

TOURISM
**ATHERTON
TABLELANDS**



Member Prospectus 2026/27

athertontablelands.com.au

WELCOME TO TOURISM ATHERTON TABLELANDS

OUR PURPOSE

As the peak industry body, to be a strong voice for the industry and the lead agency for delivering destination marketing activities for the Atherton Tablelands Region.

OUR VISION

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

OUR MISSION

To facilitate the development of sustainable tourism and promote the destination to increase visitation, dispersal, expenditure and length of stay.

**TOURISM
IS THE SECOND LARGEST
ECONOMIC DRIVER FOR THE
ATHERTON TABLELANDS**

WHO ARE WE?

Tourism Atherton Tablelands is an Australian Public Company, industry led, 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 Tablelands Regional Council.

Together with our members and partner organisations such as TTNQ (Tourism Tropical North Queensland (TTNQ) and Tablelands Regional Council (TRC), Tourism Atherton Tablelands is responsible for delivering initiatives that grow tourist visitation and expenditure for the economic benefit of the Atherton Tablelands community.

Significant work has been delivered in the last decade to position the Atherton Tablelands as a standalone destination. The region must continue to be pro-active in building product capacity and marketing our hero experiences across multiple platforms. It is critical that the industry undertakes activities to attract investment of new products, infrastructure, increase trade-ready product and continue to market the region to emerging and new markets.

OUR ROLE WITHIN THE TOURISM STRUCTURE

TOURISM AUSTRALIA

The Australian Government agency responsible for attracting international visitors to Australia, both for leisure and events.

Tourism & Events Queensland

The state tourism organisation (STO) responsible for the development and marketing of sustainable tourism destinations and experiences within Queensland.

Tourism Tropical North Queensland

Under TA and TEQ is Tourism Tropical North Queensland, the regional Tourism Organisation (RTO) responsible for developing tourism marketing strategies to attract visitors to Tropical North Queensland.

Tourism Atherton Tablelands

Within the Tropical North Queensland region, there are four Local Tourism Organisations (LTO). Tourism Atherton Tablelands is the official LTO for the Atherton Tablelands region.

HOW WE DRIVE VISITORS TO THE ATHERTON TABLELANDS

Targeted destination marketing activity to promote the Atherton Tablelands as a holiday destination.



Deliver marketing campaigns throughout the year building awareness of the destination and increased visitation.



Manage destination social media platforms including Facebook, Instagram and Youtube channels.



Manage digital assets including destination website and social media platforms including Facebook and Instagram.



Produce and distribute print collateral including Discover Visitors Guide, Atherton Tablelands Touring Map and Themed Trails self-drive itineraries.



Support the development of industry capacity by providing access to industry development opportunities.



DESTINATION MARKETING

The vast majority of visitors to the Atherton Tablelands are self-drive travellers. Eating out at restaurants, general sight-seeing and visiting national or state parks rank within their top five activities. Marketing to this market is an area that Tourism Atherton Tablelands remains very active in with a specific focus on digital marketing, an umbrella term for the targeted, measureable and interactive marketing of products and services using digital technologies to reach consumers.

WEBSITES

Destination website

Our well-established destination website athertontablelands.com.au is #1 in generic ranking with a Google search for "Atherton Tablelands" and is of undeniable importance to the Atherton Tablelands Region.

The website targets the consumer and includes a broad range of information available to visitors including detailed descriptions, photographs, videos and editorial content. It describes the attractions, tours, trails and accommodation options across the region. It is a one stop shop for visitors planning a trip to our magnificent destination.

www.athertontablelands.com.au

Corporate website

The corporate website is designed to assist members with industry resources and corporate information including campaign activity, annual reports and industry events.

This website is also a valuable tool in increasing the awareness of the value of tourism to the Atherton Tablelands community.

www.tourism.athertontablelands.com.au

DESTINATION MARKETING

SOCIAL MEDIA

Tourism Atherton Tablelands uses two main social media platforms - Facebook and Instagram - targeting the consumer.

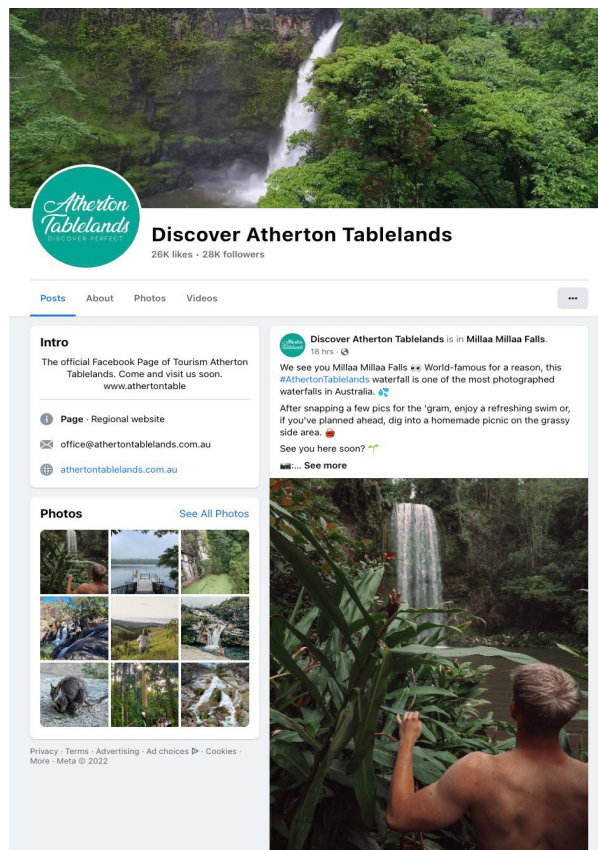
Our social media channels have reached up to 10 million interactions.

