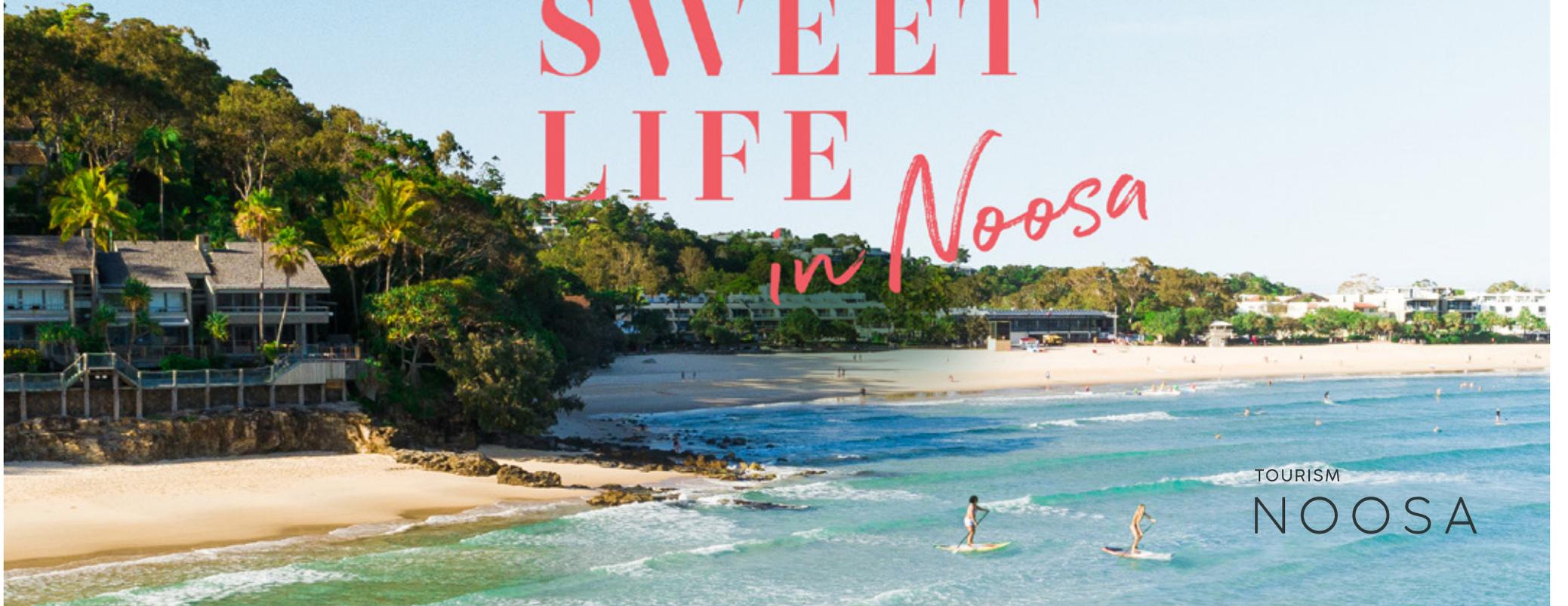


TOURISM NOOSA
2025 WINTER CAMPAIGN

THE
SWEET
LIFE
in Noosa

TOURISM
NOOSA



Join our 2025 Winter Co-Operative Marketing Campaign

Following the success of the 2024 The Sweet Life campaign, we're excited to offer members exclusive co-operative marketing opportunities to leverage our new 2025 winter campaign.

This campaign is aimed at high-value visitors, from Sydney, Melbourne, the QLD drive market, and New Zealand—encouraging longer stays, and wider regional exploration.

With new, 15- and 30-second TV commercials, print and digital advertising, Jetstar aircraft placements, and a visitor competition, The Sweet Life in Noosa will showcase our beautiful region as the perfect place to holiday over the cooler months.

