

Fraser

NATURE • HERITAGE • REEF

2025 **Partner** Prospectus



Fraser Coast
Tourism & Events Ltd

Welcome to Fraser Coast Tourism & Events



Fraser Coast Tourism & Events Ltd (FCTE) is one of 13 Regional Tourism Organisations (RTOs) in Queensland.

We are a not-for-profit focused on destination marketing, industry development, visitor centre management and events delivery to build the Fraser Coast visitor economy.

Core funding is provided by the Fraser Coast Regional Council and the Queensland Government through Tourism & Events Queensland.

FCTE aims to increase visitation and length of stay, promoting visitor dispersal across Hervey Bay, Maryborough and regional towns to boost overall visitor expenditure.

Butchulla Acknowledgement

Fraser Coast Tourism & Events acknowledges the Traditional Owners of the lands of our region and their enduring connection to Country, which has been cared for by many generations of Aboriginal people. We pay our respects to Elders past and present. In welcoming the people of the world to explore our landscapes and communities, we value the stories and knowledge shared by Aboriginal people which has deepened our understanding of this place and its history. Through listening and learning we can build meaningful connections and walk together toward a shared future founded on respect, understanding and reconciliation.

Our Vision

To be globally recognised for World Heritage Listed K’gari (Fraser Island), world-class personal natural encounters, rich Indigenous and European heritage and delivering Australia’s No 1 whale watching experience.

Our Purpose

Through positioning the region as Australia’s leading nature, adventure and heritage tourism destination, build a strong and resilient visitor economy supported by the community and deliver sustainable economic returns for local businesses.

Our Goal

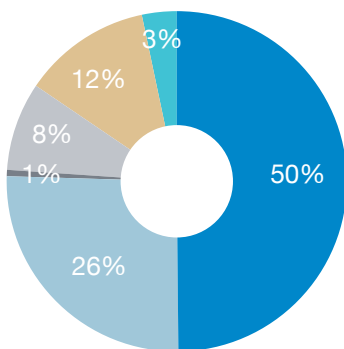
To increase Fraser Coast overnight visitor expenditure to \$921m annually, in line with the State Government’s 2032 Queensland Tourism Strategy.

Funding Snapshot



FY24 FCTE Income Sources – \$3.25M

- Fraser Coast Regional Council
- State Govt – TEQ
- Federal Govt (EMDG)
- FCTE – Industry Revenue
- FCTE – Events & Functions
- FCTE – Sales & Commissions



Income:

FCRC	\$1.621m
State Govt (TEQ)	\$0.833m
FCTE	\$0.779m
Federal Govt	\$0.02m

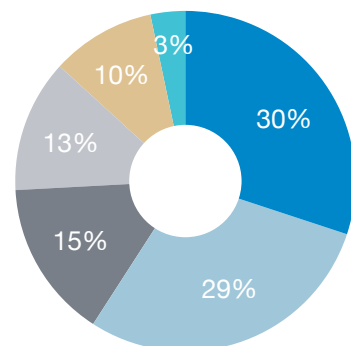
Where Do Our Funds Come From?

Fraser Coast Regional Council maintained its position as the tourism body's major funder, providing 49.8% of total income received in FY24. Council funding of \$1.5m was topped up with carry-over funds not spent in the prior year. Council support for tourism marketing and development remains one of the strongest in Queensland on contribution per head of population (\$14.03), third behind the Gold Coast (\$30.76) and the Whitsundays (\$18.13). The Queensland Government provided \$832,810 in FY24 (25.6% of total), with \$779,296 (24.0%) raised by FCTE from its own resources and 0.6% provided by the Australian Government for international market support.

Where Do Our Funds Go?

FY24 FCTE Expenditure – \$3.47M

- Tourism Marketing
- Events
- Tourism Development
- Visitor Services
- Corporate Services
- External Projects



Expenditure:

Marketing + Events	\$2.055m
Development	\$0.528m
Visitor Services	\$0.439m
Corporate Services	\$0.343m
External Projects	\$0.104m

