

Atherton Tablelands Promotion Bureau Limited

Trading as



Atherton Tablelands local tourism organisation

Annual Report

2017 - 2018



Table of Contents

1.0	The Tourism Industry	2
1.1	How Tourism Works	3
1.2	Atherton Tablelands Tourism	4
1.3	Our Values	4
1.4	Tropical Tablelands Tourism.....	5
2.0	Marketing Achievements.....	6
2.1	Destination Website	7
2.2	Social Media	8
2.3	Media & PR.....	9
2.4	Marketing Campaign Opportunity	9
2.5	Blogger/Digital Influencer Famil.....	10
2.6	Consumer Shows	10
2.7	Discover Atherton Tablelands Visitors Guide.....	10
3.0	Financials	11
4.0	Membership	12

1.0 The Tourism Industry

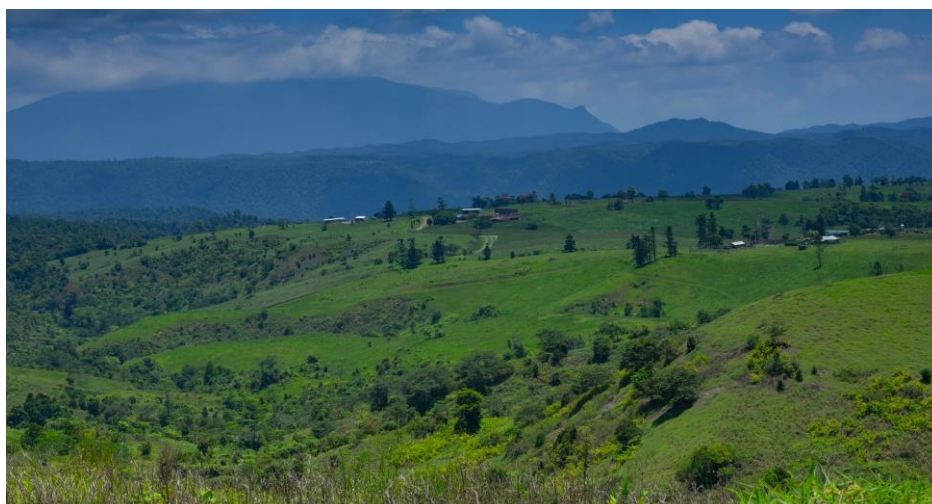
The tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment. Everyone gains from properly managed tourism and it can be especially important in regional areas because it diversifies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

VISITORS	SPEND DOLLARS ON	AND THE INDUSTRY PAYS FOR	WHICH BENEFITS EVERYBODY
Overseas →	<ul style="list-style-type: none"> • Petrol • Transport • Entertainment 	<ul style="list-style-type: none"> • Administrative Expense • Advertising & promotion • Capital assets & replacements • Commissions • Entertainment • Food & beverage • Electricity • Legal & professional fees • Merchandise • Petrol • Rates & charges • Rent • Repairs & maintenance • Transport • Wages 	<ul style="list-style-type: none"> • Accountants • Architects • Bakers • Banks • Builders • Bus & Car Hire • Chambers of Commerce • Chemists • Electricians • Engineers • Entertainers • Farmers • Gift Shops • Laundries
Interstate →	<ul style="list-style-type: none"> • Events • Accommodation • Shopping 		<ul style="list-style-type: none"> • Marketers • Manufacturers • Mechanics • Newsagents • Petrol stations • Plumbers • Printers • Restaurants & Cafes • Real estate agents • Retailers • Travel agents • Truckies • Waiters
Local →	<ul style="list-style-type: none"> • Meals • Others 		

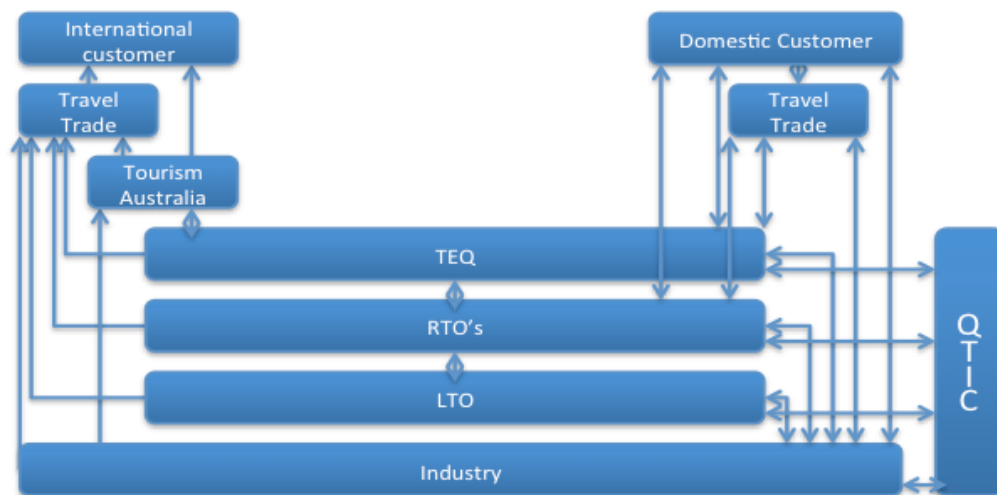
Tropical North Queensland (TNQ) is the third largest priority growth destination and the only destination located outside South East Queensland that has the capacity and assets to play a leadership role in achieving the growth targets. The TNQ tourism industry is ambitious and wants to achieve the 2020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