The Tourism Noosa Team

How you can be part of it

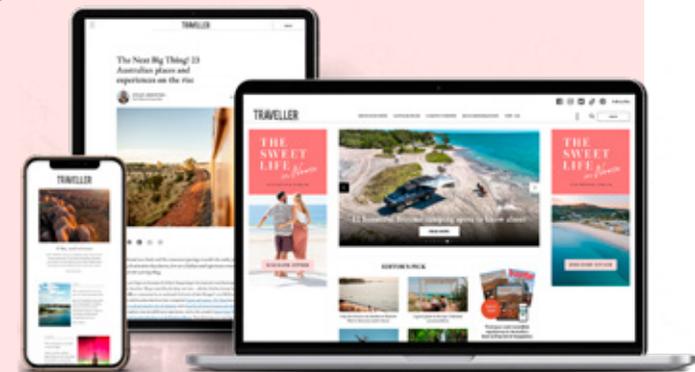
Our campaign advertising will drive visitors to our website, and we're inviting members to invest in our co-op marketing packages to be front and centre when travellers are ready to book.

To boost your visibility, we are offering a limited number of advertising add-ons to our campaign packages. These include popular print publications, EDM's (email marketing) digital and social media, and retargeting ads. Our simple, affordable packages allow you to tailor your marketing investment to best suit your business needs.

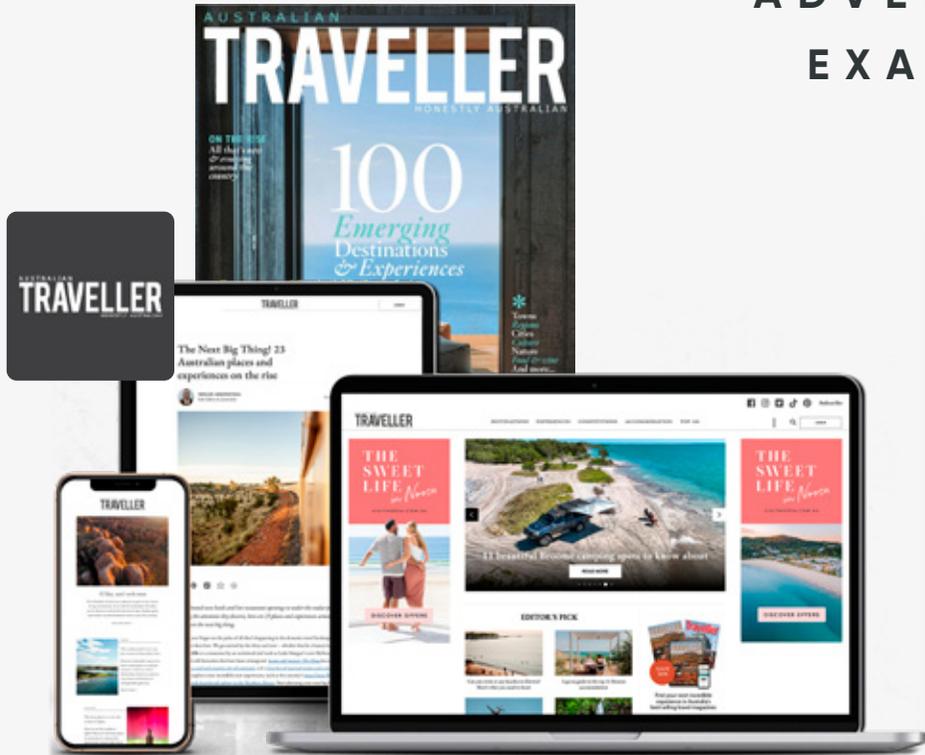
Campaign launch and timeline

Running from the 8th May – 19th August, 2025 (after the Easter school holidays), this campaign will drive bookings throughout the autumn and winter seasons.

Don't miss this opportunity to maximise your reach, boost bookings, and be part of Noosa's largest seasonal campaign.



