

**Atherton Tablelands Promotion Bureau Limited**  
Trading as



**Atherton Tablelands local tourism organisation**

# Company Overview

**May 2016**



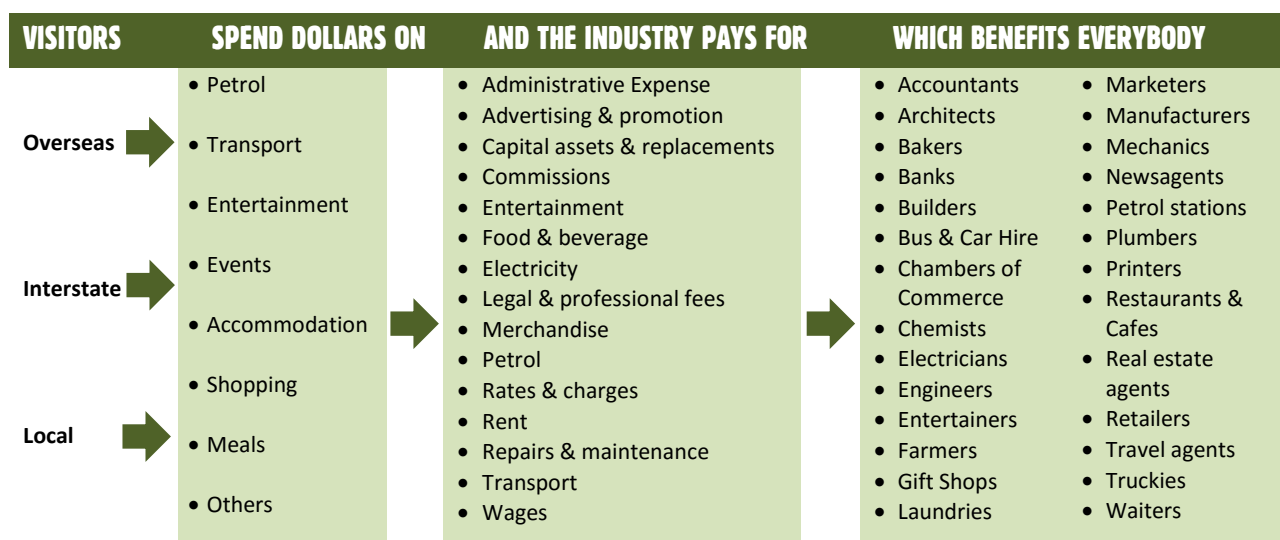
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# 1.0 The Tourism Industry

The tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment. Everyone gains from properly managed tourism and it can be especially important in regional areas because it diversifies the area’s economic base and expands the employment market.

Tourism businesses such as accommodation and tour operators represent only a small proportion of the people employed in the tourism industry or who benefit from it. As the tourist dollars trickle down they spread throughout the community and the economy in often surprising ways.



The Queensland Government has established a target to grow tourism expenditure in Queensland by an additional \$15Bn by 2020, a 100% increase from 2012. Approximately 80% of the \$15Bn in targeted growth will come from only four of the thirteen Regional Tourism Organisation (RTO) locations in Queensland.

Tropical North Queensland (TNQ) is the third largest priority growth destination and the only destination located outside South East Queensland that has the capacity and assets to play a leadership role in achieving the growth targets. The TNQ tourism industry is ambitious and wants to achieve the 2020 \$2Bn targets that have been established for this destination.

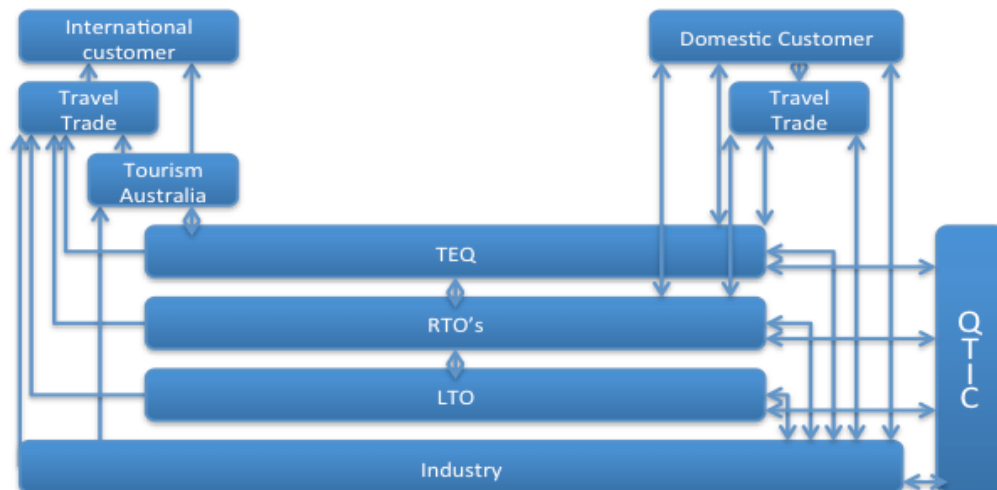
TNQ has a proud and long standing reputation of being an innovative and entrepreneurial tourism destination that values its natural assets. It is clear that the region’s competitive advantage is based on the current and continued health of these natural assets. This has been clearly defined in the new vision for the TNQ tourism industry, which is:

**“The world’s best destination to engage with nature.”**

Source: [TTNQ Report 2016 | Local Governments critical role in driving tourism](#)  
[Tropical North Queensland Destination Tourism Plan 2020](#)

## 1.1 How Tourism Works

The existing tourism system represents a multi-layered structure for industry to engage through a number of destination marketing organisations, each requiring an additional level of investment/membership.