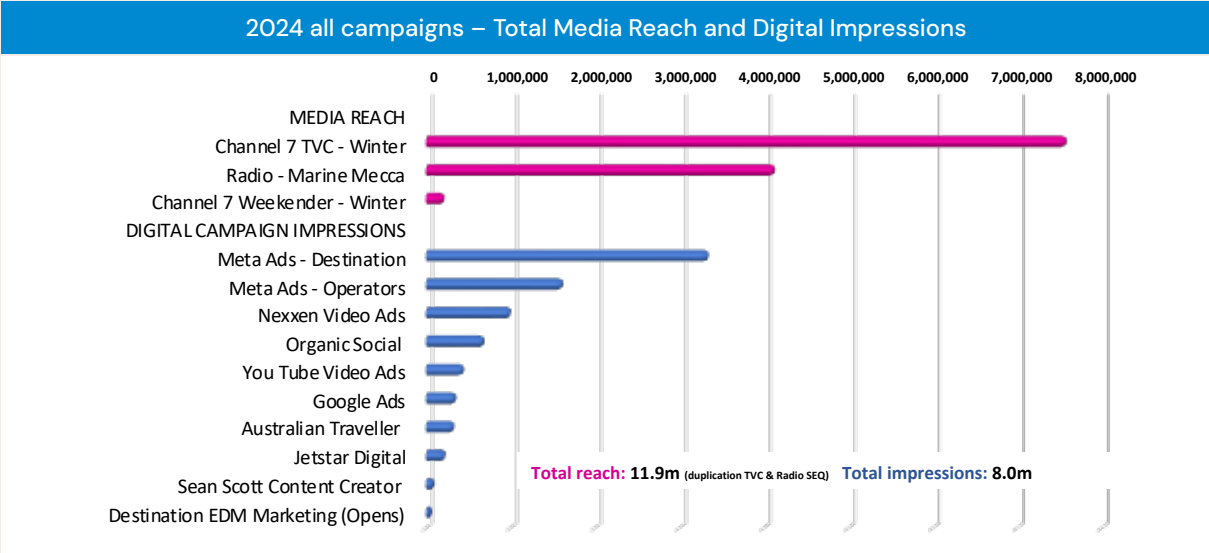
**includes staff wages*

Marketing 2024



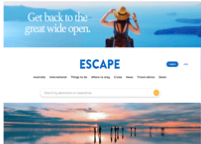
- More than \$898,000 of the \$1.045m spent on the FCTE Marketing Department in FY24 was invested in main media, digital activations and project initiatives, helping to drive increased holiday nights and overnight visitor expenditure to the region.
- Of the direct marketing spend, \$547,836 was invested in campaigns, with \$350,363 spent on projects including the K'gari brand transition strategy, publications, signage, co-op and digital development.
- FCTE's "always on" marketing strategy helped grow total domestic visitor nights in region to 3.2m in the year to June, which was up 12.1% on the prior year and 9.2% above the trend of the previous three years.

FY24 Marketing Spend	Total
TOTAL BUDGET	\$898,199
PARTNER CONTRIBUTION	\$44,700
Summer campaign 2023	\$61,487
Marine Mecca 2024 (Year 2)	\$230,526
SummerSalt concert 2024	\$10,000
Winter campaign 2024	\$245,823
CAMPAIGN SUB-TOTAL	\$547,836
Publications/Trail brochures	\$122,128
K'gari brand transition	\$110,128
Accessible tourism	\$57,102
Regional signage	\$20,370
Co-op campaigns	\$27,948
Digital content (non-campaign)	\$12,688
TOTAL	\$989,199



- The main media audience was driven by a 7.5m reach from the destination TV commercial broadcast in South-East Queensland, with an additional potential radio audience of 4.1m listeners in Brisbane, Sydney and Melbourne. Media reach was assisted by substantial bonus ads on radio and an extended TVC timetable through strong negotiation with media channels, all managed in-house by FCTE.
- More than 8m digital impressions were achieved via Meta, Nexxen (News Corp), YouTube, Google ads, Jetstar partnership and influencer and EDM programs across the four campaign areas.
- The digital campaigns resulted in total user clicks of 189,157 and 805,913 video views from Summer, Winter and Marine Mecca marketing activity – an indication of exposure and consideration of the region. A total 43,826 email opens were recorded from the Summer and Winter EDM campaigns.

