Tourism Kuranda Advisory Committee Meeting Minutes

24 July 2018	Meeting 4:30pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
Chairperson	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)	
Attendees	• Peter Danford, Cedar Park Rainforest Resort • Chris Grantham, Rainforestation • Angela Freeman, Koala Gardens/Birdworld • Adrian Pancirov, Heritage Markets • Cathie Flambo, The Australian Bush Store • Trish Green, Honey House • Kahlia Pepper, Executive Officer Tourism Kuranda MSC • Glenys Pilat, Manager Community Wellbeing MSC	
Visitors	Nil	
Apologies	• Cr. Tom Gilmore, Mayor Mareeba Shire Council • Terry Pates, Frogs Restaurant • Adam Letson, Skyrail Rainforest Cableway • Susan Parson, Senior Engagement Officer MSC	

Introductions and confirmation of Previous Minutes - Tuesday 26nd June 2018

- Confirmation of the previous minutes in June 2018;

Moved: Cathie Flambo, **Seconded:** Trish Green
Carried.

Business Arising from the Previous Minutes

- Nil

Confirmation of Executive Report and Budget Report

- Confirmation of the Executive Report;

Moved: Kahlia Pepper, **Seconded:** Adrian Pancirov.
Carried.

- Confirmation of the Budget Report;

Moved: Angela Freeman, **Seconded:** Peter Danford.
Carried.

General Business

- Extension of TK Advisory Committee- The Committee agreed to stay on as members of the TK Advisory Committee until the end of the year to enable the continuation of business as usual and to work with Council on the strategic direction review.

- Tourism Sentiment Index Report- Kahlia explained the opportunity to commission a Tourism Sentiment Index (TSI) report which measures visitor feedback for a specific destination on multiple variables and this data would be valuable for the review of the TK strategic direction. TTNQ recommends the product. The Advisory Committee readily agreed to commission the 12

month TSI report with the $5,000 fee to be charged to the TK carry over surplus.
Motion: TKAC recommends that a Tourism Sentiment Index report is commissioned to collate and measure visitor feedback on Kuranda which will provide valuable data for the review of the TK strategic direction with the $5,000 fee to be charged to the TK surplus.
Moved: Peter Danford, **Seconded:** Trish Green.
Carried.

- Totem Poles- TKAC had previously recommended that the replacement or refreshing of the totem poles at the entrance to Kuranda (near the traffic lights on the highway) be referred to KIAC for inclusion in the Wayfinding signage project. Glenys reported that KIAC had agreed and this signage will be considered in the Wayfinding project.

- Review of the TK Strategic Direction - The Committee advised that the views of the wider stakeholders, especially operators, should be considered during the Council's review. Cr Wyatt explained Council's intentions and the Committee was satisfied with the proposed operator/levy payer survey and stakeholder meeting later in the year. It was agreed that Kahlia and Glenys would present a draft survey at the next meeting for Committee feedback.

- China Now workshop - As per the 2018/19 Strategic Marketing Plan, Kahlia sourced the opportunity to have a China Now Workshop in Kuranda for Kuranda business operators to attend and gain Chinese visitor knowledge. Total cost is $1,800 and Committee agreed this workshop would be beneficial. Kahlia to book workshop.

- Kuranda Fashion Advertising Opportunities - Cathy suggested the possibility of having a Kuranda fashion article in a local magazine, paper etc. It was agreed Kahlia would investigate and discuss at the next meeting.

- Kuranda Wayfinding APP - Peter provided an overview of the Kuranda App design proposal that is currently being prepared by Peter and Kahlia. Proposal should be finalized shortly and passed onto Cath/Anne from KIAC for feedback.

Items		
Action Item 1	Person Responsible	Deadline
TSI report	Kahlia Pepper	Sept
Action Item 2		
Review of TK Strategic Direction - Presentation of draft Levy Payer/Operator Survey for feedback	Kahlia Pepper/Glenys Pilat	August
Action Item 3		
Sign Pole across road from BP service station- Angela to present 3 ideas.	Angela Freeman	Next meeting
Action Item 4		
China Now Workshop	Kahlia Pepper	ongoing
Action Item 5		
Kuranda Fashion advert opportunities.	Kahlia Pepper	Aug meeting

Next meeting

The next meeting will be held on Tuesday 21st August 2018 at 4.30pm.
Date brought forward due to Kahlia being away for Asia Corroboree.