[Tourism Australia](#) (TA) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events.

[Tourism and Events Queensland](#) (TEQ) is a statutory body of the Queensland Government and the state's lead marketing, destination and experience development and major events agency.

[Tourism Tropical North Queensland](#) (TTNQ) is the regional tourism organisation (RTO) for Tropical North Queensland and is a membership based, industry funded, incorporated private company, limited by guarantee.

The region is broken into the following six tourism precincts supported by separate local tourism organisations (LTOs). LTO's have the responsibility of ensuring their sub-region is promoted and marketed to visitors leveraging from the work delivered by the RTO (pre-arrival).

TNQ Tourism Precinct	Local Tourism Organisation
Cairns and Northern Beaches	Tourism Tropical North Queensland (TTNQ)
Atherton Tablelands	Tropical Tablelands Tourism (TTT)
Cassowary Coast / Mission Beach	Tropical Coast Tourism (TCT)
Cooktown, Cape York Peninsula & Torres Strait	Tourism Cape York (TCY)
Gulf Savannah	Savannah Way Limited (SWL)
Port Douglas and Daintree	Tourism Port Douglas & Daintree (TPDD)

## 2.0 Atherton Tablelands Tourism

The Atherton Tablelands is classified as a sub region of the greater Tropical North Queensland area.

Tropical North Queensland consistently ranks in the top five destinations visited by international visitors to Australia, and the top twenty destinations visited by domestic overnight visitors.

Tropical North Queensland is best known as the gateway to the world heritage listed Great Barrier Reef and the Wet Tropics Rainforests, and the only place in the world where two world natural heritage listed sites meet. These unique attributes have positioned the region as a popular tourist destination and resulted in the development of a diverse range of tourism facilities and opportunities.

The Atherton Tablelands is defined as the region that sits within the boundaries of Mareeba Shire Council and Tablelands Regional Council and is blessed with a multitude of natural attributes and a climate that is completely different to that of the coastal strip.

### Tourism is the second largest economic driver for the Atherton Tablelands.

Visitor numbers in 2007 were reported at 520,000 and estimated to be worth \$53 million.

Visitor Numbers in 2013/14 rose to 790,000 and valued at \$123 million.

Source: [TNQ Economic Impact Tourism report](#)

Tourism Expenditure	\$ 123 m
Tourism Output	\$ 133 m
Estimated Tourism GRP	\$ 78 m
Total including flow on	\$ 118 m
Estimated Tourism Employment	890
Total including Flow on	1,190

## 2.1 Core Attributes of the Region

1. The Waterfall Circuit including rainforests of the region.
2. The Food and Wine Trails of the area focusing on the fact that the region is the food bowl of the Tropical North.
3. The region is the gateway to Savannah Way and Cape York, two of the most adventurous touring routes in Australia.
4. The natural and unique beauty of the region which a focus on attractions like the crater lakes.
5. The Wildlife of the region with emphasis on the birding trails and unique wildlife such as the Tree Kangaroo.
6. The village atmosphere of the region that gives the area such a uniquely Australia feel.
7. A world-class mountain biking destination.

## 2.2 Destination Name

The name of the destination has been debated by industries and locals for many years.

- Tablelands
- Cairns Hinterland
- Tropical Tablelands
- Cairns Highlands

Within the tourism industry, the destination is referred to as the “Atherton Tablelands, Tropical North Queensland”.

Over the last decade, “Cairns Highlands” was used to position the destination to international markets and “Atherton Tablelands” to domestic markets. As the awareness and interest in the region increases and evident in trade and travel brochures, “Cairns Highlands” is no longer used and the region is marketed as the “Atherton Tablelands”.



## 2.3 Destination Brand

In 2012/13, Tourism Queensland rolled out a new branding strategy that included the sub-regions into the overall regional brand. Tropical Tablelands Tourism was the first local tourism organisation in North Queensland to fully embrace an integrated marketing strategy utilising the new regional branding rolled out by TTNQ. The website, all marketing collateral and campaigns encapsulates the brand message for the destination.

**Queensland, Where Australia Shines**

**Tropical North Queensland, Where rainforest meets the reef**

**Tropical Coast, Designed by nature**

**Gulf Savannah, Rugged by nature**

**Cooktown & Cape York, Epic by nature**

**Atherton Tablelands, Uplifting by nature**



## 2.0 History of Tropical Tablelands Tourism

For the purpose of a local tourism organization, Atherton Tablelands Promotion Bureau Limited was established in 1986 under the auspice of the former four Local Government Authorities governing the geographic region of the Atherton Tablelands.

