

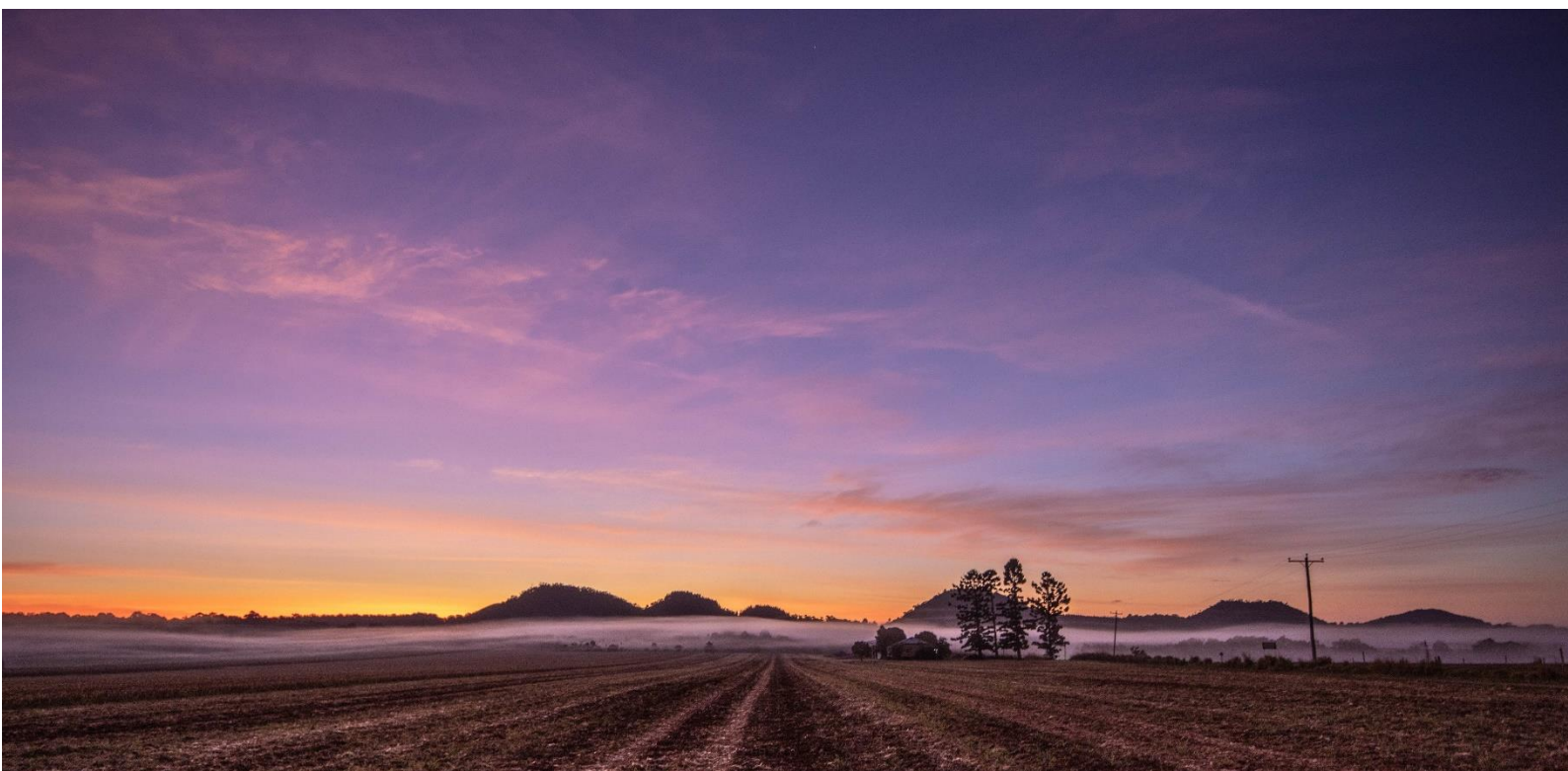
Atherton Tablelands Promotion Bureau Limited

trading as

*Tropical*  
TABLELANDS  
TOURISM

Annual Report

2018 ~ 2019



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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 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.

