luxe choice at the eastern end of Hastings Street - settle in with a drink in hand and watch the sun dip behind the mountains bordering Laguna Bay from your front row beachside stay.

[READ MORE](#)



BLOG INCLUSION



CULGOA POINT BEACH RESORT

If location is key, it is hard to beat this sprawling, absolute waterfront holiday resort, which offers family-friendly villas that open directly onto flat grassy areas and long stretches of private sandy beach lining the Noosa River. The Noosa Sound position means you're just an easy 15-minute stroll from Hastings St, and the Noosa River Foreshore, and right next door to local dining institution Ricky's. Sunset views and afternoon family barbecues are the winners here, where everyone can relax and enjoy the fact that the kids are happy. But there's also a recently upgraded 20m lap pool, a children's wading pool, a gym, tennis court and onsite kayak and stand-up paddle hire, all set within the three acres of tropical landscaped gardens wrapping around a bend in the Noosa River.



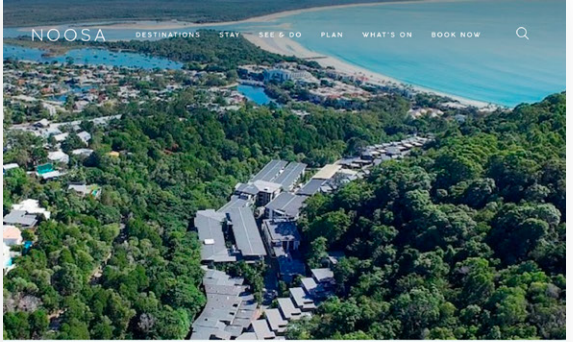
ITINERARY FEATURE



STAY - NETANYA NOOSA

After checking into your beachfront stay - the recently refurbished Netanyahu Noosa is a luxe choice at the eastern end of Hastings Street - settle in with a drink in hand and watch the sun dip behind the mountains bordering Laguna Bay from your front row beachside stay.

[READ MORE](#)



On Top Of The World At Peppers Noosa Resort And Villas

FULL TAKEOVER BLOG

ON TOP OF THE WORLD AT PEPPERS NOOSA RESORT AND VILLAS

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SUB-HEADING HERE

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BLOG INCLUSION



Blog mention/inclusion plus blog shared in eDMs and organically on social media:

Please supply:

Member business name

3 x bullet points if there is something specific you would like to feature

1 x image

Limited opportunities

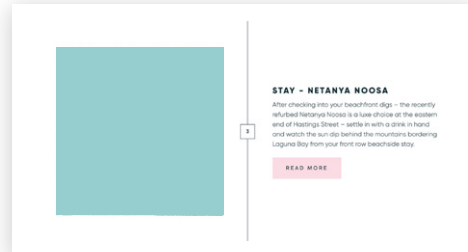
\$180+gst

PHOTOGRAPHY:

If you have **updated images** or a **particular image preference** please supply, otherwise we will choose the best option we have on file.



ITINERARY FEATURE



Itinerary inclusion plus itinerary shared in eDMs and organically on social media:

Please supply:

Member business name

3 x bullet points if there is something specific you would like to feature

1 x image

Limited opportunities

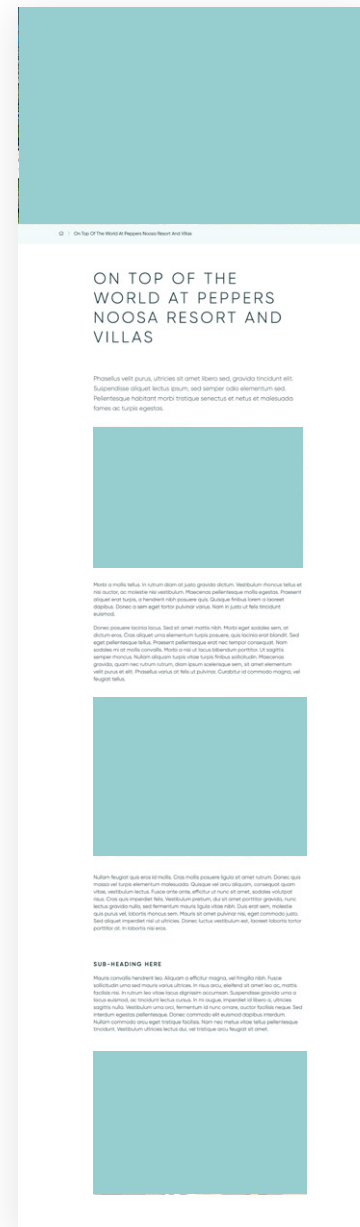
\$180+gst

COPYWRITING:

The Tourism Noosa marketing team will write content for your spot to **fit with the overall topic** of the blog or itinerary.



