



Campaign Report 2016 / 2017

OBJECTIVES

- Increase visitation and expenditure to the region, with an emphasis on low season bookings
- Increase awareness of additional flights into the region
- Increase awareness to regional market that the Whitsundays are in everyone's backyard and educate them on the variety of offerings available and how much has changed

TARGET MARKET

- Sydney, Brisbane and Melbourne
- Regional Market - Townsville to Rockhampton (including mining sector)

MORE TO EXPLORE

The campaign increased awareness to the region. With 31 operators participating, it showcased how much there is to see and do in the Whitsundays, the target markets backyard. The success of the campaign was around awareness of the different areas and experiences in the region. This can also be seen through the Tourism Research Australia, National Visitor Survey which reports an estimated 100% growth YOY from Townsville Visitors to the Whitsundays. Townsville received additional marketing during this campaign.

VIRGIN AUSTRALIA HOLIDAYS

- 14.28% increase on bookings YOY
- 30.85% increase in the number of guests travelling
- 44.79% decrease in total sales however Virgin Australia Holidays ran a campaign in conjunction with One&Only Hayman Island over the same period last year which influenced the drop in sales
- Virgin Australia Holidays pull their rates from Expedia, all packages loaded were also available through Expedia channels. An additional 161 room nights were sold across their platforms in addition to the Virgin Australia Holidays sales

- Virgin Australia complimented the campaign with a flight sale which ran for the 1st 6 days of the campaign resulting in 1,601 sale fares sold. Travel period was evenly split between 1 May – 30 June and 2 Jul – 30 September. An additional 14,264 fares were sold after the flight sale for the duration of the campaign
- Seat sales slightly down (-1.4%) versus week prior which aligns with the VA domestic network as a whole being down (-0.2%) versus week prior
- Seat sales were up +9.4% versus week after, which bucked the trend of the rest of VA domestic network (-1.6% week after), and can be attributed to the sale
- Trip Advisor - The Whitsundays on Trip Advisor also saw a 92% increase in search of destination on week 9 – this coincided with week 2 of the campaign being in market

TIGERAIR

- The campaign increased awareness of Tigerair's new flights into the region, reinforcing the Whitsundays as an affordable and accessible destination to visit
- 42% increase from flights originating in Sydney
- 114% increase on flights originating in Brisbane
(Figures based on sales compared to the fortnight prior to the campaign)

JETSTAR

- Seat target sale of 2,000 exceeded by 40% - with a total of 2,815 seats. The period from mid-July – mid September received most bookings for travel
- 142 room nights were booked during the sale period which represented a 246% increase week on week (116% YOY)
- 24 day trips booked – increase of 167% week on week
- Expedia reports a 12% increase in sales YOY during the campaign period and Booking.com also reported increased sales however are unable to provide specific figures
- Tray Table Creative on 3 planes over 4 months generated approx. 329,400 passenger views

CONCLUSION

The combined campaigns were successful in increasing visitation to the Whitsundays. Awareness messaging enforced that the Whitsundays is easy and affordable to access with plenty on offer.

Airline seat sales delivered a strong return however direct accommodation and activity through the booking channels involved did not perform as strongly. Based on these campaigns, findings indicate that whilst consumers are happy to commit and book flights when on sale, they prefer to return to their preferred brand to book land arrangements – this may be through an OTA, retail travel agent or direct with the provider. It also may mean a delayed conversion while consumers research land arrangements. These learning will be considered in future campaigns when identifying campaign partners.

Additionally, in order to secure advance business from consumers when booking flights and also from within the regional market, the below points were noted

- Price needs to be competitive, 5% discounts will not convert, however does drive strong awareness
- The regional market often book with short lead time, availability needs to be open
- Offers need to be enticing, these people can come here (theoretically) whenever they want, they need a reason to put their credit card up front and pay on the spot

More to Explore



Virgin Australia Holidays



Virgin Australia
Sponsored (demo)

The Whitsundays is the perfect tropical setting for a relaxed, romantic holiday or an action-packed adventure.



Whitsundays flights and holidays on sale now

Stay at Coral Sea Resort for 4 nights or more in selected suites and save 15% or for the ultimate Whitsundays experience, you can arrive by seaplane with our Ride to Paradise package. Offers end 12 March 2017. Travel dates & conditions apply.

VIRGINAUSTRALIA.COM/THEWHITSUNDAYS [Book Now](#)

Virgin Australia
Sponsored (demo)

The Whitsundays is the perfect tropical setting for a relaxed getaway or an action-packed adventure for the whole family.



Whitsundays flights and holidays on sale now

Take advantage of great offers like Kids Stay and Eat Free at Hamilton Island Reef View Hotel & Kids Travel Free on the Great Barrier Reef Adventure with Cruise Whitsundays. Offers end 12 March 2017. Travel dates & conditions apply.

VIRGINAUSTRALIA.COM/THEWHITSUNDAYS [Book Now](#)

Visit Whitsundays, Queensland, Australia
27 February

The Whitsundays, the Greatest Barrier Reef Experience, on sale now!



Ride 2 Paradise/Air Whitsunday Seaplanes
Paradise by Seaplane [Book Now](#)

Coral Sea Resort, Airlie Beach
Absolute Ocean Front

TigerAir

tigerair

there's more to explore in the whitsundays, direct from brisbane

from **\$49*** brisbane <-> whitsundays [book now](#)

*Book by 11:59pm aet 8/5/17 or until sold out. Fares are one-way and checked baggage not included. Travel periods apply. Visit website for further ticks.

The Whitsundays
Queensland's Island Wonders

tigerair

discover the wonder of the whitsundays direct from sydney

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The Whitsundays
Queensland's Island Wonders

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*Fees apply

tigerair

The Whitsundays
Queensland's Island Wonders

discover the wonder of the whitsundays direct from brisbane

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*Book by 11:59pm aet 9/6/17 or until sold out. Fares are one-way and checked baggage not included. Travel periods apply. Visit website for further ticks.

tigerair

The Whitsundays
Queensland's Island Wonders

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Welcome Monique

there's more to explore in the whitsundays, direct from brisbane

from **\$49*** brisbane <-> whitsundays *Fees apply

The Whitsundays
Queensland's Island Wonders

Brisbane to Whitsundays
travel 27 april until 22 june

from **\$49***

[book your seat](#)

Sydney to Whitsundays
travel 28 april until 22 june

from **\$79***

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Jetstar



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Like Page

Swim at one of the many secluded beaches, witness the incredible marine life of the Great Barrier Reef or hike the picturesque hinterland. There's nowhere quite like the Whitsundays. While you're there, check out Coral Sea Resort, Cruise Whitsundays and Ride to Paradise.

*One-way, checked baggage not included. Selected travel dates and conditions apply.



Visit the Whitsundays

Offer ends 11.58pm Sun 25 June 2017, unless sold out prior.

JETSTAR.COM

Book Now

Published by Cherie Thomson (11 June 2017 at 12:03pm)

Would you prefer to sail through the crystal blue waters of the Whitsundays or sip a cocktail while enjoying the view?

You could do both. Book today! Fly from Melbourne (Tullamarine) to the Whitsundays from \$69*

<http://bit.ly/2K1Xod> · See More