In the early years, the organization traded under the name of Tableland Promotion Bureau Limited and in 2005 the business name of Tropical Tablelands Tourism (TTT) was officially registered.

Atherton Tablelands Promotion Bureau Limited is an Australian Public Company, industry lead, not-for-profit, limited by guarantee, membership based organization. Since its incorporation, the Bureau has slowly evolved by encouraging the private sector to take greater responsibility for the ongoing need to promote and market the region. Local Government and Industry continue to work together with members who are elected to the Board of Directors who have the responsibility to manage and oversee the operations of the Bureau.

### Mission Statement

To support, facilitate, and encourage development of, a professional regional integrated and successful Tourism Industry for the economic benefit of members and the Atherton Tablelands community.

### Key areas of focus

- Destination marketing.
- Destination development.
- Visitor information and services coordination (limited).
- Industry representation and lobbying.
- Product standards and continuing development.
- Membership and industry training.
- Resourcing.
- Governance and Financial Management.

### 3.1 Membership

Membership numbers for the 2015/16 financial year stand at just over 185 members.



#### Members by Type

Accommodation	46%
Tours & Attractions	39%
Food & Dining	10%
Services	5%

#### Members by Region

Atherton Tablelands	77%
Cairns	9%
Cassowary Coast	4%
Cooktown & Cape York	3%
Etheridge	2%
Port Douglas & Daintree	4%
Townsville	1%

#### Members by Shire

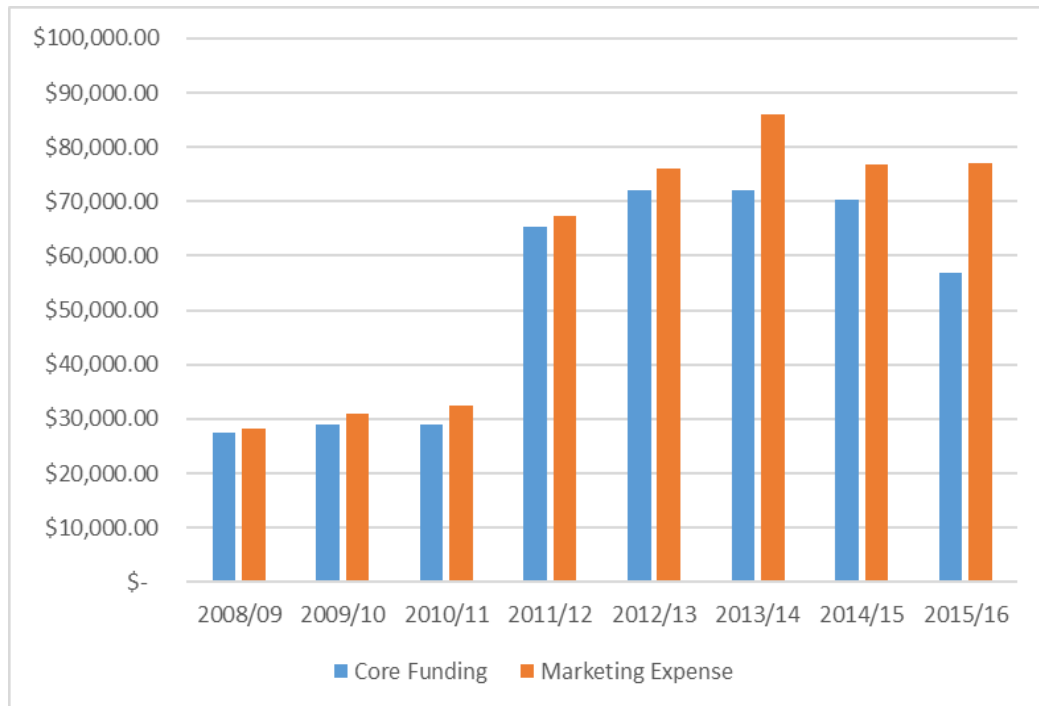
Cairns	19%
Cassowary Coast	4%
Cook	1%
Douglas	4%
Etheridge	2%
Mareeba	24%
Tablelands	45%
Townsville	1%

Membership with Tropical Tablelands Tourism is offered in a tiered structure:

- Supporter of Tourism** - Best suited for any business that experiences high and low seasons and therefore clearly benefits from a strong local tourism industry.
- Bronze** - Best suited for businesses new to tourism or currently don't advertise or market their product.
- Silver** - Best suited to businesses that wish to leverage our significant buying power and heavily subsidised domestic marketing campaigns.
- Gold** - This level of membership is best suited for businesses that wish to participate in our heavily subsidised national and international marketing campaigns and have a dedicated space for meetings, conferences or events.
- Platinum** - This level of membership is best suited for businesses that have more than 1 entity and wish to receive the benefits of maximum exposure of their products on a global scale.

