

Atherton Tablelands Promotion Bureau Limited

Trading as



Atherton Tablelands local tourism organisation

Annual Report
for
Tablelands Regional Council

2017 - 2018



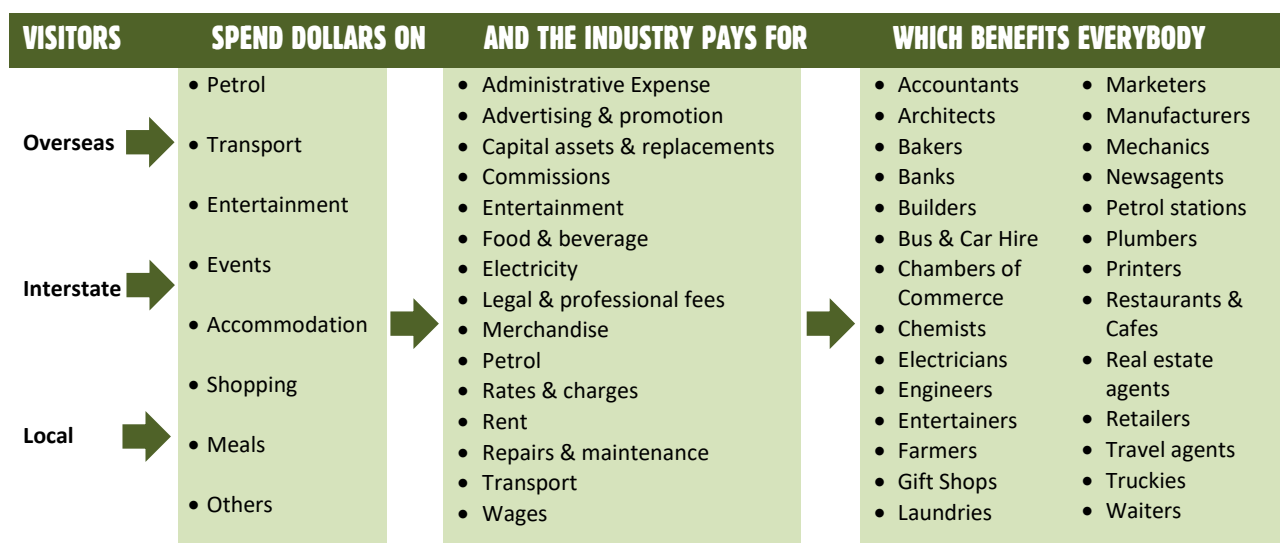
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1.0 The Tourism Industry

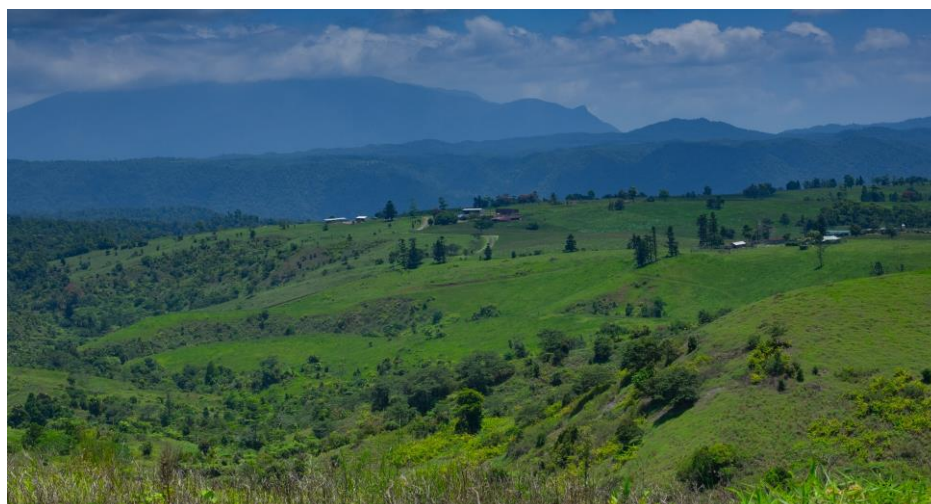
The tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment. Everyone gains from properly managed tourism and it can be especially important in regional areas because it diversifies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