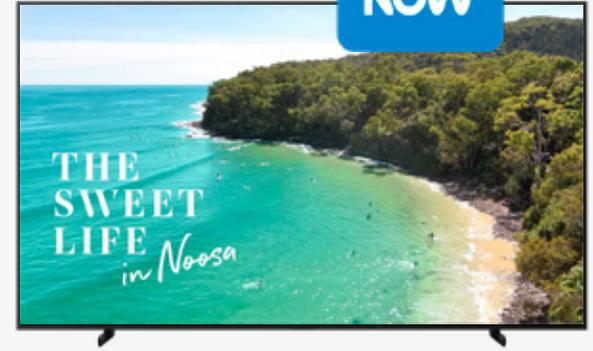
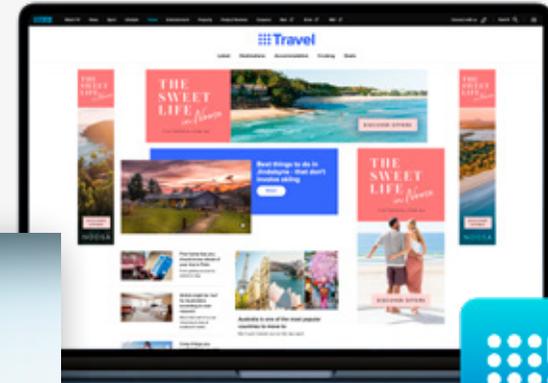
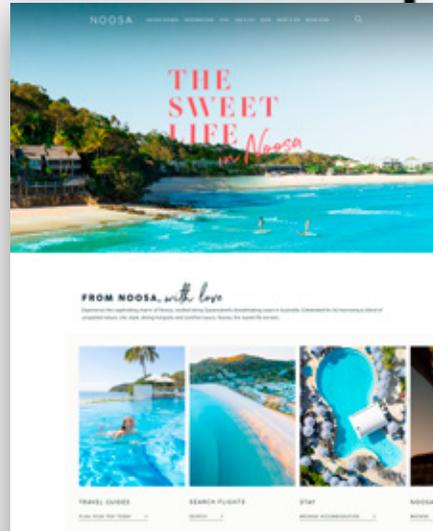
Australian Traveller Magazine and EDM



ADVERTISING EXAMPLES

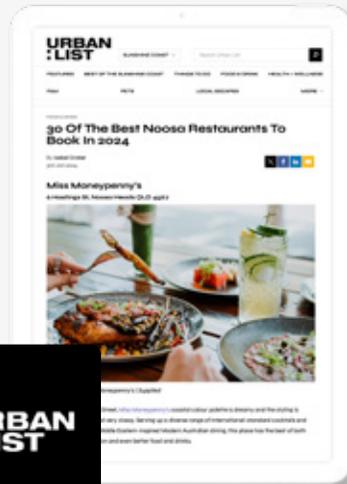
9Now Display Advertisements + TVC

Campaign Landing Page

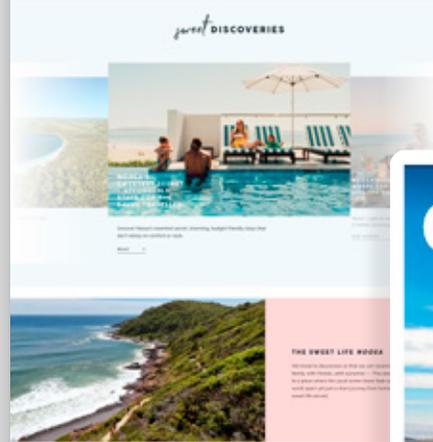


Urban List

Jetstar overhead lockers



Explore Travel Newspaper and digital copy



Social Retargeting Ad

CAMPAIGN PACKAGES

INCLUSIONS - VISIT NOOSA CHANNELS		PACKAGE 1 Deal + Promo	PACKAGE 2 Deal, Promo + Socials
Visit Noosa Website	Deal on Member Listing Webpage	✓	✓
	Deal on campaign deals page (visitnoosa.com.au/offers)	✓	✓
	Mention in new Winter Campaign Blog Article + Promotion		✓
Visit Noosa Marketing Email	Deal Feature x 1	✓	✓
Social	Visit Noosa Social Feed Post or Reel x 1		✓
	Post-campaign Report	✓	✓
Investment		\$850 +GST FOR 3 x MONTHS (Only \$79 +gst per week)	\$1,250 +GST FOR 3 x MONTHS (Only \$105 +gst per week)

