

DRIVE QUEENSLAND PARTNERSHIP PACKAGES 2025-2026

PARTNER WITH DRIVE QUEENSLAND

— today! —



DRIVE
QUEENSLAND

drivequeensland.com | drive@drivequeensland.com

Welcome to Drive Queensland

Thanks for your interest in partnering with Drive Queensland. We are thrilled with the opportunity to collaborate with you as we embark on this epic adventure!

We understand that the freedom, adventure and excitement of hitting the open road holds a special place in the hearts of Aussie travellers and we are equally delighted to welcome back our International travellers who are eager to discover Queensland's beauty by road.

At Drive Queensland, we get it! We understand the value of coming together to keep the Drive scene thriving, all while making sure Queensland stays on top as the ultimate hot spot for road-trippers!

By partnering with us, you'll gain access to our awesome network of road-trip enthusiasts, local communities, and tourism stakeholders. Together, we'll combine our strengths, expertise, and resources to create innovative initiatives that'll take the road trip experience in Queensland to a whole new level!

So, what are you waiting for? Get on board and be part of the Drive Queensland adventure!

Our Team



Fiona Nicholl
Managing Director
fiona@drivequeensland.com



Claudia McFadden
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Yoon Ha Kang
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Daniel Pycroft
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Why Partner with Drive Queensland?

Partnering with Drive Queensland can help you leverage the strength of the drive market, increase visibility, access targeted marketing efforts, collaborate on promotions, benefit from our reputation, and adapt to changing travel trends. These factors can contribute to the success and growth of your business.

1. Gain access to a strong drive market

By partnering with Drive Queensland, you will gain access to our extensive network of road trip enthusiasts through our attendance at Caravan & Camping Supershows, 4X4 Outdoor Shows and Expos. In turn, this expands your reach and opens doors to new collaborations and opportunities.

2. Increase your visibility

Partnering with us will allow you to leverage our marketing channels and platforms to increase your visibility. This can include featuring your business in promotional materials, website, social media channels, and other marketing campaigns. Our growing audience and reach can help expose your business to a larger customer base.

3. Create unforgettable experiences

Drive Queensland focuses on promoting road trips and driving experiences within Queensland. Together, we can spark fresh ideas and unlock new possibilities to effectively reach and engage our road trip audience.

4. Collaboration Opportunities

Partnering with Drive Queensland opens opportunities for collaboration. Together, we can leverage our collective strengths, expertise, and resources. By combining forces, we can create innovative initiatives, develop tailored itineraries, and amplify the road trip experience in Queensland.

5. Synergy and Growth

By working together, we can ignite a storm of creativity, tap into new markets, and mutually benefit from the synergy created. Our partnership will contribute to the continuous growth of the Drive market and solidify Queensland's position as a top road trip destination.

6. Sustainability

Drive Queensland has teamed up with **Reforest** to plant a tree on behalf of each partner. You can choose to have your tree planted in Cooroy Mountain Wildlife Corridor in Eumundi on the Sunshine Coast or Maui Forest Restoration on the Atherton Tablelands in Tropical North Queensland. Our forest is currently in development so feel free to watch it grow here:

<https://app.reforest.com.au/discover?accountid=9r3Mjgg7d1sZGSWZnrz1Vw&eng=uBfQS7B2ihCy5uK4GQ6tfQ>



Drive Queensland's Vision

To inspire and empower travellers to embark on unforgettable road trips in Queensland, fostering a deep connection with the region's natural beauty, diverse culture, and sustainable tourism practices.

Drive Queensland's Mission Statement

Our mission is to promote and facilitate the growth of Drive Tourism in Queensland through innovative initiatives and partnerships. We strive to inspire and guide travellers to explore Queensland through memorable road trips, while respecting and preserving the natural and cultural heritage of each region.

Drive Queensland Market Growth

Stats - State of the Industry. YE Sept 2024
*Percentage increase/decrease on previous year



13,345,331
Caravan & Camping Visitor Nights
+7.1% ↗



\$2.4 Billion
Caravan & Camping Visitor Expenditure
+8.9% ↗



3,187,300
Caravan & Camping Trips
+1.6% ↗



900,387
Recreational Vehicles Registered
+4.9% ↗



Tradeshows

2025

Let's Go Caravan & Outdoor Expo
GOLD COAST 7-9 February 2025
2024 Attendance - 11,620
2025 Attendance - 15,006

Victorian Caravan & Camping Supershow
MELBOURNE 19-23 February 2025
2024 Attendance - 43,517
2025 Attendance - 42,749

Let's Go Caravan Camping & Outdoor Show
ADELAIDE 26 February - 2 March 2025
2024 Attendance - 27,257
2025 Attendance - 28,368

National 4X4 Outdoors Show
BRISBANE 14-16 March 2025
2024 Attendance - 22,679
2025 Attendance - 25,926

NSW Caravan Camping Holiday Supershow
SYDNEY 29 April - 4 May 2025
2024 Attendance - 44,515
2025 Attendance -

Cairns Expo
CAIRNS 9-11 May 2025
2024 Attendance - 10,631
2025 Attendance -

Townsville Expo
TOWNSVILLE 16-18 May 2025
2024 Attendance - 11,635
2025 Attendance -

Mackay Expo
MACKAY 23-25 May 2025
2024 Attendance - 10,798
2025 Attendance -

Let's Go Caravan & Camping Supershow
BRISBANE 4-8 June 2025
2024 Attendance - 32,199
2025 Attendance -

Toowoomba Outdoor Adventure Expo
TOOWOOMBA 25-27 July 2025
2024 Attendance -
2025 Attendance -

National 4X4 Outdoors Show
MELBOURNE 22-24 August 2025
2024 Attendance - 32,547
2025 Attendance -





Drive Queensland Publication

The Drive Queensland A4 publication is the ultimate travel buddy for anyone embarking their epic driving adventure in Queensland. Trust us, you won't want to hit the road without it!

50,000 copies are jam packed with detailed maps, highlighted events, drive routes, must see destinations and heaps of fun things to do and see along the way! Plus, some great travel tips to make the road-trippers journey just that little bit more exciting!

You will find us at Caravan & Camping Supershows, National 4X4 Outdoors shows, Regional Expo's and Visitor Information Centres across Australia!

Our Drive Queensland Drive Guide is printed bi-annually in April and October, ensuring you always have the most up-to-date information.

This publication is also available to download via our website, drivequeensland.com

All partners receive a generous discount to advertise! Check out the packages for your discount amount. New advertisers will receive Bronze partnership with ad package.





Drive Queensland Map

The Drive Queensland Map is a must have travel companion for visitors embarking on their Queensland driving adventure.

40,000 copies are distributed throughout Visitor Information Centres across Australia.

This map is also available to download via our website, drivequeensland.com

All partners receive a generous discount to advertise! Check out the packages for your discount amount. Limited advertising spaces are available. New advertisers will receive Bronze partnership with ad package.



Drive Queensland Partnership Packages 2025–2026

Partnership Packages	Associate/ Supporter	Visitor Info Centres	Event Organisations	Business Basic	Business Plus	STO/RTO/LTO/ LGA/OTHER	Media
PARTNERSHIP LEVEL	SUPPORTER	VIC's	EVENT	BRONZE	SILVER	GOLD	MEDIA
RTO Member Rate	-	\$350	\$1,450	\$750	\$2,450	POA	POA
NON RTO Member Rate	\$300	\$550	\$1,950	\$1,250	\$2,950	POA	POA
Detailed Listing on Website				✓	✓	✓	✓
Newsletter Subscription (Partner & Consumer)	✓	✓	✓	✓	✓	✓	✓
Discount to advertise in DQ Map/Brochure	5%	10%	10%	15%	20%	25%	✓
Partnership Certificate & Logo	✓	✓	✓	✓	✓	✓	✓
Use of Drive Queensland logo & brand toolkit	✓	✓	✓	✓	✓	✓	✓
Invitation to attend Drive Queensland events (Virtual or F2F)	✓	✓	✓	✓	✓	✓	✓
DQ Social Media Post - Facebook & Instagram			1	1	2	4	✓
Blog on DQ website to promote product/service or event			1	1	2	4	✓
Article/Event in consumer newsletter			1	1	2	4	✓
Opportunity to participate in DQ competitions			✓		✓	✓	✓
Opportunity to participate in DQ marketing campaigns			✓		✓	✓	✓
Opportunity for media involvement			✓		✓	✓	✓
Opportunity to attend DQ trade shows			✓		✓	✓	
Opportunity to participate in DQ Podcast			✓		✓	✓	
Opportunity to supply footage for video reel			✓		✓	✓	
Eligible for brochure distribution at trade shows			1		1	1	
Editorial in Drive Queensland publication						✓	
Editorial on Drive Queensland Website						✓	
Event listing on website			✓			✓	
Event listing in Drive Queensland publication			✓			✓	
VIC listing on Drive Queensland website		✓					
VIC listing in Drive Queensland publication		✓					

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*



Level - Supporter

Rate - \$300 + GST

Supporter partnership is suitable for associates of the drive industry (non-tourism businesses) and individuals.

Package Includes:

- Newsletter Subscription to both Partner and Consumer
- 5% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)

Level - Visitor Information Centres (VIC's)

RTO Member Rate - \$350 + GST

NON-RTO Member Rate - \$550 + GST

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Visitor Information Centre Partnership is suitable for stand-alone VIC's and those part of an RTO/LTO.

Package Includes:

- VIC Listing on Drive Queensland Website
- VIC Listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 10% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)



Level - Event

RTO Member Rate - \$1,450 + GST

NON-RTO Member Rate - \$1,950 + GST

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Event Partnership is suitable for those organisations hosting an annual event.

Package Includes:

- Event listing on Drive Queensland website (Events Calendar)
- Event listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 10% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)
- 1 x DQ Social Media Post (On both Facebook & Instagram Platforms) (Content to be supplied)
- 1 x Blog post on DQ website to promote your event. (Content to be supplied)
- 1 x Event post in DQ Consumer Newsletter to promote your event. (Content to be supplied)
- Opportunity to participate in DQ Competitions (Additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (Additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (Additional costs will apply)
- Eligible to distribute 1 x event brochure at DQ attended trade shows.
- Opportunity to participate in DQ Podcast
- Opportunity to supply footage for video reel displayed at consumer trade shows

Level - Bronze

RTO Member Rate - \$750 + GST

NON-RTO Member Rate - \$1,250 + GST

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Bronze Partnership is recommended for small businesses wanting to join at a basic business level.

Package Includes:

- Detailed business listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 15% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)
- 1 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 1 x Blog post on DQ website to promote your business.
- 1 x article in DQ Consumer Newsletter to promote your business.

Level - Silver

RTO Member Rate - \$2,450 + GST

NON-RTO Member Rate - \$2,950 + GST

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Silver Partnership is recommended for businesses wishing to take full advantage of what Drive Queensland can offer your business.

Package Includes:

- Detailed business listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 20% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 2 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 2 x Blog post on DQ website to promote your business.
- 2 x articles in DQ Consumer Newsletter to promote your business
- Opportunity to participate in DQ Competitions (Additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (Additional costs will apply)
- Opportunity to participate in DQ Media involvement (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (Additional costs will apply)
- Opportunity to participate in DQ Podcast
- Opportunity to supply footage for video reel displayed at consumer trade shows
- Eligible to provide for distribution 1 x brochure at DQ attended trade shows

Level - Gold

RTO Member Rate - POA

NON-RTO Member Rate - POA

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Gold Partnership is suitable for Queensland State, Regional and Local Tourism Organisations, Local Government Associations and other corporate identities.

Package Includes:

- Detailed RTO listing on Drive Queensland website
- Event listing on Drive Queensland website (Events Calendar)
- Event listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 25% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)
- 4 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 4 x Blog post on DQ website to promote your region.
- 4 x articles in DQ Consumer Newsletter to promote your region.
- Opportunity to participate in DQ Competitions (Additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (Additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (Additional costs will apply)
- Opportunity to participate in DQ Podcast
- Opportunity to supply footage for video reel displayed at consumer trade shows
- Eligible to provide for distribution 1 x brochure at DQ attended trade shows
- Editorial in Drive Queensland Publication
- Editorial on Drive Queensland Website

Level – Media

RTO Member Rate - POA

NON-RTO Member Rate - POA

**Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate*

Media partnerships are tailored to suit Media Partner.

Package Includes:

- Detailed listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F - additional costs may apply)
- DQ Social Media Post (On both Facebook & Instagram Platforms)
- Blog Post on DQ website
- Article in DQ Consumer Newsletter to promote your product
- Opportunity to participate in DQ Competitions (Additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (Additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)

Testimonials

Drive Queensland has been a terrific asset for Cooktown and Cape York to be able to reach a wider audience. Being a partner of Drive Queensland has greatly assisted us in stretching our marketing dollar further by utilising co-operative marketing opportunities. Having all drive routes marketed under the one banner of Drive Queensland allows travellers to traverse Queensland and visit regional and remote areas that they may not have previously known about.

Sally Eales

Regional Development Manager

Cook Shire Council

Drive Queensland delivers significant exposure and access for The Whitsundays through participation in drive-specific shows such as 4x4 and Caravan and Camping events across the country. This initiative allows us to attend these events and showcase our region, which we couldn't do independently. As a result, our 380 members benefit from representation and increased visibility. For instance, the Visitor Information Centre in Bowen recorded over 50,000 visitors from the Drive market (2023) even with a slight dip in 2024, these efforts are crucial in maintaining and growing our presence in the Drive tourism sector. Within The Whitsundays Visitor Information Centre located in Proserpine the Drive market accounted for 37% of the total tour and accommodation bookings during the 23-24 financial year. Tourism Whitsundays enthusiastically supports Drive Queensland and have a strong relationship and will continue to build strong relationships within our region and community and create visibility for any visitors to the Whitsundays region.

Aimee Cameron

Interim CEO

Tourism Whitsundays



Drive Queensland Ambassadors

Are you passionate about Tourism in Queensland?
Does your position in the industry heavily involve the drive market?
Do you know your region like the back of your hand?
Do you love telling people where to go?

Drive Queensland is looking for Expressions of Interest from industry gurus to become Drive Queensland Ambassadors.

So, what does this mean?

If you are successful, you will be invited to become a Drive Queensland Ambassador and be eligible for some great benefits!

- Exposure for you, your business and your region through our Drive Queensland Website, socials and EDM's
- 'First preference' to attend Trade Shows with Drive Queensland

- A generous discount on your Drive Queensland membership.
- Ambassador certificate and logo for your website/ email signatures/business cards etc.

What we expect of you...

- Be proud of your title, you earned it! Display your DQ Ambassador logo wherever possible
- Offer friendly and helpful advice to those travellers that reach out to you. Remember, they are contacting you as they are already headed your way or looking for a reason to visit!
- Welcome our guests with open arms... metaphorically speaking. Unless you are a hugger!
- Introduce them to your fellow DQ Ambassadors. We want them to have the most epic Queensland adventure then tell all their friends about it!

To be considered, please email
fiona@drivequeensland.com

Our Ambassadors



Kylie Rixon
Sunset Tourist Park
Mount Isa



Kelly Cattanach
Habitat Noosa
Sunshine Coast



Nadine Lorenz
Mackay Issac Tourism
Mackay



Brooke Turner
Broadwater Tourist Park
Gold Coast



Richard Kinnon
Outback Pioneers
Longreach



Patrice Brandenburg
The Diamantina
Birdsville/Bedourie/Betoota

Our 2025 Partners

Gold Partners



Silver Partners



Bronze Partners



Event Partners



Visitor Information Centre Partners



Supporter Partners



Media Partners



Partnership Application Form

COMPANY:

TRADING NAME:

ABN:

CONTACT NAME:

PHONE:

EMAIL:

WEBSITE:

STREET ADDRESS:

POSTAL ADDRESS:

ACCOUNTS NAME:

ACCOUNTS PHONE:

ACCOUNTS EMAIL:

PARTNERSHIP LEVEL (Ex GST)

RTO Member

NON-RTO Member

WHICH RTO ARE YOU A MEMBER OF?

Your RTO must be a Drive Queensland Partner to be eligible for RTO Member Rate

Supporter	\$300	Silver	\$2450 \$2950
VIC	\$350 \$550	Gold	POA
Event	\$1450 \$1950	Media	POA
Bronze	\$750 \$1250	Amount Due \$	

Please plant my tree: **Eumundi, Sunshine Coast** | **Atherton Tablelands, Tropical North Queensland**

AUTHORISED BY (NAME)

SIGNATURE

DATE

Complete this form and email to your account manager.

Partnership applications are pending until approved by Drive Queensland. Once approved, payment will be required within 7 days of invoice. Partnerships are valid for 12 months from date of approval.



Partnership enquiries, please contact:
Fiona Nicholl | fiona@drivequeensland.com | 0428 122 321



www.drivequeensland.com