



DISTRIBUTION

During research to establish *Come On Up*, our team called into Visitor Information Centres (VIC) within a five hour radius and found significant marketing material for our Coastal regions, yet very little directing visitors to the Sunshine Coast Hinterland. Visitor Information Centre volunteers told us maps and free newspapers are very popular with visitors.

Sunshine Coast Hinterland; Come On Up is a free publication with a map. *Come On Up* will circulate outside the Hinterland to drive visitors to the most beautiful destination in the world; our Sunshine Coast Hinterland. We have created our own distribution list to reach target markets and achieve the goal in promoting the Sunshine Coast Hinterland as a premier destination.

DISTRIBUTION POINTS

Brisbane Airports – Tourist Information Centres Domestic & International: 21 million passengers, plus waiting friends/relatives; airport staff.

Tourist Information Centres Sunshine Coast Airport, Sunshine Coast VIC Caloundra, Maroochydore, Montville, Coolumb, Glass House Mountains, Mooloolaba and four small community info centres. Byron Bay Information Centre; Approx 400 people through the door each day. A majority of visitors are heading to Queensland.

Commercial Distribution to; Banana Road House; Bestbrook Mt Resort & Farm Stay; Blackwater Inter. Coal Centre; Caltex Warwick Trust Rd House; VJs White Light Café Gifts Fernvale; Dalby Info Centre; Eidsvold Road House; Esk Red Deer Café; Catto Shell Road House; Gayndah Bakery & Café; Gin Gin Travellers Rest; Inglewood Road House; Kilcoy United Road House; Matilda Road House Maryborough; Miles Historical Museum; Monto Choice Road House; Mundubbera Three Rivers Tourist Park; Murgon BP Road House; Murgon BP Road House; Pittsworth Café; Rockhampton BP Road House; Somerset Lake Holiday Village; Woodford Seafood Café; Baralaba Myella Farm Stay; Biloela Raintree Motel; Blackbutt Info Centre; Chinchilla Info Centre; Dalby Golden Batter Café; Dingo Ampol 24hr Road House; Eidsvold Motel Info Centre; Forest Hill House Toowoomba; Gayndah Choice Road House; Gin Gin Choice Road House; Goondwindi Tourist Info Centre; Jandowae Tourist Info Centre; Kingaroy Tourist Info Centre; Kingaroy Tourist Info Centre; Matilda Road House South Gympie; Miles Choice Road House; Miriam Vale Choice Road House; Moura Mobil Road House; Murgon Tourist Info Centre; Nanango Tourist Info Centre; Rockhampton Dreamtime; Rockhampton Mobil Road House; United Fuel Top Toowoomba Range; Wondai Tourist Info Centre. 38 hotels/motel on north side of Brisbane (includes a number of airport / racecourse hotels/motels) – Ascot; Hamilton; Albion; Chermside; Carseldine;

Courier Points; Mount Isa Tourist Information Centre ; Big4 Caloundra Waterfront Holiday Park; Big4 Noosa Bougainvillia Holiday Park ; ig4 Maroochy Palms Holiday Village Atten: Big4 Forest Glen Holiday Resort, Big4 Cane Village Holiday Park; Big4 Cania Gorge Holiday Park; Big4 Discovery Holiday Parks Rockhampton; Big4 Capricorn Palms Holiday Village; Big4 Fraser Lodge Holiday Park; Big4 Mackay Marine Tourist Park; Big4 Aussie Outback Oasis Cabin and Van Village; Big4 Rollingstone Beach Caravan Resort ; Big4 Hervey Bay; Big4 Innisfail Mango Tree Tourist Park; Big4 Cairns Crystal Cascades Holiday Park; Big4 Casino ; Big4 Forster ; Big4 Harrington; Big4 Nambucca Heads; Big4 South West Rocks; Big4 Woolli; Big4 Yamba; Main Beach Tourist Park; Big 4 Toowoomba Caravan Park; Jolly Swagman Caravan Park Toowoomba;

Retirement Villages; Aveo Albany Creek; Yukana Retirement Village Toowoomba; The Village on the Downs; Sea Change; Emerald Lakes;

Commercial Distribution in Brisbane's West End and CBD cafes.

Contact Kerry Brown; E - kb.tourism@svgazette.com.au M - 0408 459 624