

25 September 2017

Driving tourists back to Bowen

AN advertising campaign aimed at attracting driving travellers to Bowen and Collinsville has become possible thanks to a \$30,000 donation from North Queensland Bulk Ports Corporation (NQBP).

NQBP has provided the funding following an approach from representatives of Bowen Collinsville Enterprise, Bowen Chamber of Commerce and Bowen Tourism and Business, identifying a gap in tourism advertising with a specific Bowen/Collinsville focus.

NQBP's Director Sustainability and External Relations Gary Campbell said the money was part of NQBP's ongoing support in the aftermath of Tropical Cyclone Debbie.

"Our response has been designed to ensure there is longer term benefit for the communities and is meeting niche needs.

"In the immediate aftermath of the cyclone NQBP helped bring a fun and relaxed family event to Bowen by sponsoring the recovery event. We added a personal touch with our employees cooking the free BBQ for everyone to enjoy.

"This \$30,000 is provided to use for the development of marketing videos and material to assist the Bowen and Collinsville business communities.

"The videos and associated television, radio and social media campaign will promote Bowen and Collinsville as a 'driving holiday stop' aimed particularly at families from Mackay and Townsville. These travellers might otherwise by-pass the area."

Mr Campbell said Bowen and Collinsville provided their own unique value in the tourism mix in the greater region.

"We hope this draws greater attention as to what's on offer and reminds North Queenslanders of the amazing experiences available in their backyard," he said.

"NQBP will provide creative, content and production assistance and advice as required, but essentially this will be a community driven campaign."

NQBP was committed to creating sustainable communities and this was one small way of helping that happen, Mr Campbell said.

Bowen Collinsville Enterprise Chairman Paul McLaughlin thanked NQBP for the support and said he was very happy working with NQBP to deliver this project.

He said BCE had already put together a scope of works as well as budgets for the work and were working closely with Bowen Tourism and Business to deliver the project.

“Production is underway, and advertising space on television, radio and social media is locked in for the campaign to run in October and November leading up to Christmas.” Mr McLaughlin said.

“We want to make sure we get as many visitors as possible to Bowen over this period as they all spend money in town and I am sure once they discover us once they will all want to return, which will be a huge boost for everyone in the community as well as the local economy.”

ENDS

North Queensland Bulk Ports Corporation contact:

Kirsty Mugridge | Media and Community Engagement Advisor
07 4969 0772 | kmugridge@nqbp.com.au