FULL TAKEOVER BLOG



Full takeover blog plus shared organically on social media:

Please supply:

Member business name

10-15 x bullet points if there is something specific you would like to feature

This option requires a number of quality, good resolution images

Limited opportunities

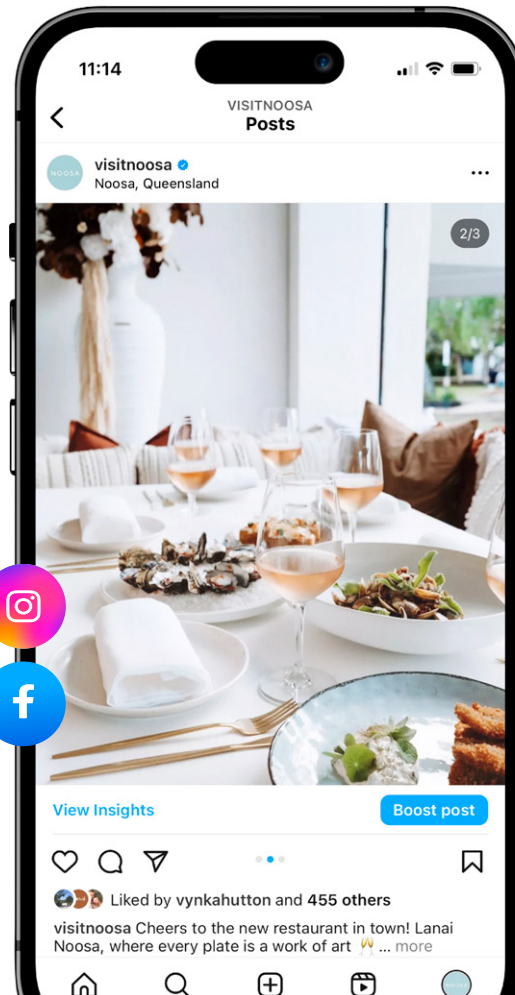
\$650+gst

DIGITAL *options*



SPONSORED SOCIAL MEDIA CONTENT

Serve your content to over 200,000 engaged followers across Visit Noosa social media channels.

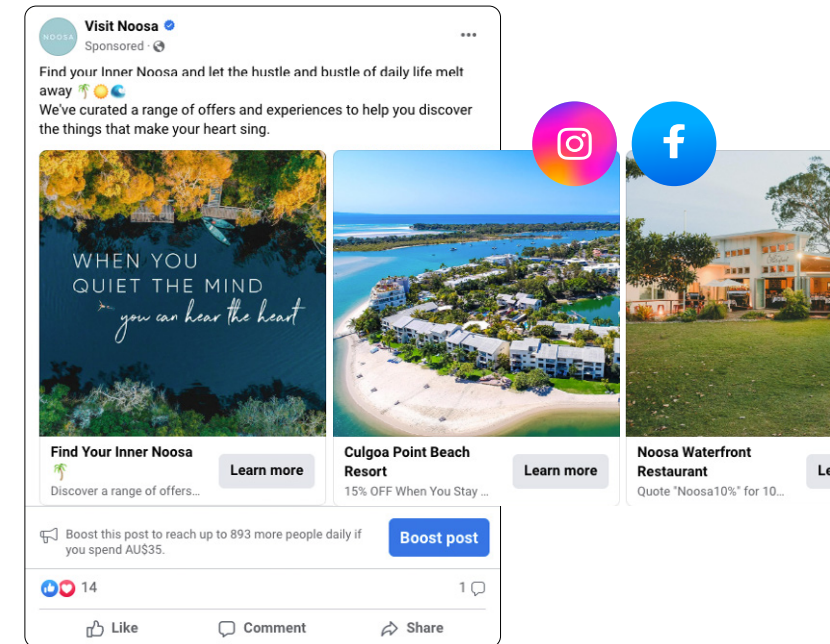


SPONSORED SOCIAL MEDIA STORY



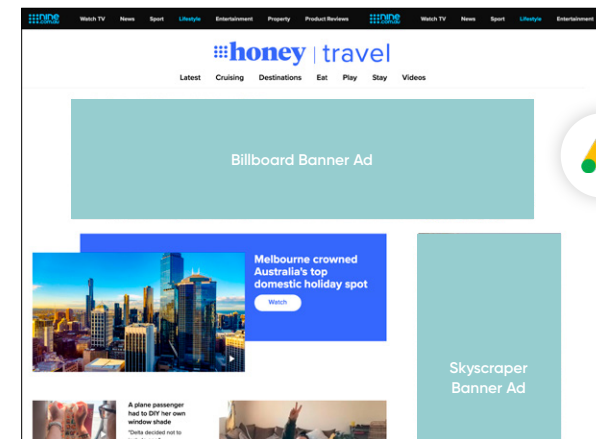
RETARGETING ADS – SOCIAL

Serve ads on social media to audiences who have visited specific pages on visitnoosa.com.au such as; eat & drink, accommodation and experiences.



RETARGETING ADS – DISPLAY

Retargeted display banner ads across the Google Display Network of sites.



**SPONSORED
SOCIAL MEDIA CONTENT**

Brand collaboration post on @VisitNoosa socials. Targeting in-market audiences.

