

Atherton Tablelands Promotion Bureau Limited
Trading as



Atherton Tablelands local tourism organisation

Annual Report

July 2016 ~June 2017



Table of Contents

- 1.0 Industry Overview..... 1
 - 1.1 How Tourism Works 2
- 2.0 Atherton Tablelands Tourism 3
 - 2.1 Core Attributes of the Region 3
 - 2.2 Destination Name..... 4
 - 2.3 History of Tropical Tablelands Tourism 4
- 3.0 Activity 5
 - 3.1 Atherton Tablelands Discover Visitors Guide..... 5
 - 3.2 Distribution..... 5
 - 3.3 Destination Website 6
 - 3.4 Social Media 7
 - 3.5 Destination Exposure 7
 - 3.6 Workshops..... 8
 - 3.7 Community Engagement..... 9
 - 3.8 Media Releases..... 10
 - 3.9 Membership 11
 - 3.10 Domestic Trade Engagement 11
 - 3.11 International Trade Engagement 12
 - 3.12 Campaigns 12
 - 3.13 Consumer Travel Shows 13
 - 3.14 Event Promotion..... 13
 - 3.15 Media Famils 13
 - 3.16 Reporting..... 13
 - 3.17 Atherton Tablelands Tourism Fact Sheets..... 13
 - 3.18 Industry Representation..... 14
- 4.0 Recommendations..... 15
 - 4.1 Atherton Tablelands Tourism and Events Strategy 2018 – 2023 15
 - 4.2 Increase investment in destination promotion..... 16
 - 4.3 Adopt a collaborative destination marketing approach 16

1.0 Industry Overview

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.

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 Marketers Manufacturers Mechanics Newsagents Petrol stations Plumbers Printers Restaurants & Cafes Real estate agents Retailers Travel agents Truckies Waiters
Interstate →	<ul style="list-style-type: none"> Events Accommodation Shopping 		
Local →	<ul style="list-style-type: none"> Meals Others 		

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.

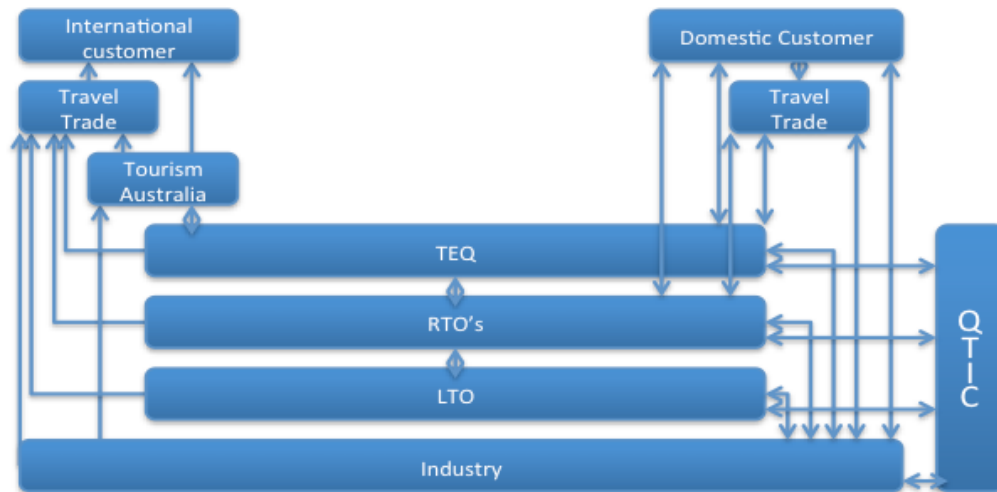
TNQ has a proud and long standing reputation of being an innovative and entrepreneurial tourism destination that values its natural assets. It is clear that the region's competitive advantage is based on the current and continued health of these natural assets. This has been clearly defined in the new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

Local Tourism Organisations nurture and strengthen local tourism businesses by liaising with regional tourism authorities and state bodies on behalf of operators. Local operators who are member of the LTO are also great sources of information and potential partners in regional and local tourism initiatives. Generally, the LTO will manage the local Visitor Information Centre.

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 Employment incl. 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 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.