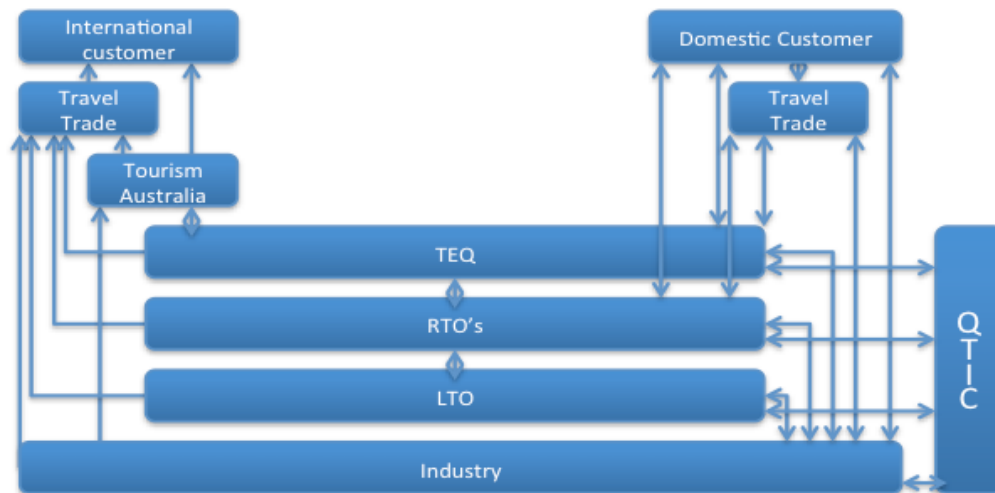
Tropical North Queensland (TNQ) is the third largest priority growth destination and the only destination located outside South East Queensland that has the capacity and assets to play a leadership role in achieving the growth targets. The TNQ tourism industry is ambitious and wants to achieve the 2020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

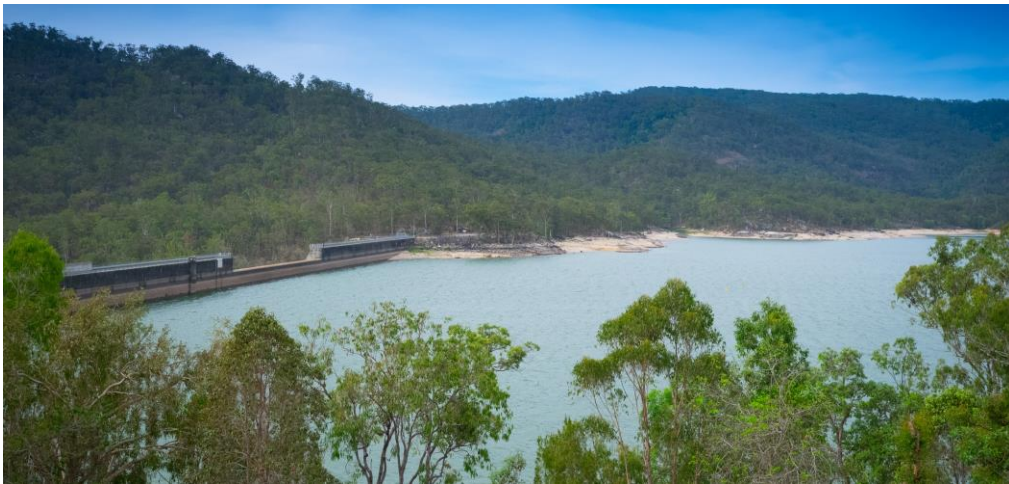
Tropical North Queensland consistently ranks in the top five destinations visited by international visitors to Australia, and the top twenty destinations visited by domestic overnight visitors.

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 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 with a focus on attractions like the crater lakes.
5. The Wildlife of the region with an 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.

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.

