



## Queensland Caravan, Camping and Touring Holiday Show

### Background

Since 2004, BBS has been engaged by Caravanning Queensland to formulate and implement a media relations and publicity campaign to promote its annual Queensland Caravan, Camping and Touring Holiday Show.

This show is Australia's largest caravan exhibition, showcasing the latest innovations in touring holidays, including luxurious motorhomes priced up to \$750,000.

It is also one of the largest caravan exhibitions in the world, attracting more than 70,000 curious travelers from all over Australia.

The Queensland Caravan, Camping and Touring Holiday Show is an important event to showcase the nation's \$2.1 billion caravan, camping and recreational vehicle industry.

### Strategy

With show attendees often traveling from regional Queensland for the show, BBS was required to develop and implement a strategy to generate coverage of the show in mainstream media across the state in the six weeks leading up to the show.

The strategy comprised two components:

**Media releases** tailored to specific outlets, focusing on the following "newsworthy" themes:

- Growth in Queensland caravanning industry and importance to local tourism industry
- Opening of Queensland Caravan, Camping and Touring Holiday Show – the largest of its kind in Australia
- Most expensive/luxurious motorhome at the show – a \$750,000 motorhome

- Linking growth in caravans to growth in budget travel as evidenced by the emergence of Virgin Blue and Jetstar

### Publicity opportunities

- In 2004, organising the Today program's Sami Lucas to present the weather from the show
- In 2005, organising for the ABC to conduct an outside broadcast from the show
- In 2006, organising for 4BC to conduct an outside broadcast from the show
- Developing a story for the Brisbane Extra program
- Providing south-east Queensland radio stations with free tickets to give away to listeners
- Organising interviews with regional radio stations
- Providing copy for a special Queensland Caravan, Camping and Touring Holiday Show liftout in The Courier-Mail
- Contacting Brisbane and Queensland print and online event calendars to confirm listing of Queensland Caravan, Camping and Touring Holiday Show
- Providing key travel and motoring media with free tickets to the show

### Results

Each year, BBS generated widespread coverage of the event in Queensland newspaper, radio and television media.

This high-level of awareness of the Queensland Caravan, Camping and Touring Holiday Show helped it experience some of its highest attendance figures in its 40 year history.

Media coverage included the front page of The Courier-Mail along with articles in the Sunday Mail, the Today show, Channel 9 news, Brisbane Extra and ABC radio.

media relations ■ promotions

project brief