3.0 Activity

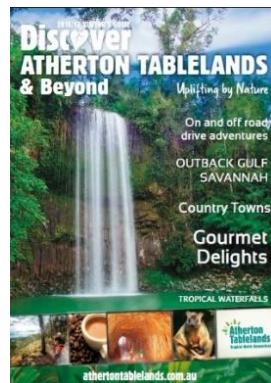
3.1 Atherton Tablelands Discover Visitors Guide

KPI 1: Production and distribution of Discover visitors guide

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

100,000 copies were printed of the 2015/16 edition launched in March 2016. Our central storage facility ran out of supply by January 2017 and stocks were pulled from other distribution points to ensure copies were available at high traffic areas.

The print run was increased to 110,000 copies for the 2017/18 edition, launched April 2017. Based on feedback received from members, the community and stakeholders, the layout and editorial content of this edition was updated with the inclusion of themed trails, unique accommodation and unforgettable experiences. All designed to encourage the visitor to stay longer and experience the entire region.



3.2 Distribution

KPI 2: Increase distribution of Discover visitors guide through other platforms

Hardcopies of the Atherton Tablelands Discover Visitors Guide are distributed to all major Queensland visitor information centres; high-traffic tour desks and tourist information boards. The guide is also available at the national caravan and camping shows. Sales calls are conducted in our key market target areas of Port Douglas, Cairns and Cassowary Coast. Digital version of Discover visitors guide is also available from:

- www.visitqueensland.com
- RACQ website
- www.athertontablelands.com.au
- www.tropicaltablelandstourism.com.au
- Discover APP [Google Play](#) and [iTunes](#)
- Issuu.com

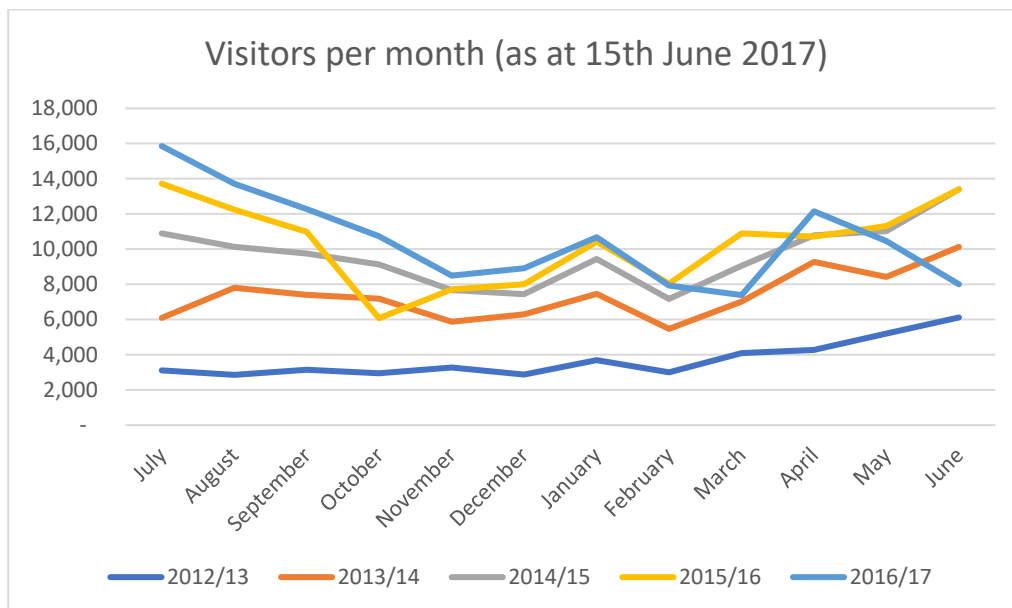
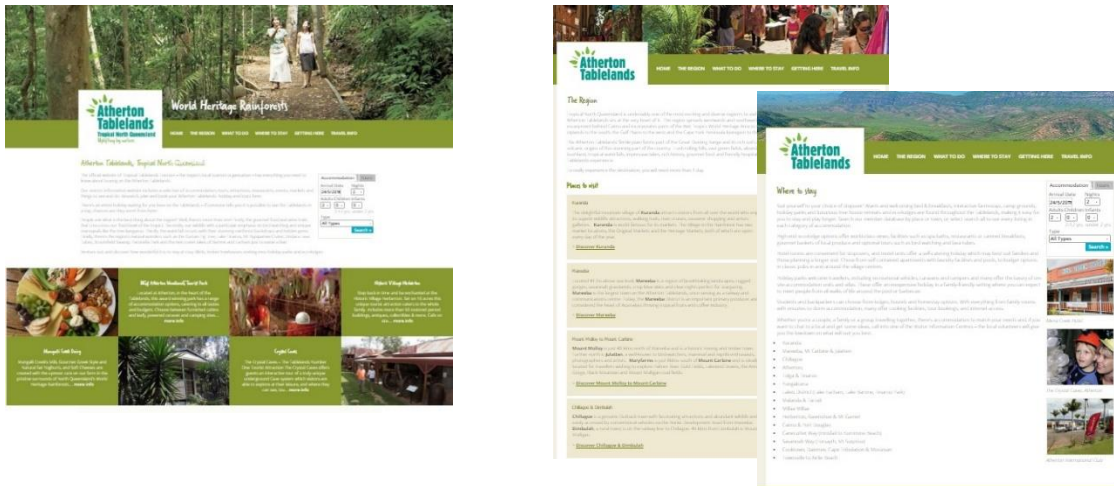
Hardcopies of the Atherton Tablelands visitors guide are available at the region's visitor information centres however none of centres websites promote or link to the online version.