FACEBOOK @athertontablelands

INSTAGRAM @athertontablelands

YOUTUBE Discover Atherton Tablelands

#athertontablelands #discoverathertontablelands #discoverperfect



Tourism Atherton Tablelands uses Facebook to communicate corporate information to members and the wider community

FACEBOOK @tourismathertontablelands

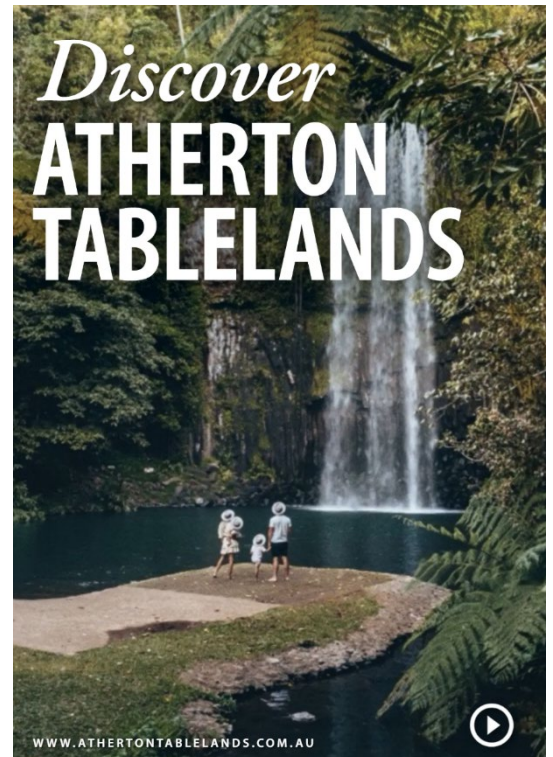
DISCOVER VISITORS GUIDE

Tourism Atherton Tablelands has been producing print media for over 30 years and digital media for at least 20 years.

Discover Atherton Tablelands is a 72-page publication and the most comprehensive visitor guide for the Atherton Tablelands region.

Discover is also available as an interactive web publication which receives over 100,000 downloads annually.

[VIEW ONLINE](#)



TOURING MAP

The Discover Touring Map is a major promotional vehicle for Discover Atherton Tablelands, designed to create awareness and interest in the destination and encourage visitors to extend their length of stay.

The Touring Map is distributed to high-traffic information centres, car rental companies, tour desks and direct letter box distribution.

[VIEW ONLINE](#)



DESTINATION MARKETING

THEMED TRAILS

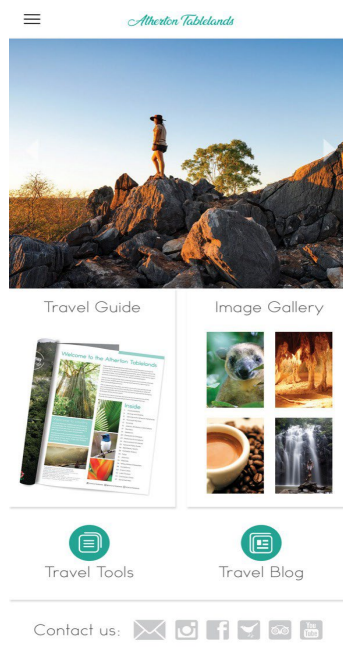
A series of self-drive itineraries under the the themes of Eco Explorer, Waterfalls and Lakes, Artisan Foodie, Geological Wonders, Adventure Trails, Origins and Echoes, Hidden Gems and Character Stays. Youtube videos themed around these trails are also highlighted as part of this campaign.

[VIEW ONLINE](#)

Our latest themed trails series are each supported by videos to further promote the destination and showcase the diversity the region has to offer. View on YouTube - <https://bit.ly/3Qdmn2V>

DISCOVER APP

The Discover APP is available from both iTunes and Google Play stores providing visitors with easy access to the web publication version of the Discover Visitors Guide, Travel Tips (blogs), imagery and social media interaction.



COMPELLING VIDEOS & IMAGES

Over recent years, Tourism Atherton Tablelands has developed an extensive video and image library to further strengthen awareness of the destination.



WHY BECOME A MEMBER?

