

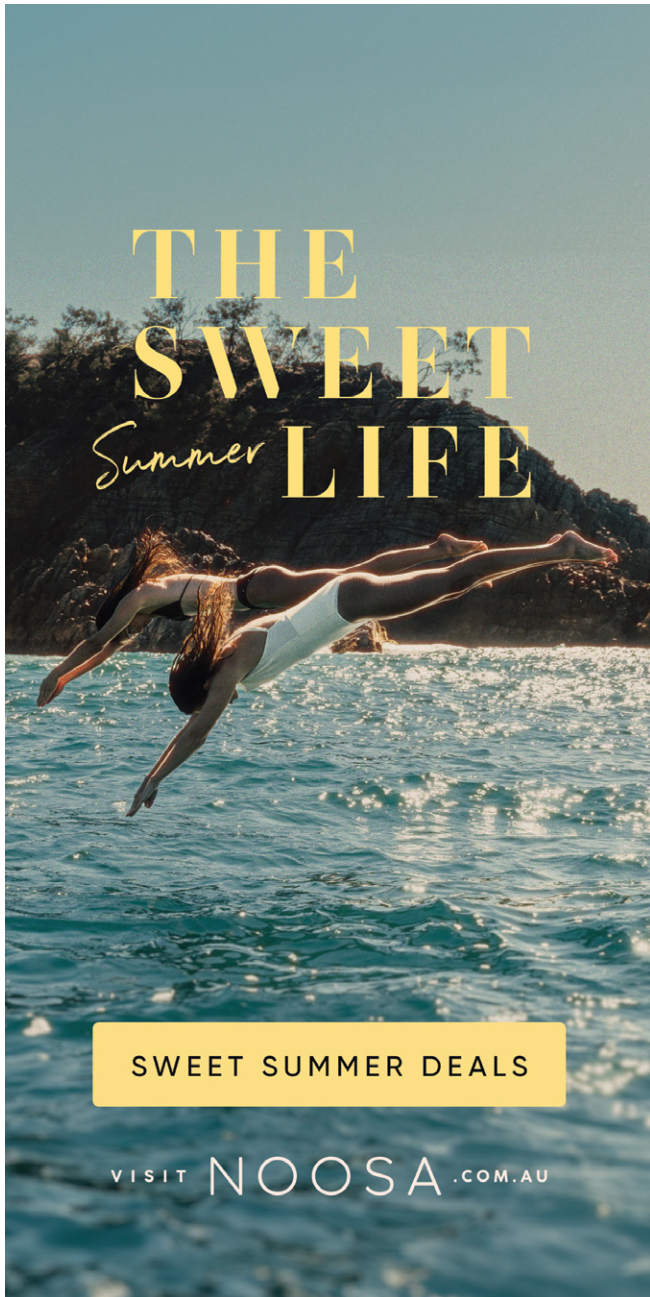
A woman in a white swimsuit is captured mid-dive, falling horizontally into the clear blue ocean. Her arms are extended forward, and her legs are straight out behind her. The background features a rugged, rocky coastline with sparse greenery under a clear sky. The water is bright and shimmering with sunlight.

NOOSA

SWEET
SUMMER
DEALS

CO-OPERATIVE ADVERTISING OPTIONS

Overview



Sample campaign digital banner ad

Summer campaign

As we extend our successful winter campaign, "The Sweet Life," into the sun-soaked days of summer, we're excited to introduce a co-operative advertising initiative designed to boost bookings for our valued members. With summer on our doorstep, this campaign invites visitors to experience the unique charm of Noosa while enjoying exclusive deals that make their stay even sweeter.

Sweet Summer Deal

We encourage you to provide a compelling deal or discount to entice visitors to book. Showcase your deal specifically to high-intent users who have visited visitnoosa.com.au or engaged with us online.

Meta retargeting ads are available to highlight your business and exclusive deal content to get in front of those most likely to take advantage of your offer!

If you want to reach visitors already in Noosa, our digital advertising at the Noosa Visitor Centre should be considered.

Amplifying our reach

We will promote the visitnoosa.com.au deals page through our Visit Noosa channels, including paid Meta advertising and Google Display banner ads, ensuring maximum exposure of Sweet Summer Deals.

The Sweet Summer Deals campaign is designed to boost your bookings in the shoulder season of Summer.