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)

1.2 Atherton Tablelands Tourism

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 classified as a sub region of the greater Tropical North Queensland area.

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.

1.3 Our Values

The diversity of the Atherton Tablelands is our greatest asset to the continuing development of the Atherton Tablelands as a holiday destination.

Inspiring Natural Wonders

- Geological Wonders including Crater Lakes, Limestone Caves.
- World Heritage-listed landscapes
- Unique wildlife including the Lumholtz's and Bennett's Tree Kangaroo species that are only found in the Wet Tropics

Gourmet Experiences

- Rich agriculture land producing a range and quality of produce
- The offering of good food, wine, local cuisine and produce
- Food and wine trails to explore

Diversity of Trails

- World-class mountain bike trails park
- A range and network of trails across the region including hiking, walking, horse-riding, mountain biking, 4WD and cycling

Our Heritage

- Natural places: scenic landscapes, rainforests, flora and fauna, geological features;
- Indigenous places: indigenous sites; indigenous culture;
- Historic places: towns and historic landscapes; historic villages and buildings; mining history; war history; museums

These values are reflected in the work of Tropical Tablelands Tourism.

1.4 Tropical Tablelands Tourism

For the purpose of an industry-led 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.



Purpose

Tropical North Queensland is undeniably one of the most exciting and diverse regions to visit in Australia and the Atherton Tablelands sits at the very heart of it. With its breathtaking waterfalls, scenic vistas at every turn, impressive lakes, lush rainforest and rugged outback, a visit to this region promises to be one of great contrast, beauty and exploration.

Vision

For the Atherton Tablelands to be recognised locally, nationally and internationally as one of the world's great travel and getaway destinations that offers experiences for everyone with a fantastic range of activities and places to visit.

For Tropical Tablelands Tourism to be acknowledged as a successful, local tourism organisation that embraces a culture of continuous improvement, visitor satisfaction, current technology, industry leadership and excellence.

Mission

To grow tourist visitation and expenditure for the economic benefit of tourism and events sectors and the wider Atherton Tablelands community.

To add value to members through promotion and increased destination awareness.

Organisation Goals

- Increase visitor arrivals and expenditure to the Atherton Tablelands
- Operate with a sustainable business model
- Deliver value to members
- Deliver business outcomes based upon quality research, best practice and return on investment
- Apply available resources in the most effective and productive manner
- Identify and invest in growth opportunities
- Demonstrate industry and destination management leadership



2.0 Marketing Achievements

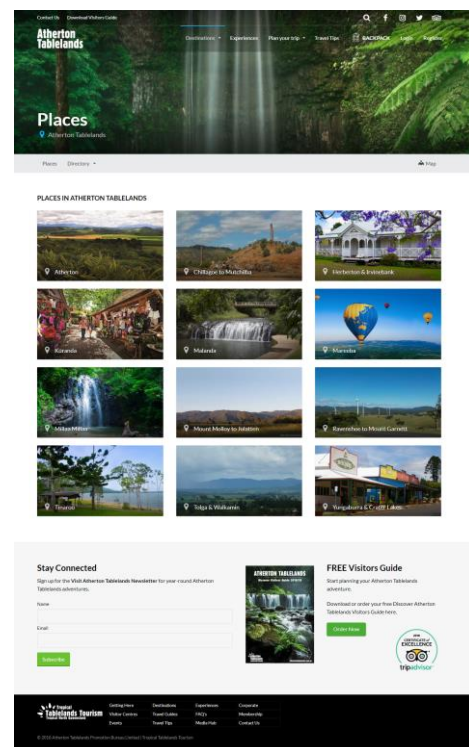
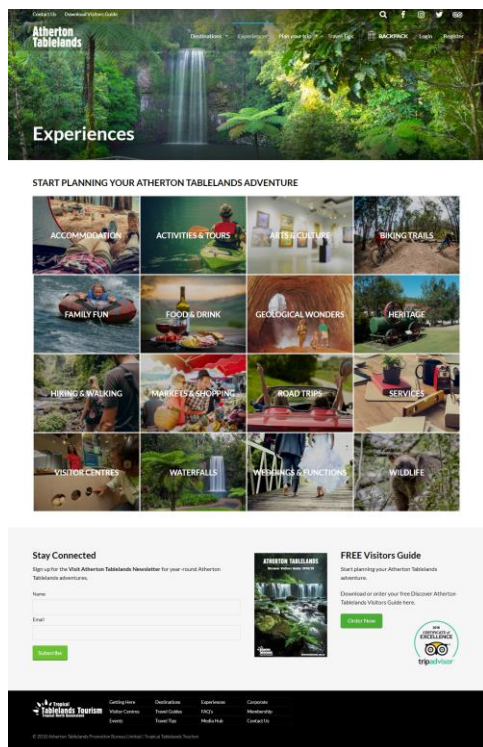
2.1 Destination Website