\$165+gst per week

**SPONSORED
SOCIAL MEDIA STORY**

\$150 +gst per week

For both ads and stories, please supply:

Member business name

Please mention if you'd like to share something specific e.g. a special on offer, a point of difference, an event or a particular experience

1 to 4 images

Note: must be of **high quality** and suit dimensions below

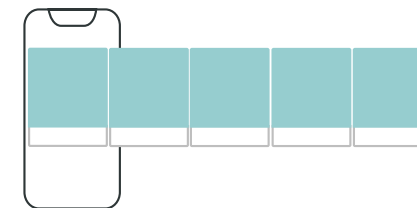
Sizes	Instagram	Facebook
Ad	1350 x 1080 px	1080 x 1080 px
Story	1920 x 1080 px	1920 x 1080 px

PHOTOGRAPHY:

If you have **updated images** or a **particular image preference** please supply, otherwise we will choose the best options we have on file.

COPYWRITING:

The Tourism Noosa marketing team will write content for your post to **fit with the VisitNoosa style and tone of voice** on our social channels.

**RETARGETING ADS - SOCIAL**

10 ads per carousel with randomised order.

Someone interested in travelling to Noosa visits your listing page, or these visitnoosa.com.au category pages: /eat-drink, /stay, and /see-do. They are retargeted with relevant ads across Facebook and Instagram.

Category pages	/eat-drink	\$125 +gst per week
	/stay	\$125 +gst per week
	/see-do	\$125 +gst per week
/your-member-listing		\$75 +gst per week

Please supply:

Same as per left.

Sizes	Instagram	Facebook
Ad	1350 x 1080 px	1080 x 1080 px



RETARGETING ADS – DISPLAY

Example website

Retargeted display banner ads across the Google Display Network of sites:

Someone interested in travelling to Noosa visits your listing page, or these visitnoosa.com.au category pages: /eat-drink, /stay, and /see-do. They are retargeted with relevant ads across **Google Display Network of sites**.

Please supply:

Complete banner ad files in either GIF, JPEG or PNG formats in ALL of the following sizes.

Max file size is **150 kb** for each ad.

Animated ads (GIF) must be 30 seconds or shorter, can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS.

URL for link.

Ad	Dimensions (W x H)
Leaderboard	728 × 90 px
Inline rectangle	300 × 250 px
Half-page	300 × 600 px

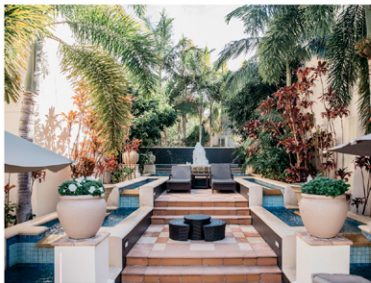
Category pages	/eat-drink	\$125 +gst per week
	/stay	\$125 +gst per week
	/see-do	\$125 +gst per week
/your-member-listing		\$75 +gst per week

DIGITAL *options*



VISITNOOSA.COM.AU – SPONSORED PLACEMENT

FEATURED PROPERTIES



BUSINESS

THE SEBEL NOOSA

The Sebel Noosa's location is iconic, set in the heart of Hastings Street, and the facilities are second to none...



BUSINESS

PEPPERS NOOSA RESORT & VILLAS

Peppers Noosa Resort & Villas is nestled in the serenity of Noosa National Park. Spend your days lazing in the...

1 of 2 placements on:

Limited opportunities

\$70+gst per week

Hotels & Resorts page

Eat & Drink

Houses & Holiday Letting page

See & Do page

Self-contained Apartments page

Shopping page



Q > Stay > Hotels & Resorts

HOTELS & RESORTS

From luxury on the beachfront to family-friendly resorts near the Noosa River, browse through Noosa's hotels and resorts here and find your perfect place to stay on your Noosa holiday.

FEATURED PROPERTIES



BUSINESS

THE SEBEL NOOSA

The Sebel Noosa's location is iconic, set in the heart of Hastings Street, and the facilities are second to none...



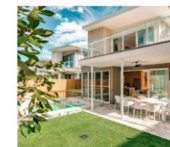
BUSINESS

PEPPERS NOOSA RESORT & VILLAS

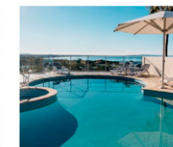
Peppers Noosa Resort & Villas is nestled in the serenity of Noosa National Park. Spend your days lazing in the...