Mission Statement

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

Key areas of focus

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



2.0 Achievements

2.1 Marketing

2.1.1 Destination Website

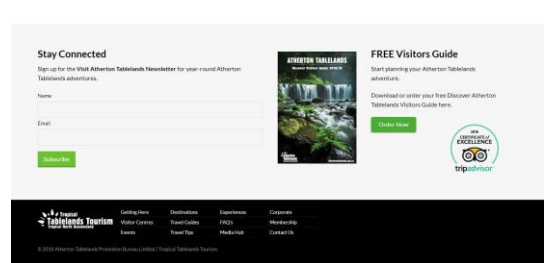
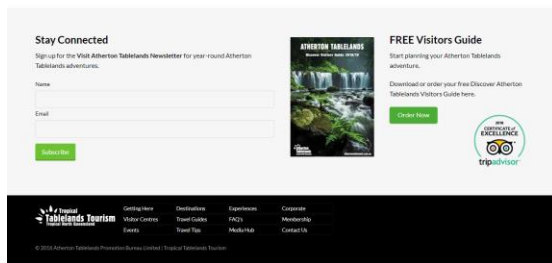
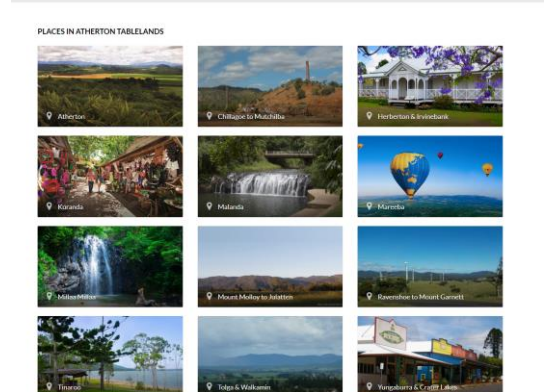
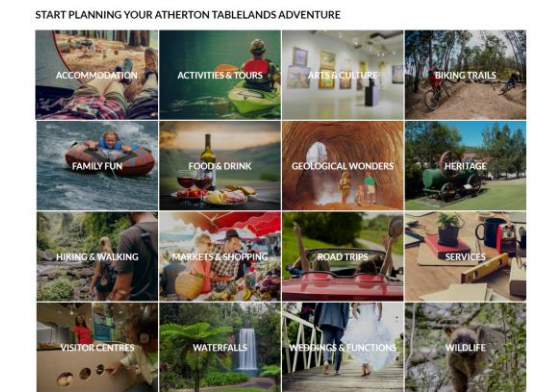
The destination website is a significant marketing tool for the region and attracts an average of 11,000 visitors each month. The site features destination information to assist visitors to plan their next holiday to the Atherton Tablelands and includes information on where to stay, what to do, links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

TRC-KPI 1: Maintain a relevant and successful destination website (athertontablelands.com.au) with engaging content including Council supported events, facilities (including caravan parks, museums, galleries and Visitor Information Centres), evidence of increase in use and 5% increase in online bookings.

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 were well showcased on the destination website and promoted through social media channels.
- Council managed tourism products including Art Galleries and Caravan Parks are showcased on the website.
- The number of confirmed bookings via the destination website has remained consistent with previous years’ figures however the value of bookings were down by 54%.
2016/17 Total Bookings Received: \$4,672
2017/18 Total Bookings Received: \$2,528
- Enquires for accommodation however increased in 2017/18 over the previous year but the bookings had to be cancelled due to operators not having the availability predominately over long weekend periods.
- 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.



Challenges

- Tropical Tablelands Tourism has held a licence for the Bookeasy Reservations System since 2009. TTT has consistently been working with operators to connect or load product to the Bookeasy system but uptake has been low due to the increase of popular booking platforms such as Trivago, Air BnB, Booking.com etc.

Council managed visitor information centres have not taken advantage of connecting to the Bookeasy online booking platform on their individual websites and do not predominately display the regional brand or link to the destination website to further promote and support showcasing the destination to potential visitors and booking options prior to arrival.

Reference: TTT MOU 2017/18 section 4, Specific Roles and Responsibilities:

4.1 Tablelands Regional Council will:-

- 4.1.11 Provide reciprocal links to TTT web sites and “Book Now” button VIC web sites. VIC websites to prominently display regional branding logo linked to destination website www.athertontablelands.com.au.)

The TTT Board of Directors undertook a review of the ongoing feasibility of funding and managing a booking platform that was receiving limited support. The outcome of the review was to terminate the licence and seek alternative platforms.