Campaigns – media partners 2024

 News Corp - Nexxin	 MMM 105FM	 KIIS SYDNEY 106.5	 Nova BRISBANE 106.9	 96.5FM
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 Weekender Channel 7	 4BH	 7 Wide Bay	 Jetstar	 Sean Scott Photography
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Tourism Development

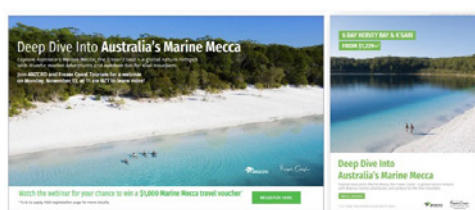


Trade Shows

FCTE Tourism and Marketing team members travelled the country in FY24 representing the region at major trade events in Adelaide, Melbourne, Sydney and Cairns, including:

- Australian Tourism Export Council – Meeting Place 2023 (Adelaide)
- Australian Tourism Export Council – Showcase (Sydney)
- Tourism Australia – G'day Australia (Cairns)
- Tourism Australia – Australian Tourism Exchange 24 (Melbourne)

The year ahead is set to be an exciting journey as we continue to connect, inspire, and explore new horizons in travel and tourism. Check out our activity calendar on page 9 for a glimpse of what's in store!



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Trade Training and Familiarisations

FCTE hosted trade familiarisation groups in region this year from Flight Centre Travel Group, Ignite Travel and New Zealand's House of Travel. Each activity received strong support from our Fraser Coast Partners. FCTE also facilitated a training webinar with House of Travel's sales team. This activity helps increase awareness of the Fraser Coast as a year-round holiday destination.

Export Marketing Development Grant

Building on its successful pitch for Federal Government grant funding in 2024-25, FCTE has secured ongoing EMDG funding for FY26 and FY27, ensuring continued momentum in expanding the Fraser Coast's trade distribution network.

Training Workshops

FCTE hosted a workshop featuring expert insights on leveraging Australian Tourism Data Warehouse (ATDW) listings for visibility and maximising Best of Queensland Experience accreditation. With 317 active ATDW listings, the session covered key program criteria and the value of monitoring social media effectiveness using TEQ's free tools. Thirteen Fraser Coast businesses attended, along with Fraser Coast Regional Council representatives.

Consumer Shows

With more than 80% of visitors to the Fraser Coast arriving by car, FCTE attended nine caravan and camping shows in 2024, promoting the region to a total audience of almost 200,000, attending shows at metropolitan and regional centres on Australia's east coast.

More than 4,700 Fraser Coast Holiday Planners and 2,300 specialist Fraser Coast Caravan and Camping Guides were provided to this audience. Eight shows are planned for FCTE to attend in 2025.

Visitor Services & Signature Events



Visitor Services

Fraser Coast Visitor Centres play an integral role in the delivery of Partner value, promoting operator marketing collateral and selling tours, accommodation, and goods on consignment.

The Fraser Coast VIC sales model with paid staff led Queensland Regional Tourism Organisations on visitor centre revenue generation in FY24, with the the combined centres delivered tour and accommodation sales of \$645,648 in FY24.

The visitor centres are key distribution points for the brochures and flyers produced by our Partners, and the scores of trail maps and brochures developed by FCTE to promote the region.

Signature Events

Fraser Coast Tourism & Events delivered a \$1m signature events program for the region in 2024.

The six major festivals and events plus Friday night park concerts attracted 30,000 people in the year, with a quarter of the total visiting from outside the Fraser Coast region.

Major highlights:

- The **Mary Poppins Festival** attracted 4,250 attendees, with 22% from outside the region, generating nearly \$400,000 in economic impact.
- The **Hervey Bay Whale Festival** saw 6,689 attendees across five days, contributing \$1.4 million to the local economy.
- The largest event in 2024 was the **SummerSalt Concert** delivered in partnership with Zaccaria Concerts & Touring, attracting 4,900 to Hervey Bay's Seafront Oval on 9 March. More than 70% of the concert audience was drawn from outside the Fraser Coast, providing \$1.3m in economic benefit to the region.
- See page 14 to find out what events are happening in the region in 2025!