Search... x q

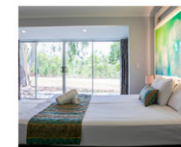
All Locations



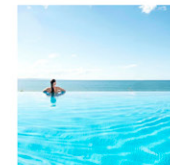
ESSENCE PEREGIAN BEACH



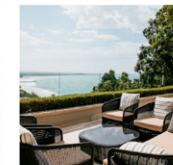
NOOSA CREST RESORT



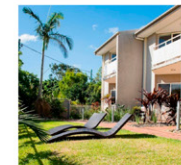
NOOSA NORTH SHORE RETREAT



TINDIRANA NOOSA



NO 1 HASTINGS



NOOSA SUN HOTEL

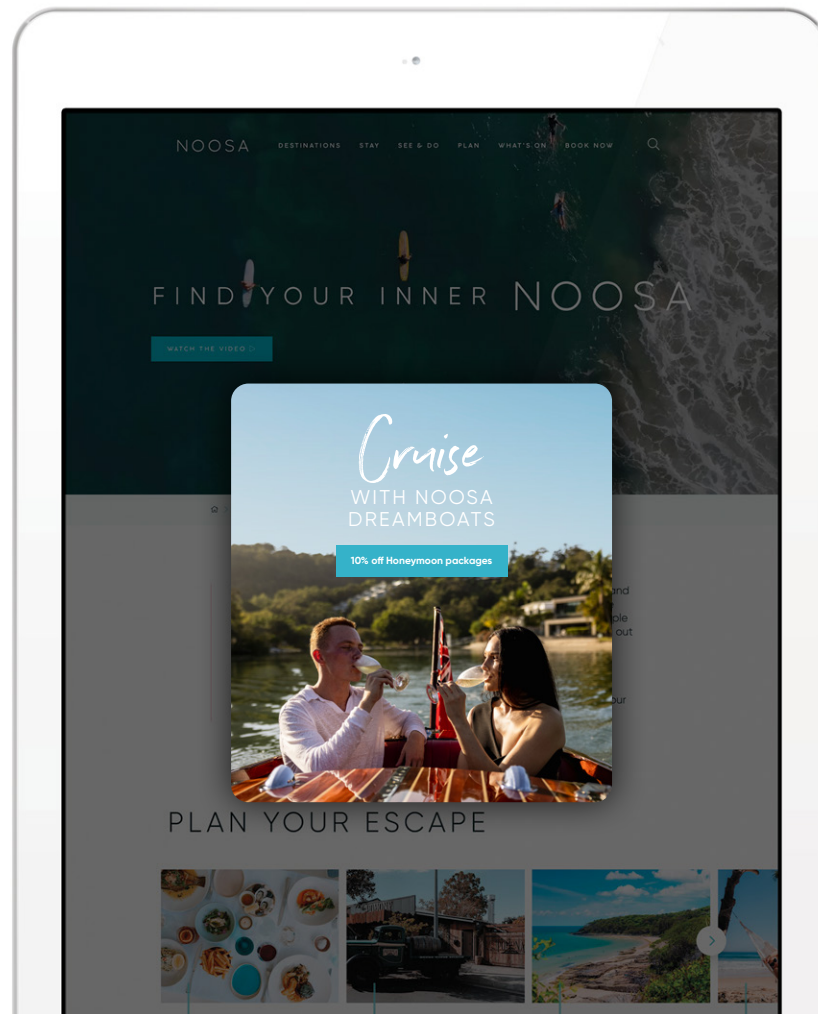


DIGITAL *options*

Get your business seen across the Visit Noosa website, attracting over 2M pageviews per year, the visitnoosa.com.au attracts consumers who are either planning their getaway to Noosa or are ready to book. visitnoosa.com.au is the most popular website online for all things Noosa travel related.



VISITNOOSA.COM.AU – POP-UP



PLAN YOUR ESCAPE



ITINERARIES

NOOSA SUSTAINABLE EATS

Surrounded by the clear waters of the Coral Sea, a lush countryside dotted with farms, and the beautiful Noosa River...

ITINERARIES

4 DAY NOOSA HINTERLAND ADVENTURE

Experience fresh mountain air, quiet country roads dotted with farm stands, and small towns bursting with charm. Stay at Mayan...

ITINERARIES

NATURAL WONDERS – NATIONAL PARKS ITINERARY

From nearby coastal tracks with gorgeous bay views to mountain bike trails, mountain-top lookouts, wilderness hikes and paddling, spring wildflowers...

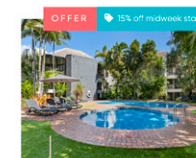


BANNER ADVERTISING

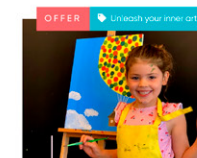
OFFERS JUST FOR YOU



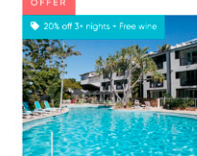
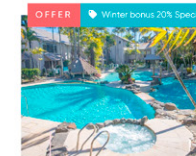
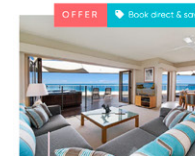
LOCALE NOOSA



OCEAN BREEZE RESORT NOOSA



FRIDA'S SIP N PAINT NOOSA





VISITNOOSA.COM.AU – POP-UP



Custom-designed pop-up on one visitnoosa.com.au page.

Link to either:

- your Visit Noosa website listing (with a deal).
- or link direct to your own website.

Please supply:

Member business name

Please mention if you'd like to share something specific e.g. a special offer, a point of difference, an event or a particular experience

1 x high quality image

URL for link

Limited opportunities

\$180 +gst per week

PHOTOGRAPHY:

If you have **updated images** or a **particular image preference** please supply, otherwise we will choose the best options we have on file.



