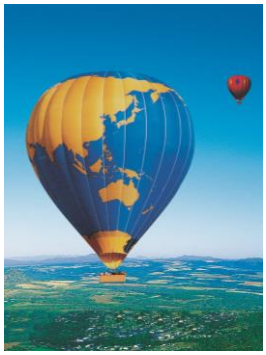
Tropical TABLELANDS TOURISM Strategic Plan

2019 – 2024



Atherton Tablelands

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Tropical
TABLELANDS
TOURISM

Introduction from the Chair

I am pleased to present the Tropical Tablelands Tourism Strategic Plan 2019 – 2024. This plan is a working document outlining the priorities to be undertaken over the next five years.

Tropical Tablelands Tourism (TTT) is primarily responsible for promoting the "Atherton Tablelands" as a tourist destination by marketing, branding & advocacy activities aimed at increasing visitor numbers, length of stay and spend from visitors. The organisation is funded by our membership base, Mareeba Shire Council and Tablelands Regional Council.

The TTT Board consists of eleven directors (volunteers) with a wealth of experience in the tourist industry. The board is well placed to provide expert advice in relation to marketing and development of the "Atherton Tablelands" as a major tourism destination in North Queensland.

The Atherton Tablelands has an amazing array of natural attractions including wetlands, waterfalls and wildlife. The majority of our attractions are free for visitors to enjoy, which make us an attractive destination to the "Self-Drive" market.

Historically, the Self-Drive market has been dominated by North Queensland locals (Townsville-North and Cape & Gulf). In more recent times the Grey Nomad market (Caravans & RV's) has increased significantly. The abundance of free natural attractions also makes us an attractive destination to Backpackers (Domestic & International). We will continue to promote the Atherton Tablelands to these markets with a particular focus on Townsville. With a large population base and minimal competition from other tourist centres, Townsville is a key target market in the short to medium term.

Our abundance of natural attractions also sees us well placed to engage with the rapidly growing "Adventure Tourism" market. We already have considerable assets supporting mountain biking, trekking and water sports. It is important to note that the emerging "Adventure Tourism" market is probably a little more high-end, which makes that market particularly attractive from an economic development perspective.

While we currently enjoy good visitor numbers from these markets, the high-end International and Southern Domestic markets are very attractive from the perspective of increased spend. However, access to these high-end markets will require broader engagement with the larger "Tourism Trade". Access to these markets is highly competitive and very expensive from a marketing perspective. Access to these high-end markets will also require considerable development of commissionable tourism products, both accommodation and attractions. While "Barriers to Entry" for such markets are considerable, the potential economic benefits are also significant. Albeit a longer-term strategic direction, we will continue with best endeavours (within funding constraints) to prepare the Atherton Tablelands tourism industry for engagement with the broader tourism trade (International & Southern Domestic).

An Action Plan will follow this Strategic Plan, listing our proposed marketing activities with timeframes and indicative costs. Current marketing activities have a strong focus on digital marketing opportunities and our newly released website (athertontablelands.com.au) is already attracting high traffic volumes.

The future of the tourism industry on the Atherton Tablelands is quite exciting and we look forward to working with our funding partners and our members to deliver 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".

Brett Stevenson
Tropical Tablelands Tourism Chairman
June 2019

Executive Summary

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.

Tourism is a sector of the economy where local government's direct investment in tourism marketing, products and services is targeted primarily at non-residents – the end economic, social and environmental benefits to communities largely being derived from the resulting visitor spending.

Atherton Tablelands Promotion Bureau Limited, trading as Tropical Tablelands Tourism (TTT) is an Australian Public Company, industry lead, not-for-profit, limited by guarantee, membership-based organisation. It is recognised as the official local tourism organisation for the Atherton Tablelands, the region that sits within the boundaries of Mareeba Shire Council and Tablelands Regional Council.