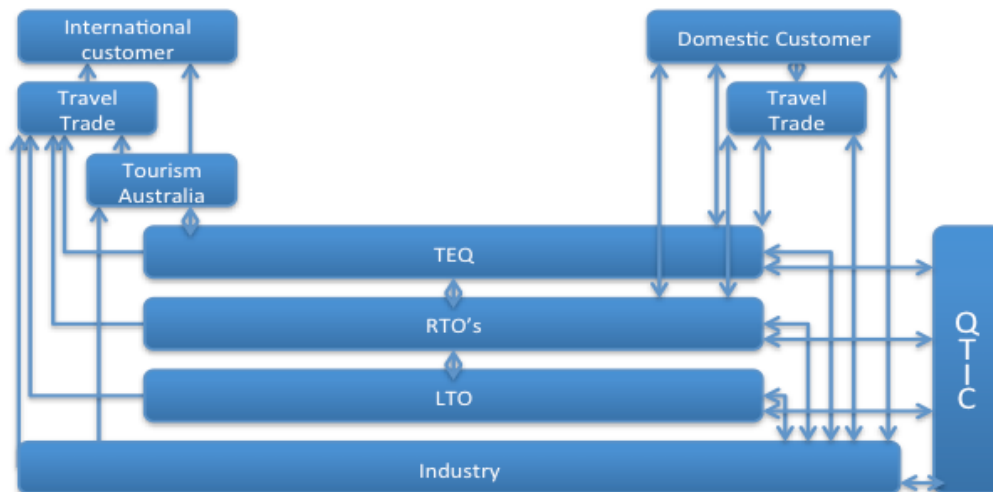
VISITORS	SPEND DOLLARS ON	AND THE INDUSTRY PAYS FOR	WHICH BENEFITS EVERYBODY
Overseas →	<ul style="list-style-type: none"> <li>• Petrol</li> <li>• Transport</li> <li>• Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative Expense</li> <li>• Advertising &amp; promotion</li>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

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).

## 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 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.

## 1.4 Our Purpose. Our Vision. Our Mission

### OUR PURPOSE

The purpose of Tropical Tablelands Tourism as the local tourism organisation for the Atherton Tablelands, is to be the lead role in destination marketing and the “voice” of the industry.

### OUR VISION

For the Atherton Tablelands to be recognised as one of the world’s best self-drive destination to engage with nature, culinary delights and adventure trails.

### OUR MISSION

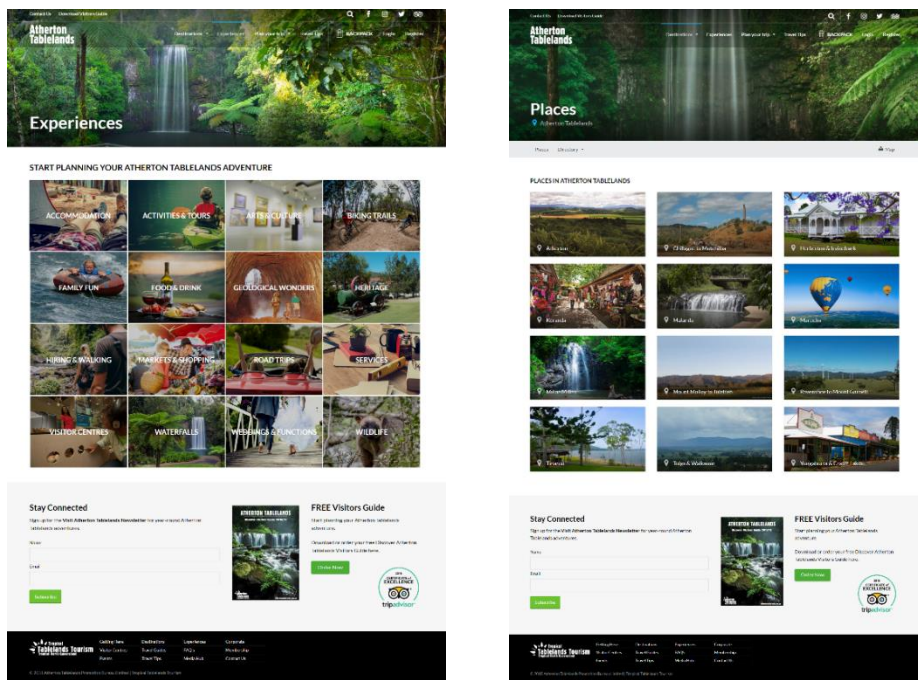
- To operate with a sustainable business model and deliver value to members.
- To deliver business outcomes based upon quality research, best practice and return on investment.
- To grow tourist visitation and expenditure for the economic benefit of tourism and the wider Atherton Tablelands community.
- To facilitate the development of sustainable tourism and genuine visitor experiences that showcases the region’s unique, adventurous and world-class natural assets.
- To develop a strong and consistent brand that builds destination awareness.
- To strengthen the capacity and integration of the tourism industry and develop partnerships to actively support visitor growth.