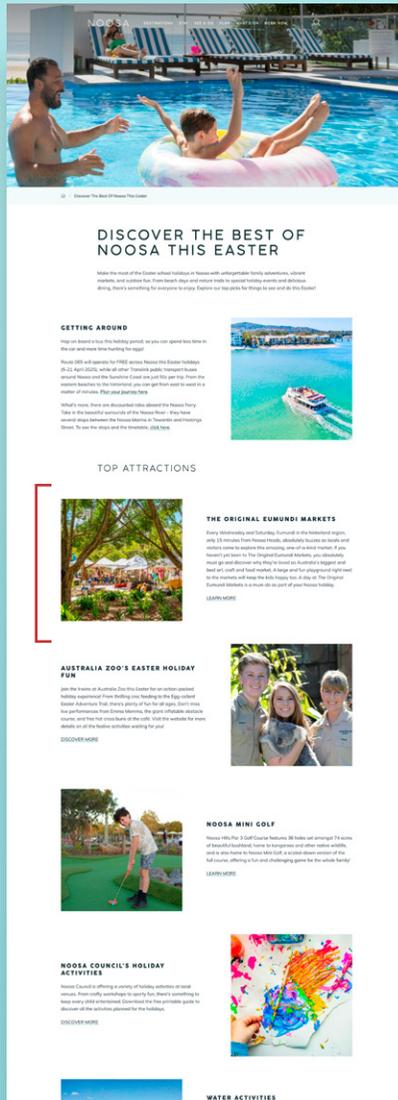
*Note: Open to Tourism Noosa members operating tourism related business. Bookings are subject to availability.