3.3 Destination Website

KPI 3: Increase of visitors to destination website www.athertontablelands.com.au by 10%

The destination website is a significant marketing tool for the region and attracts an average of 11,000 visitors each month. Over 60% of visitors to the website access the site via mobile devices. Total visitors for the 2016/17 year (as at 10/6/17) 125,859 sessions; 441,277 page views.

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



What to do – Attractions; Trail Itineraries; Waterfalls; Where to Go – Mareeba; Where to Go – Ravenshoe, Innot Hot Springs, Mt Garnet and Discover Visitors Guide are the most popular viewed pages.

Queensland.com; CairnsAirport.com.au; AustralianTraveller.com; the destination Facebook page and tablelandstrails.com are our top referral sites.

The focus this year for the website this year has been to build more bookable member listings and destination content.

3.4 Social Media

KPI 4: Increase visitor reach through social media channels by 10%

The Atherton Tablelands Facebook page is now the biggest destination page after Tourism Port Douglas and Daintree and of course TTNQ. Page support has risen from 9,269 fans in August 2016 to over 14,000 page likes and a significant increase in post reach and engagement. This increase equates to more fans following the page and reacting, sharing and commenting on posts.

Scenery and landscapes are still the most popular posts. Increasing support from within the Atherton Tablelands community and sourcing content including imagery and news from stakeholders, members and networks to share with the world, is still a significant challenge.



3.5 Destination Exposure

KPI 5: Demonstrate initiatives to increase destination exposure through other platforms

3.5.1 Mobile Billboard

The Mobile Billboard concept is an initiative that was proposed by a local Atherton resident early 2017. Mark and Maree Wharton had purchased a 5 metre Hino truck to store their equipment and tow their caravan for their annual travels from Queensland to Victoria from May to December. The proposal was to promote the region with an image of each side showcasing the Atherton Tablelands and a unique URL of visitathertontablelands.com.au driving visitors to the destination website.

Mark & Maree Wharton will also be distributing Discover Visitors Guide to inland areas of Queensland, New South Wales and Victoria, including overnight rest stops and caravan parks.



3.5.2 Tourism & Events Queensland Drive Strategy

The Atherton Tablelands will be receiving good exposure in the Drive Great Barrier Reef publication, an initiative by Tourism and Events Queensland. Despite not being able to commit \$15,000 towards a double page spread, TTT were able to submit regional content to ensure inclusion in this initiative targeting self-drive travellers.
editorial

3.6 Workshops

KPI 6: Deliver 2 industry workshops for members, per year

3.6.1 TTT March Workshop

TTT held a workshop Jackaroo Motel Mareeba on Tuesday 21st March and it was very well attended with 29 members. The theme of this workshop was how to attract more visitors to your business. The presentations were delivered by Michael Nelson; Mike Webley and Tanya Snelling. All three presenters were very professional and engaging. The majority of attendees stayed behind after the workshop to talk further to the TTT resources and other members.