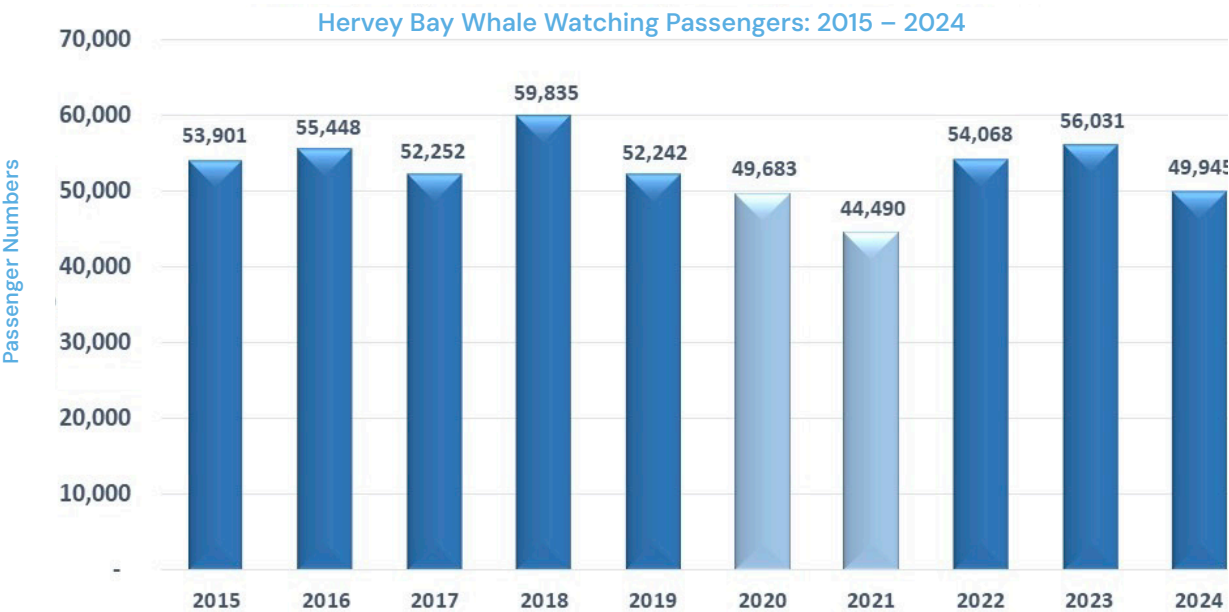
2024 Whale Season Snapshot

The 2024 season generated \$6.9m in total fleet revenue which was 11.7% (\$0.91m) below 2023. Average ticket price was 1.8% below the prior year. Total economic sector value is estimated at \$9.7m for the year, including industrial and employment benefits.



Annual whale watching passenger numbers of 49,945 dropped below 50,000 for the first time since 2021, a year impacted by the Covid pandemic. Cost of living pressures and an extraordinary number of cancelled trips due to weather in later part of the season, dampened the season performance. Many of the cancelled trips occurred at higher volume weekend periods and during the September school holidays. In total, the fleet logged 157 cancelled trips because of weather during the

2024 season, which were more than double the average weather cancellations of 67 days recorded in each of the past two years. *If the 89 above-average weather cancellations had not happened and the trips had gone ahead, the fleet would have carried 3,892 more passengers in the year (using each vessel's season average daily boat passenger number for each of the lost days). This would have lifted the total season passengers to 53,837 which is 1,047 (2%) above the season average of 52,789 recorded over the past 10 years.*

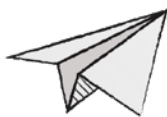


What's On in 2025

Team	Event	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MARKETING	TEQ Drive Campaign partnership (Sunrise) Feb 11												
	Jetstar (second burst)												
	International Media Market Place												
	Aust Tourism Exchange media event												
	K'gari Storytelling (Butchulla-FCTE-TEQ project)												
	Website development & product elevation												
	Fraser Coast Explore Destination campaign (Feb - May)												
	Winter - Whales campaign (May - Nov)												
	7 Wide Bay Local Tourism (news segment)												
	Summer campaign (Nov 25 - Feb 26)												
TRADE SHOWS & CAMPAIGNS	ATEC - Showcase												
	Australian Tourism Exchange - Brisbane												
	House Of Travel New Zealand Activation 2 of 2												
	Tourism Australia - G'day - tbc												
	ATEC - Meeting Place - tbc												
CONSUMER SHOWS	Moreton Bay Expo												
	Brisbane 4x4												
	Brisbane Caravan Supershow												
	Rockhampton Expo												
	Toowoomba Expo												
	Cleveland Expo												
	Brisbane Caravan & Outdoor Show												
INDUSTRY DEVELOPMENT	Trade Ready Program												
	Fraser Coast Welcomes You Program												
	Fraser Coast Cross Selling Expo												
	Partner Networking Events												
EVENTS	Food N Groove												
	Relish												
	Whale Festival												
	Mary Poppins Festival												
	Business & Tourism Awards												

Why Partner with FCTE?