Campaign timeline


2024		2025	
November	December	January	February

1+2 DEAL TILE ON DEALS PAGE

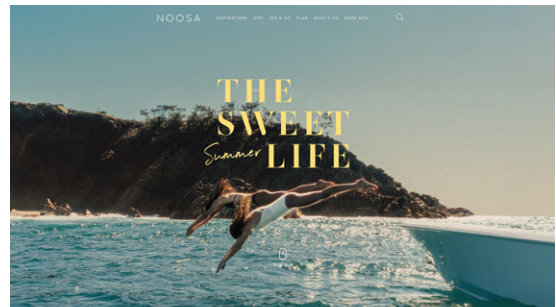
↗

Stay 3 nights & receive a complimentary experience*

Valid until Sep 30, 2024
Noosa Springs Golf and Spa Resort



2 FEATURE DEAL ON HOME PAGE



SWEET SUMMER DEALS

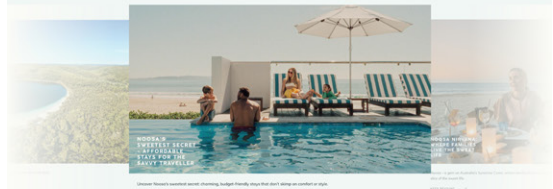
Humans Gold Package from \$1049
Includes 3 nights & more complimentary experiences*

Stay 3 nights & receive a complimentary experience*

Whole Weeking Tours, Dolphin Adventures & more from \$199*

10% OFF Noosa Adventure Experiences this Winter!

sweet DISCOVERIES



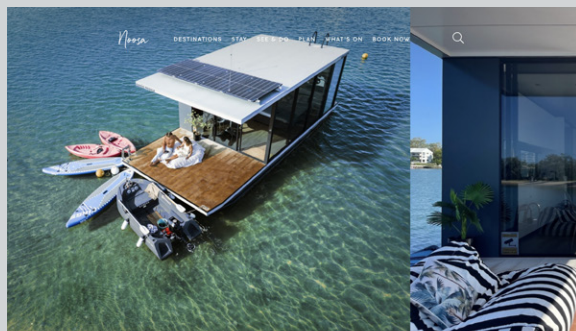
FROM NOOSA, with love

Experience the beauty of Noosa, with a focus on providing quality, authentic, and sustainable experiences for everyone based on regional values, our skills, being honest and authentic being Noosa, the sweet life.



STAY LEARN MORE TRAVEL GUIDES SEARCH FLIGHTS

1+2 DEAL DETAIL ON MEMBER PAGE



OASIS NOOSA

NOOSA OFFER

DIVE INTO LUXURY: EXPERIENCE UNRIVALLED SERENITY ABOARD OASIS NOOSA

Offer valid Dec 22, 2023 to Feb 28, 2024

Immerse yourself in a unique experience on-board Oasis Noosa, a luxury floating eco villa on the beautiful Noosa River.

[BOOK](#)

[Terms and Conditions](#)

Noosa River, Noosaville QLD 4566

info@oasinoosa.com.au

info@oasinoosa.com.au

+61 429 222 412

[f](#) [i](#) [t](#)

Immerse yourself in a unique experience on-board Oasis Noosa, a luxury floating eco villa on the beautiful Noosa River. Your stay will bring you right up close to rich aquatic life, pelicans, nature and amazing sunsets in peaceful locations.

Oasis Noosa is a perfectly balanced, small yet spacious and intimate abode for two adults, with all the modern amenities of a home.

The location doesn't get any better! Paddle from your Oasis to the river's sandy shores and beaches, tie up the kayaks or anchor the river boat - both are included complimentary during your stay on-board, so you can explore the river and beaches at your own leisure.

Continue on foot to Noosa's famous Hastings Street where you can indulge in some of the best restaurants and high street boutique fashion stores. Soak up the sun on Noosa Main Beach, and swim in the warm waters of the Coral Spa. Dive masks are provided, allowing you to get up close to the abundant marine life. A stand-up paddle board and fishing rods are also provided.

You choose the pace - whether you want to be adventurous, action-packed or grab a good book and relax to the sound of waves gently lapping as you watch the world go by.

WHY WE LOVE IT

- Romantic getaway for couples on-board an architecturally engineered design, with luxury fittings, furnishings and mood lighting

WE RECOMMEND



HURBLE ON DUKE

Available to dine in or take away. Hurble On Duke is a casual dining restaurant with a focus on fresh, locally sourced ingredients.

[READ](#)

NOOSA BEACH HOUSE

A beautiful beach house with a private pool and outdoor dining area. Perfect for a relaxing weekend getaway.

[READ](#)

PARK & COVE

A beautiful park with a cafe and outdoor dining area. Perfect for a relaxing weekend getaway.

[READ](#)

LUCO'S MARINA

A beautiful marina with a cafe and outdoor dining area. Perfect for a relaxing weekend getaway.

