

YOUR LOCAL TOURISM BOARDS

HIGH TRAFFIC
TOURIST BILLBOARDS
LIMITED SPACES AVAILABLE!



**WE'RE SIMPLIFYING HOW
TOURISTS FIND THE BEST
LOCAL PLACES THEY'LL
ENJOY THE MOST**





**STANTHORPE MAIN ST
POST OFFICE**

MAIN ST EXPOSURE

BALLANDEAN STATION

GREEN DINOSAUR
TOURIST STOP



THE BIG APPLE

VINCENZO'S

ICONIC TOURIST
PHOTO SPOT





**STANTHORPE
MCDONALDS/AMPOL**

**HIGH TRAFFIC
STOP**

STANTHORPE PUBLIC REST AREA

WALLANGARRA ROAD

**EASY ACCESS
HIGH VISIBILITY**





STANTHORPE HOLIDAY PARK

**OVER 13,000+ GUEST NIGHTS
+ 1900+ BOOKINGS
EACH YEAR!**

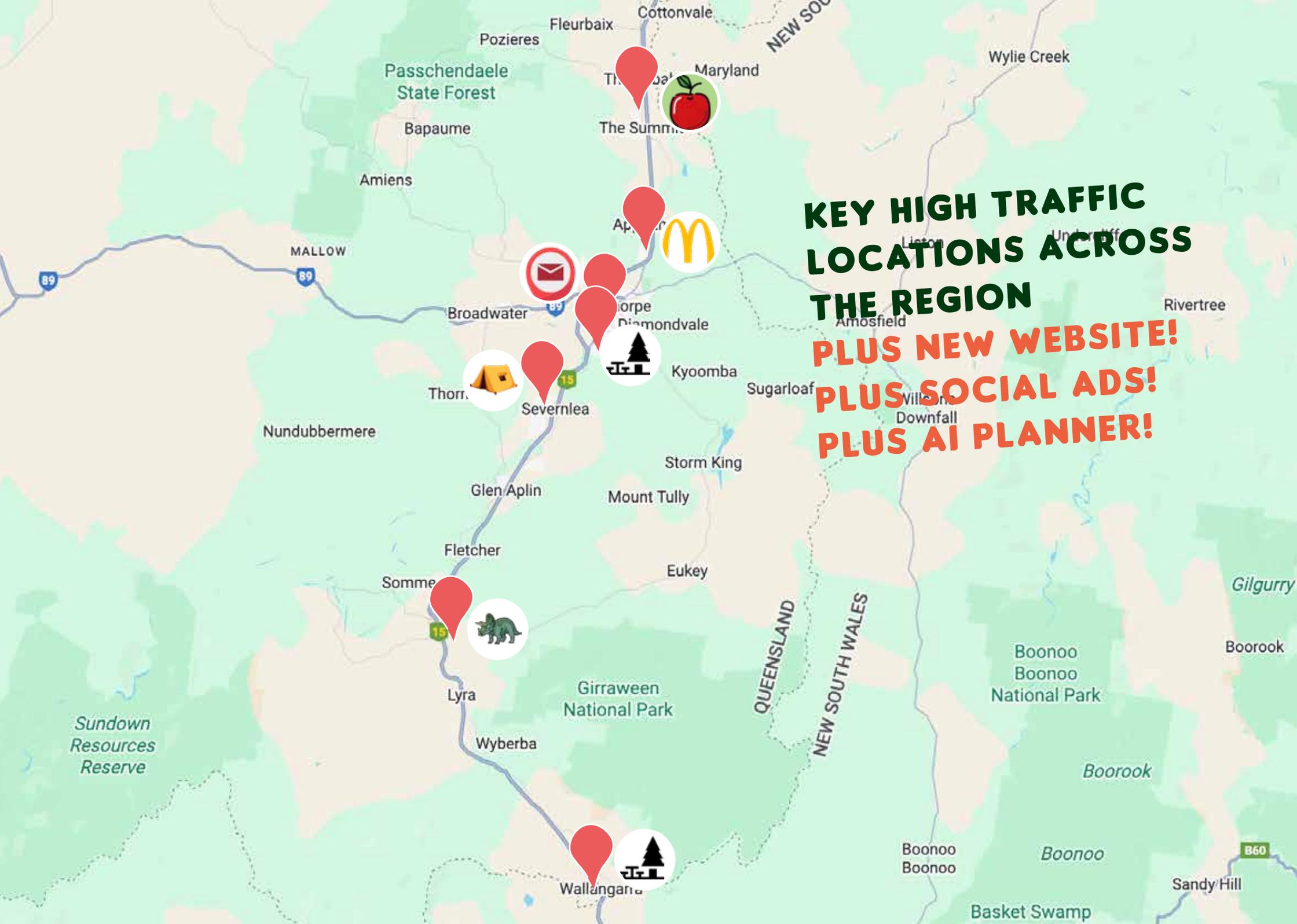
**2 BOARDS WILL BE PLACED IN
COMMUNAL AREAS FOR GUESTS**





WALLANGARRA REST STOP

EASY BORDER STOP



**KEY HIGH TRAFFIC
LOCATIONS ACROSS
THE REGION**

**PLUS NEW WEBSITE!
PLUS SOCIAL ADS!
PLUS AI PLANNER!**

NEW DESIGN STYLE!

LIMITED AD SPACES TO MAXIMISE VISIBILITY

EASY TO INTERPRET

HANDY CATEGORIES

DISCOVER
Stanthorpe
+ THE GRANITE BELT

MEET STANLEY!
THE AI TOUR GUIDE!

CREATE YOUR OWN TOTALLY PERSONALISED VISIT!

WINERIES

STILLERIES & BREWERIES

UNIQUE-SPECIAL

NATURAL

TASTE

STAY

TOURS

COMMUNITY & SUPPORT

BANNER 1 BANNER 2 BANNER 3