## 2.0 Marketing Achievements

### 2.1 Destination Website

The destination website is a significant marketing tool for the Atherton Tablelands. The website was completely rebuilt and launched in July 2018 focusing on the many experiences this region has to offer.

The new website provides comprehensive destination information to assist visitors to plan their next holiday to the Atherton Tablelands, including where to stay, what to do, links to visitor information centres, events calendar, getting here, services, self-drive itineraries, RV facilities, blogs, digital visitors guide and more.



The site also includes the "Backpack" feature that allows visitors to create their own bucket list of the many tours, accommodation and attractions to experience during their stay.

Operator brochures are also available from the destination.

[www.athertontablelands.com.au](http://www.athertontablelands.com.au)



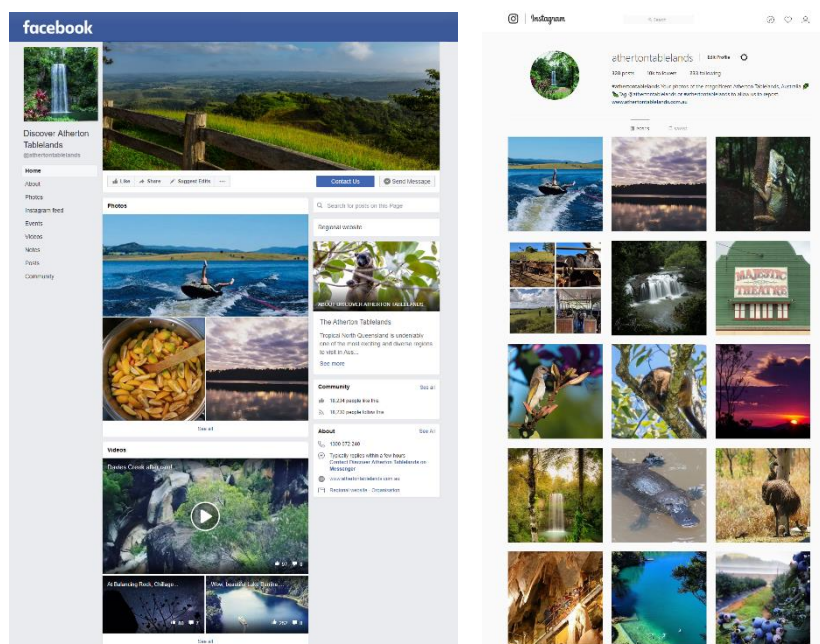
## 2.2 Social Media

Social media activity continues to be well received by our fan base including Facebook likes growing to over 20,000.

Discover Atherton Tablelands Facebook page is the 3<sup>rd</sup> most popular destination page behind Explore TNQ and Tourism Port Douglas & Daintree.

Facebook - <https://www.facebook.com/athertontablelands/>

Instagram - <https://www.instagram.com/athertontablelands/>



## 2.3 New Destination Videos

Atherton Tablelands YouTube Channel was launched May 2019 and includes new destination video showcasing the diversity of our region. These videos shared across social media platforms are being well received by visitors and the wider community.