[READ](#)

upcoming EVENTS



NOOSA OPEN STUDIOS

Get involved in the Noosa art scene with the annual Noosa Open Studios. A chance to see the work of local artists and meet them in person.

[READ](#)

NOOSA TRIATHLON WEEKEND

The Noosa Triathlon Weekend is a three-day event featuring a triathlon, a half-marathon, and a 10k run. Perfect for fitness enthusiasts.

[READ](#)

NOOSA FASHION WEEKEND

The Noosa Fashion Weekend is a three-day event featuring a fashion show, a runway show, and a fashion talk. Perfect for fashion enthusiasts.

[READ](#)

2 META RETARGETING ADS



Join our retargeting campaign and connect with engaged consumers on Facebook and Instagram who have visited [visitnoosa.com.au](https://www.visitnoosa.com.au) or engaged with our social media. This audience is engaged and is highly likely to make a booking in Noosa within the coming days or weeks.

Sample creative shown above not final, our marketing team will work with you to get the best out of your video, images and content.

3 ADD-ON: VISITOR CENTRE DIGITAL MARKETING

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.

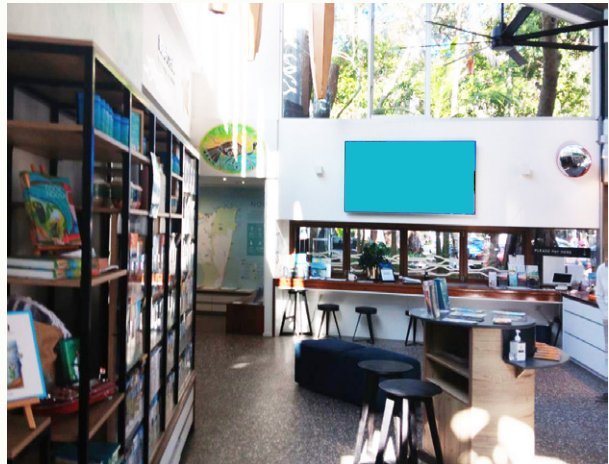


Street-front artwork size:

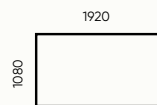
- HD video or image
- 1200px wide × 1920px high



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. Email marketing@tourismnoosa.com.au with any queries.

Invest *for success*

Packages are available to Tourism Noosa members in the categories of: Accommodation, Experiences, Eat & Drink and Transport.

1) Deal + Promo

- ✓ Deal detail on your member page on visitnoosa.com.au
- ✓ Deal tile on visitnoosa.com.au deals page
- ✓ Promotion of the campaign deals page via Visit Noosa channels, paid Meta social ads and Google Display Network digital banner ads

\$400 +gst for minimum 4 weeks
(\$100 per week + gst)

2) Featured Deal + Promo + Retargeting

- ✓ Deal detail on your member page on visitnoosa.com.au
- ✓ Deal tile on visitnoosa.com.au deals page
- ✓ Promotion of the campaign deals page via Visit Noosa channels, paid Meta social ads and Google Display Network digital banner ads
- ✓ Featured deal on the visitnoosa.com.au home page
- ✓ Member focused Meta retargeting ads with deal content

\$1,100 +gst for minimum 4 weeks
(\$275 per week + gst)

Note: Subject to availability, cancel at any time with 30 days notice.

3) Add-on Digital Advertising at the Noosa Visitor Information Centre

- ✓ Digital display advertising options on two screens at the Noosa Visitor Information Centre on Hastings Street.

Level	Duration	1 month	2 months	3 months
1	Up to 15 sec	\$200 +gst	\$400 +gst	\$600 +gst
2	Up to 60 sec	\$270 +gst	\$540 +gst	\$810 +gst
3	60 sec to 3 min	\$400 +gst	\$800 +gst	\$1,200 +gst

Submitting your offers and securing your spot

To secure your advertising placement and submit your offer, follow these simple steps:

SUBMISSION PERIOD	Bookings close on 28 November 2024
CHOOSE YOUR PACKAGE	Click the link below to book
APPROVAL & PRODUCTION	Once approved, we'll be in touch to bring your ads to life
SUBMIT OFFER	We highly recommend you submit an offer to help encourage fence sitters to book with you.
GO LIVE	We aim to have your ads live within 10 working days of submission

By following these steps, you will have placed your business in a strong position to leverage as much demand as possible into Noosa, you'll also have your offer ready to attract potential customers during the shoulder and summer seasons in Noosa.

[READY TO BOOK NOW? CLICK HERE](#)