Becoming a member of Tourism Atherton Tablelands offers a comprehensive number of benefits. The primary benefit is knowing that you are investing in marketing of the region and contributing to building a strong brand and awareness of the region and the experiences on offer. It is an investment that delivers the best opportunities for exposure, networking, marketing and building a strong industry for the benefit of the wider community.

There is not a business, professional service or commercial operation within our region that does not ultimately receive some benefit contributed to the local economy by tourism.

It is in the direct interest of all those who benefit from tourism to participate in and contribute to effective promotion of the entire region and the planned management of its marketing activities.

As a member of Tourism Atherton Tablelands, you have the power to influence decisions that are made in the tourism industry which directly impact your business.

Through support for the tourism industry, Tourism Atherton Tablelands is able to:

1. Effectively market and promote the Atherton Tablelands to directly increase visitation, expenditure and length of stay, and ensure the tourism corridor from our neighboring regions like Gulf Savannah, Mareeba, Chillagoe & Cassowary Coast are open and collaboratively drawing visitors across the region;
2. Encourage the local business community to be involved in and understand the value of tourism;
3. Advocate for the industry capacity, new product and facilities development within the immediate region.

Together with our members from various industry sectors, our RTO- TTNQ and our local council Tablelands Regional Council we can work collaboratively and share the collective rewards of a successful and sustainable tourism industry.



FREQUENTLY ASKED QUESTIONS

Does Tourism Atherton Tablelands do in region marketing?

Tourism Atherton Tablelands' role is to build awareness of the destination and provide information to visitors before they arrive, so visitors stay longer and see more of the region. Our publications are available both in and out of region.

Does Tourism Atherton Tablelands do the marketing for individual businesses?

Tourism Atherton Tablelands' markets the destination as a whole, showcasing both our Natural Assets, Hero Experiences. Member business are highlighted on our website and social platforms.

Does Tourism Atherton Tablelands organise events?

We are not an event organiser, we can highlight and promote events that have the ability to attract visitors to the region.

How is Tourism Atherton Tablelands funded?

We are funded by both industry & local government. We have strong partnerships with Tablelands Regional Council, Tourism Tropical North Queensland and work collaboratively with neighbouring regions. Funding is also obtained through grants for specific projects.

What name is used to market the region?

The destination is the Atherton Tablelands, the region that sits within the boundaries of Tablelands Regional Council. The 'Discover Atherton Tablelands' brand is well established and used by all levels of tourism including Tourism Australia, Tourism & Events Qld, TTNQ, National Parks.

MEMBERSHIP OPTIONS

LEVEL	INVESTMENT	RETURN ON INVESTMENT
TOURISM SUPPORTER Best suited for any business that experiences high and low seasons and therefore clearly benefits from a strong local tourism industry.	\$90.00	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 category for businesses new to tourism or currently do not advertise outside the region.	\$150.00	Attend just one industry event and your membership will return your investment and provide you with the skills to further enhance your business as well as increase your network with other tourism operators.
SILVER Best category for businesses that wish to leverage our significant buying power and heavily subsidised marketing campaigns.	\$285.00	Participate in one subsidized marketing campaign and your investment will be realized.
GOLD This level of membership is best suited for businesses	\$550.00	Participate in just one marketing campaign generating at least one sales lead and you will recoup your investment.
PLATINUM Best suited to businesses that have more than 1 entity and wish to receive the benefits of maximum exposure	\$950.00	The increased exposure of your products and participation in heavily discounted campaigns will recoup your investment.

MEMBERSHIP BENEFITS

Benefit	Supporter \$90	Bronze \$150	Silver \$285	Gold \$550	Platinum \$950
Invitation to industry events	✓	✓	✓	✓	✓
Membership Certificate and Logo	✓	✓	✓	✓	✓
Listing on Corporate website	✓	✓	✓	✓	✓
Letter of support for grant applications		✓	✓	✓	✓
Eligible to vote at Annual General Meeting		✓ 1	✓ 2	✓ 3	✓ 4
Product listing on destination website		✓	✓	✓	✓
Brochure distribution through accredited TRC Visitor Information Centre's *Costs may be affected by TRC Policies		✓	✓	✓	✓
TTNQ Ambassador of Tourism membership (valued at \$290)			✓	✓	✓
Access to industry campaign activity * costs may apply			✓	✓	✓
Discounted Cooperative marketing campaigns			✓ 5%	✓ 10%	✓ 15%
Promotion on corporate social media (conditions apply)			✓	✓	✓
Product listing on destination website			✓	✓	✓
Access to industry training and mentoring programs			✓	✓	✓
Preference for blogs content (new)				✓	✓
Preference for PR and famil activity				✓	✓
Priority Listings on destination website				✓	✓
Logo Displayed on Corporate website				✓	✓
Sharing of news though industry newsletters (Subject to editorial review)				✓	✓
Advanced notice of Campaign buy-in opportunities					✓
Logo display on all industry newsletters					✓
Additional product listings for all entities					✓
Six monthly meetings / updates with Chair & Executive Officer					✓

APPLY ONLINE

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

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