Ultimately it is the local community that makes or breaks tourism. Effective collaboration within the tourism community is critical for the implementation of this strategy. Tropical Tablelands Tourism must share the vision and implementation with its key stakeholders including local government, Tablelands Futures Corporation, Chambers of Commerce and industry group to gain their support and adoption of this plan.

The Tropical Tablelands Tourism Strategic Plan 2019 – 2024 is a progression from the 2014 – 2018 Strategic Plan. The purpose of this strategy is to continue to serve as a guide for tourism development and destination promotion for the next five years and clearly defines the priorities, the milestones and the measures to show that that the organisation is on track and delivering the best possible outcomes.

STRATEGY ONE
LEADERSHIP AND ADVOCACY

Tropical Tablelands Tourism is a well-governed, high performing and accountable tourism body which effectively leads and advocates for tourism.

STRATEGY TWO
BUILD OUR TOURISM INDUSTRY

Develop of whole of region shared approach to tourism by collaborating with key stakeholders to develop consistency in destination awareness, destination promotion and visitor information.

STRATEGY THREE
DESTINATION MARKETING

Grow visitation and the value of tourism by delivering initiatives that target key and emerging markets; that showcase our hero experiences; leveraging from events; take advantage of our digital capacity and activities that reinforces our brand.

Our Vision

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.

In order to achieve this mission, the following strategy objectives have been outlined:

STRATEGY ONE
LEADERSHIP AND ADVOCACY

Tropical Tablelands Tourism is a well-governed, high performing and accountable tourism body which effectively leads and advocates for tourism.

STRATEGY TWO
BUILD OUR TOURISM INDUSTRY

Develop whole of region shared approach to tourism by collaborating with key stakeholders to develop consistency in destination awareness, destination promotion and pre-arrival visitor information.

STRATEGY THREE
DESTINATION MARKETING

Grow visitation and the value of tourism by delivering initiatives that target key and emerging markets; that showcase our hero experiences; leveraging from events; take advantage of our digital capacity and activities that reinforces our brand.

STRATEGY ONE
LEADERSHIP AND ADVOCACY

Objective

Tropical Tablelands Tourism is a well-governed, high performing and accountable tourism body which effectively leads and advocates for tourism.

Year One Priorities

- Clarify the roles and responsibilities for all stakeholders involved in destination marketing.
- Prepare an MOU in partnership with local government.
- Review the Governance policies and procedures manual to ensure best business practices are still relevant.
- Undertake a review of the company's Constitution.
- Engage with Chambers of Commerce to align marketing efforts under a single plan.

Beyond Year One

- Develop a board succession plan and process for recruitment of Special Interest Directors.
- Annual strategic review and priority activities
- Successfully acquit funding agreements, operational plans and annual reports.
- Develop a strategy for the recruitment of resources to cover specific areas of operations and marketing services.
- Develop and implement a strategy to attract sustainable funding.
- Develop and implement a membership retention and growth strategy.

STRATEGY TWO
BUILD OUR TOURISM INDUSTRY

Objective

Develop a whole of region shared approach to tourism by collaborating with key stakeholders to develop consistency in destination awareness, destination promotion and visitor information.

Year One Priorities

- Build collaborative relationships with all stakeholders.
- Align the efforts of the LTO and visitor information centres to create a seamless message pre-arrival and en-route.
- Work with local government to develop and implement a Digital Marketing program with one call to action (one website) that disperses visitors to the appropriate information (or websites).
- Facilitate product development and industry capacity including enabling members to connect for the development of packages and other joint opportunities.
- In partnership with Chambers of Commerce, develop a policy for management of RV camping areas as part of major events, including identifying sites suitable to accommodate temporary RV camping to support major events

Beyond Year One

- Continue to build collaborative relationships with all stakeholders.
- Work with local Chambers of Commerce to facilitate the delivery of workshops to build and prioritise product and industry development.
- Engage with industry groups to develop a whole of region approach to marketing hero experiences.
- Develop a strategy in partnership with Chambers of Commerce to promote the value of tourism to the community.
- Investigate implementation of a broader based membership model which provides valued benefits and stronger outcomes for the destination