All attendees have received a copy of the presentations, links to further resources and more information on the Australian Small Business Advisory Service.



Workshop notes are available from the corporate website www.tropicaltablelandstourism.com.au.

3.6.2 TTT & Mareeba Chamber of Commerce Workshop

In partnership with Mareeba Chamber of Commerce, another workshop was to take place in June 2017 under the theme “Where are your customers coming from”. Due to one of the guest speakers unavailable and ensure the workshop is a success, the event is being rescheduled to take place in August 2017.

Speakers will include Michael Nelson with an overview of where our visitors (customers) are coming from, how to engage with them and the emerging markets we need to prepare for. Renee Dembowski from Social Butterfly Marketing has been confirmed as the second speaker to give a presentation on businesses engaging with these customer via social media platforms.

3.7 Community Engagement

KPI 7: Demonstrate 2 initiatives to increase engagement with the local community

3.7.1 Corporate website - www.tropicaltablelandstourism.com.au

The corporate website launched in early 2015 has continued to be updated with member news; industry information; visitor statistics; corporate reports and fact sheets on specific tourism activities. This website is separate to the destination website and targets members, the community and stakeholders.

For the 2016/17 year, the site has attracted 2,769 visitors.

3.7.2 Corporate facebook - www.facebook.com/tropicaltablelandstourism

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. As at June 14th 2017, 392 followers.

3.7.3 Tourism Talk Column

Tourism Talk column appears monthly in The Advertiser and Tablelander newspaper (alternate months). This column specifically targets the community with corporate and industry news.

3.7.4 Yungaburra Association Inc

TTT assisted the Yungaburra Association Inc tourism working group to produce a video for TV and print to promote Yungaburra as a weekend getaway destination. TTT also provided branding elements and imagery.

3.7.5 Mareeba Tourism Taskforce

Two TTT Directors and the Executive Officer are members of the Mareeba Tourism Taskforce group, an initiative initiated by Mareeba Shire Council and managed by Mareeba Chamber of Commerce. This group is delivering initiatives to build awareness within the community of the significance of tourism for their region.

3.7.6 Tablelands Regional Council VIC Conference

TTT Executive Officer presented at the TRC VIC Conference held at Tinaroo Lake Resort 10th November 2016. This event was very well attended by over 60 volunteers and Mayor Joe Paronella. It was a great opportunity to provide an overview of TTT and to meet with the volunteers one on one to answer a variety of questions.

3.7.7 Other community and business organisations

The Atherton Tablelands has 13 community and business organisations including Progress Associations and Chambers of Commerce and advisory committees to focusing on tourism and business initiatives. It is in the best interest of TTT to be engaging with these organisations and deliver initiatives together to build stronger connections with these groups. It is also a very challenging exercise with limited resources within TTT and changing committee's and strategic directions of each group.

3.8 Media Releases

KPI 8: Prepare and deliver 10 media releases showcasing events or regional industry news

[Chinese Students Dive into Country Life](#)

[Self Drive Campaign Key Focus for 2016](#)

[Beyond the Beach](#)

[All roads lead to the Atherton Tablelands](#)

[Cassowaries and their Chicks out and about](#)

[Tastes of the Tablelands 2016](#)

[Travellers seek out authentic wildlife experiences](#)

[Exploring the stunning Atherton Tablelands has never been easier](#)

[Christmas in July](#)

[The road less travelled to Chillagoe](#)

[Historic Atherton Tablelands hosts Victory Pacific event](#)

[Sport and Entertainment mix on the Atherton Tablelands](#)

[Yungaburra Triathlon](#)

[Mobile Billboard to "Discover" the Atherton Tablelands](#)

