

## Now Mayfiesta finds a new target audience

**W**ITH cash-strapped holiday-makers choosing destinations closer to home, Tourism Noosa has this year ramped up its Mayfiesta campaign. The campaign, designed to boost visitor numbers to the town during the low season, is hitting new heights in its fifth year of promotion.

This week 55,000 *Brisbane News* readers in targeted regions will open their magazine to find a copy of the official Mayfiesta catalogue, encouraging them to take a few days out and enjoy holiday savings in Noosa, with 25 per cent off select accommodation, tours, shopping, cuisine, health and wellbeing experiences.

The campaign is based on the concept of a 25 per cent off annual catalogue sale, as a reference to the continuing warm weather, which can reach 25 degrees as southern states cool. The program will include a host of events, such as the sixth annual Settler's Cove Noosa Food & Wine Festival.

Tourism Noosa has partnered WIN TV with a comprehensive Mayfiesta campaign across WIN's regional Queensland network, taking in Cairns, Townsville, Rockhampton, Mackay, Wide Bay and Toowoomba, as well as some coverage in the Sunshine Coast region. Supported by five Tourism Noosa



Deni Hines and James Morrison performing at last year's Noosa Mayfiesta Food and Wine Festival.

members, who will each have their own professionally-produced commercials promoting their individual offers, the campaign will start on April 12 and run through until mid-May.

Tourism Noosa has also coordinated a range of local and statewide radio and print promotions in partnership with 4BC and 4BH in Brisbane, the Prime network across Rockhampton, Cairns and Mackay, and Sunshine Coast station, ZincFM.

Alongside this strong Queensland focus, an ongoing strategy to raise awareness of Mayfiesta in the key interstate markets of Sydney and Melbourne is being implemented via advertising in national food magazine, *Gourmet Traveller*, a tactical marketing campaign with Virgin Blue and its wholesale arm, Blue Holidays, and cooperative advertising with Noosa businesses in the mX stable of newspapers.

## Movers & Shakers



Angie Ross goes under the blade for charity.

### Close shave

PETS R Us recently raised \$824 for the Leukemia Foundation through a charity dog wash event.

Event organiser Angie Ross said she wanted to thank *The Noosa Journal*, Jo Gabe Mobile Hair Design and K9 Dog Wash for their contributions that made it a success.

"My target was \$500 and I am very happy and pleased to report that the Leukemia Foundation will receive a cheque in the amount of \$824," she said.

### New face

GRANT Hackett is the face of Tourism Queensland's new campaign to encourage visitors to return to the Sunshine Coast and Moreton Bay following the oil spill.

The advertisements "Open for Business", will be aired in Sydney, Brisbane, northern New South Wales and regional Queensland for three weeks.

In addition discovermarocchy.com.au, SCRC and the Sunshine Coast Tourism Partnership will work on a campaign valued at over \$1 million.



## Peter sees light of day

AFTER working a night shift for 23 years, new Noosa Heads Café2U franchisee Peter Archer (pictured) says he's enjoying seeing the daylight and has found plenty more time for his sporting pursuits.

Peter said he had been looking for a lifestyle change and gave up his long-time job as a newspaper and magazine printer at Yandina before taking on the

franchise of the mobile coffee business.

Peter said he treasured the sun, surf and his personal fitness and had been desperate to "see the light".

"To not be working at night after all of those years is wonderful," he said. "I get to see the day, meet different people and find out what they have been up to. I'm never in the same place for long – the change has been very worthwhile."

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