STRATEGY THREE
DESTINATION MARKETING

Objective

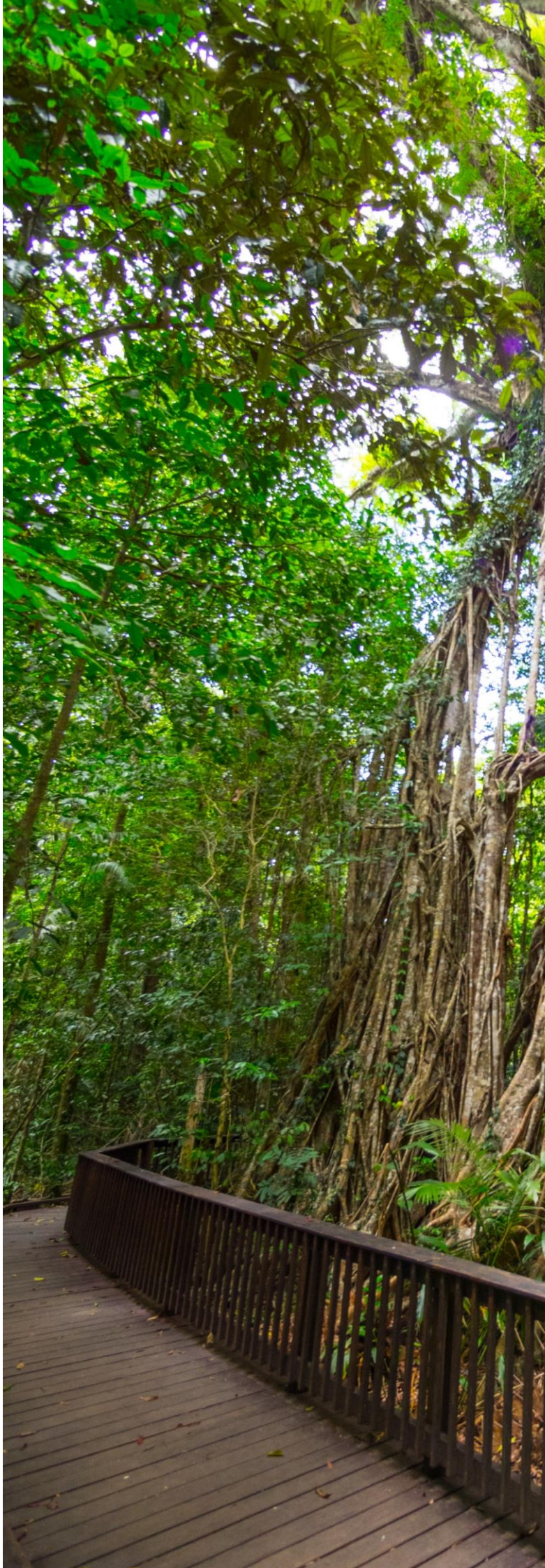
Grow visitation and the value of tourism by delivering initiatives that target key and emerging markets; that showcase our hero experiences; leveraging from events; take advantage of our digital capacity and activities that reinforces our brand.

Year One Priorities

- Be a leader in digital marketing
- Review and update destination media kit
- Develop the Atherton Tablelands Scenic Trail
- Lead the re-development and marketing of drive tourism – Drive North Queensland
- Develop a framework to monitor visitation numbers

Beyond Year One

- Continue to demonstrate digital leadership in destination marketing
- Continue to lead the marketing of drive tourism
- Continue to increase user-friendly features and destination information on the website including maps and itineraries
- Develop an asset register of tourism product including commercial and natural attractions.
- Increase online engagement, call to action / purchase / visit / digital sharing
- Develop and implement an Ambassador program that disperses destination information outside of centres (regional events and high tourist points such as Kuranda)
- Identify and invest in growth opportunities.
- Engage with event organisers to use destination collateral and leverage promotional activities.
- Implement a strategy to promote the year-round events calendar to the wider community.