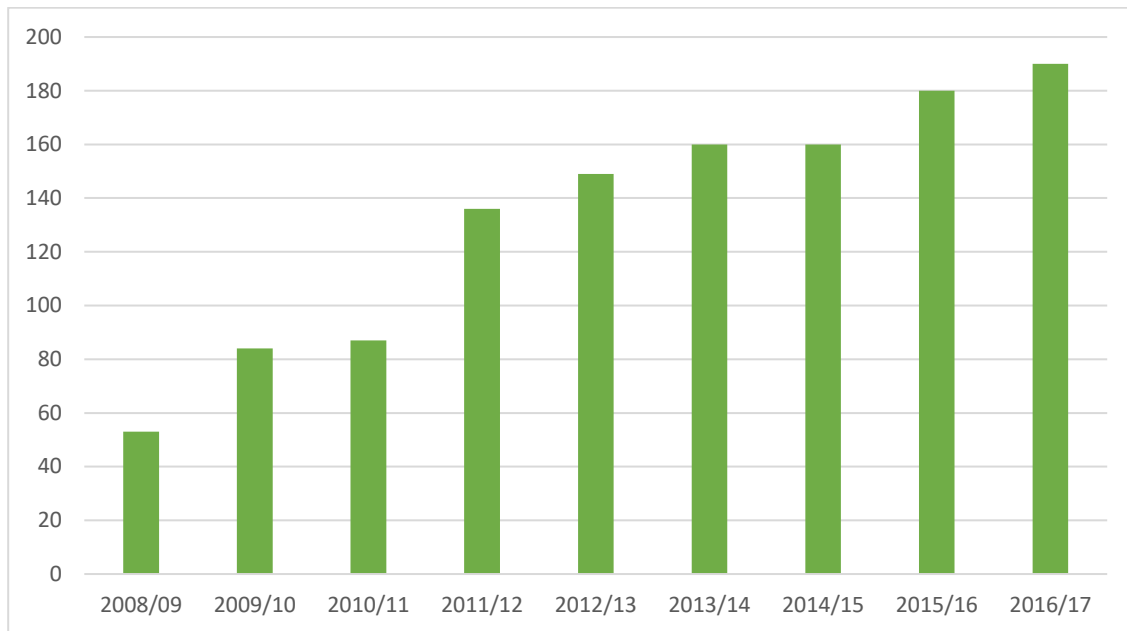
[Anzacs and Artisans feature in Self-Drive trails](#)

All media releases are available from the destination website www.athertontablelands.com.au and all corporate news is published on the corporate website www.tropicaltablelandstourism.com.au.

3.9 Membership

KPI 9 Increase membership numbers or revenue by 10%

Membership numbers for the 2016/17 financial year stand at 190 members.



Memberships are now managed via an online membership database to allow shared access to TTT resources and improve efficiencies with management of member details. The system also allows for better reporting and is linked to the accounting system and eNewsletter subscribers list. 90% of new membership applications are received via the online application form on the corporate website.

More information: <http://www.tropicaltablelandstourism.com.au/membership-2/>

3.10 Domestic Trade Engagement

KPI 10 Demonstrate evidence of training and/or engagement with 4 key domestic trade partners

Domestic trade 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.

December 2016 Brisbane – Agent Training conducted: Virgin Australia Holidays; Queensland Rail Travel; Sunlover Holidays; Flight Centre Travel Group; Booking.com.

April 2017 South East Queensland – Agent Training conducted: Fusion Holidays; GTA; One Pacific; The Travel Insiders and Infinity/Flight Centre Travel Group.

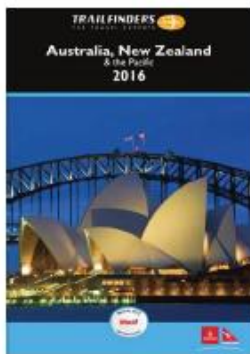
May 2017 TNQ Domestic Famil - TTNQ hosted over 40 domestic agents on a famil and trade show program with two of the famil groups visiting the Atherton Tablelands. TTT Marketing met with all the agents at a tabletop appointment event in Cairns following the familis.

3.11 International Trade Engagement

KPI 11 Demonstrate evidence and training of 2 international wholesalers to target the international self-drive traveller

The Atherton Tablelands is showcased throughout the year with sales trips for the primary objective to train agents on what this region has to offer.