Link to: [Atherton Tablelands YouTube Channel](#)

## 2.4 Media & PR

39 blogs/media releases were prepared and distributed by Tropical Tablelands Tourism and a further 12 "Impressions of the Atherton Tablelands". Impressions capture the most popular #athertontablelands images for the month. All these stories were distributed through social media channels and can be found on the destination website <https://www.athertontablelands.com.au/>

- 18/06/19 Christmas in July
- 04/06/19 Atherton Tablelands Food Trail
- 22/05/19 Beach to Boardwalks
- 08/05/19 Art Trails on the Atherton Tablelands
- 17/04/19 Going Green
- 03/04/19 Kuranda Easter and Other Events
- 13/03/19 Bird watching on the Atherton Tablelands
- 12/02/19 Loving it up on the Atherton Tablelands
- 04/02/19 The Top 5 Picnic Spots on the Atherton Tablelands
- 19/01/19 Unique animals of the Atherton Tablelands
- 08/01/19 4 Freshwater streams to dip your toes in
- 27/12/18 Entertain Holiday Guests with these Atherton Tablelands adventures
- 13/12/18 5 Atherton Tablelands Wines to Bring to Christmas Dinner
- 05/12/18 Celebrating Chocolate
- 24/11/18 5 Atherton Tablelands Wonders that will take your breath away
- 14/11/18 Mountain Lakes: Barrine and Eacham
- 03/11/18 Your Shout: Your Guide to Atherton Tablelands Wineries
- 24/10/18 Haunted Houses of the Atherton Tablelands
- 10/10/18 Four-wheel Drive Adventures beyond Mareeba
- 22/09/18 7 Family Friendly Things to do on the Atherton Tablelands
- 12/09/18 Short Walks
- 30/08/18 Blooming Wonderful Weekend in Herberton
- 29/08/18 5 Awesome Spring Hiking Adventures
- 22/08/18 5 Cute and Quirky Eats on the Atherton Tablelands
- 15/08/18 Be Inspired by this Atherton Tablelands Quadruple
- 08/08/18 Things to Do around Lake Tinaroo
- 01/08/18 Charming Historical Yungaburra
- 25/07/18 Be Amazed at these 5 Atherton Tablelands Museums
- 11/07/18 6 Top Spots: Lookouts to Look for

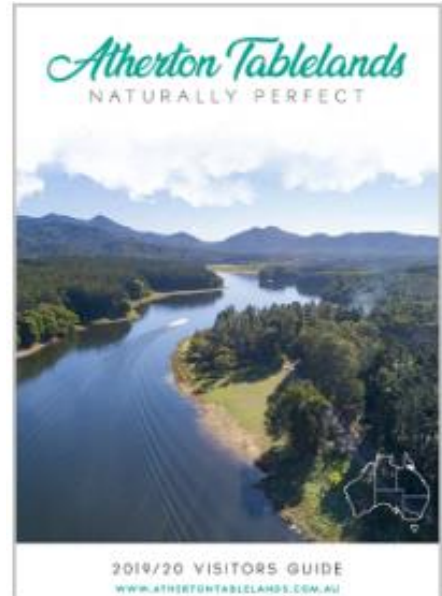
## 2.5 Atherton Tablelands Visitors Guide

The 2019/20 edition of the Atherton Tablelands Visitors Guide was released to the market in April 2019. The new edition includes new imagery, updated editorial and new branding.

The guide produced annually by Tropical Tablelands Tourism is distributed to all major visitor information centres and high traffic tour desks across Queensland. The guide is also available at the Caravan and Camping Shows held throughout the year across Australia.

To triple the reach of the visitors guide, a web publication version of the new visitors guide was completed and available from the destination website. This digital version includes hyperlinked advertisements and destination videos embedded within the platform.

View web publication: <https://www.athertontablelands.com.au/>



## 2.6 Discover APP

The Discover APP underwent a significant face lift and platform upgrade to support the new destination brand and the ever changing operating systems of mobile devices.

The new platform provides visitors with easy access to the web publication version of the Atherton Tablelands Visitors Guide, Travel Tools (Blogs), imagery and social media interaction.

The APP is available on both iTunes and Google Play stores.