### 3.2 Funding

Tropical Tablelands Tourism receives income through membership, grant funding for specific projects; website commissions, corporate sponsorships and Council contributions. Strategies are continuously being developed to pursue other income stream options to ensure the region’s local tourism organisation can sustain a positive future and deliver measureable benefits to the Atherton Tablelands community.



	Council Contribution	Marketing Expense	Business Plan	Discover Contribution
2008/09	\$27,500	\$28,250	\$13,000	\$26,000
2009/10	\$29,000	\$31,046	\$6,667	\$26,000
2010/11	\$29,000	\$32,381	-	\$26,000
2011/12	\$65,454	\$67,222	-	0
2012/13	\$72,000	\$76,032	-	0
2013/14	\$72,000	\$85,928	-	0
2014/15	\$69,600 *	\$76,787	-	0
2015/16	\$56,800 *	\$77,058 **	-	0

\*\* July 2015 to April 2016

\* Breakdown per shire

2014/15 MSC \$31,680 TRC \$38,800

2015/16 MSC \$25,120 TRC \$30,800

### 3.0 Achievements

This section covers a selection of significant marketing initiatives that have been delivered by Tropical Tablelands Tourism in recent years. It is not a full list of all initiatives. More information is available on the corporate website – [www.tropicaltablelandstourism.com.au](http://www.tropicaltablelandstourism.com.au)

Marketing initiatives from 2008 – 2014 are in accordance with Strategic Plans developed from the *Tropical Tablelands Tourism Business Plan* prepared in 2008 by Kliendhardt Business Consulting.

Marketing initiatives delivered since 2015 are in accordance with the TTT Marketing Plan that aligns with the TNQ Destination Tourism Plan 2020.

### 3.1 Discover Visitors Guide

Discover Atherton Tablelands Visitors Guide is the region’s major marketing tool. The visitors guide is produced annually and funded solely through advertising.

Over 100,000 copies are printed and distributed annually to Queensland visitor information centres, tour desks and tourist information boards. Discover is also available at the national caravan and camping shows.

Sales calls are conducted in our key market target areas of Port Douglas, Cairns, Cassowary Coast and Townsville as part of distribution of Discover.



Discover visitors guide is also available from a variety of digital media platforms:

- Digital version from the destination website [www.athertontablelands.com.au](http://www.athertontablelands.com.au)
- Download the Discover App from Android’s [Google Play](https://play.google.com/store/apps/details?id=com.athertontablelands) App Store
- Download the Discover App from [iTunes](https://itunes.apple.com/au/app/discover-atherton-tablelands/id1011111111)
- From [Issuu.com](http://issuu.com) and Issuu App (also available from Google Play and iTunes)

### 3.2 Destination Website

The destination website is a significant marketing tool for the region and attracts an average of 11,000 visitors each month

The website was completely rebuilt in 2012 in conjunction with the launch of the new branding elements rolled out for Tropical North Queensland. The new website was a significant milestone for the organisation by providing visitors with all the information they need from one site to plan and book their holiday to the Atherton Tablelands.

In 2015, the site was refreshed with a new look and feel, content reviewed and coded for viewing on mobile devices. Over 70% of visitors to the website access the site via mobile devices.

The site features destination information, where to stay, what to do, contacts for the visitor information centres, an events calendar and a booking system.



**Atherton Tablelands, Tropical North Queensland**

The official website of Tropical Tablelands Tourism is the region's local tourism organisation that everything you need to know about visiting the Atherton Tablelands.

The region is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

There are so many things to do and see in the Atherton Tablelands. From hiking and fishing to wine tasting and shopping, there's something for everyone. And the best part is, it's all so close together.

Whether you're looking for a quiet getaway or a fun-filled vacation, the Atherton Tablelands has what you need. So come and see for yourself. You won't be disappointed.



**The Region**

The Atherton Tablelands is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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**Places to Visit**

**Karanda** is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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**Maree** is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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**Mount Malloy to Mount Carbine**

Mount Malloy is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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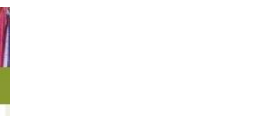
Whether you're looking for a quiet getaway or a fun-filled vacation, the Atherton Tablelands has what you need. So come and see for yourself. You won't be disappointed.

**Chilpan & Chilsan**

Chilpan is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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**Visitor Information**

The Atherton Tablelands is a beautiful area of rolling hills and valleys, with a rich history of agriculture, mining, and industry. It's a place where you can enjoy the best of both worlds - the beauty of the outdoors and the comforts of modern living.

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Whether you're looking for a quiet getaway or a fun-filled vacation, the Atherton Tablelands has what you need. So come and see for yourself. You won't be disappointed.

**Where to stay**

There are so many things to do and see in the Atherton Tablelands. From hiking and fishing to wine tasting and shopping, there's something for everyone. And the best part is, it's all so close together.

Whether you're looking for a quiet getaway or a fun-filled vacation, the Atherton Tablelands has what you need. So come and see for yourself. You won't be disappointed.