SIMPLIFIED LAYOUT TO EASILY FIND MUST SEE PLACES

QUICK REFERENCE 'BEST OF' ITINERARY CATEGORIES FOR EASY TRIP PLANNING

THE NEW BILLBOARD LAYOUTS

Limited Premium Ad Spaces

PREMIUM AD 1 OF 16

ONLY 16 HERO AD SPACES FULL COLOUR LARGE ADS

PREMIUM AD 5 OF 16

PREMIUM AD 6 OF 16

PREMIUM AD 7 OF 16

PREMIUM AD 8 OF 16

PREMIUM AD 8 OF 16

PREMIUM AD 10 OF 16

PREMIUM AD 11 OF 16

PREMIUM AD 12 OF 16

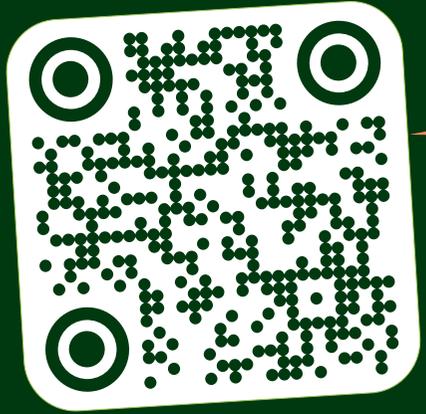
PREMIUM AD 13 OF 16

PREMIUM AD 14 OF 16

PREMIUM AD 15 OF 16

PREMIUM AD 16 OF 16

MEET STANLEY!
THE AI TOUR GUIDE!



CREATE YOUR OWN TOTALLY PERSONALISED VISIT

New! AI Itinerary Planner (suggests listings)

ONLY 7 ITINERARY 'BEST OF' LISTINGS PER CATEGORY

Must See Itinerary Category Listings

WINERIES

- Balancing Heart
- Ballandean Estate
- Granite Ridge
- Summit Estate
- Art of Krupinski
- Ridgemill Estate
- Casley Mount Hutton

DISTILLERIES + BREWERIES

- Brass Monkey Brewhouse
- Granite Belt Brewery
- The Cinyard
- Beni Road Winery & Distillery
- Castle Glen

TOURS

- Wine & Brewery Tours

UNIQUE+SPECIAL

- Granite Belt Christmas Farm
- Granite Belt Maze
- Vincenzo's
- Washpool Soaps + Skincare
- Vintage Roads Antiques
- Kent Saddlery

