

**YOUR INVITATION TO  
BE KNOWN + FOUND  
AS THE BEST IN THE  
REGION!**



# YOUR LOCAL TOURISM BOARDS

**HIGH TRAFFIC  
TOURIST BILLBOARDS**

**LIMITED SPACES AVAILABLE!**

- + AI DRIVEN ITINERARIES**
- + DIRECTORY WEBSITE**
- + SOCIAL AD CAMPAIGNS!**



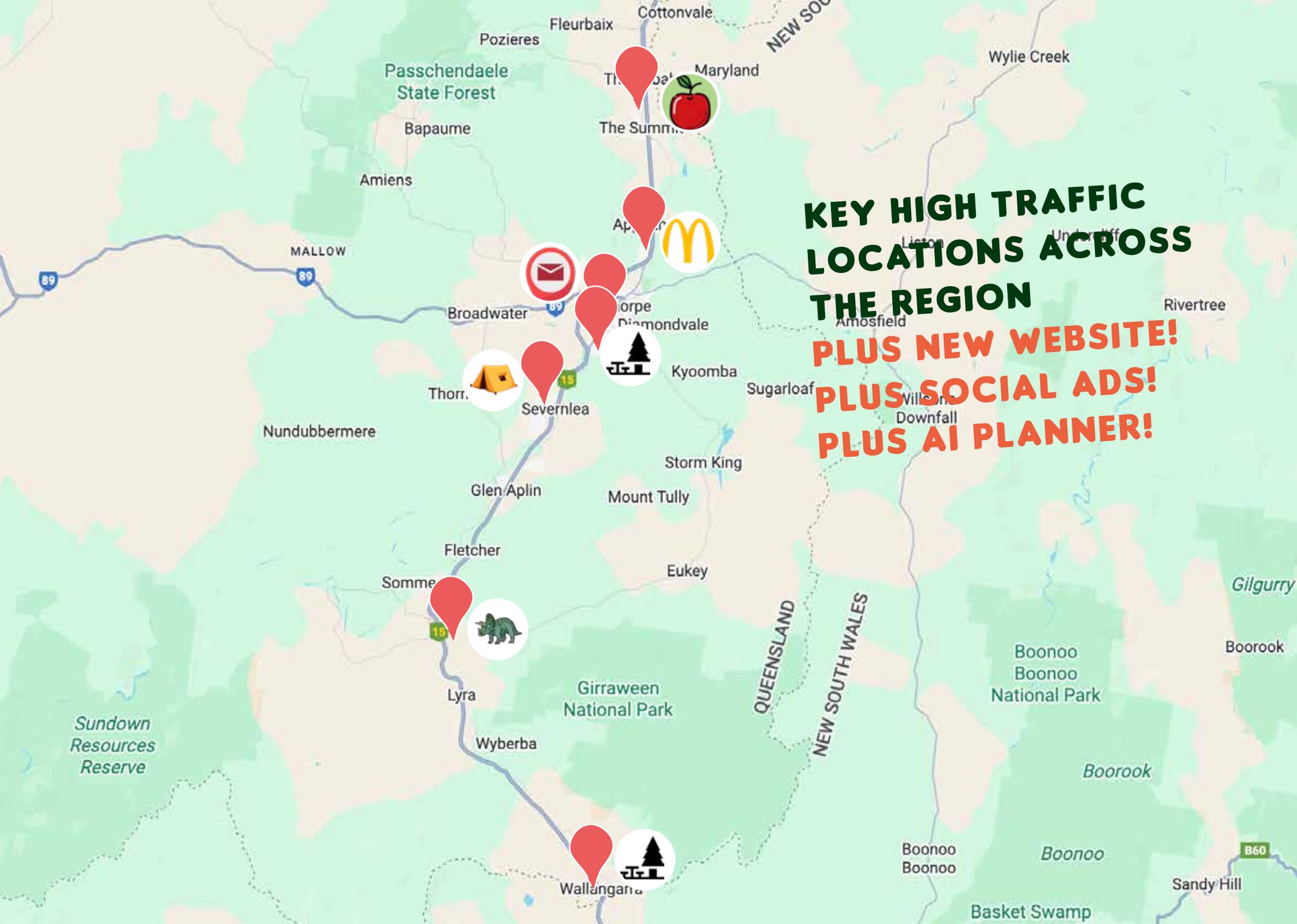
# WE'RE SIMPLIFYING HOW TOURISTS FIND THE BEST LOCAL PLACES THEY'LL ENJOY THE MOST



1. EASY  
TO READ  
BILLBOARDS

2. MAP DRIVEN WEBSITE  
TO PINPOINT YOUR  
LOCATION +  
AI PERSONALISED  
ITINERARIES

3. ONGOING AD  
CAMPAIGNS TO  
BRING NEW  
TOURISTS



**KEY HIGH TRAFFIC  
LOCATIONS ACROSS  
THE REGION**

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



**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

# 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

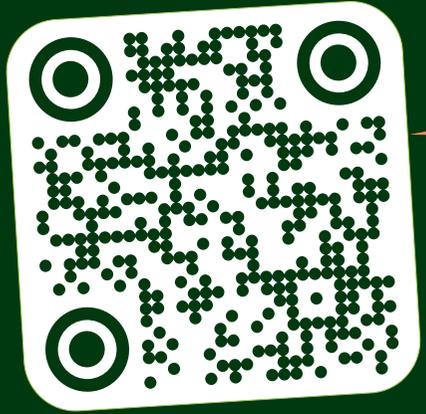
PREMIUM AD 13 OF 16

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
- Accommodation
- Accommodation
- Accommodation
- Accommodation
- Accommodation

Listing On Discover Stanthorpe Website Included

Local Community Contacts

- COMMUNITY SUPPORT
- Aggravation
- Church
- Country
- Medical
- Pubs & Clubs
- Pubs & Clubs
- Real Estate
- Restaurants
- Markets

## ONLY 3-5 PER CONTACT CATEGORY

BANNER 1

BANNER 2

BANNER 3

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

# WHY SHOULD YOU LIST?

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



**LIMITED SPACES AVAILABLE!  
HURRY!**

# MEET STANLEY!

THE AI TOUR GUIDE!

## WHAT'S THE NEW AI ITINERARY PLANNER?

**OUR PROPRIETARY ITINERARY PLANNER AND AI ASSISTANT 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**



**“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 YOU 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.



## holiday brands

.com.au

1300 0 BRAND

## WE'RE AWARD WINNING TOURISM MARKETERS

2025 WINNER - GERRY RYAN INNOVATION AWARD!

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:

