



Caloundra City News Friday 6/08/2010

Page: 13
Section: General News
Region: Caloundra QLD, AU
Circulation: 30015
Type: Regional
Size: 93.90 sq.cms.



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TALKING TO TOURISTS

CALOUNDRA Tourism has implemented a number of marketing campaigns designed to show-off the area as the perfect place to beat the winter blues while ensuring Caloundra maintained its brand awareness in key markets during the transition to the new Sunshine Coast destination management organisation.

Caloundra Tourism spokesperson Mike Wilkinson said the initiatives were designed to support the local tourism industry during the overlap period between the closure of Caloundra Tourism and the start of Sunshine Coast Destination Ltd.

"Caloundra has a reputation for very cost-effective marketing strategies and following the winding up of Caloundra Tourism this current burst of activity will ensure the southern end of the Sunshine Coast is promoted during the transition to the new regional management structure," Mr Wilkinson said.

Caloundra's mid-year cam-

paigns include four high-profile supersite billboards and a Maxi-Bus in Brisbane supported by television advertising and an on-line campaign via Yahoo!7 targeting south-east Queensland.

The outdoor campaign will focus on the northern suburbs of Brisbane while Caloundra's television commercial will air in Brisbane, Wide Bay, Toowoomba, Gold Coast and Lismore during August.

Mr Wilkinson said the Caloundra Tourism website was also being promoted far and wide in print and radio campaigns as the place to find great winter specials on accommodation and attractions available through to August 31.

Caloundra is also attracting a strong following on Facebook and Twitter.

The latest edition of the Caloundra Holiday Guide will be launched in August and distributed via Visitor Information Centres and trade outlets.