**Accommodation**

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**Hotels**

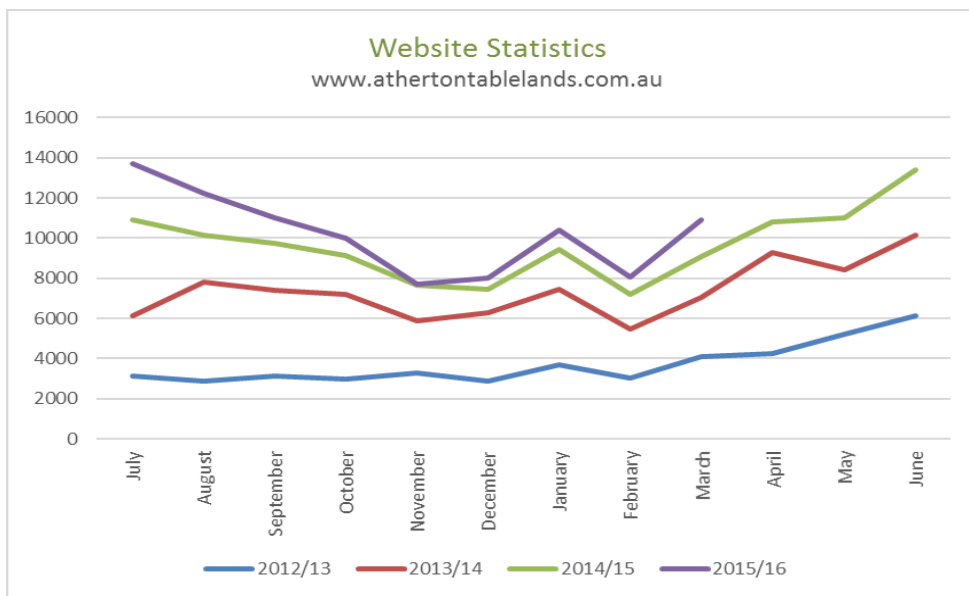
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**Restaurants**

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### 3.3 Drive North Queensland

In 2011, Tropical Tablelands Tourism was awarded \$99,200 under the Rural Resilience Industry Grant funding from the Department of Employment, Economic Development and Innovation for the development of a smart phone application focusing themed drive routes throughout North Queensland using the data from the Australian Tourism Data Warehouse (ATDW). ATDW is Australia’s central database of tourism product and destination content.

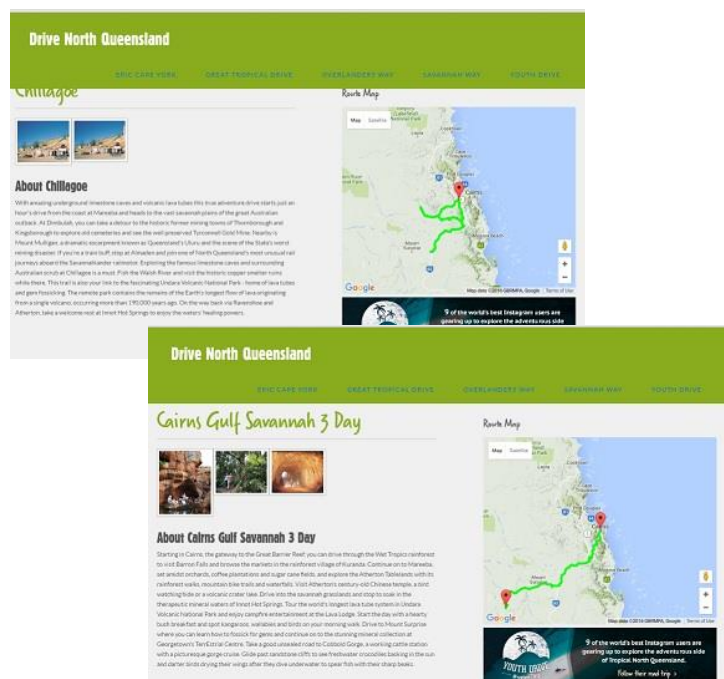
Together with a contribution from membership funds, Tropical Tablelands Tourism developed the Drive North Queensland APP for iPhone, iPad and Android platforms. The application includes maps, tourist information, imagery and operator data surrounding the framework of 4 major drive routes:

- Epic Cape York
- Savannah Way
- Great Tropical Drive
- Overlander’s Way

Three of the four drive routes travelled through the Atherton Tablelands.

This was a significant project delivered by TTT and instigated neighbouring regions to collaborate, promote and embrace this significant tourism tool. Every operator listed on the ATDW from Townsville north is included in this App. Workshops were conducted in Townsville, Charters Towers, Mission Beach, Atherton, Cairns and Georgetown to help operators and Visitor Information Centre Staff to embrace this new platform.