The destination website is a significant marketing tool for the region and attracts an average of 11,000 visitors each month. The site features destination information to assist visitors to plan their next holiday to the Atherton Tablelands and includes information on where to stay, what to do, links to visitor information centres, events calendar, getting here, services and a booking system.

Outcomes

- Maintenance, reviews and new content is an ongoing task managed by TTT's Executive Officer.
- The Themed trails (self-drive itineraries) are a popular source of destination information.
- Council supported events including the 2018 Yungaburra Triathlon and 2018 The Great Wheelbarrow Race were well showcased on the destination website and promoted through social media channels.
- A new destination website has been developed in-house and is now ready for launch. The new site follows the global trend to showcase a destination focusing on experiences that encourages visitors to see more and stay longer.

The new destination website includes new imagery, easier navigation, blogs/stories, maps, commercial and free attractions, trails, social media feeds, self-drive itineraries and a planning tool called "The Backpack" that allows visitors to create their bucket list of the many tours, accommodation and attractions to experience during their adventure on the Atherton Tablelands.



2.2 Social Media

Discover Atherton Tablelands Facebook page has grown from 14,000 fans to now 18,200. Instagram followers have increased by almost 4,000.

2017/18 Total Followers: 10,000

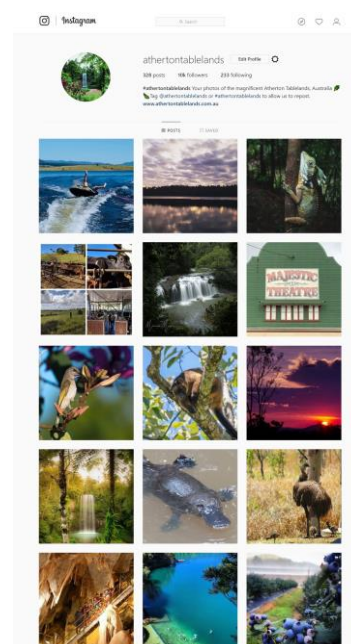
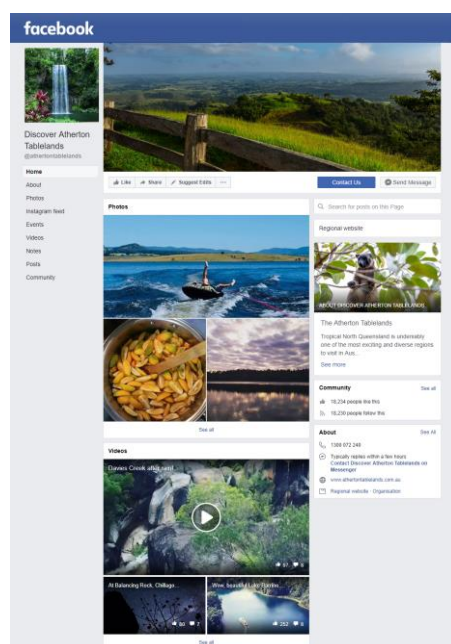
2016/17 Total Followers: 6,094

Discover Atherton Tablelands Facebook page is now the 3rd most popular tourism destination Facebook page in TNQ

1. Explore TNQ - 180.6K page likes
2. Port Douglas & Daintree – 31K page likes
3. Atherton Tablelands - 18.2K page likes

A total of 956 tweets have been posted to the destination Twitter account

Discover Atherton Tablelands now has a YouTube channel. New videos developed by TTT will be loaded early in the new financial year to support other videos showcasing the Atherton Tablelands.



2.3 Media & PR

16 blogs/media releases were prepared and distributed by Tropical Tablelands Tourism targeting media channels outside the TRC region.

11 “Impressions of the Atherton Tablelands” were promoted through digital media channels. These impressions capture the most popular #athertontablelands images for the month

04/07/17 – Free diving Lake Eacham
 17/07/17 – June Impressions of the Atherton Tablelands
 24/07/17 – What’s on the Atherton Tablelands
 31/07/17 – Christmas in July Celebrations
 04/08/17 – July Impressions of the Atherton Tablelands
 07/09/17 – August Impressions of the Atherton Tablelands
 13/09/17 – The Atherton Tablelands on a plate
 30/09/17 – World’s Most Iconic Mountain Bike Race Returns
 17/10/17 – September Impressions of the Atherton Tablelands
 30/10/17 – Cute Roos in Trees
 24/11/17 – October Impressions of the Atherton Tablelands
 30/11/17 – Top Tips for Platypus Spotting
 22/12/17 – November Impressions of the Atherton Tablelands
 27/12/17 – Lake Eacham – Picture Perfect
 30/12/17 – Chillagoe – a true blue Down Under experience
 05/01/18 – December Impressions of the Atherton Tablelands
 17/01/18 – Flying High
 30/01/18 – Lake Barrine – The Tea’s as Good as the View
 01/02/18 – January Impressions of the Atherton Tablelands
 16/02/18 – Malanda Falls
 28/02/18 – Chinese Heritage: Hou Wang Temple in Atherton
 29/03/18 – February Impressions of the Atherton Tablelands
 31/03/18 – March Impressions of the Atherton Tablelands
 11/04/18 – Atherton Tablelands has full spread of events
 30/04/18 – Discover travel publications goes into overdrive
 30/04/18 – May Event Madness
 30/04/18 – April Impressions of the Atherton Tablelands

2.4 Marketing Campaign Opportunity

A themed trails booklet was development and launched in conjunction with the production of the 2018/19 edition of the Atherton Tablelands Discover Visitors Guide. Operators were given the opportunity to participate in this initiative.

2.5 Blogger/Digital Influencer Famil

Tropical Tablelands Tourism contributed \$5,000 towards the TTNQ Ride Cairns project with the condition that the project included activities promoting the Atherton Tablelands as a mountain biking destination through journalist and digital influencer famils.

[Day 1 Ride, Swim, Eat, Repeat – Mountain Biking the Atherton Tablelands](#) – 2,342 views

[Day 2 Ride, Swim, Eat, Repeat – Mountain Biking the Atherton Tablelands](#) – 1,632 views

[Day 3 Ride, Swim, Eat, Repeat – Mountain Biking the Atherton Tablelands](#) – 2,064 views

Flow Mountain Bike YouTube channel has over 24,000 subscribers.

2.6 Consumer Shows

Destination showcased together with Discover Visitors Guide at the following consumer shows:

- Let's Go Caravan & Camping Lifestyle Show, Adelaide, February 2018
- Caravan & Camping Super Show, Melbourne, February 2018
- Brisbane Caravan & Camping Show, June 2018

Participation in more shows throughout the remainder of this year has been confirmed. TTT engages Pro-Active Marketing to attend the key caravan and camping shows, promote the Atherton Tablelands Discover Visitors guide and engage with potential visitors.

2.7 Discover Atherton Tablelands 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.

110,000 copies of 2018/19 Atherton Tablelands Discover Visitors Guide (current edition) were produced and launched pre-Easter 2018

110,000 copies were printed of the previous edition - 2017/18 Discover Visitors Guide. We ran out of supply at our bulk storage facility in October 2017. Mareeba Shire Council storage ran out of supply pre-Christmas. TTT was made aware of excess stock available at the TRC depot February 2018.

Discover sub-committee members included Bram Collins (Chair); Narelle Burns (TRC); Cathy Harvey (Kuranda); Kahlia Pepper (TK); Janet Greenwood (Mareeba); Michael Nelson; Tanya Snelling; Sheryn Bewert; Bronwyn Jones

Sales calls are conducted in our key market target areas of Port Douglas, Cairns, Northern Beaches, Atherton Tablelands, Charters Towers, Cassowary Coast and Townsville.

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

- Digital version from the destination website www.athertontablelands.com.au
- Download the Discover App from Android's [Google Play](#) App Store
- Download the Discover App from [iTunes](#)
- From Issuu.com and Issuu App (also available from Google Play and iTunes)

3.0 Financials

Preliminary 2017/18 financials for Atherton Tablelands Promotions Bureau Ltd. Final figures will be distributed prior to the 2018 AGM and on completion of audited financial statements.