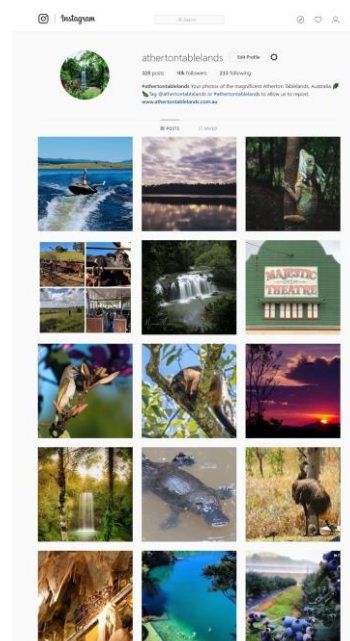
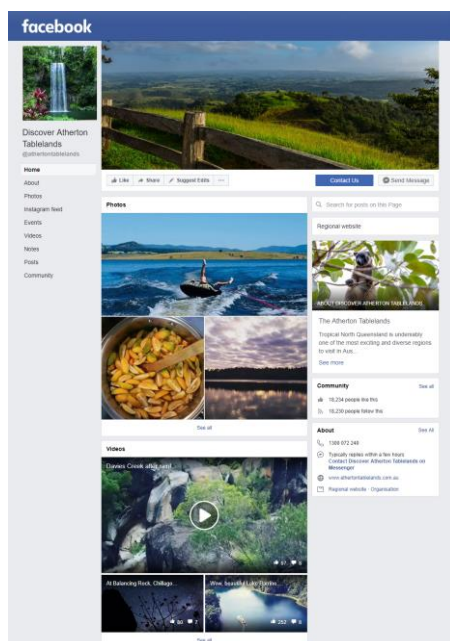
Steps are currently well in progress to become an affiliate booking agent with popular global booking platforms.

2.1.2 Social Media

TRC-KPI 2: Maintain and grow social media networks (including Discover Atherton Tablelands Facebook, #Atherton Tablelands through relevant content, 2 posts per week, and with at least 10% increase in engagement on Facebook and Instagram. Develop monthly social media campaigns to promote the destination and/or Interest specific e.g. food and wine, outdoor activities, adventure sport, waterfalls & lakes etc.

Outcomes

- Discover Atherton Tablelands Facebook page has grown from 14,000 fans to now 18,200
- Daily posts have been delivered on both Facebook and Instagram
- 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.



2.1.3 TRC VICs & Tourism Infrastructure

TRC-KPI 3: Engage with, and ensure promotion and exposure of, accredited VIC network, Council caravan parks and other tourism related events/infrastructure across all promotional platforms including website, publications, maps etc. maintaining use of italic yellow *i* logo in line with TEQ accreditation requirements when applicable.

Outcomes

- All Council managed Visitor Information Centres are promoted on the destination website and editorial content - where applicable - encourages visitors to contact or visit an information centre for more information.
- Council managed tourism infrastructure and events are promoted on the destination website including Museums, Galleries and Caravan Park. Content and images were provided by Tablelands Regional Council.
- The Visitor Information Centre network are well promoted in the themed trails booklet available with every copy of the Atherton Tablelands Discover Visitors Guide. The italic yellow *i* logo, in line with TEQ accreditation requirements is included in the trail maps and reference to the accredited information centres is predominately displayed on the front cover.

Challenges

- During engagement with TRC Visitor Information Centres, it became clear that more work is needed to strengthen the understanding of the tourism industry and the role of the LTO within some of our visitor information centres.

This concern has been raised with TRC Community Services Department and TTT have offered assistance wherever possible to strengthen industry understanding within our visitor services network and volunteers.

- Through recent engagement with our Visitor Information Centres and Chambers of Commerce groups, TTT has been made aware of destination collateral produced by individual groups and information centres. This is excellent content but none of this collateral and maps are forwarded to the LTO.

Many of these brochures display the Atherton Tablelands regional tourism brand logo but do not include products, trails or any reference to content from within the Mareeba Shire Council boundary. This creates confusion to the consumer as the Atherton Tablelands is promoted as the region that sits within Mareeba Shire Council and Tablelands Regional Council.

Brochures and flyers developed without consultation with the LTO creates further challenges to effectively promote infrastructure/products and destination information if the content is not being made available to TTT.

TTT will continue to offer assistance as required and encourage our business groups and information centres to work with their local tourism organisation to build a strong and consistent destination brand.

2.1.4 Media & PR

TRC-KPI 4: Prepare and deliver a minimum of 10 media releases or blogs to promote the destination including promotion of events. Provide details on publication and take up of media release via media channels outside the TRC region.