CAMPAIGN PACKAGE INCLUSIONS

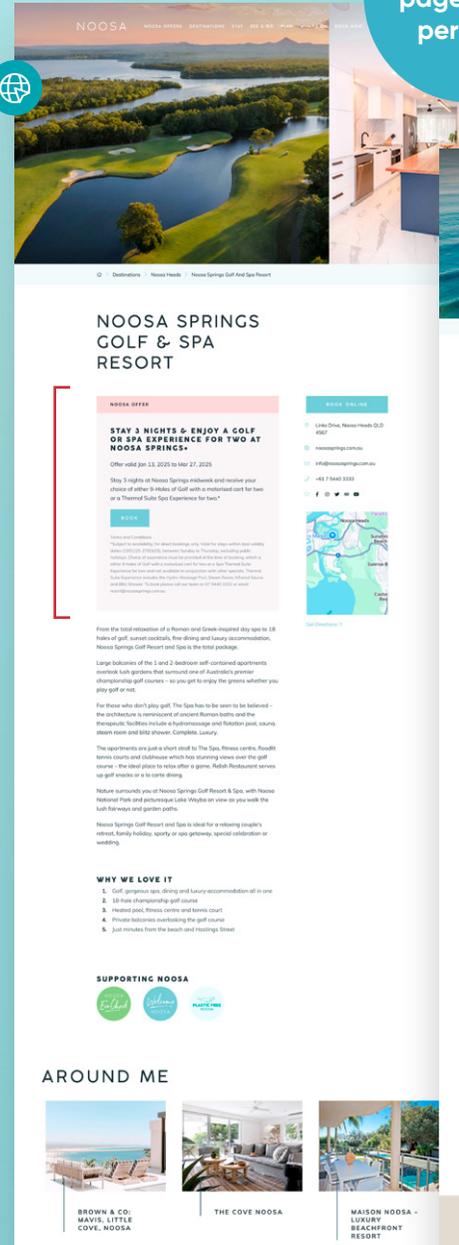
Marketing Email Deal Feature



Mention in Winter Campaign Blog Article

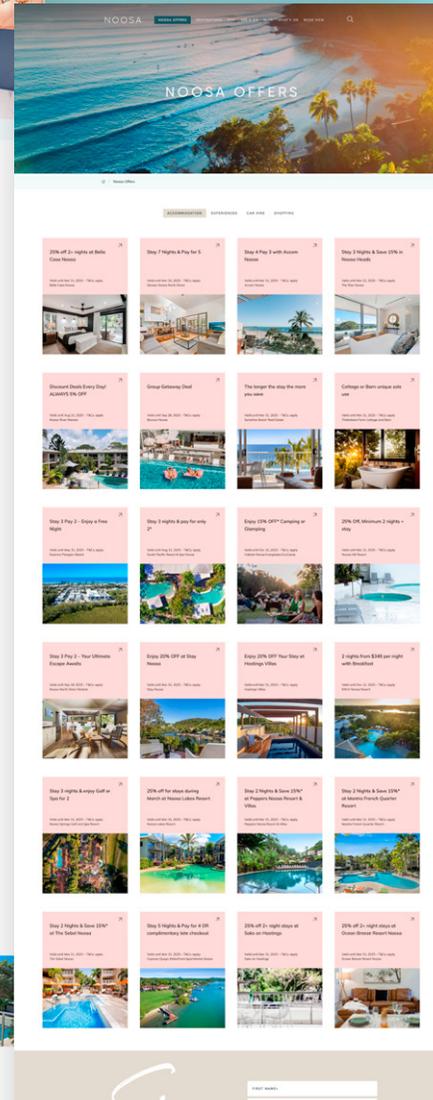


Deal on Member Listing Webpage

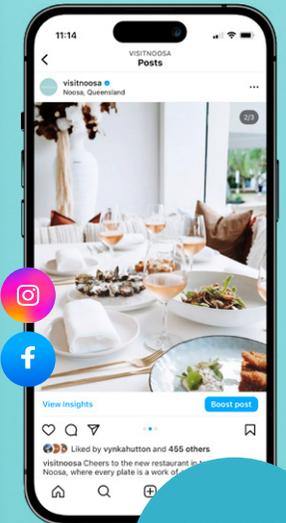


2,000,000 page views per year

Deal on campaign deals page



Visit Noosa Social Feed Post or Reel



200,000 combined followers

PRINT AND DIGITAL ADD-ONS*



We've created a number of options to boost your visibility throughout the campaign.
Choose any of the following products to add on to your campaign package:

PRODUCTS		INVESTMENT	
Visit Noosa Website	Deal Feature on Homepage	per feature	\$500 +GST
Visit Noosa Marketing Email	Business Feature (includes 2 x photos, copy and link)	per feature	\$250 +GST
	Full-takeover Marketing Email (Solus)	per email	\$1,200 +GST
Social Media	Social Retargeting Ad (Meta)	per month	\$500 +GST
Explore Travel Feature in 14 x Regional Newspapers, eDM & Digital	Inclusion in editorial article	per inclusion	\$300 +GST
	Inclusion in editorial article + 1 of 4 operator deals in co-operative Press Ad	per inclusion and co-op ad spot	\$900 +GST
Australian Traveller	Feature within Visit Noosa full-takeover Marketing Email (Solus)	per email	\$500 +GST
Noosa Visitor Information Centre	Digital Advertising – 3 x Screens	from rate Minimum 2 months	+\$200 +GST

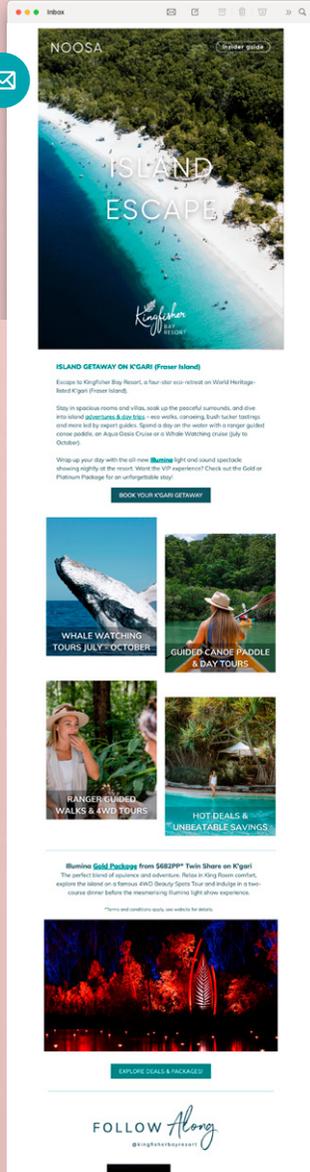
* All add-ons have limited spaces and are in addition to campaign packages.