VISITNOOSA.COM.AU – BANNER ADVERTISING



MREC Mobile
300 x 250px



Billboard – Desktop 970 x 250px

Display banner ads on any visitnoosa.com.au category page. e.g. 'Stay', or any sub category page e.g. 'Unique stays'. Shows Billboard on Desktop and MREC on Mobile.

Please supply:

Members to provide finished banner ads in the two sizes above

Format: JPG, PNG or GIF (can be animated)

Max size: 150kb each

URL for link

Limited opportunities

\$190 +gst per week

DIGITAL options

Only available in Always-On Digital Package 3

WEBJET AUDIENCE RETARGETING

The screenshot shows a search for 'Noosa' on Tripadvisor. The results are filtered for 'Holiday Rentals'. A banner ad is overlaid on the right side of the page, partially obscuring the search results. The banner ad contains the text 'Example Banner Ad'.

JETSTAR PASSENGER EMAILS

The screenshot shows an email from Jetstar. The main content includes a 'Booking reference' (KJWSHM), 'Check-in options', and a 'Your flights' table. A banner ad is overlaid at the bottom of the email content.

Date	Flight number	Departing	Arriving
Thu 22 Jun 2023	JQ783	Sunshine Coast	Sydney
Thu 22 Jun 2023	Ambie A320	8:20am / 08:20	10:00am / 10:00
	Starflex	Sunshine Coast Airport	Sydney Airport - T2 Domestic
		Flight duration: 1h 40min	

Put your business front and centre of confirmed travellers into the Sunshine Coast. Flights are typically the first booked holiday product so this is a great opportunity for all sectors.

The screenshot shows an email from Jetstar with the subject 'Rental car with easy airport pick up'. It features a 'Book a rental car' button, a 'Hotels' section with an image of a family, and a 'Book a hotel' button. A banner ad is overlaid at the bottom.

The screenshot shows a Jetstar boarding pass for flight JQ783. It includes passenger details, flight information, and a QR code. A banner ad is overlaid at the bottom.





WEBJET AUDIENCE RETARGETING ADS

Example website

Example Leaderboard Banner Ad

Example
Skyscraper
Banner Ad

A data partnership between Tourism Noosa and Webjet, extended to you. These banner ads will retarget consumers who have searched for flights into the Sunshine Coast Airport. Consumers will be served ads as they browse online.

Please supply:

Complete banner files in either JPEG, PNG or GIF format in ALL of the following sizes.

Max file size is **150 kb** for all ad sizes.

Animated ads (GIF) must be 30 seconds or shorter, can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS.

URL for link.

Ad	Dimensions (W x H)
Leaderboard	728 x 90 px
MRec	300 x 250 px
Half-page	300 x 600 px
Mobile banner	320 x 50 px

Only available in

Always-On Digital Package 3



JETSTAR PASSENGER EMAILS

Confirmed traveller email

Pre-departure email

Web check-in / Boarding pass

Display banner ads in Jetstar passenger communications

Put your business front and centre of confirmed travellers into the Sunshine Coast. Flights are typically the first booked holiday product so this is a great opportunity for all sectors.

Please supply:

Complete banner files in either JPEG, PNG or GIF format in ALL of the following sizes.

Max file size is **150 kb** for all ad sizes.

Animated ads (GIF) must be 30 seconds or shorter, can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS.

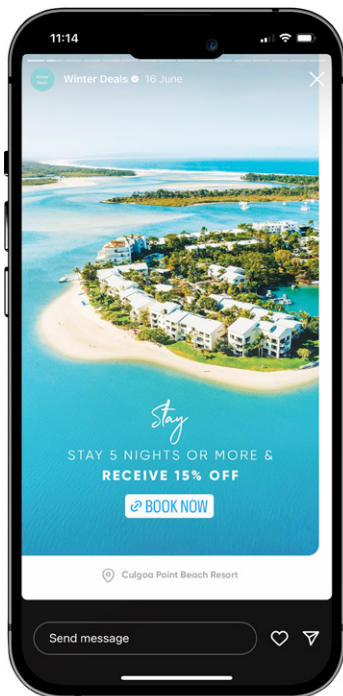
URL for link.

Email	Dimensions (W x H)
Itinerary	600 x 200 px
Pre departure	630 x 200 px
Web check in	750 x 175 px

Only available in Always-On Digital Package 3

ALWAYS-ON *packages*

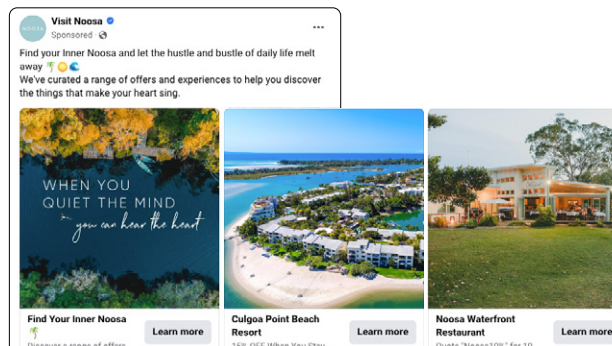
Consumers are searching 24/7 and 365 days per year, always-on marketing ensures you are visible where your consumers are and when they are most active. An always-on marketing layer is a powerful strategy that fosters brand loyalty, drives conversions, and keeps your business ahead of the curve in a highly competitive digital world.