Priorities

IMPLEMENTATION PLAN

Ultimately it is the local community that makes or breaks tourism. Effective collaboration within the tourism community is critical for the implementation of this strategy. Tropical Tablelands Tourism must share the vision and implementation with its key stakeholders including local government, Tablelands Futures Corporation, Chambers of Commerce and industry group to gain their support and adoption of this plan.

The following priorities have been identified and targeted for completion by June 30, 2020.

STRATEGY ONE: LEADERSHIP AND ADVOCACY

Tropical Tablelands Tourism is a well-governed, high performing and accountable tourism body which effectively leads and advocates for tourism.

ACTIONS:

	Action	Who	When	Priority
1.1	Work with local Government and stakeholders to obtain clarity and define the role and responsibilities for all parties involved in destination marketing.	TTT MSC TRC	August 2019	High
1.2	Prepare an MOU in partnership with local government.	TTT MSC TRC	August 2019	High
1.3	Undertake a review of the company's Constitution.	TTT	July – Sept 2019	High
1.4	Review the Governance policies and procedures manual to ensure best business practices are still relevant.	TTT	Sept – Oct 2019	High
1.5	Engage with Chambers of Commerce to align marketing efforts under a single plan.	TTT	Dec – Feb 2020	High
1.6	Review marketing priorities and finances to support strategic directions.	TTT	Apr – Jun 2020	High

STRATEGY TWO: BUILD OUR TOURISM INDUSTRY

Develop a whole of region shared approach to tourism by collaborating with key stakeholders to develop consistency in destination awareness, destination promotion and visitor information.

ACTIONS:

	Action	Who	When	Priority
2.1	Deliver bi-monthly member networking events in partnership with local Chambers and Industry Group to build develop product and industry opportunities.	TTT Chambers TRC MSC VIC Network	July to June 2020	High
2.2	Develop in partnership with local Government an agreed Digital Marketing strategy with one call to action (one website) that disperses visitors to the appropriate information.	TTT MSC TRC	Sept to Dec 2019	High
2.3	Develop and implement a Communication and Marketing Engagement Strategy to build strong relationships with local Government, key stakeholders and members.	TTT	July – Aug 2019	High
2.4	Work with the visitor information centre network to develop collateral and information that creates a seamless message pre-arrival and en-route.	TTT MSC TRC	Dec – March 2020	High
2.5	Develop a policy for management of RV camping areas as part of major events, including identifying sites suitable to accommodate temporary RV camping to support major events	TTT Chambers	February – June 2020	Medium

STRATEGY THREE: DESTINATION MARKETING

Grow visitation and the value of tourism by delivering initiatives that target key and emerging markets; that showcase our hero experiences; leveraging from events; take advantage of our digital capacity and activities that reinforces our brand.

ACTIONS:

	Action	Who	When	Priority
3.1	Continue to build website visitation and destination awareness across social media mediums	TTT	Ongoing	High
3.2	Review and update destination media kit to ensure consistency in brand message	TTT	July - Aug 2019	High
3.3	Establish working group with neighbouring LTO's to re-establish marketing of drive tourism through Drive North Queensland	TTT	Aug – Dec 2019	High
3.4	Develop the Atherton Tablelands Scenic Trail	TTT	Sep to Dec 2019	High
3.5	Establish a partnership with University to design, implement and monitor visitation numbers, nights, spend, dispersal, awareness, activities and key influencers of travel	TTT	Nov – Jan 2020	High

About Us

Atherton Tablelands Promotion Bureau Limited is an Australian Public Company, industry lead, not-for-profit, limited by guarantee, membership-based organization. It is the official local tourism organisation for the Atherton Tablelands, the region that sits within the boundaries of Mareeba Shire Council and Tablelands Regional Council.