Marketing and Operational Funding

Income	
Membership	\$36,299.57
Funding contribution – Mareeba Shire Council	\$25,000.00
Funding contribution – Tablelands Regional Council	\$31,680.00
Other income	\$11,414.69
Total Income	\$104,394.26
Expenses	
Destination marketing	\$70,309.02
Committed funding Digital Marketing	\$9,874.86
Operational expenses	\$24,210.38
Total Expenditure	\$104,394.26

Project Funding

- Atherton Tablelands Discover Visitors Guide is supported by advertising and is a cost-neutral project.
- Atherton Tablelands Themed Trails project was supported by advertising and is a cost-neutral project.

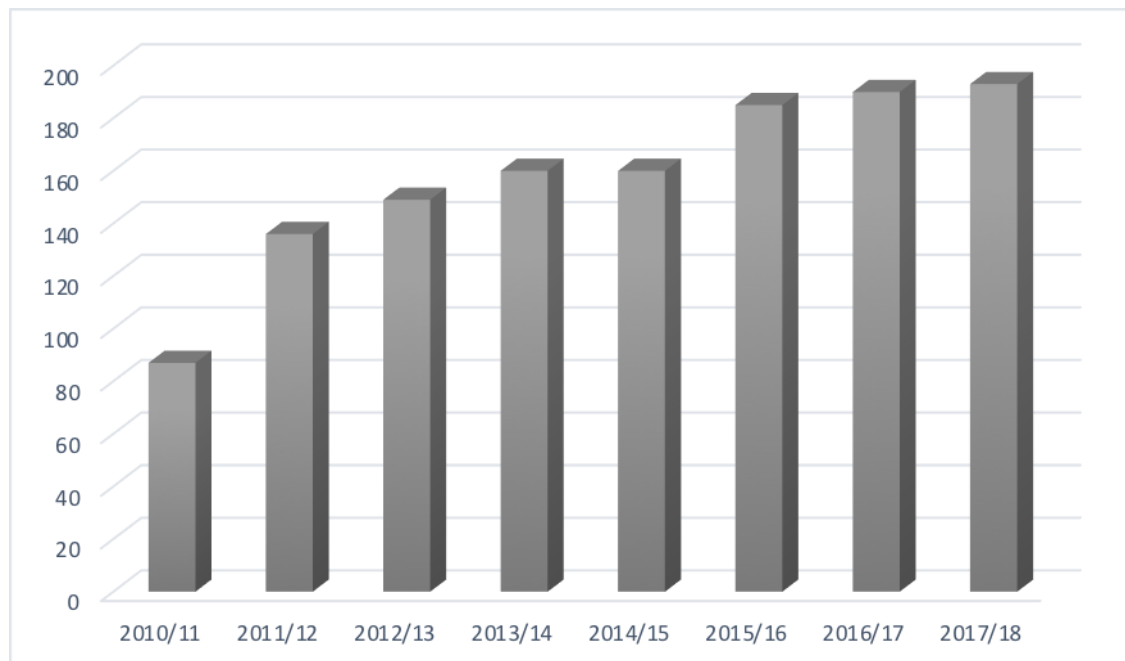
Committed Funding

- Committed funding includes allocation of funds towards the new digital marketing focus and specifically for new image and video destination collateral.

New destination website has been developed in-house at no additional cost, excluding hosting and specific software expenses.

4.0 Membership

Membership numbers for the 2017/18 financial year stand at 193 members which includes 10 new members.



Supporter of Tourism - Best suited for any business that experiences high and low seasons and therefore clearly benefits from a strong local tourism industry.

Return on Investment: *By supporting Tourism, your business will be promoted to a wider audience and receive the many flow on benefits from a strong local tourism industry and economy.*

Bronze - Best suited for businesses new to tourism or currently don't advertise or market their product.

Return on Investment: *Participate in just one industry workshop and your membership will return your investment and provide you with the skills to further enhance your business.*

Silver - Best suited to businesses that wish to leverage our significant buying power and heavily subsidised domestic marketing campaigns.

Return on Investment: *Participate in one subsidized marketing campaign and your investment will be realised.*

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.

Return on Investment: *Participate in just one marketing campaign or generate at least one sales lead and you will recoup your investment.*

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.

Return on Investment: *The increased exposure of your products and participation in heavily discounted the many marketing opportunities will recoup your investment.*



Atherton Tablelands Promotion Bureau Limited, trading as
Tropical Tablelands Tourism
PO Box 257, Atherton QLD 4883
Telephone: 1300 072 240
www.athertontablelands.com.au