

2012 Wotif.com Campaign Proposal



Tourism Fraser Coast, in conjunction with Fraser Coast Regional Council, are working on a Fraser Coast Wotif Campaign themed around Mary Poppins. This exciting initiative involving Wotif.com, is aimed at raising awareness of the new Weekend with Mary Events, leveraging off the Musical Mary Poppins and driving business into the region for the Autumn Period.

As I am sure you are aware Wotif.com is the number one online accommodation website in Australasia offering great rates across a broad range of accommodation — hotels, motels, apartments, B&Bs, guest houses, hostels, pubs, farmstays and backpackers — in more than 66 countries.

Since launching in Brisbane, Australia, in March 2000, Wotif.com have become the most popular way for business and leisure travellers to book accommodation online. Every month, their site attracts 4.5 million visits and delivers more than 252,000 bookings.

Key Objectives:

- ◆ Increase visitor arrivals to the Fraser Coast in Autumn
- ◆ Increase length of stay
- ◆ Increase visitor spend
- ◆ Leverage off the publicity and hype the Mary Poppins Musical (currently on in Brisbane) has created in South East Queensland
- ◆ Raise awareness of the Weekend with Mary events run by the Fraser Coast Regional Council on the last weekend of the month:
25 & 26 Feb, 24 & 25 Mar, 28 & 29 Apr, 26 & 27 May
- ◆ Raise awareness of the Fraser Coast as a holiday destination

Key Components of the Campaign:

- ◆ 4 x one week campaign promotion periods prior to the Weekend with Mary Events
- ◆ Radio Promotion with 97.3fm in Brisbane
- ◆ Home Page button on Wotif.com AU Website for the 4 x one week campaign periods – website traffic 4.5m visits / month
- ◆ Promotion of exclusive Fraser Coast deals (live during the whole campaign)
- ◆ Destination page for the 4 x one week campaign periods
- ◆ Wotif.com Facebook social media support – approx 64,700 fans
- ◆ Wotif.com Twitter Support – approx 10,300 followers
- ◆ Wotif.com targeted eDM to approximately 190,000 holiday subscribers interested in holidays in South East Queensland
- ◆ Pointer print ads in the Sunday Mail promoting the Wotif.com Campaign
- ◆ Weekend with Mary Campaign Page on visitfrasercoast.com and listing of your deal
- ◆ Weekend with Mary button on homepage of visitfrasercoast.com
- ◆ Targeted eDM to Tourism Fraser Coast database – approximately 3,000 subscribers
- ◆ Facebook and Twitter promotion on all Tourism Fraser Coast pages and accounts

Operator Participation \$99+ GST (to feature your deal on Wotif.com and visitfrasercoast.com)

Yes, I would like to participate (*Commitment to participate due by Friday 27th January 2012*)

What is required from Fraser Coast Accommodation Providers to participate:

- ◆ Must be listed on Wotif.com - please contact Danielle Andreuzzi if you would like to be listed
- ◆ Exclusive and Best Deals available for Wotif.com Campaign themed around Mary Poppins / Weekend with Mary
- ◆ Travel Period 13th February until 31st May 2012 – recommended that deals be particularly strong Thursday to Sunday night around the Weekend with Mary dates; **25 & 26 Feb, 24 & 25 Mar, 28 & 29 Apr, 26 & 27 May**

Please send your completed form to Danielle Andreuzzi either by email dandreuzzi@tourismfrasercoast.com.au or fax 07 4191 2699. Once Tourism Fraser Coast has received your commitment to participate, a representative from Wotif.com will contact you regarding your deal for the campaign.

Company Name: _____

Authorised by: _____ Signature: _____

Email: _____