The organisation was established in 1986 under the auspice of the former four Local Government Authorities governing the geographic region of the Atherton Tablelands. Since its incorporation, the Bureau has evolved by encouraging the private sector (namely, it's members) to participate in, and be responsible for, the ongoing need to promote and market the region, to enhance product offerings, increase visitor numbers, encourage length of stay, and to provide an overall positive, visitor experience.

Tropical Tablelands Tourism liaises with the regional tourism body, Tourism Tropical North Queensland (TTNQ), to ensure all strategies align with the over-arching vision of Tropical North Queensland.

At a local level, the local tourism organisation works collaboratively with local government and Chambers of Commerce to develop product and industry capacity, build destination awareness and deliver initiatives that strengthen the overall visitor experience.

GOVERNANCE

Tropical Tablelands Tourism is administered by a Board of Directors elected at the Annual General Meeting. This group meet monthly to review the strategic direction and the performance of the organisation.

The board of Directors consist of a maximum of eleven persons all of whom are members of the organisation. Two of the eleven positions are Special Interest Directors, elected by the Board for designated strategic positions or skills-based.

As an Australian Public Company Tropical Tablelands Tourism is governed by the *Corporations Act 2001* and its constitution. The organisation is committed to ethical conduct in providing the best possible service to the members and wider community. Governance policies and procedures have been developed to provide an ethical framework for all Tropical Tablelands Tourism Board Members, Staff, Contractors and Volunteers and applies to casual, permanent, contract staff and volunteers.

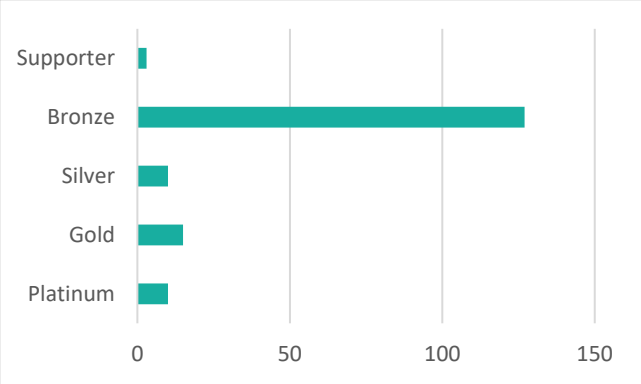
Tropical Tablelands Tourism engages contractors as required who are responsible for the delivery of specific projects, operational management and destination marketing strategies.

MEMBERS

In January 2019 there were 165 financial members of Tropical Tablelands Tourism.

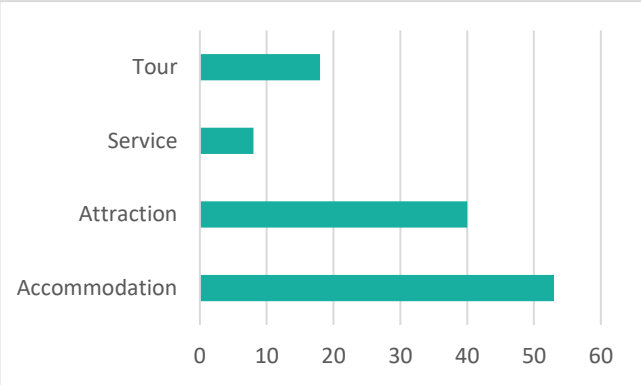
Of these members, 45% are located in the Tablelands Regional Council local government area; 22% located in Mareeba Shire Council local government area; 12% are members from Cairns and the remaining 21% are members located in Cape York, Cassowary Coast, Cooktown, Port Douglas/Daintree, The Savannah Way and Townsville.