Closure
There being no further business the meeting closed at 5:45pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

to Closing Balances

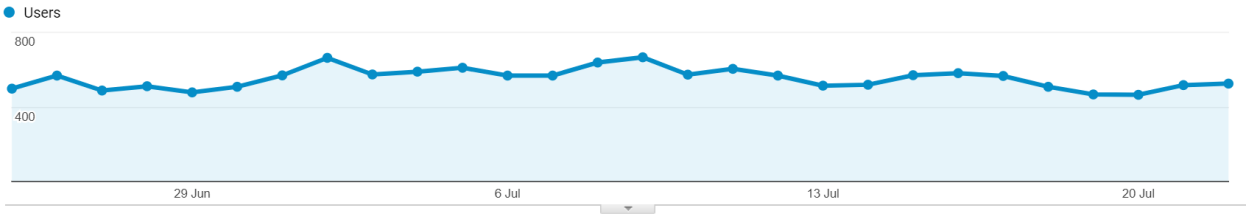
	BUDGET 2017/18 $	ACTUALS	YTD Variance
INCOME			
Tourism Kuranda Advertising Contributions	36,500.00	23,240.82	13,259
Benefited Rate Contribution	210,566.18	202,817.63	7,749
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	252,000.43	**230,992.70**	**21,008**
ADMINISTRATION COSTS			
Total Administration Costs	98,800.00	102,562.89	- 3,762.89
PROMOTIONAL COSTS			
A4 Brochure	8,300.00	3,134.45	5,166
Map & Visitors Guide	29,500.00	15,452.83	14,047
Brochure Distribution	16,828.00	14,688.74	2,139
Kuranda Festival Event	20,000.00	-	20,000
Kuranda Easter Event	19,638.00	20,356.13	(718)
Social Media Management	13,000.00	14,696.80	(1,697)
Industry Famils & Presentations	4,000.00	2,625.43	1,375
Tourism Kuranda Memberships	1,000.00	1,860.00	(860)
Adv Pre & Post Tourism Publications	7,500.00	12,236.67	(4,737)
Tradeshows & Sales Missions	19,000.00	15,566.57	3,433
Public Relations Management	5,800.00	5,859.95	(60)
General Advertising	4,000.00	6,448.22	(2,448)
Total Promotion costs	148,566.00	112,925.79	35,640.21
TOTAL ADMIN AND PROMOTION COSTS	**247,366.00**	**215,488.68**	**31,877.32**
SURPLUS/(DEFICIT)	**$ 4,634.43**	**$ 15,504.02**	**-$ 10,869.59**

PLEASE NOTE: these figures are draft, as year end processes have not finalised.

EO REPORT JULY 2018

WEBSITE: Google Analytics for www.kuranda.org – 25th June 2018 to 22nd July 2018

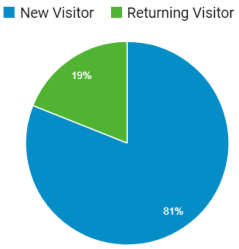
Sessions 13,420	Users 12,848	Page View 49,170	Pages/visits 2.83



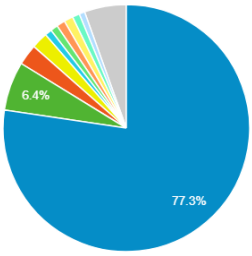
Users	New Users	Sessions
13,420	12,848	17,367