## 2.7 Regional Promotion Stamp

To support the new destination branding elements, the Atherton Tablelands Regional Stamp was developed to allow operators to leverage from the new brand and destination marketing activities.



## 2.7 Cycle Queensland Packages

Partnering with Cycle Queensland, TTT developed a series of packages for the annual adventure tour which saw participant travel through the Atherton Tablelands and a rest day based in Atherton.

Despite a slow start to bookings for the packages, all tours were fully booked and in hindsight of the number of participants who chose taking a tour on the actual day, more tours could have been made available.

## 2.8 Queensland Rail Partnership

TTT partnered with Queensland Rail with a contra arrangement that included the destination showcased in Queensland Rail's quarterly Embark magazine with a quarter page strip advertisement and promotion through the Roma Street Station lightboxes.

## 3.0 Operational Activity

### 3.1 Financials

Membership fees are the primary source of income for member services and operational costs.

Direct financial contribution from both Councils is directed towards destination marketing expenses and supplemented by membership fees. Grant funding is sought for specific projects.

#### Marketing and Operational Funding 2018/19

Income		
	Membership	35,519.73
	Funding contribution – Mareeba Shire Council	24,080.00
	Funding contribution – Tablelands Regional Council	15,000.00
	Other income	808.06
	<b>Total Income</b>	<b>\$ 75,407.79</b>
Expenses		
	Destination marketing	41,033.00
	Operational expenses	15,185.68
	Committed funds / TNQ regional initiatives	20,000.00
	<b>Total Expenditure</b>	<b>\$ 76,218.68</b>

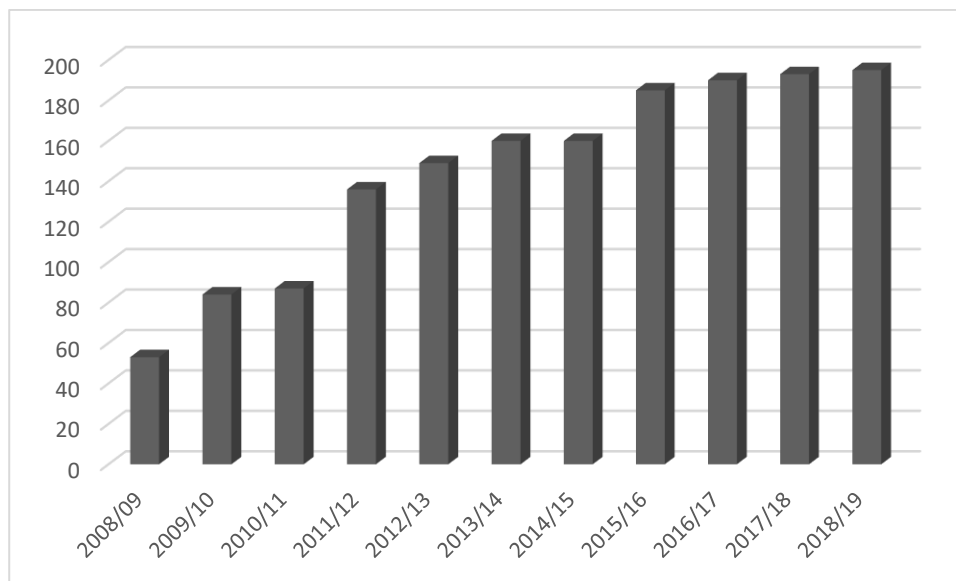
### 3.2 Board of Directors

The Board of Directors are volunteers and appointed by members. The Board are supported by contractors engaged as required to deliver specific initiatives.

- Brett Stevenson – Chair 2018/19
- Angela Freeman
- Bob Owen
- Brad Farrington
- Brett Cameron
- Cr Nipper Brown
- Edward Nye
- Rebekah Hasse
- Tracey Klaproth
- Patrice Fletcher – retired December 2018
- Ghis Gallo – Chair 2017/18, retired AGM 2018
- Cr Samantha Banks - resigned August 2018
- Bram Collins – retired December 2018

### 3.3 Membership

195 members were registered for the 2018/19 financial year.



#### Membership Categories

**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 subsidised 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.*



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