NATURAL

- Girraween National Park
- Donnelly's Castle
- Bald Rock National Park
- Mount Marlay
- Ballandean Pyramid
- Gem Fossicking
- Gem Fossicking

TASTE

- Stanhorpe Cheese
- Suttons Juice Factory
- Jamworks
- Truffles
- Heavenly Chocolates
- Fruit Market
- Taste Cafe

STAY

- Accommodation

Listing On Discover Stanthorpe Website Included

Local Community Contacts

COMMUNITY CONTACTS
<p>Aggravante</p> <p>Business name: Aggravante Phone number: 07 0000 0000 Email address: info@aggravante.com.au</p>
<p>Cherry</p> <p>Business name: Cherry Phone number: 07 0000 0000 Email address: info@cherry.com.au</p>
<p>Gravelly</p> <p>Business name: Gravelly Phone number: 07 0000 0000 Email address: info@gravelly.com.au</p>
<p>Medford</p> <p>Business name: Medford Phone number: 07 0000 0000 Email address: info@medford.com.au</p>
<p>Pubs & Clubs</p> <p>Business name: Pubs & Clubs Phone number: 07 0000 0000 Email address: info@pubs-clubs.com.au</p>
<p>Pubs & Clubs</p> <p>Business name: Pubs & Clubs Phone number: 07 0000 0000 Email address: info@pubs-clubs.com.au</p>
<p>Real Estate</p> <p>Business name: Real Estate Phone number: 07 0000 0000 Email address: info@real-estate.com.au</p>
<p>Restaurants</p> <p>Business name: Restaurants Phone number: 07 0000 0000 Email address: info@restaurants.com.au</p>
<p>Markets</p> <p>Business name: Markets Phone number: 07 0000 0000 Email address: info@markets.com.au</p>

ONLY 3-5 PER CONTACT CATEGORY

BANNER 1

BANNER 2

BANNER 3

Advertising and updates managed by Holiday Brands @westcoasthops.com.au @westcoast

WHY SHOULD YOU LIST?

- BE SEEN AS THE 'BEST OF' AND MUST SEE STOP WITH TOURISTS
- LIMITED ADVERTISING SPACES TO MAXIMIZE THE FOCUS ON YOU!
- INCLUDES BILLBOARDS AT **7** TOP LOCAL TOURIST STOPS
- ONGOING SOCIAL AD CAMPAIGNS INTO 4HR RADIUS!
- HIGH VISIBILITY PLACEMENTS
- INCLUDES A ~~12~~ **18** MONTH LISTING!
- INCLUDES A 'DISCOVER STANTHORPE' WEBSITE LISTING
- INCLUDES PRIORITY MENTION IN THE AI ITINERARY PLANNER!



**LIMITED SPACES AVAILABLE!
HURRY!**

WHAT'S THE NEW AI ITINERARY PLANNER?

OUR PROPRIETARY ITINERARY PLANNER POWERED BY AI ALLOWS TOURISTS TO CREATE A COMPLETELY PERSONALISED ITINERARY FOR THEIR VISIT TO THE REGION, BASED ON THEIR INDIVIDUAL INTEREST.

THEY INPUT THEIR INTERESTS AND VISIT LENGTH, AND STANLEY WILL OUTPUT A FULL TRIP PLAN BASED ON THEIR INDIVIDUAL INTERESTS!

ADVERTISERS ON THE PRINTED BOARDS WILL BE PRIORITISED IN THE ITINERARY SUGGESTIONS FOR TOURISTS

**MEET
STANLEY!**
THE AI TOUR GUIDE!



“PLAN A TOTALLY PERSONALISED VISIT WITH STANLEY!”

Hello Amanda,
Welcome to the Granite Belt! It's fantastic to have you here, and I'm excited to help you plan a wonderful stay in this unique and picturesque region. Based at Stanthorpe, you're in the perfect position to explore some of Queensland's most beautiful landscapes and enjoy a host of specially curated activities that align perfectly with your interests.

Accommodation

Since you prefer camping and glamping and are looking for family-friendly Stanthorpe Holiday Park. It's a delightful place with excellent facilities and attractions in the area.