Number of Sessions per User	Page Views	Pages/Session
1.29	49,170	2.83

Avg. Session Duration	Bounce Rate
00:02:44	49.38%



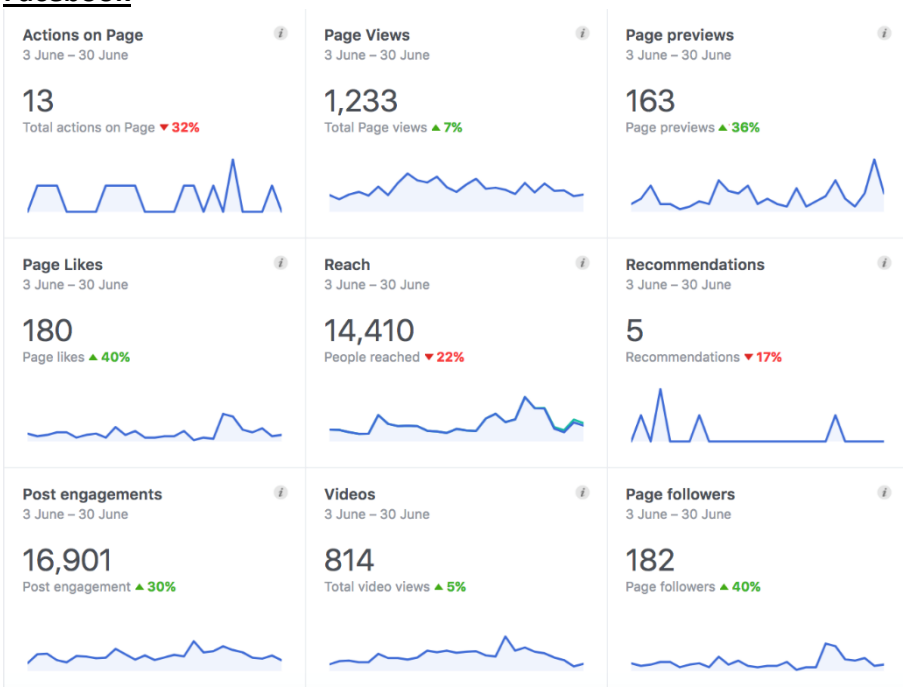
Country	Sessions	Page Views	contribution to total: Page Views
	17,367 % of Total: 100.00% (17,367)	49,170 % of Total: 100.00% (49,170)	
1. Australia	13,632	77.35%	
2. United States	1,021	6.40%	
3. United Kingdom	464	2.74%	
4. New Zealand	313	2.15%	
5. India	194	0.91%	
6. Japan	187	0.97%	
7. Germany	148	1.11%	
8. Hong Kong	148	1.19%	
9. Canada	143	0.95%	
10. France	141	0.75%	



SOCIAL CHANNELS

June social media statistics (3 – 30th June 2018). Both social platforms are continuing grow in followers, likes and interaction. Reach was a little down in June, however advertising in July should help improve this. We kicked off the #KurandaSelfie competition campaign leading into June/July school holidays and will monitor and report in Julys report.

Facebook



Insights based on reporting period:

- Actions on page: 13 (last month 22)
- Page Likes: +180 (last month 146)
- Engagement rate: +1.7% (last month 1.4%)

Achievements: Best posts based on Engagements:

Date		Engagement	Reactions, comments & shares	Reach	Clicks
25th June		5.15%	161	4.7K	347
22nd June		4.86%	253	5.1K	226

21st June		4.09%	162	2.5K	241

Instagram

Insights based on reporting period:

- Overall engagement rate: +1% increase on last month
- 1,998K post likes (last month 1,800K)
- 52 comments (last month 36)
- Follower growth: 139 (last month 31)

Achievements: Best posts based on Engagement:

Date		Engagement	Likes	Comments
22nd June		5.86%	119	6
2nd June		5.07%	103	5
9th June		4.78%	102	0

E-NEWSLETTER

News from the Village in the Rainforest. Baby native animals prove an additional Village attraction these school holidays!

Open rate 26% [industry average is 21%]	**Click rate 2% [industry average is 6%]**

June newsletter featured the following articles:

• Welcome – adorable animals have arrived in Kuranda in time for the school holidays, Kuranda is a great kid friendly school holiday destination, Kuranda Riverboat is a great cruise along the Barron, Kuranda Visitor Information Centre received the same award after consistent great reviews on the world's largest travel site. $1.3 million redevelopment of Therwine Street which will commence this year.

• Bilby beaus – Love is blossoming in the Nocturnal Wonders exhibit at Kuranda Koala Gardens.

• Sweet newcomers – Sugar gliders have been introduced to a new exhibit at Rainforestation in the Koala and Wildlife park.

• Colourful addition – Gouldian finches are now on display at Birdworld Kuranda providing a kaleidoscope of colour in the finch aviary.

• Nature Diary – Wander around the gardens at Skyrail's Smithfield and Kuranda terminals to catch a glimpse of the Cairns Birdwing Butterfly.

• At a glance - Speewah Tavern, Michele and Laurie Woods who used to operate the Kuranda Village Cafe Bar & Grill have bought the Speewah Tavern and will increase breakfast, lunch and dinners to seven days a week. The Chamber Philharmonia Cologne will perform on Sunday July 8 at 2.30 pm in St. Saviour's Church.

SUMMARY OF ACTIVITY

TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS – During the month I hosted 1 media famil in Kuranda village which was **Escape from the City ABC TV series media 23rd July -** I met with FremantleMedia Australia who are producing ABC TV series "Escape from the City". The Kuranda township will be featured. Filming took place of the village which included, Coondoo St, Therwine St, Heritage Markets and Kuranda Original Rainforest Markets. This will create great exposure for Kuranda and producers will advise once this series comes to air in possibly 2019.

CORROBOREE ASIA 2018 REGISTRATION – As per our 2018/2019 Strategic Plan, I submitted a detailed application to attend Corroboree Asia 2018 which will be held from 26th to 31st August on the Gold Coast. Tourism Kuranda has been accepted and will be attending this trade show. We have secured a sole booth and flights and accommodation in Gold Coast have been booked. Panel artwork and preparation is underway.

LOCAL SALES CALLS – I spent 2 days during the month completing local sales calls prior to school holidays by delivering brochures to our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, caravan parks and the main outlets in Cairns CBD.

TABLELANDS DESTINATION STRATEGY MEETING 28th June - TK committee member Angela Freeman and I attended this destination strategy meeting in Atherton. Klick Communications, a Tourism Marketing agency lead this strategic workshop for Tablelands Regional Council in partnership with TTT and TTNQ. The workshop discussions highlighted key consumer experiences in the region which included Kuranda, helped build core story elements for target markets and helped unlock potential marketing success in our region. The outcomes of this meeting will be a top-line strategy to further support TTT's & TTNQ's marketing efforts over the coming 12 months.

LOCAL GOVERNMENT TOURISM FORUM 5th July- My attendance for this programme was endorsed by MSC and consisted of a variety of inspirational case studies, panel sessions and was a networking opportunity. This forum provided attendees and I with the opportunity to engage and connect with local government officers within Queensland who know and share the experiences within the Tourism field. Department of Innovation and Tourism Industry Development spoke, discussing the legacy of the Commonwealth Games in Queensland and Airbnbs as well as an Indigenous Tourism Panel which spoke about how to stimulate Indigenous tourism for our Council relating to both domestic and international tourists.

REEF TO REEF MOUNTAIN BIKE EVENT

After contacting event organisers I was able to include Kuranda Village as a "must do" option for their competition competitors' itineraries when visiting our region and information was provided to them about the Kuranda accommodation options available during the event. This event is the first time being held here and is located between Smithfield (stage 1) and Davies Creek (stage 2) on the 9th to 12th August.

PRO-ACTIVE MARKETING - Brisbane Caravan & Camping Show 6-11 June 2018 report

Visitor numbers were approximately 43,000, this being up on last year. Very similar to last year, some visitors came from Regional Queensland, Victoria, New South Wales, Western Australia, Northern Territory and even New Zealand. Some from Regional Queensland including Cairns had flown down for the show. Most coming North were going to travel via the Matilda Highway, visit Winton, then after a visit to Lawn Hill turn east for Cairns either along the Queensland section of the Savannah Way or Overlanders Way through Charters Towers on to Townsville then North to Cairns. Although most were self-drive, a number of these requested information on tag-a-long tours, Cairns information and areas they did not want to drive their vehicles. Road conditions and fuel availability were questions asked, specifically in relation to Cooktown, the Western Gulf, Savannah Way and Cape York Peninsula.

Several self drive visitors were considering a stay in Cairns as they wanted to visit the Reef, Skyrail, Kuranda, Tablelands and Daintree. Some requested specific information on Hartley's Creek Crocodile Adventures along with other Tourist attractions as they had been told by friends but had little information. These requests included Herberton Historic Village. Most visitors claimed they were travelling this year, with others planning for next year and beyond. Most travelling this year said they were leaving by the end of the month with the others in July with some in August and September. Several people requiring information on the north indicated planning to fly to Cairns instead of driving then use day tours to see the area. Even some with vehicles indicated taking tours as they felt they missed too much and had little information when driving. Overall this Show was very positive with the volume of Caravan and Camper sales along with accessories indicating a strong year for travel and all products presented should benefit from the exposure.