- July 2016 UK Sales Trip
- December 2016 UK/Europe Sales Trip
- February 2017 Australian Marketplace in the USA
- May 2017 Australian Tourism Exchange



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.

2017 ATE was held in Sydney from the 11th May to 19th May. 95 appointments were completed with wholesalers and this region can be very happy with the exposure it is receiving. This year the objective we had was to talk significantly about 2 and 3 nights stays in region and talk through the diversity of the region to support this length of stay.

3.12 Campaigns

KPI 12 Deliver 2 campaigns specifically focusing on an event, target market or season (delivery of campaigns is subject to the success of membership buy-in)

In partnership with Destination Cairns Management (DCM) an initiative is currently underway to increase Atherton Tablelands product being booked through DCM Tour Desks. Expressions of interest are currently being called from members to participate in this initiative which includes inclusion on the DCM map.

3.13 Consumer Travel Shows

KPI 13 Build exposure at major consumer travel shows including Brisbane, Sydney and Melbourne Caravan and Camping Shows (subject to available funding)

The Atherton Tablelands has been promoted at all major Caravan and Camping Shows throughout Australia under the Caravanning QLD. The Atherton Tablelands also attended the Brisbane, Sydney and Melbourne Caravan and Camping Shows under the banner of Drive North Queensland.



3.14 Event Promotion

KPI 14 Leverage from events to increase participation, length of stay and attract new events (subject to available funding) – no funding in 2016/17 budget

3.15 Media Famils

KPI 15 Deliver 2 media famils (subject to available funding) – no funding in 2016/17 budget

3.16 Reporting

KPI 16 Provide quarterly reports outlining initiatives delivered to Council.

Quarterly reports are distributed to Council and members. These are also available on the corporate website <http://www.tropicaltablelandstourism.com.au/activityreports/>.

[2016/17 TTT Quarterly Report January to March](#)

[2016/17 TTT Quarterly Report October to December](#)

[2016/17 TTT Quarterly Report July to September](#)

3.17 Atherton Tablelands Tourism Fact Sheets

TTT developed a series of fact sheets to address frequently asked questions, industry opportunities and background information on campaigns being delivered by TTT and to build consistency in providing accurate destination information.

These fact sheets were initially distributed to Visitor Information Centres and updates or new contact are emailed to centres. All fact sheets are available on the corporate website.

The overall objective is build a central resource for the community and particularly visitor information centres to source accurate information instead of having to duplicate the activity and create their own.

3.18 Industry Representation

3.18.1 TNQ Destination Tourism Plan 2020 review

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. [Tropical North Queensland Destination Tourism Plan 2020](#)

In November 2016, TTNQ hosted a forum with the purpose to review of the tourism plan. The workshop was well attended from representatives from across TNQ and beneficial for Stakeholders and those directly not involved in the original workshop in 2014 to develop the plan. The workshop resulted in a number of recommendations for inclusion into the plan including increased funding for local tourism organisations and initiatives to highlight indigenous tourism experiences.

3.18.2 Adventure Tourism Outdoor Recreation Forum

The Executive Office attended the Adventure Tourism Outdoor Recreation Forum held in Atherton in November 2016. The forum included an update from QORF and the forum topic: how to bring together outdoor recreation and tourism. There was a lot of focus/discussion by attendees surrounding National Parks use and maintenance. All attendees at the forum, including QORF were updated on the progress to date made by TFC/TIMBA, Councils, TTT, TTNQ and the Community in developing the world class mountain bike trails in the region.

3.18.3 Submissions

On behalf of the Atherton Tablelands tourism industry, Tropical Tablelands Tourism submitted feedback on the initiatives calling for feedback on proposed projects or plans:

- Tablelands Regional Council: Priors Creek Master Plan
- Queensland Government: Protected Area Strategy
- Wet Tropics Management Authority: Wet Tropics Plan Review

