Chairs' Report 2025/26

Tourism Atherton Tablelands (TAT) – ACN 010 684 241

Overview

The 2025–26 financial year has been an important year for Tourism Atherton Tablelands (TAT) with a year focused on

- strengthening the organization;
- increasing destination awareness; and
- building strong partnerships that support the long-term growth of tourism across the Atherton Tablelands.

Key partnerships with Tablelands Regional Council and TTNQ has enabled the activation of key Destination Marketing initiatives.

Destination Performance

Destination performance remained relatively stable during the year.

- Welcomed 182,000 visitors staying 632,000 night (4.8% TNQ share)
- Accommodation occupancy: was 55.5% consistent with the previous year.
- Whilst the average length of stay remained at 3.88 nights.
- Average daily rate: $201 (down 5%), however starting to show an upward trend.
- Average booking window was 61 days an increase of 18%
- Our visitor satisfaction rating is above the State average on all metrics.
- Visitor numbers are trending upwards on 2024 and 2025.

Destination Marketing

Tourism Atherton Tablelands continued to build awareness of the Atherton Tablelands across regional Queensland and key interstate markets.

A major initiative was the delivery of the **Discover Your Trails** campaign, showcasing **7 new themed trails** across the region. The campaign incorporated the distribution of 50,000 brochures, an updated Discover Digital Magazine and targeted digital activity across regional Queensland, Brisbane, Sydney and Melbourne, reaching more than one million people.

TAT also participated in **Tasting the Tropics**, providing opportunities to showcase the region's food and tourism experiences through events, television and radio coverage.

Our partnership with Tourism Tropical North Queensland also enabled the region to leverage broader Tourism and Events Queensland activity, including the **Carrie & Tommy campaign**, which showcased the Tablelands' waterfalls, food and hiking experiences to **audiences across 31 metropolitan and regional radio stations.**

Our organic social media activity achieved a reach of approximately **3 million**, generating **3.85 million impressions and 110,000 engagements**, with our social channels growing to a combined audience of approximately **64,000 followers**.

Strengthening TAT

- 12-month agreement signed with Tablelands Regional Council (Nov 2025) for destination marketing and industry development.
- Rosie Douglas appointed part-time Executive Officer to streamline administration and governance.
- Tanya Snelling engaged for Social Media Marketing and Campaign activations
- Governance strengthened and a new Constitution adopted
- Established a Skills-based Board structure with extensive industry experience.
- Presented Quarterly KPI's to TRC Executive

Partnerships and Industry

Partnerships remain fundamental to TAT's success. During the year we continued to strengthen our relationships with **Tablelands Regional Council, Tourism Tropical North Queensland, QTIC and local Chambers of Commerce**, while representing the region at tourism forums, the **TNQ Tourism Conference** and providing industry input into the **TNQ 2045 Destination Tourism Plan.**

Our members are at the heart of the visitor experience and play an important role in ensuring the Atherton Tablelands continues to be recognised as one of Tropical North Queensland's distinctive destinations. I would like to thank our **members** for their continued support.

Board Acknowledgements

I would also like to acknowledge and sincerely thank all our volunteer Directors for their commitment, energy and skills in supporting Destination Marketing for our region:

Kayleen Collins, Sue Gregory, David Prete, Erin Simpson, Anna Winter and Gary Aylward.

I would also like to thank retired Directors, **Ghis Gallo, Michael Bowmaker and Bram Collins** for their contributions to the organization.

Outlook for 2026–27

As we move into **2026–27**, TAT is well positioned to build on this foundation.

The commencement of the upgrade of **athertontablelands.com.au** site, and continued destination marketing, industry engagement and a strong partnership with TRC, provides an exciting platform from which to further grow awareness, visitation and visitor expenditure across the region.

Thank you for your continued support of TAT.

Michelle Bell-Turner
Chair