Stay starting on May 15, 2024

Day 2: Nature Pursuits and Brews

- **Morning: Girraween National Park** Experience our granite landscapes and perhaps enjoy a guided walk to see beautiful flora and fauna.
- **Afternoon: Granite Belt Brewery** After a refreshing morning with nature, a visit to the Granite Belt Brewery will be perfect to sample some local brews.
- **Evening: Campfire and Stories at the Park** Return to Stanthorpe Holiday Park for an evening campfire, perfect for a family night under the stars.

**WE'LL BE RUNNING
ONGOING SOCIAL
MEDIA ADS TO
PROMOTE THE SITE
INTO SEQLD AND NNSW**

**USING THE SAME TACTICS WE USED TO GROW
STANTHORPE HOLIDAY PARK FROM 400 TO 20,000
FOLLOWERS AND GET 1400 DIRECT BOOKINGS IN
OUR FIRST YEAR, WE'LL BE PUTTING OUR OWN SPEND
INTO GUARANTEED WEBSITE VISITS AND FOLLOWER
GROWTH FOR THE DISCOVER STANTHORPE SITE**



**WE'VE ALSO TRADEMARKED
THE BRAND!**



**DISCOVER
Stanthorpe**
+ THE GRANITE BELT

OPTION 1

HERO TOP SPOT

WITH 'MUST SEE' ITINERARY LISTING >



INCLUDES
PREMIUM LARGE COLOUR AD
ONLY 16 AD SPACES AVAILABLE!

PLUS INCLUDES,
'MUST SEE' ITINERARY LISTING >>

PLUS,
AI PLANNER PRIORITY MENTION

PLUS,
DISCOVERSTANTHORPE.COM.AU
PREMIUM FEATURED PROFILE (HOME PAGE)

PLUS FIRST RIGHT TO RENEWAL!

ALL 7 BILLBOARDS PLUS WEB LISTING
\$1950, 18 MONTHS!^
+GST

OPTION 2

'MUST SEE' ITINERARY LISTING



INCLUDES
ITINERARY CATEGORY LISTING
WITH QR CODE AND CONTACT INFO
ONLY 7 PER CATEGORY TO MAXIMISE INTEREST!

PLUS,
AI PLANNER PRIORITY MENTION

PLUS,
DISCOVERSTANTHORPE.COM.AU LISTING

PLUS FIRST RIGHT TO RENEWAL!

ALL 7 BILLBOARDS PLUS WEB LISTING
\$1500, 18 MONTHS!^
+GST

OPTION 3

COMMUNITY CONTACT LISTING



INCLUDES
RESTAURANTS, CLUBS + PUBS,
MEDICAL, CHURCHES, REAL ESTATE,
MARKETS, AUTOMOTIVE, GROCERIES

PLUS,
DISCOVERSTANTHORPE.COM.AU
LISTING

MAXIMUM 5 PER CATEGORY!

PLUS FIRST RIGHT TO RENEWAL!

ALL 7 BILLBOARDS PLUS WEB LISTING
\$550, 18 MONTHS!^
+GST

***RENEWS AT 12 MONTH INTERVALS**



OR GO TO [DISCOVERSTANTHORPE.COM.AU/ADVERTISE](https://discoverstanthorpe.com.au/advertise)

**OUR EXPERIENCED TOURISM DESIGNERS
CAN HELP WITH YOUR AD DESIGN!**

LOCAL TOURISM BILLBOARDS



We're experts in tourism driven marketing.



providedby

holiday brands

.com.au

1300 0 BRAND

WE'RE AWARD WINNING TOURISM MARKETERS

Our work wins awards! In 2024 we have been awarded:

- > Tourism Marketing Agency of the Year +
- > Outsourced Marketing Experts of the Year!

Our work in tourism brand strategy also won a 2023 international design award!

In 2023 we were also awarded Qld's Top Performance Marketing Agency in the APAC Awards 2022 & Best Tourism Marketing Agency 2023.

In 2022 we were voted Top 5 for Digital Marketing Agencies - Australia Wide, in the Australian Web Awards and Best Performance Marketing Agency.

Brand designers for these local brands:

