

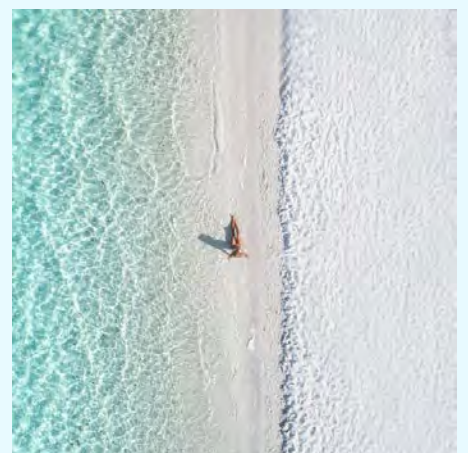


DO YOU HAVE AN ENGAGED ONLINE FOLLOWING AND SAVVY SOCIAL SKILLS?

ARE YOU A CREATIVE COPYWRITER AND ALL-ROUND GAME-CHANGER?

DO YOU HAVE AN EYE FOR DETAIL AND THE PHOTOGRAPHIC PROWESS TO MATCH?

LET'S TALK.



[MYFRASERISLAND.COM](http://MYFRASERISLAND.COM)



# MEET YOUR MEDIA HOSTS...



## MONIQUE

This marketing maven oversees all of our media partnerships and digital content strategies...plus she brings the big celebs to town!

## LAUREN

A PR star in the making and key liaison for Influencer collaborations, who curates those Insta-worthy moments.



WE'RE YOUR GO-TO CONTACTS FOR ALL FRASER ISLAND FAMILS AND ESTABLISH GREAT LONG-TERM RELATIONSHIPS WITH MEDIA.



YOUR MEDIA FAMIL OPTIONS INCLUDE...

[MYFRASERISLAND.COM](http://MYFRASERISLAND.COM)



## OPTION 1:

- Fraser Explorer 1 day 4WD guided tour
- 2 nights' accommodation at Kingfisher Bay Resort
- Food and beverage negotiable.
- Return ferry transfers

### SUITABLE FOR:

Family stories, bush tucker-specific articles or focus on the resort.

POTENTIAL TO BRING A TRAVEL PARTNER

## OPTION 2:

- Fraser Explorer 2 day, all-inclusive 4WD tour
- 1 nights' accommodation at Eurong Beach Resort
- Return ferry transfers
- All meals

POTENTIAL TO BRING A TRAVEL PARTNER



## OPTION 3:

- 2 or 3 day, all-inclusive Cool Dingo 4WD tour (18-35's only)
- 1-2 nights' twin share Wilderness Lodge accommodation (Located within Kingfisher Bay Resort)
- Return ferry transfers
- All meals

POTENTIAL TO BRING A TRAVEL PARTNER





# TAKE IT TO THE

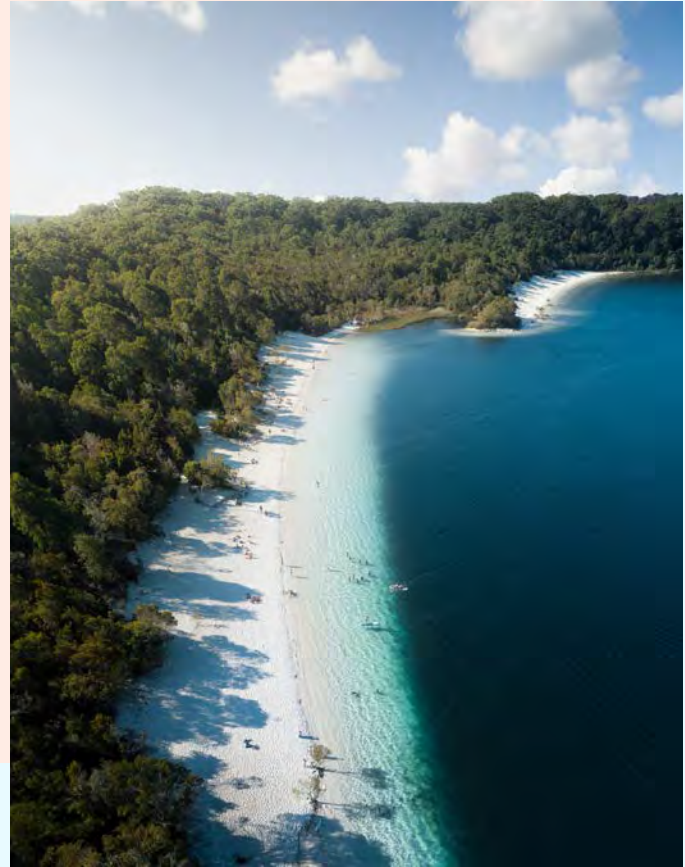
*next level...*

## ADDITIONAL EXPERIENCES MAY INCLUDE:

- Food and beverage - negotiable based on media publication
- ½ day whale watching tour
- Resort/Ranger-guided activities
- Island Day Spa media treatments
- Scenic flight with Air Fraser
- Lakes of Fraser Tour
- Remote Fraser Cruise

BESPOKE ITINERARIES  
AVAILABLE UPON REQUEST FOR  
TIER 1 MEDIA

FAMILY TRAVEL BY NEGOTIATION



## THE FINE PRINT

*please note...*

- Flights/transport into region are not included.
- We do not pay for media famils, they are a contra-based collaboration, in exchange for Fraser Island experiences.
- ALL famils will receive and be required to sign a media contract, outlining their agreed terms, timelines and deliverables.

# SHOW US WHAT YOU'VE GOT...

- Your full media kit, with inclusions of all social media profiles, total reach, unique visitors & engagement rate.
- Key collaborations you've undertaken.
- Links to previous examples of your written work.
- Details of your photographic equipment and creative skillset.

## MOST IMPORTANTLY:

- A comprehensive value proposition, outlining the content you'll supply in exchange for your Fraser Island experience.

# YOUR END OF THE *deal...*

- A selection of awe-inspiring, Instagram-worthy imagery
- Direct links and tagging to our websites & various resort/touring social accounts.
- High resolution images to be supplied within 14 days
- All blog posts to go live within 60 days of your stay.



LET'S GET  
CONNECTED

Email your media kit &  
detailed value proposition to:

[media@kingfisherbay.com](mailto:media@kingfisherbay.com)