MEMBER CATEGORIES



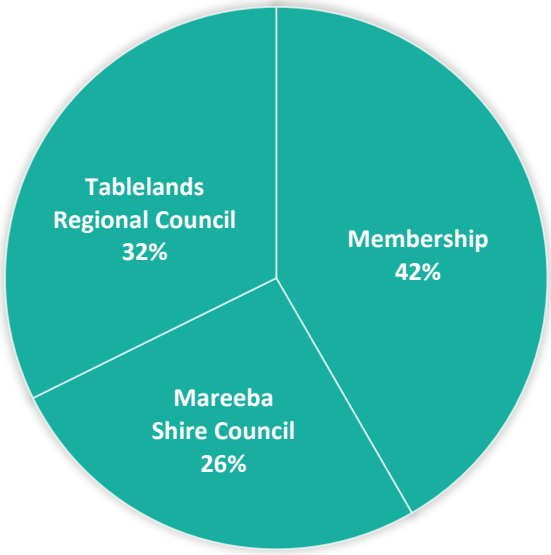
MEMBER TYPES

Of the members based on the Atherton Tablelands, 53 are accommodation operators, 40 operators are attraction; 18 are tour operators and the remainder conduct professional services.



REVENUE SOURCES

Traditionally, Mareeba Shire Council and Tablelands Regional Council provide an annual contribution to Tropical Tablelands Tourism. The responsibilities and the obligations in relation to this funding is outlined in a Memorandum of Understanding.



MARKETING AND MEMBER SERVICES

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.

Current Situation

TOURISM SNAPSHOT

The area that is the Atherton Tablelands is located west from the Tropical North's central hub of Cairns. The area is blessed with a multitude of natural attributes and a climate that is more moderate to that of the coastal strip.

The Atherton Tablelands is a diverse region, covering an area of 64,768 square kilometres. The main population centres on the Atherton Tablelands are Mareeba and Atherton. Smaller towns include Malanda, Herberton, Kuranda, Ravenshoe, Millaa Millaa, Chillagoe, Dimbulah, Mt Garnet, Mt Molloy, Tinaroo and Yungaburra.

The considerable range in elevation, rainfall and soil types has produced an incredibly diverse and beautiful region. There is a prolific diversity in natural flora and fauna, ranging from tropical highland rainforests to dry tropical savannah.

To simplify the key target market for the region would see a significant spotlight on the self-drive traveller. The region is seen as the gateway to Cape York. It is part of the Savannah Way and the Great Tropical Drive has numerous drive experiences that flow through the entire area. All of these drive routes appeal to both domestic and international visitation because of the diversity of landscapes across the whole region.

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

HERO EXPERIENCES

Atherton Tablelands hero experiences can be defined as:

INSPIRING NATURAL WONDERS

Geological wonders including crater lakes, limestone caves
World Heritage-Listed Landscapes
Unique Wildlife including Lumholtz Tree Kangaroo and a Birdwatcher's paradise

GOURMET EXPERIENCES

Rich Agriculture land producing a range and high quality of product
The offering of food, wine, local cuisine and produce
Food and wine trails to explore

DIVERSITY OF TRAILS

World-class Mountain Bike Trails
A range and network of adventure trails including hiking, walking, horse-riding, mountain biking, 4WD and road cycling

OUR HERITAGE

Natural places: scenic landscapes; rainforests; flora and fauna
Indigenous Sites and Culture
Historic Places: towns and historic landscapes; historic villages; mining history; war history; museums

VISITOR STATISTICS

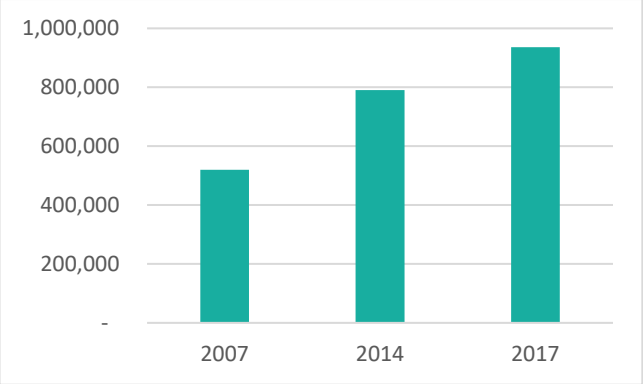
Data sourced from Tourism Research Australia, based on a four-year average from 2014 to 2017, the Atherton Tablelands received 936,000 visitors.