In 2012, Tourism Tropical North Queensland (TTNQ) received funding under Tourism and Events Queensland (TEQ) Contestable Funding Programme to further capitalise on Drive North Queensland. A website was developed; advertising campaigns delivered and strong engagement with the Drive market through RACQ Travel Centres, RACQ magazine and digital marketing platforms. For the next 3 years TTNQ continued to deliver significant outcomes under the banner of Drive North Queensland.



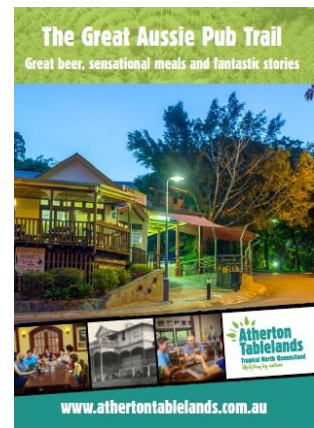
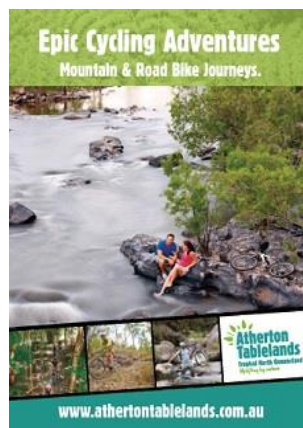
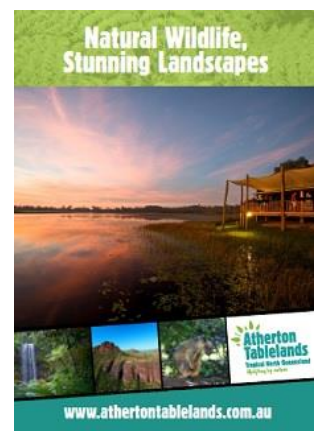
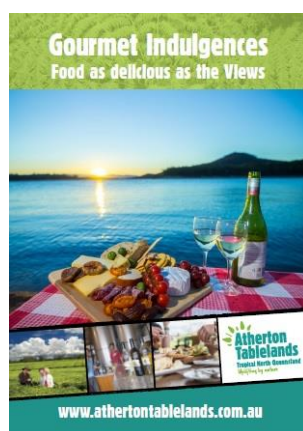
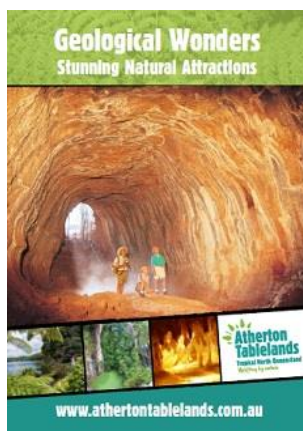
### 3.4 Atherton Tablelands Trails Campaign

In 2016, TTT developed a new campaign to redesign how the “Touring Traveller” engages with our destination. Previously self-drive itineraries have been designed around geographical points. TTT took on a different approach with this latest campaign and developed a series of themed trail itineraries to showcase the depth of diversity that the Atherton Tablelands region offers.

This campaign specifically targets our key markets including post arrival visitors to Cairns and Port Douglas, the international traveller and also the interstate and intra state visitor.

The initial six themed trails include:

- Geological Wonders
- Gourmet Indulgences
- Natural Wildlife, Stunning Landscapes
- Epic Cycling Adventures
- Pioneering History
- The Great Aussie Pub Trail



Itineraries are initially being distributed at high volume tour desks in Cairns and Port Douglas via 4 light boxes and are being replicated on the destination website incorporating accommodation options and links to every member that fits within the themed itinerary.

### 3.5 Facebook: Discover Atherton Tablelands

Discover Atherton Tablelands Facebook Page has just under 7,000 fans.

Nature and wildlife images consistently receive the highest number of likes and shares across all posts.

Each month, the page increases its followers due to the growing numbers of fans engaging with the page. This increase in followers translates into post reach including a reach of 117,000 for the four-week period in March 2016.

[facebook.com/DiscoverAthertonTablelands](https://facebook.com/DiscoverAthertonTablelands)



### 3.6 Inbound UpNorth

North Queensland Inbound UpNorth is a significant annual ‘must do’ event on the calendar for both inbound sellers and buyers. This event is hosted by the Australian Tourism Export Council (ATEC) in collaboration with Tourism and Events Queensland.

October 2015 the Atherton Tablelands was the host destination for this event, held at Tinaroo Lakes Resort. The event attracted over 100 buyers and sellers for a series of workshops, networking functions and participatory activities.