INCLUSIONS

PACKAGES *

Products	1	2	3
Sponsored social media story – Facebook and Instagram		✓	✓
Retargeting ads – Social (category pages)	✓	✓	✓
Retargeting ads – Social (your member listing page)	✓	✓	✓
Retargeting ads – Google Display	✓	✓	✓
Visitnoosa.com.au – Sponsored placement (any category)	✓	✓	
Visitnoosa.com.au – Web Banners		✓	
Webjet.com.au audience retargeting ads			✓
Jetstar passenger emails			✓
Investment	\$275 +gst*	\$340 +gst*	\$615 +gst*
	per week	per week	per week





Note:

- *Packages require a minimum 4 week commitment
- *Bookings are subject to availability
- *Invoicing is monthly
- * You may cancel at anytime with 30 days notice

GO YOUR OWN *way*

Although we recommend a packaged option for maximum share of voice, a pick your own product option is also available. Select any from the following:

Email		Investment
Deal feature	per feature	\$120 +gst
Business feature	per feature	\$250 +gst
Full takeover eDM	per eDM	\$900 +gst
Content		Investment
Blog inclusion	per feature	\$180 +gst
Itinerary feature	per feature	\$180 +gst
Full takeover blog	per blog	\$650 +gst

Digital		Investment
Sponsored social media content	per post per week	\$165 +gst
Sponsored social media story	per post per week	\$150 +gst
Retargeting ads – Social 	Eat & Drink category page	per week \$125 +gst
	Stay category page	per week \$125 +gst
	Experience category page	per week \$125 +gst
	Your member listing page	per week \$75 +gst
Retargeting ads – Display 	Eat & Drink category page	per week \$125 +gst
	Stay category page	per week \$125 +gst
	Experience category page	per week \$125 +gst
	Your member listing page	per week \$75 +gst
Website		Investment
VisitNoosa.com.au – Sponsored placement	Hotels & Resorts page	per week \$70 +gst
	Houses & Holiday Letting page	per week \$70 +gst
	Self-contained Apartments page	per week \$70 +gst
	Eat & Drink page	per week \$70 +gst
	See & Do page	per week \$70 +gst
	Shopping page	per week \$70 +gst
VisitNoosa.com.au – Pop-up	per week	\$180 +gst
VisitNoosa.com.au – Banner advertising	per week	\$190 +gst

VISITOR CENTRE *digital display*

Digital display advertising options on 2 screens at the Noosa Visitor Information Centre on Hastings Street.

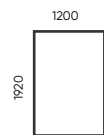
Supply both sizes as your ad is displayed on both screens



STREET-FRONT DIGITAL DISPLAY ADVERTISING



A high quality digital image projected onto a street-front screen, extends your businesses exposure from dusk to late. Running 7 days a week, 365 days per year, your business is promoted to visitors and locals as they stroll along Hastings Street on their way to dinner, or an evening ice cream. A choice of formats – either still image presentation or moving footage format.



Street-front artwork size:

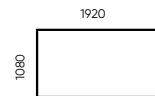
- HD video or image
- 1200px wide × 1920px high



INTERNAL DIGITAL DISPLAY ADVERTISING



A prime position video screen, situated above the main information counter, with an 84 inch full colour LCD LED screen visible as you stroll down the street. This high impact vision runs during business operation hours, 7 days a week (except Christmas Day).



Internal artwork size:

- HD video or image
- 1920px wide × 1080px high

Note: Artwork is subject to approval by Tourism Noosa. Please talk to the Tourism Noosa Team if you are having difficulty supplying the above formats.

Level	Duration	Cost per month (incl GST)		
		1-3 months	4-6 months	7-12 months
1	Up to 15 sec	\$170 inc gst	\$150 inc gst	\$140 inc gst
2	Up to 60 sec	\$275 inc gst	\$250 inc gst	\$240 inc gst
3	60 sec to 3 min	\$390 inc gst	\$350 inc gst	\$340 inc gst

[For terms and conditions](#)

[See booking form here](#)



upcoming OPPORTUNITIES

Details of the following cooperative marketing opportunities and how to book for each will be released in the coming months.

Watch out for announcements in the weekly Tourism Noosa eDM.

major CAMPAIGNS *images are non-official examples only



Cooperative opportunities announced | September 2023

Major Campaign 1 Adventure / Sustainability

This Noosa adventure travel and sustainability campaign beckons intrepid souls to discover an eco-conscious paradise. Amidst pristine landscapes, thrill-seekers can explore rugged terrains, fostering a deep connection with nature while preserving its delicate balance. This conscientious journey promises not only adrenaline-pumping adventures but also the gratification of knowing that every step taken treads lightly upon the earth.