	Visitors ('000)	Nights ('000)	Average night stay	Spend ($M)
International Visitors	27	477	38	29
Domestic Overnight	236	789	6	82
Domestic Day	673	-	-	57
Total	936	1,265	2.5	167

Source: https://www.tra.gov.au/

For the same period, key tourism metrics for Cairns visitor numbers were recorded at 2,754,000. Based on these metrics, the Atherton Tablelands received 34% of the Cairns region's total visitation.

Historically, visitor numbers to the Atherton Tablelands continue to increase. Based on the figures from Tourism Research Australia National Visitor Survey and International Visitor Surveys complied by Cummings Economics, total Visitors reported for the 2013/14 year were 790,200 and total expenditure $123 million. Visitor numbers in 2007 were reported at 520,000 and estimated to be worth $53 million to the local economy.



TARGET MARKETS

FULLY INDEPENDENT TRAVELLERS (FIT)

This market is best defined as travellers who plan their own travel arrangements. There are a number of types of FIT including visiting friends and relatives, backpacking and partially-packaged travellers.

GREY NOMADS

The Atherton Tablelands is a popular destination for adventure-loving grey nomads. As more RV friendly sites and facilities continue to be developed across the region, the grey nomads will continue to be a priority market for the Atherton Tablelands.

EDUCATION TOURISM

Education tourism is one of the fastest growing areas of the travel and tourism industry. Education groups are choosing the Atherton Tablelands for authentic experiences and this region is well placed to offer multi-day education packages. This market is particularly beneficial to a region as they often travel mid-week and during off-peak seasons.

EMERGING MARKETS & OPPORTUNITIES

- Domestic markets of Sydney, Brisbane and Melbourne visitors
- Coach Groups
- Inbound Tourism / Trade Ready
- Japanese Tours (aligning with local produce)
- Weddings
- Events
- Geotourism
- Agritourism
- Indigenous tourism
- Mountain biking tourism
- Adventure tourism
- Birdwatching markets

STRENGTHS

- Outstanding Natural Environment
- Pristine area complemented by World Heritage Listed Rainforest
- Close proximity to Cairns Airport
- Close proximity to Cairns and Port Douglas tourism hubs
- Demonstrated tourism visitation to the area with an extremely high satisfaction level
- Good access to and from the gateways of Cairns, Port Douglas, Cassowary Coast, Savannah Way and Cape York
- Easy to recognise core experiences
- Climate
- Established adventure-based tourism
- Diversity of the region
- Access to North Queensland outback
- Rich agriculture industry and access to local produce

CHALLENGES

- Clarification of roles and responsibilities
- Low corporate profile of the LTO and recognition of its role
- Confusion of what the name of the destination is
- No sustainable funding for the LTO
- Limited trade ready product to maximise visitation
- Limited large-scale multi-purpose accommodation facilities
- Limited 4 ½ star plus accommodation
- Virtual absence of credible research data or monitoring facilities
- Limited public transport within the region
- Tourism visitation strongly geared towards weekends and therefore low visitation / accommodation occupancies mid-week.
- Limited night-time activities

OPPORTUNITIES

- Development of commissionable product to engage with trade partners
- Weddings and Events
- Taste Paradise & Agritourism
- Established trails network
- Development of unique fauna as a unique selling point
- To grow membership of the LTO
- Air B&B
- Growing nature-based tourism including Birdwatching markets
- Marketing of the region through digital and innovative platforms
- Development of mid-week packages
- Strengthen partnerships with local government agencies, regional tourism body, chambers of commerce and business organisations
- Strengthen membership numbers by engaging with non-traditional tourism businesses
- Grant funding to deliver specific projects
- Domestic markets of Sydney, Brisbane and Melbourne visitors
- Coach Groups
- Inbound Tourism / Trade Ready
- Japanese Tours (aligning with local produce)
- Geotourism
- Indigenous tourism
- Mountain biking tourism
- Adventure tourism

THREATS

- Funding withdrawal by key stakeholders
- Reduction in membership
- Lack or decrease in marketing activity
- Products not recognising how to grow or not wanting to grow tourism
- Products not recognising they are in tourism
- Not being agile enough to deliver initiatives to reflect the ever-changing and highly competitive tourism industry
- The impact of the RTO or STO changing focus

Regional Context

The contribution of tourism in the Atherton Tablelands region is well-recognised and thus has been incorporated into a wide number of strategies and plans at local, regional and state levels to direct planning, economic and social outcomes.