PRINT AND DIGITAL ADD-ONS

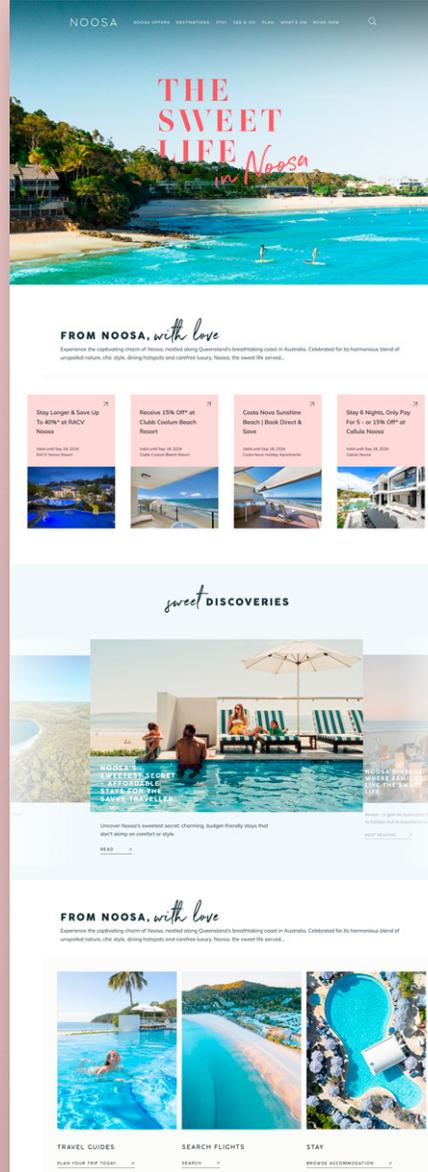
Visit Noosa Monthly Marketing Email Business Feature



Visit Noosa Full-Takeover Marketing Email



Visit Noosa Deal Feature on Homepage



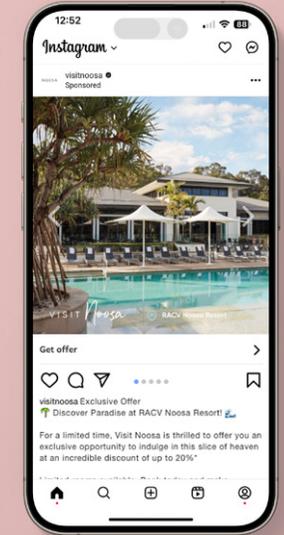
Explore Travel Newspaper Editorial / Co-operative Advertising in 14 publications in VIC, NSW, ACT and TAS



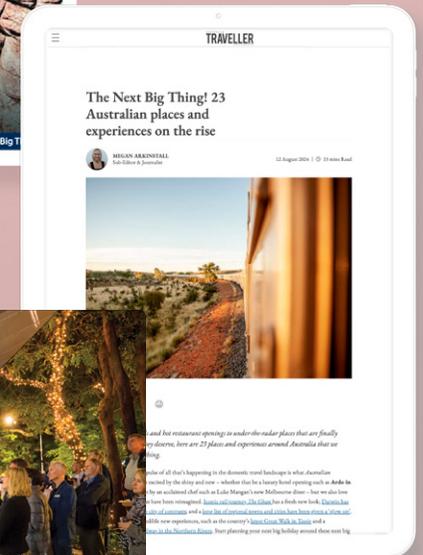
Visitor Information Centre Digital Advertising



Social Retargeting Ad



Australian Traveller Feature within Visit Noosa full-takeover Marketing Email



HOW TO BOOK

1. It's easy to get involved – our team can provide templates with all the information we need. It can be as simple as supplying a hero image and a few bullet points on your business.
2. If you'd like to discuss which options are best for your business, feel free to contact our team at marketing@tourismnoosa.com.au and we'll schedule a time to chat.
3. If you're ready to book, you can complete the online booking forms below:

Winter Campaign Packages and Add-ons

BOOK CAMPAIGN

You will receive a second link
via email to upload your content.

Visitor Centre Digital Display Advertising

BOOK DISPLAY