JAPANESE ONLINE MEDIA EXPOSURE

Travel Watch Impress is a popular Japanese online media travel platform which I hosted in December 2017. In July they released their "Kuranda Day Out" media blog which was shared to millions of online customers. Kuranda received fantastic exposure and included Rainforestation, KSR, Kuranda Home Made Icecream, Kuranda Original Rainforest Markets, Stillwater Sweets, Honey House, Heritage Markets, KVIC and Barron Falls.

- Local sales calls 27th & 29th June
- Attended TTNQ Industry & Digital update 27th June
- Attended Tablelands Destination Strategy meeting 28th June
- Meeting with Glenys MSC & Cathy KVIC re: discuss issues regarding operator perceptions and issues with TK, strategies to build bridges and increase communication with operators 3rd July
- Meeting with Jen Tourism Palm Cove re: clash of Easter events for 2019 4th July
- Meeting with Kane Datatrax re: Opportunity for Tour Touchscreens for KVIC 4th July
- Attended Local Government Tourism Forum 5th July
- Annual Leave 9th & 10th July, Public Holiday 20th July
- Attended YATEC networking breakfast 11th July
- Attended Windmill body corporate businesses afternoon tea with EO & KVIC volunteers 11th July
- Meeting with MSC re: to discuss the TK strategic direction 17th July
- Meeting with Darren, Bolton Pint re: A4 brochure sign off for printing 17th July
- Meeting with Pip TTNQ & MSC Councilors re: TTNQ strategic direction and industry overview 18th July
- Meeting with Gwyneth TRC re: Future destination MKT directions for TRC 19th July
- Met with James FremantleMedia Aust re: filming of Kuranda for Escape from the City ABC TV series
- Attended TTNQ conversations at Skybury Café Mareeba 24th July

FUTURE ACTIVITY

- Ongoing meetings and introductions with Tourism industry and Kuranda strategic partners
- Kuranda DL Map & Visitor Guide printing. English and Japanese done, awaiting Chinese – end July
- Kuranda Wayfinding App brief & meetings July/August
- Strategic Direction review project plan - internal research – July/August
- TTNQ networking function in Kuranda - August
- TTNQ cruise ship Forum – August
- Chinese payment business platforms forum - August
- Corroboree Asia 2018 preparation - August
- China Digital Set up for Weibo & Wechat – July/August
- New website development quotes – August

Correspondence In/Out:
23/6 email from Itourism re: change of ownership for Tourdex and Morgan Freeman Promotion
26/6 email to Kuranda businesses re: invite to attend Destination Strategy workshop in Atherton
28/6 email to/from Alana, Epic Times Social media campaign re: Characters of Kuranda filming
28/6 email from Mike, Monsson Leather re: invitation for afternoon tea to meet businesses
29/6 email from Sam, TTNQ re: Japanese media
5/7 email from/to Barb, TTNQ re: having TTNQ networking function in Kuranda @ Kuranda hotel
6/7 email from Gina, KORM re: New botanical gardens opening soon at KORM
10/7 email from Pip, TTNQ re: Destination Think! Tourism Sentiment Index report enquiry for Kuranda
10/7 email to Cath, KVIC re: list of new Kuranda accommodation operators
13/7 email from/to Jessica, Railways Secrets Documentary UK re: filming in August
16/7 email to/from Breanna, Reef to Reef/Ironman re: Kuranda village and Accommodation Information
13/7 email to/from Ben, Destination Think! Re: quote and information about Tourism Sentiment Index
17/7 email from Cathy, KIAC re: Kuranda APP prospects draft
17/7 email to Kuranda Businesses re: invite to attend Chinese Business Payment Solution workshop
19/7 email from Pip, CEO TTNQ re: Including Tourism Kuranda in LTO marketing meetings for future
20/7 email from Kate, Epic Times re: social media content for August
20/7 email from/to Liz Inglis re: Kuranda E-newsletter content for July
*Ongoing emails to/from Kuranda businesses, artwork, translation for Kuranda DL Map & Visitor guide
*Ongoing EOFY tax invoices and Debtors invoices