TNQ DESTINATION TOURISM PLAN 2020

The Tropical North Queensland Destination Tourism Plan was developed by Tropical North Queensland (TTNQ) in consultation with all TNQ Local Tourism Organisations, local government and key stakeholders.

The purpose of the plan is to provide the definitive direction for tourism and events in TNQ towards 2020 by highlighting the resources required to create a sustainable and competitive tourism destination. Furthermore, the plan identifies the key priorities that will facilitate this goal.

The TNQ Destination Tourism Plan highlights key focus areas of:

- destination marketing;
- experience development;
- product development;
- business development and
- industry development.

TTNQ STRATEGIC PLAN

TTNQ'S 2018 to 2020 strategic plan highlights six critical factors for the destination to achieve the vision for Tropical North Queensland:

- Appropriate structure and resources.
- A united industry and grow partnerships beyond our current base.
- Our fan base must grow.
- Evolving, adapting, learning organisation.
- Digital is key.
- Our brand story must be clear and used by all.

TABLELANDS REGIONAL COUNCIL ECONOMIC DEVELOPMENT STRATEGY 2018 – 2022

The Strategy aims to provide high level strategic direction for economic development in the Tablelands Regional Council local government area (TRC LGA). It aims to guide Councils efforts in service delivery to maximise local economic development for the benefit of the local community.

The strategy highlights the actions for industry expansion and acceleration including partnering with the local tourism organisation to support innovate destination marketing and leading in-market product experiences that will grow the tourism.

The Tropical Tablelands Tourism Strategic Plan strongly supports this vision with its focus on destination marketing activities and building a strong tourism community working in partnership with local government.

MAREEBA SHIRE COUNCIL CORPORATE PLAN 2018 – 2022

Mareeba Shire Council's vision is for a growing, confident and sustainable Shire. The Tropical Tablelands Tourism Strategic Plan aims to develop collaborative partnerships to deliver innovative destination marketing activities and a whole of region approach to tourism.

GULF SAVANNAH TOURISM STRATEGY 2018–20

The Gulf Savannah Tourism Strategy highlights key action areas to build tourism across the Gulf Savannah including building strong linkages with the Atherton Tablelands.

Tropical Tablelands Tourism aligns with Gulf Savannah Tourism's strategy including specific actions to build drive tourism in partnership with neighbouring regions.

REFERENCE DOCUMENTATION

Local Context:

- Tablelands Futures Corporation – www.tablelandsfutures.com
- Mareeba Shire Council - Corporate Plan 2018 – 2022
- Tablelands Regional Council - Economic Development Strategy 2018 – 2022
- Tropical Tablelands Tourism – Strategic Plan 2014 – 2018
- Tropical Tablelands Tourism Business Plan, 2011 – 2014

Regional Context:

- Tropical North Queensland Destination Tourism Plan, TTNQ 2018
- TTNQ Strategic Plan 2018-2020
- Local Government's Critical Role in Driving the Tourism Economy, TTNQ, 2016
- Tropical North Queensland Regional Economic Plan, Advance Cairns, 2016
- Gulf Savannah Tourism Strategy 2018 – 2020

Industry Context:

- DestinationQ Tourism Network Information Paper, Queensland Government, 2018
- Destination Success: the 20 year Plan for Queensland Tourism, Tourism and Events Queensland & QLD Tourism Industry Council

Atherton Tablelands

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