Outcomes

- 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

- A further 13 blogs/stories have been prepared ready for rollout as part of the launch of the new website and social media campaign

2.1.5 Marketing Campaign Opportunity

TRC-KPI 5: Initiate and facilitate at least one marketing campaign opportunity for TRC businesses.

- 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.

2.1.6 Collaborative Advertising Opportunity

TRC-KPI 6: Initiate and facilitate at least one collaborative advertising opportunity for TRC businesses.

Outcome

- Atherton Tablelands Discover Visitors Guide 2018/19 was produced by TTT and launched pre-Easter 2018. Operators were offered the opportunity to advertise in this initiative.

2.1.7 Blogger/Digital Influencer Famil

TRC-KPI 7: Initiate and deliver one blogger/digital influencer famil to the region and demonstrate the reach and provide evidence of the positive outcomes of the famil. Eg. Platforms, audience reach

Outcome

- 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.

2.1.8 Industry Forum

TRC-KPI 8: Deliver at least one cross-industry forum involving members, potential members and related industries (not including AGM).

Outcome

- August 2017: “Where are our customers coming from” workshop attended by members and other businesses from across the region.

3.1.9 Consumer Shows

TRC-KPI 9: Coordinate promotion of the region at a minimum of three consumer shows.

Outcome

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.

3.1.10 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.

TRC-KPI 10: Publish and distribute Atherton Tablelands Discover Visitors Guide that includes hard copies plus digital version and app, ensuring VIC staff from both Councils are represented on the subcommittee and Council supported tourism infrastructure and marketing collateral is included where applicable in editorial.

Outcome

- 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 (Hareeba); 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)

2.2 Governance, Reporting & Performance

2.2.1 Reporting

TRC-KPI 12: Provide ½ yearly reports to Council on activities, progress towards KPI's and associated costs.

Outcomes

- TTT KPI progress report was distributed 7th February 2018 to Community Services Manager and Co-ordinator for further distribution to Mayor, Councillors and CEO. This report included an overview of the achievements to date, in accordance with the TRC KPI's signed off in November 2017.

2.2.2 Annual Presentation

TRC-KPI 13: Provide an annual presentation to Council in the third quarter of each year / pre-Council budget discussions which will include project outcomes, innovations, partnership leverage, new industries and members, KPIs and budget expenditure.

Outcomes

- TTT Chair delivered a presentation to Council on 7th February 2018. This presentation covered the initiatives delivered July to December 2017 and a general overview of future activities.
- As requested by Council, the presentation was distributed to Council 1 week prior to the workshop.
- 13th June 2018, TTT Chair presented a short presentation to Council with a brief overview of the new destination website that was not a confirmed initiative back in February 2018.

Challenges

- The delay in receiving and endorsement of the 2017/18 Council KPI's has created challenges for TTT to effectively report to council project outcomes and future opportunities when the annual presentation was confirmed for 7th February 2018 and just 2 months following endorsement of current year KPI's. This did not allow TTT to effectively present a year's worth of achievements in accordance with KPI's during Council's internal budget reviews and the opportunity to discuss with Councillors marketing activities and trends for consideration for the following year.

2.2.3 TTT, MSC, TRC Workshop

TRC-KPI 14: Facilitate a combined TTT, MSC and TRC workshop pre-July each year to workshop to discuss regional tourism issues including activities and opportunities for the following 12 – 18 months

Challenges

- KPI agreed in principle based on previous years indication of core funding confirmation in May/June. This allows for discussions to consider appropriate marketing budgets.

Workshop to be co-ordinated as soon as practical following confirmation from TRC of funding contribution for 2018/19. Mareeba Shire Council confirmed funding mid-June 2018.

2.2.4 Monthly meetings with Council staff

TRC-KPI 15: Executive Officer and Chair/Director to attend the monthly workshop style meetings with Co-ordinator or Manager level of Council Community Services and key representatives of other departments and Council personnel, as required, such as infrastructure, VIC Co-ordinators, Economic Development, Social & Digital Media departments, CEO.