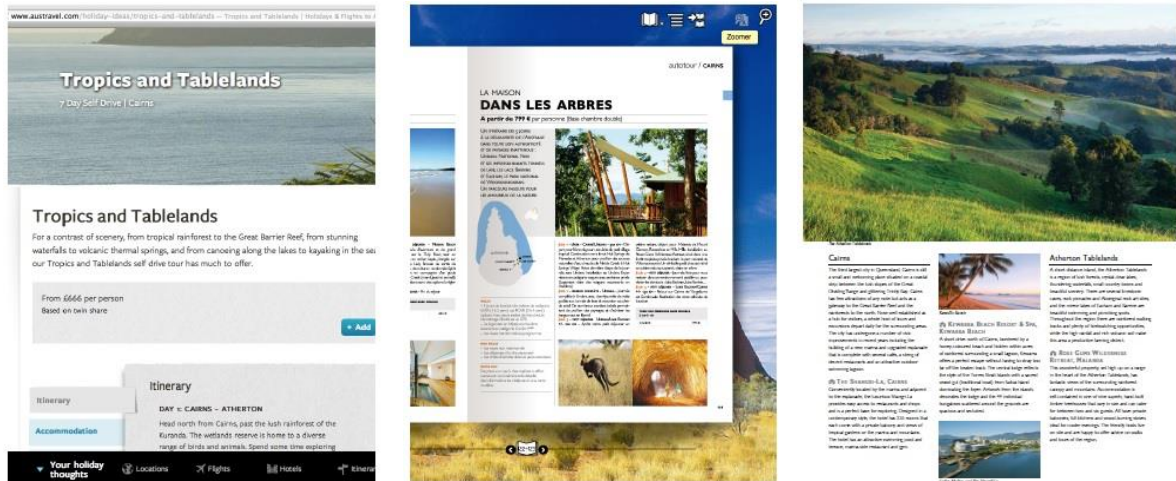
The final day of the 3-day event involved a rally style exploration of the Atherton Tablelands. Tropical Tablelands Tourism developed six itineraries to cover off on the length and breadth of the Tablelands and to show the diversity of the destination.

The event was a resounding success plus a significant amount of social media activity and commentary that has spread much further than just the participants of the event

### 3.7 International Marketing

Tropical Tablelands Tourism engages Pinnacle Tourism Marketing to undertake marketing activities which includes international marketing to ensure the destination is being well showcased to these markets.

Sales trips are conducted throughout the year targeting key wholesalers whereby agents are trained and informed on the many activities available across the Atherton Tablelands. Outcomes of these sales trips is evident in the increase exposure the destination receives in trade and consumer brochures.



### Australian Tourism Exchange (ATE)

Australian Tourism Exchange (ATE) is the largest annual travel and tourism business-to-business event. It brings together Australia’s tourism industry in a forum to showcase their products directly to tourism wholesalers and retailers from around the world, through a combination of scheduled business appointments and networking events. It is also a unique opportunity for international travel Buyers to experience Australia first-hand.

Each year around 1200 Australian Seller delegates from approximately 460 companies, 600 key Buyer delegates from over 38 countries, and over 50 international and Australian media attend this global event.

Since 2012, the Atherton Tablelands has been well presented at ATE and each year, interest in the region continues to grow from buyers. It is critical the region continues this exposure to these markets including representation at events such as ATE which is often out of reach financially, for many sub-regions throughout Australia.

### 3.8 Domestic Marketing

Domestic marketing and wholesaler engagement is conducted throughout the year through sales trips and ongoing contact with agents. The purpose of the sales trips is to conduct training on the destination. Positive interest continues to develop particularly with requests for self-drive itineraries.

### 3.9 Other initiatives

- **Media & PR activities**
- **Consumer Newsletter**
- **Consumer Show Representation**  
Cairns Show; Townsville Show; Caravan & Camping Shows throughout Australia
- **Event Tourism**  
Promotion of regional events through events calendar, media releases and consumer newsletter.
  - 2015 Atherton BikeFest  
TTT provided inkind sponsorship by developing an Instagram campaign that involved participants on a bike ride from Atherton to Tinaroo, via Lake Eacham and had to take photos of various food and hero experiences that were then tagged and uploaded to Instagram.
  - 2014 Development of [Event Planners Guide](#)
  - 2013 National Mountain Bike Marathon Championships  
Provision of imagery, destination information and bike-friendly accommodation options promoted as part of event registration
  - 2013 Cycle Queensland Rest Day Tours  
Development of tour packages for the rest day in Yungaburra; distributed via the event online registration process; all tours booked via the destination website; destination imagery and flyer provided to event organisers
  - 2012 Total Solar Eclipse  
Dedicated promotion of the event including destination information, accommodation options and viewing options
- **Discover Map for Visitor Information Centres**  
A3, low gloss, double sided map of the region for the visitor information centres to use in conjunction with Discover Visitors Guide to showcase specific points of interest, travel routes etc. 25,000 copies printed when required.
- **Targeted Campaigns**  
Developed as part of the annual marketing plan, campaigns that specifically target a key market or season are delivered. Examples of campaigns include:
  - Self-Drive Campaigns in partnership with AVIS and Budget developed for the Easter holiday period targeting self-drive travellers
  - Short Breaks Campaign targeting Townsville visitors to choose the Atherton Tablelands for a short break
  - Food trail itineraries

## 4.0 Corporate Activity

### 4.1 Strategic Planning Workshop

A Strategic Planning & Implementation workshop was held 14<sup>th</sup> November 2014, facilitated by Mark Matthews from Advance Cairns. This workshop included a review of the operations and resources and an opportunity for Directors to run ideas and feedback past other Board members outside a structured board meeting.

