

2017 Winter Campaign - Proposal

Great Value - \$40 per listing

Capricorn Enterprise invites members to participate in an exclusive Cooperative Advertising Campaign for Winter.

We are gearing up to roll out another Winter Campaign for the upcoming 2017 winter period! The Campaign is designed to aid all tourism and hospitality businesses to build their shoulder periods over the Easter and Winter peak season.

All members of Capricorn Enterprise are encouraged to submit a special offer for this period, these offers will be listed on www.capricornholidays.com.au, which will be the primary 'call to action'. All Campaign activity will be driven to this website. This campaign will run from 20th March to 30th April 2017.

Campaign Advertising to include:

Social Media campaign promotion and advertising to feature on Facebook, Youtube and Instagram

How can you participate?

For a small fee of \$40 + GST, we will load your Winter special offer on the campaign page of capricornholidays.com.au with links directly to your website, booking engine, and phone number.

Material Deadline is Wednesday 15th March. Registration details below:

Sign me up! I would like to participate at \$40 + GST per listing.

How many online listings would you like to book? (Please Circle) 1 2 3
(e.g. You may choose 2 listings if you wish to promote a restaurant and accommodation)

PAYMENT DETAILS

Company Name: _____

Authorised by: _____ Signature: _____

Phone: _____ Fax: _____

Select your payment method:

EFT Payment (Please use your business name as your payment reference)
BSB: 064 710 Acc Number: 105 74 383 Acc Name: Capricorn Tourism & Economic Development

Cheque
Please make payable to Capricorn Tourism & Economic Development Ltd

Credit Card (Please note we do not accept AMEX / DINERS cards)
Card Type VISA MASTERCARD Cardholder Name _____
Card No. _____
Exp Date _____ CCV No: _____ Signature: _____

What to supply for each online listing...

- 2 High Res Images
- 200 word description
- Address, Web & Contact Details
- Package Price point
- Booking Engine Link (optional)
- Validity & Exclusion Dates

** If you have taken part in the previous Summer campaign and would like to repeat/update your deal, please fill out the new information below:

DEADLINE: Wednesday 15th March 2016. Please email all content for your listing to Lena Mannerstrale
E: lena@capricornenterprise.com.au Ph: 07 4927 2055

200 word description: _____

Package Price Point: _____

Booking engine link (optional): _____

Validity & Exclusion Dates: _____

Address: _____

Website: _____

Contact details: _____

Please attached TWO high res images when returning your completed form.

Hints and tips for the best return when advertising in the current environment:

- Offer something new or different from your competitors
- Offer a good lead in price and/or indicate what the discount to your regular price as a % off the normal rate
- Keep conditions to a minimum ie if you restrict customers from using offers on weekends then you limit your response
- Stay pay packages are also a good lead offer as long as the price point is low (e.g. - stay 4 nights and pay for 3 from \$99 per night)
- Add a bonus or something special to encourage an immediate response. Everyone loves a gift or an upgrade! Be creative.
- Use fantastic imagery to sell your product or service. Make it look stunning.

Please return your booking form via email or fax to
Lena Mannerstrale E: lena@capricornenterprise.com.au
Ph: 07 4927 2055 Fax: 07 4922 2605