3.18.4 Letters of Support

- Tableland Cycle Sports: Link Trail project
- Tolga Bat Hospital: Directional road signage
- Mareeba Heritage Centre: Queensland Day Sponsorship
- Jabiru Safari Lodge: Queensland Tourism Demand Driver Infrastructure (TDDI) Fund 2017/18.
- Tablelands Outdoor Recreation Association: Trail Construction
- The Summit Rainforest Retreat: Expansion of tourism product
- Tablelands Futures Corporation: Develop further trails website www.tablelandstrails.com
- Taste Paradise: Redevelopment of the Taste Paradise website with a focus on food trails
- TTNQ: Ride Cairns 2017/18 project

4.0 Recommendations

4.1 Atherton Tablelands Tourism and Events Strategy 2018 – 2023

Develop a Tourism and Events Strategy for 2018 – 2023 to serve as a guide for tourism and events development and destination management for the next five years, to ensure the long-term viability and sustainability of the second largest economic driver for the Atherton Tablelands.

The recommendation is that this Tourism and Events Strategy is developed as a joint initiative with Tropical Tablelands Tourism, Mareeba Shire Council and Tablelands Regional Council. The development of this strategy would be jointly funded by the three organisations and once finalized, it would replace all existing tourism strategic plans used by all organisations involved in tourism. An independent consultant would be engaged to prepare the document.

The Atherton Tablelands Tourism and Events Strategy 2018 - 2023 would dovetail from the existing TNQ Destination Tourism Plan 2020 and provide the direction for all tourism bodies; stakeholders and Visitor Information Centres.

The Atherton Tablelands Tourism and Events Strategy would provide:

1. An overview of the importance of tourism to the region;
2. A review of key plans and strategies of tourism stakeholder organisations that impact the Atherton Tablelands;
3. An analysis in terms of visitor trends, projections and SWOT analysis;
4. An outline of the region's mission, vision and goals for the next five years;
5. A detailed action plan with specific responsibilities for Tropical Tablelands Tourism; local Government; Visitor Information Centres and other tourism bodies for tourism and events development;
6. Measurable Key Performance Indicators;
7. Policies relating to destination branding; collateral; signage and digital platforms.

Once finalized, the action plan could be managed by Tropical Tablelands Tourism and give the region the direction to build a strong tourism industry, together.

4.2 Increase investment in destination promotion

Destination promotion investment needs to match the vision to increase visitors to the Atherton Tablelands.

Tourism is a highly competitive industry with every country, state, regional body and sub-region all competing for their own market share. Tropical Tablelands Tourism is the lowest funded LTO within TNQ which makes us not even competitive within our own region of Tropical North Queensland. We are missing out on significant opportunities, particularly domestic initiatives by TTNQ because we do not have the budget to be included.

Opportunities may include:

- Grant funding avenues are currently being pursued to increase capacity and resources for the LTO to deliver more;
- Seek corporate sponsorship opportunities;
- Develop a tourism levy feasibility study as a partnership project;
- Review of existing funding towards post arrival activities and tourism services within the region to establish funding for promotion of the region which needs to be the priority.
- Develop initiatives for information centres to be self-funded.

4.3 Adopt a collaborative destination marketing approach

Effective destination marketing is an activity that involves stakeholders who work together to grow visitor awareness and demand for the destination and its products. The destination's vision and values need to be communicated via a clear brand statement that is reflected in how you market and promote the destination and communicate what is on offer.

The Atherton Tablelands tourism industry is highly fragmented. There is still no one organisation supported by the community to effectively exert enough influence to move the industry in a particular direction. If appropriately supported and adequately funded Tropical Tablelands Tourism would be well positioned to build the destination and the industry.

The community and stakeholders need to be consistent with the name of the destination. It is the Atherton Tablelands – the region that sits within the boundaries of Mareeba Shire Council and Tablelands Regional Council. Any other name only confuses the visitor.

We need to also reduce the duplication of tourism promotion activity and actively collaborate in marketing the destination which includes activities across all visitor information centres. Any activity that targets visitation needs to be in partnership with Tropical Tablelands Tourism and a regional focus that incorporates the entire region of the Atherton Tablelands. This includes websites, brochures and flyers.

All efforts by local Government, stakeholders, Chambers of Commerce and other community groups need to be aligned to create a seamless message pre-arrival or en route, that supports the initiatives and objectives of their Local Tourism Organisation and the TNQ tourism industry.