In-market: November 2023 to January 2024



Cooperative opportunities announced | January 2024

Major Campaign 2 Regional / Culture

Promoting regional dispersal and First Nations culture, this campaign offers a synergy of cultural enrichment and responsible travel. By immersing travellers in the captivating tapestry of indigenous heritage, it not only fosters a deeper appreciation for Australia's First Nations but also steers visitors away from overpopulated tourist hubs, fostering sustainable tourism and economic growth in the region.

In-market: March to May 2024



Cooperative opportunities announced | April 2024

Major Campaign 3 Winter 2024

Escape the winter chill and embrace the allure of Noosa's sun-kissed paradise. With pristine beaches, balmy weather, and a vibrant coastal culture, our tourism campaign invites you to revel in the perfect winter escape. Savour the warmth, bask in the golden sands, and let Noosa's coastal charm rejuvenate your soul. Discover a beachside haven that beckons you to unwind and embrace the bliss of winter in style.

In-market: June to August 2024

tactical CAMPAIGNS *images are non official examples only



Cooperative opportunities announced | November 2023

Tactical Campaign 1 Food Tourism / Restaurants / Food Experiences

Discover the gastronomic delights of Noosa, where pristine beaches meet culinary excellence. This campaign invites you to savour exquisite coastal cuisine amidst breathtaking vistas. Indulge in a culinary journey through a tapestry of flavours, from seafood fresher than the morning tide to vibrant farm-to-table creations. Noosa's food tourism offers an exquisite blend of nature's beauty and epicurean pleasures, creating unforgettable memories for the discerning traveller.

In-market: February 2024



Cooperative opportunities announced | November 2023

Tactical Campaign 2 Business Events

Discover Noosa's hidden treasures while hosting your business events in paradise! This campaign seamlessly blends work and play in this coastal haven we call Noosa. Elevate productivity in stunning conference venues, then rejuvenate with world-class dining and natural wonders. Embrace a unique fusion of business and leisure, ensuring unforgettable experiences for your team. Noosa: where business thrives amidst the beauty of the Australian coastline.

In-market: May 2024



Cooperative opportunities announced | June 2024

Tactical Campaign 3 International / High Value Travel

This campaign beckons discerning global explorers seeking luxury and natural splendour, highlighting Noosa in a way that exudes international allure, with its turquoise waters, world-class dining, and boutique retreats. Noosa awaits, where sophistication meets the sun-soaked relaxation for the most exclusive travellers.

In-market: October 2024

trade **READY**

Tourism Noosa delivers a range of opportunities for trade members who pay appropriate commission levels to attract international visitors to their business.

These include digital, media, campaigns, familiarisations, business development, representation, and trade event participation.



NOOSA TRADE TRAVEL PLANNER 2024-2025

A5

148 X 210 mm



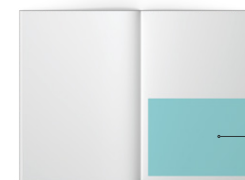
The Noosa Trade Travel Planner is the key piece of collateral that is distributed to travel trade buyers both domestically and globally. It aims to increase the awareness of the Noosa brand and to gain greater market share of high value visitors from our key source markets of North America, United Kingdom, Europe and New Zealand.

Advertorial listing

Investment

	Trade members	Free
Half page	Non-members	\$350 +gst

- Noosa trade is a separate membership to core and support Tourism Noosa membership.
- Paid trade members receive a free listing in the planner.
- Non-trade members will need to pay the above fee for inclusion in the planner.
- The guide is available electronically, and online as a digital e-book with the printed version distributed widely to the travel trade industry throughout the year.



HALF PAGE WIDE

Expressions of interest will be released in February 2024

business EVENTS

Meet in green spaces, breathe in fresh thinking

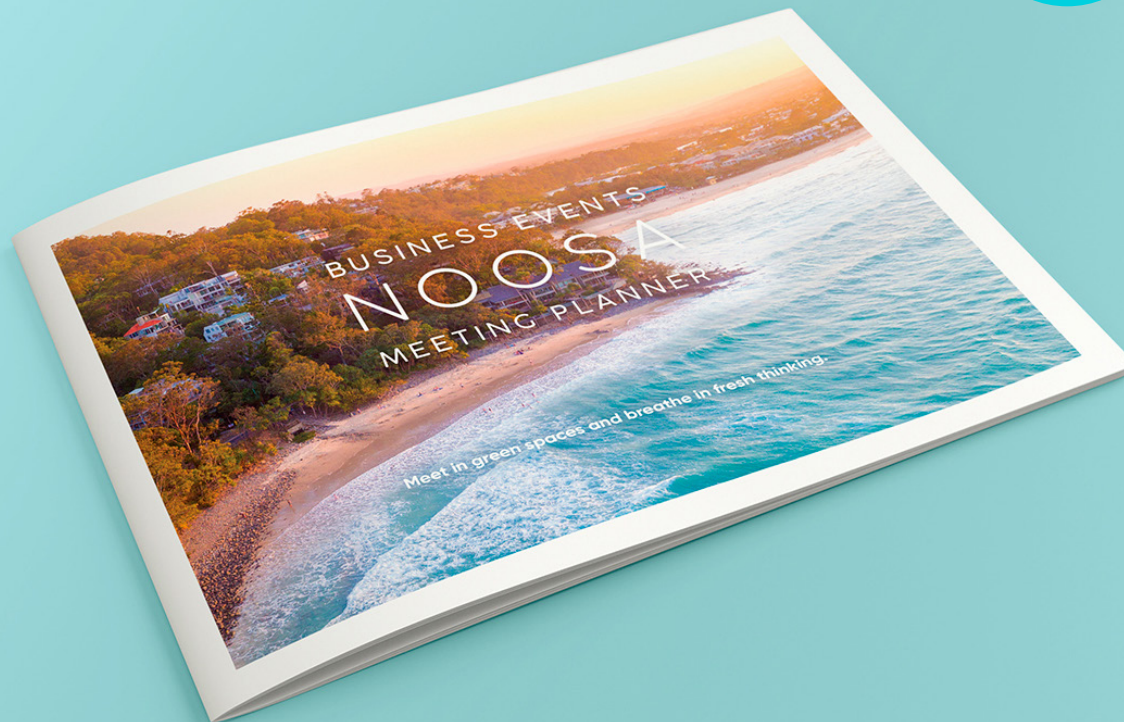
The Noosa Meeting Planner positions Noosa as the place to meet, conference or incentivise to the Business Events industry. The comprehensive guide provides tailored information for inspiration and to make planning a breeze for event organisers.