### 4.2 Corporate Website

The corporate website was officially launched in February 2015. This website is separate to the destination website and targets members, the community and stakeholders with the objective to lift the profile of the organization and provide industry news and education.

More information - [www.tropicaltablelandstourism.com.au](http://www.tropicaltablelandstourism.com.au)

### 4.3 Corporate Facebook

Tropical Tablelands Tourism corporate Facebook page is another platform to connect with members and the wider community to share corporate news, membership opportunities, industry resources network and gather feedback.

More information - [www.facebook.com/tropicaltablelandstourism](http://www.facebook.com/tropicaltablelandstourism)

### 4.4 TNQ Destination Tourism Plan 2020

In accordance with the TNQ Destination Tourism Plan 2020 - approved by regional stakeholders including the local government agencies and local tourism organisations in early 2014, TTT developed a four (4) year strategic plan that focuses on the activities the LTO must deliver as outlined in the TNQ Destination Tourism Plan.

More information:

- [Tropical North Queensland Destination Tourism Plan 2020](#)
- [Tropical Tablelands Tourism Strategic Plan 2014 – 2018](#)

## 5.0 Challenges

### 5.1 Low Corporate Profile

Over the last ten years, Tropical Tablelands Tourism has devoted resources in delivering initiatives to build destination awareness and encourage more visitors to choose the Atherton Tablelands as their next holiday destination. These initiatives target visitors and communities outside the region and as a result, within the region very few outside the tourism industry are aware of the organization and the marketing initiatives being delivered.

It is critical for the long term sustainability of Tropical Tablelands Tourism to continue to build its corporate profile, increase support and engage with the community.

In 2015, a monthly “Tourism Talk” column in the Advertiser & Tablelander newspaper was introduced to deliver key messages from TTT to the local community. The corporate website was developed and provides members and the community industry and organization information. Further strategies are being developed including engagement with the region’s Chambers of Commerce and Industry Groups.

The challenge is ensuring that resources are available to continue to develop and implement effective strategies to build corporate profile without detracting from the organisations’ core objective which is to market and promote the Atherton Tablelands.

### 5.2 Membership Engagement

As the local tourism organization, Tropical Tablelands Tourism’s primary role is to market and promote the region of the Atherton Tablelands. Products are showcased as part of the strategies to promote the destination.

Tropical Tablelands Tourism has a strong membership base of over 185 members. Members receive newsletter monthly; can access industry information on the corporate website and are offered opportunities to leverage from various destination marketing initiatives. More strategies are needed to increase engagement from members.

More product development initiatives are needed for members including workshops; one-on-one mentoring programs and training opportunities. This will increase membership engagement; educate operators in engagement with trade; develop products and increase the understanding of destination development and industry opportunities.

### 5.3 Limited Funding, Limited Resources

Tropical Tablelands Tourism receives income through membership, grant funding for specific projects; website commissions, corporate sponsorships and Council contributions. Any withdrawal or reduction in funding poses a significant risk for the organisation to continue to deliver effective marketing strategies for the region.

The challenge is to secure other sustainable income streams that will allow the organisation to be competitive and continue to build awareness of the destination.

## 6.0 Opportunities

### 6.1 Discover Atherton Tablelands Visitors Guide

- Continue to produce Discover Atherton Tablelands Visitors Guide and ensure the publication meets the needs of the consumer.
- Continue to build exposure of the destination at the major Caravan & Camping Shows.

### 6.2 Trade Engagement

- Continue to engage with domestic and international trade on what this region as a stand-alone destination has to offer.
- Continue to build awareness of the Atherton Tablelands as a stand-a-lone destination

### 6.3 Product Development

- Deliver training programs for tourism operators to further expose their product to both the domestic and international markets.
- Continue to use and educate all operators in embracing the destination's brand elements and consistent imagery showcasing the iconic attractions (brand awareness).
- Development of packages between products to maintain visitation.
- Development of packages targeting Townsville and surrounding areas.
- Liaise with Tablelands Futures Corporation and Councils to target investment attraction for a large scale multi-purpose accommodation facility.

### 6.4 Promotion of Trails, Themed Itineraries

- Develop more themed trail itineraries.
- In partnership with Tablelands Futures Corporation and TIMBA, develop strategies to market this region as a world class mountain biking destination.

### 6.5 Collaborative Marketing

- Continue to build strong partnerships with the region's visitor information centres to ensure TTT's role of pre-arrival and the visitor centre's post arrival responsibilities is working effectively.
- Develop a TTT, MSC, TRC Tourism Operational Plan.
- Strengthen relationships with our regions Chambers of Commerce and Business Industry groups.
- Taste Paradise – local food brand linked to food tourism experiences.
- Deliver marketing strategies focusing on digital opportunities.

### 6.6 Event Tourism

- Develop strategies targeting event participants to extend the length of stay and dispersal of visitor expenditure across the region.
- Develop Event packages that incorporates event entry, accommodation and tour options.