Outcomes

- 30th October 2017 – attended by Shiralee McHardie, Gwyneth Nevard, Andrew Powrie, Mark Styan, Ghis Gallo and Bronwyn Jones
- 6th December 2018 – attended by Gwyneth Nevard, Ghis Gallo and Bronwyn Jones
- 7th February 2018 – attended by Gwyneth Nevard, Shiralee McHardie, Ghis Gallo & Bronwyn Jones
- 19th March 2018 – attended by Gwyneth Nevard, Mark Styan and Bronwyn Jones
- 12th April 2018 – attended by Shiralee McHardie, Gwyneth Nevard, Ghis Gallo and Bronwyn Jones

Challenges

Mid-April, TTT Chair advised the TRC Community Services Manager that TTT would not be participating in future monthly meetings as the meetings appeared unproductive and the perception that information raised at these meetings was not being relayed to appropriate channels.

TTT looks forward to discussing with Council new measures to ensure effective communication and collaboration between all parties and council departments.

2.2.5 Executive Officer Communications

TRC-KPI 16: Ensure that there is timely and appropriate response by the Executive Officer to communications and emails sent by Council.

Outcomes

- No concerns have been raised with the TTT Board relating to poor communication from TTT’s part-time Executive Officer or failing to provide timely and appropriate responses to all communications and emails received by any representative of Tablelands Regional Council.

2.2.6 Effective Governance

TRC-KPI 17: Ensure the governance processes of the Board are effective and transparent, including the conduct of the Annual General Meeting.

Outcomes

- The 2017 Annual General Meeting was held November 2017 and was facilitated by Michael Lawrence to ensure the process of an AGM was effective and transparent. No concerns were raised following this meeting.
- Inductions are conducted for all new Directors. These inductions cover the following topics:
 - Overview of tourism industry structure; the role of TTT (pre-arrival) and visitor information centres (post arrival);
 - Role and responsibilities of Directors in accordance with the Corporations Act and specifically:
 - Directors Code of Conduct;
 - Attendance at meetings;
 - TTT’s Governance Policies and Procedures;
 - Confidentiality responsibilities; and
 - The position of Councillors nominated by their respective Councils appointed to the Board by the Board of Directors to ensure strategic decisions support and encourages regional tourism development and promotions.
 - TTT Strategic Plan;
 - Marketing activities;
 - Overview of resources;
 - Funding, budgets and opportunities;
 - Board access to organisation files.
- No governance concerns have been raised with the TTT Board by members or the TRC nominated TRC Councillor appointed to the TTT Board of Directors.

2.3 Strategic Planning

2.3.1 TTT Participation in TRC led strategic directions

TRC-KPI 18: Participate in any Council led review of strategic directions for desired economic or tourism outcomes for the TRC area.

Outcomes

- TRC Events Strategy
TTT participated in the workshop held November 2017 and attended teleconference meeting with the Consultant following the workshop.
- TRC Visitor Services Strategy
TTT met with the consultants engaged by TRC to deliver the strategy
- TRC RV Strategy
TTT participated in the workshops for the development of the TRC RV Strategy
- TRC Economic Development Strategy
Despite numerous requests, TTT was unable to secure a meeting with Andrew Powrie to discuss tourism matters for consideration in the economic development strategy.
- TRC Iconic Trails Project
Despite requests, TTT was unable to secure a meeting with project manager Wayne Young to discuss matters relating to the Iconic Trails Project.
- TRC Destination Tourism Strategy
TTT was not aware of this initiative until the receipt of an invitation to the workshop.

2.3.2 Development of the Atherton Tablelands Tourism & Events Strategy 2018 - 2023

TRC-KPI 19: Commence development of the Atherton Tablelands Tourism and Events Strategy 2018 - 2023 that includes the key phases for the delivery of a strategy for a whole of region approach to destination promotion; meeting visitor expectations (experiences) and long-term funding to sustain the LTO. (Deliverable subject to securing additional funding)

Phases include:

- Review of key background documents and organisations
- Key stakeholder interviews
- Preliminary identification of priority challenges and opportunities
- Broader Stakeholder and/or community survey
- Key Stakeholder workshop
- Produce tourism and events strategy

Outcomes

- Despite a number of funding avenues pursued, additional funding has not been secured.

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.