BUSINESS EVENTS NOOSA MEETING PLANNER

A4

210 X 297 mm

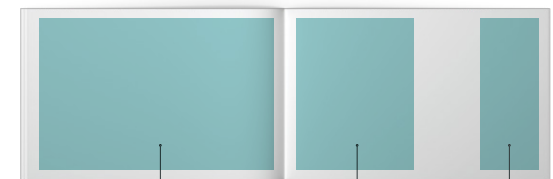


Advertorial listing

Investment

Full page	\$800 +gst
Half page	\$400 +gst
Quarter page	\$200 +gst

- The guide is available electronically and online as a digital e-book to the business events industry.
- Release date: February 2024



FULL PAGE

HALF PAGE

QUARTER PAGE

Expressions of interest will be released in October 2023

business EVENTS

Tourism Noosa is providing a subsidised opportunity for Business Event members to include a 3D virtual tour of your venue on your visitnoosa.com.au business event listing. This tour will allow corporate clients to experience a site-visit of your venue without leaving their office. The video will provide demonstrations on room layouts and available space to expedite the decision-making process.

It will also help to save resources, by receiving genuine enquiry from customers that have already viewed your space.



DIGITISE YOUR SPACE WITH A 360 VIRTUAL TOUR



- 3D video will be linked from your Business Events Noosa listing.
- Links to your own Business Events web pages, collateral and floor plans can be added.
- Limited number of opportunities are available and members must meet the below selection criteria.

Selection criteria

- Must be a member of Tourism Noosa.
- You must operate and provide a service to the Business Events industry.
- Willing to provide room/venue/offsite layouts to be filmed, free of charge.
- Resources are available to respond to business event organisers' enquiries.

Pricing options will be provided on expressions of interest

holiday GUIDE

Distributed nationwide, the Noosa Guide is the official holiday planning brochure for the Noosa region and is the key tool for visitors planning their holiday to Noosa. This guide covers all the things Noosa is known for – our food scene, stunning natural landscapes, experiences and tours, shopping, villages and a range of quality accommodation.

Ad sales open
Thursday 14 September 2023
See separate media kit for how to book



NOOSA HOLIDAY GUIDE 2024

A5

148 X 210 mm



Display ads

Investment

Back cover	\$2,150 +gst
Inner covers	\$1,825 +gst
Pre-content	\$1,545 +gst
Full page	\$1,345 +gst
Half page	\$895 +gst
Quarter page	\$525 +gst



FULL PAGE WITH BLEED



HALF PAGE TALL



HALF PAGE WIDE



QUARTER PAGE WIDE

Noosa MAP



NOOSA MAP



The Noosa Map is 345mm x 485mm in size and mainly distributed via the Noosa Visitor Information Centre at Hastings Street as well as via many Tourism Noosa members. Advertising opportunities are in an advertorial template style with content to be provided by members and designed by Tourism Noosa.

Advertorial listing

1 Map Side Medium x 8	\$1,789 +gst
2 Map Side Small x 10	\$1,159 +gst
3 Reverse Medium x 12	\$1,159 +gst
4 Reverse Large x 2	\$1,989 +gst

1	2	2	2	2	2	1
1	Map				1	
1					1	
1	2	2	2	2	2	1

4	3	3	4	Cover
3	3	3	3	Visit Noosa
3	3	Region Map	Map Index	3
3	3			3

Expressions of interest will be released in February 2024

HOW TO *book*

1. If you have any questions please email membermarketing@tourismnoosa.com.au with the package or product you wish to enquire about.
2. If you are ready to book, visit www.visitnoosa.com.au/members/advertising-opportunities and click the links to book online. You will receive a second link via email to upload your content by the due date!

BOOK ONLINE NOW