STRATEGIC DIRECTION 2025 - 2028

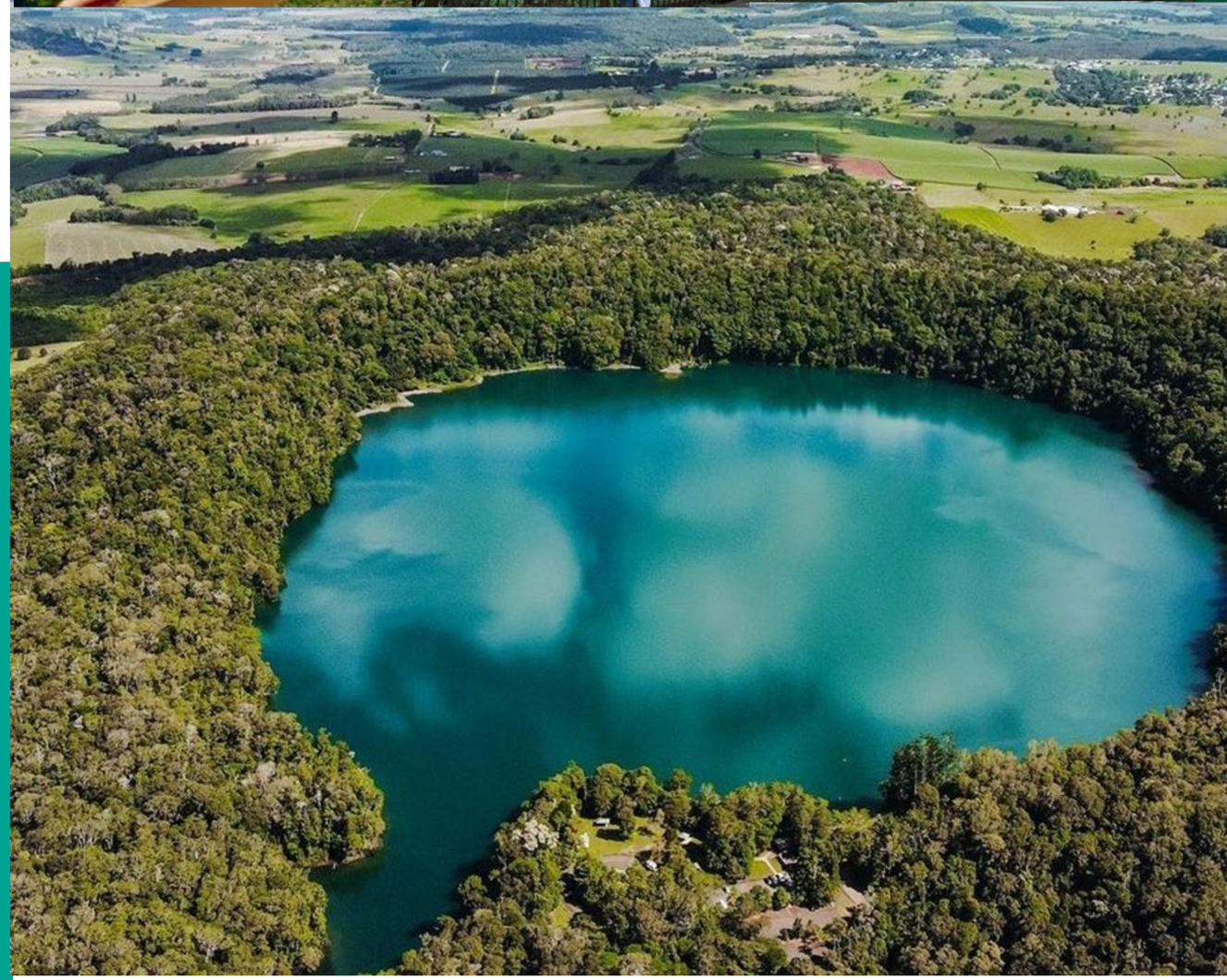
As the Local Tourism organisation for the Atherton Tablelands, Tourism Atherton Tablelands, purpose is to be a strong voice for the industry and the lead agency for delivering destination marketing activities for the benefit of members and the wider community, including promotion of key access routes.

DESTINATION VISION

To be recognised as one of the world's best self-drive destinations to engage with nature, culinary delights, and adventure trails.

STRATEGIC FOCUS

- **Increase Visitor Nights & Spend**
- **Boost Digital Marketing**
- **Industry, Trade and Member Engagement**
- **Maximise Public Relations**
- **Promote Hero Experiences, Pre-Arrival**
- **Promote Conservation & Stewardship**



STRATEGIC PLAN

INCREASE VISITOR NIGHTS AND SPEND

- Collaborate with TTNQ, TEQ and industry to drive visitation
- Run conversion-driven campaigns to capture target markets
- Leverage the strength of the self-drive & adventure tourism appeal
- Encourage lengthier stays and mid-week travel

🧭 **Goal: More nights. More experiences. More economic impact.**

BOOST DIGITAL MARKETING

- Maintain digital leadership in the region
- Optimise our website and streamline our tech stack
- Publish a quarterly blog to drive SEO and showcase our stories
- Deliver weekly organic social media content
- Activate targeted IMATE campaigns, aligned with TTNQ/TEQ
- Strengthen Direct-to-Consumer (DTC) marketing

📱 **Be where our visitors are — and inspire them to come.**

INDUSTRY, TRADE & MEMBER ENGAGEMENT

- Host regular member networking events
- Build stronger links with Visitor Information Centres (VICs)
- Deepen engagement with TTNQ, LTOs & regional alliances
- Expand trade and inbound partnerships

🌱 **A connected industry is a resilient and growing one.**

MAXIMISE PUBLIC RELATIONS

- Refresh and distribute the TTT Media Kit
- Issue press releases highlighting regional success stories
- Host media famils, bloggers & influencers
- Leverage TTNQ and media distribution channels

📰 **Tell our story loud and clear — and often.**

PROMOTE HERO EXPERIENCES PRE-ARRIVAL

- Refresh and distribute themed trail & touring maps
- Integrate hero trails into Google Maps & other platforms
- Run paid social (Meta) campaigns to boost awareness
- Highlight our globally unique attractions (crater lakes, waterfalls, wildlife)

🚙 **Drive market-ready experiences for the self-drive adventurer.**

PROMOTE CONSERVATION & STEWARDSHIP

- Champion the Wet Tropics World Heritage Guiding Program
- Promote Project Reef's Lifetime Achievement Nomination
- Encourage school-based and educational tourism
- Position the region as a leader in eco-learning and responsible tourism

🌏 **Every visit should leave nature better understood and more protected.**

TOURISM ATHERTON TABLELANDS