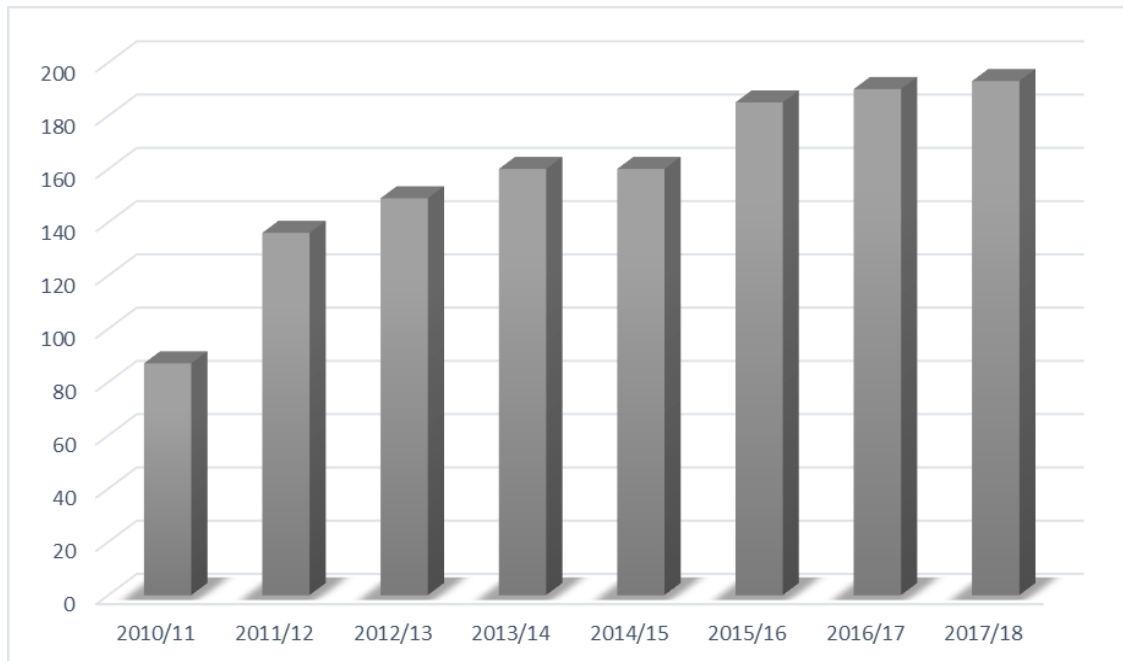
Committed Funding

- 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.*

5.0 Opportunities

Proposed marketing initiatives currently being considered for 2018/19 financial year.

5.1 Digital Marketing

- Develop new campaigns and features to increase website visitors to the destinations website www.athertontablelands.com.au
- Increase social media activity on the destinations Facebook page [Discover Atherton Tablelands](#) to further develop followers, posts and conversation.
- Build destination awareness through the initiatives using new video and imagery through social media channels and the destination website.
- Increase the destinations digital collateral including feature videos and imagery.
- Develop and distribute through various channels blogs on destination experiences, products and events.
- Deliver digital campaigns using the website and social media to:
 - increase visitation during the “Green Season”,
 - increase event participation and attendance,
 - increase visitation during typical low seasons of November/December that promotes our climate, activities, experiences,
 - increase visitation that encourages visitors to experience the entire region,
 - increased visitation during school holiday times with family focussed campaigns.

5.2 Product Development

- Facilitate development of product across the Atherton Tablelands through workshops and connections with platforms such as Tour Connect.
- Facilitate the development of 1 day, 3 day and 5day packages.
- Establish connections with key trade and travel channels to increase group tours to the Atherton Tablelands.
- Facilitate the development of more bookable product across various digital platforms and connections.

5.3 Journalist/Agent Famil

- Deliver a 3-day guided famil targeting key journalists.

5.4 Membership & Corporate Profile

- Increase communication and engagement with members and the wider community with industry news; opportunities; the role of TTT; the benefits of TTT membership and support for the tourism industry.
- Increase Corporate Sponsorship numbers and funding contributions.
- Deliver ‘Member Inductions’, workshops and one-on-one meetings with members to facilitate product development and assistance in connecting their product to online booking systems/channel managers, Trip Advisor, new markets and opportunities to collaborate with the LTO, the RTO and other members through packages, marketing campaigns and referrals

5.5 Stakeholder & Industry Engagement

- Maintain strong engagement with key stakeholders including local Government agencies, visitor services networks, Chambers of Commerce and Industry Groups.
- Consider opportunities to partner with Tourism Kuranda and other industry groups to collaborate attendance/destination exposure at key consumer events.



Atherton Tablelands Promotion Bureau Limited, trading as

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Corporate website: www.tropicaltablelandstourism.com.au