When you Partner with Fraser Coast Tourism & Events you join the tourism ecosystem driving one of the growth industries on the Fraser Coast.



Your contribution is vital to ensure the region continues to be well positioned to compete with other tourism regions of Queensland. The Fraser Coast benefits when its tourism businesses 'hunt as a pack' in sync with the region's tourism body – a situation that will become more important in the run-up to the 2032 Brisbane Olympics and Paralympic games.

As a FCTE tourism industry Partner, you will be:

- Better informed, with regular updates on State Grant opportunities for tourism businesses;
- Receive early notification and opportunities to participate in mentoring & development programs;
- Be able, where appropriate, to help host in-region famil visits, and;
- Receive discounted access to marketing campaigns that promote the region.



Development & Growth

FCTE's role is to drive destination marketing, working across industry sectors rather than with individual businesses. We do provide Silver level and above Partners access to professional mentoring to help these businesses grow by better leveraging the tourism supply chain. These are generally consultant-led programs funded by Queensland Government via Tourism & Events Queensland (eg: trade development mentoring in preparation for Australian Tourism Exchange attendance; Accessible Tourism development etc).

Marketing

FCTE has managed a \$1m marketing program in FY24 targeting out-of-region visitors. Partners have access to discounted buy-in opportunities to have their tour, attraction or accommodation venue highlighted in TV and digital programs seen by millions of people in South-East Queensland and interstate.

Collaboration

FCTE also organises regular networking opportunities for industry and is in touch with grant programs which we communicate by newsletter.

Exposure & Sales

Bronze and above Partnership levels can display product brochures at Visitor Information Centres where experienced sales staff match visitor holiday aspirations with the best visitor experiences and accommodation across the region.

FCTE staff also attend major trade and consumer shows along Australia's east coast where Partner products are promoted, using the Fraser Coast Holiday Planner and selected tour trail collateral.

Partner support and benefits from FCTE, the Regional Tourism Organisation dedicated to growing the tourism economy on the Fraser Coast through industry development and marketing to visitors, trade suppliers and media.

Premier Partnership levels of Gold, Platinum and Platinum+ are negotiated individually.



Supporter
Bronze
Silver

	S	B	S
Subscription to regular FCTE e-newsletters and updates featuring current tourism industry and government updates			
Access to tourism advocacy and lobbying support in your industry sector			
Receive two complimentary invitations to attend FCTE partner networking functions			
Discounted partner advertising rates in the biennial Fraser Coast Holiday Planner (80,000 print run + digital access)			
Brochure racking for appropriate product collateral at FCTE Visitor Information Centres (VICs)			
Development support to achieve TEQ's Best of Queensland Experience rankings including RTO accreditation points			
Access to tourism capacity building programs, opportunities and guidance to help grow your business			
Access to destination statistics, research, and insights			
Product listings on the RTO website – visitfrasercoast.com			
Product listing in the Australian Tourism Data Warehouse ATDW		x1	x2
Access to the destination image library and destination content			
Use of destination logos and brand toolkit			
Access to discounted co-operative advertising opportunities in FCTE destination marketing campaigns			
Ability to sell tour, attraction & accommodation products through VICs (commissions apply)			
FCTE marketing collateral included in FCTE booth at consumer tourism shows (space permitting)			
Opportunity for inclusion in FCTE International Trade Manual			
Partner trade marketing collateral included in tourism trade missions and expos			
Inclusion in relevant FCTE tradeshow representation and trade training programs			
Opportunity to participate in FCTE led domestic + international trade shows and state missions			
Opportunity for inclusion in international marketing campaigns			
Opportunity to include announcements in FCTE e-newsletter			
Opportunity to be profiled in marketing/media familiarisations			
Opportunity to attend FCTE destination marketing planning and debrief sessions			
Opportunity to develop product knowledge of VIC staff through monthly product updates			
Receive two complimentary tickets to FCTE Signature Events			
Opportunity to host product knowledge familiarisations with the VIC team			

Premier Partnership levels of Gold, Platinum and Platinum+ are negotiated individually

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#fctepartners

partners@fcte.com.au

visitfrasercoast.com.au