



AUTUMN BUN GEO



2020 CAMPAIGN TOOLKIT

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Bunbury Geographe Tourism Partnership has developed an autumn marketing campaign titled Find Autumn BunGeo.

The campaign will be rolled with themes around the season, events, nature and adventure, art and culture as well as eat & drink (including produce, vintage and harvest). Additionally, the campaign will support deals and events.

The campaign will run from mid-February to the end of May 2020.

AIM

- Establish BunGeo as WA premier Autumn destination
- Bring the BunGeo brand to life focusing on its pillars of arts & culture, nature & adventure, eat & drink and events
- Direct visitors to visitbunburygeographe.com.au, Facebook and Instagram pages
- Increase BunGeo's awareness as an event destination.
- Increased visitor numbers in order to help boost the local economy.

CAMPAIGN MESSAGE

Find Autumn BunGeo, Love Autumn BunGeo carries a message of the beauty and appeal of BunGeo during autumn and the vast array of thing to do and see at this time.

It will focus on events and experiences encouraging visitors to get out, find and embrace BunGeo's autumn to feel a spirit of fun, adventure, curiosity and wonder at how special this time of year is.

***AUTUMN FOR THE CULTURALLY CURIOUS, FESTIVAL FABULOUS, PRODUCE-LOVING,
AND SPORT ACTION SEEKERS***

- *Find Autumn Leaves*
- *Find Autumn Festivals*
- *Find Art Trails*
- *Find Beats*
- *Find Sport Action*
- *Find Autumn Foodie Experiences*
- *Find Autumn Produce*
- *Find Autumn School Holiday Fun*
- *Find Autumn Hidden Gems*
- *Find Your Autumn Roadtrip*
- *Find Your Autumn Break*
- *Find Your BunGeo Story*



CAMPAIGN BRANDING & IMAGERY

The following are examples of the branding elements and how the AUTUMN BUNGEO look and feel will be executed.









HOW TO GET INVOLVED

Help us share our love of AUTUMN BUNGEO, while simultaneously promoting your business. The following opportunities and resources are available to help you leverage the campaign:

1. Use the AUTUMN BUNGEO campaign assets in your own marketing activity as a free marketing 'hook' to heighten awareness of your own business.
2. Start planning your activities which celebrate autumn in BunGeo. This can include special offers, discounts, fun events and promotions.
 - a. Create an Autumn Break Deal valid until 31 May 2020
 - b. Update your product details on with autumn offers and experiences to feature on the **visitbunburygeographe.com.au** website.
3. Social Media:
 - a. Use the hashtag #FindAutumnBunGeo and tagline *AutumnBunGeo is the place to be for culturally curious, festival fabulous, produce-loving, and sport action seekers* across your social channels.
 - b. Share some of the great events happening in BunGeo this Autumn
4. Keep in touch with what's happening with your business. Share inspiration - how does your business or product celebrate a BunGeo break in autumn?

FIND AUTUMN BREAK DEAL EXAMPLES

Be inspired by the below autumn package ideas:

- **HOTEL AUTUMN UPGRADE:** Cosy up and experience a true Autumn in the heart of Bunbury with a stay at Apartment Hotel. Stay two nights and receive a complimentary upgrade from a studio to a one bedroom apartment. We are short stroll from the colourful Autumn trees in Queens Gardens. Spend pleasant days on the Autumn leaf trail, walking in nearby national parks or tasting regional cuisine, and cool nights discovering laneway bars and eateries or taking in a show at BREC. Valid to 31 May 2019, for 2 night stays, subject to availability, some blackout dates may apply. For bookings visit: our website and quote code FIND AUTUMN BUNGEO. *Terms and conditions apply.
- **FIND AUTUMN FERGUSON VALLEY AUTUMN STAY 3 AND SAVE 30%:** Relish the changing season and save 30% for stays of 3 nights or more in our superbly appointed studios set in the hills of the Ferguson Valley bordering the magnificent Wellington National Park. Receive a welcome platter for two and a bottle of bubbly to savour while enjoying spectacular valley views. Visit local farm gates to gather Autumn produce to create your own gourmet meals, or dine at a local winery.
- **TOAST AUTUMN WITH CHAMPAGNE & CHOCOLATES:** Spend cool evenings in front of the fire enjoying complimentary bubbly and a selection of handmade chocolates. Wander through the cottage gardens and explore the nearby Golden Valley Tree Park arboretum to view beautiful Autumn leaves in hues from yellows and golds to reds and crimsons. Sleep in and take advantage of a 12 noon late checkout.
- **AUTUMN MID-WEEK INDULGENCE:** Book for 2 mid-week nights and be rewarded with a lazy late checkout and a bottle of bubbles on arrival. Book for 3 nights and receive an additional \$20 meal voucher for a local café or pub.
- **CAMPGROUND AUTUMN WARMER:** Enjoy pleasant Autumn days and delightfully cool nights under starry skies camping. Park your caravan or pitch your tent and explore ample walking trails on the property or take a short drive to the wineries, national parks and attractions of the BunGeo. Stay 2 or more nights and receive marshmallows to toast on your campfire and a complimentary box of firewood delivered to your campsite.
- **AUTUMN PRODUCE RESTAURANT DEAL:** \$35, 2 course Autumn lunch special with homemade, in season apple pie dessert.