

Tourism Kuranda Advisory Committee Meeting Minutes

Tuesday, 11 June 2019	Meeting 2:00pm	Boardroom at the Mareeba Shire Council Office, 65 Rankin St, Mareeba
Chairperson	<ul style="list-style-type: none"> Cr. Lenore Wyatt, Mareeba Shire Council (MSC) 	
Attendees	<ul style="list-style-type: none"> Robert McCartney, Kuranda Scenic Railway/QRail Terry Pates, Frogs Restaurant Angela Freeman, Koala Gardens/Birdworld/TTT Board Richard Berman-Hardman, Skyrail Rainforest Cableway - via teleconference at 3.20pm Kahlia Pepper, Executive Officer Tourism Kuranda MSC Susan Parsons, Senior Engagement Officer Community Wellbeing MSC Glenys Pilat, Manager Community Wellbeing MSC 	
Visitors	N/A	
Apologies	<ul style="list-style-type: none"> Rob Dean, Rainforestation 	
Confirmation of Previous Minutes - Tuesday 30 April 2019		
<ul style="list-style-type: none"> Confirmation of the previous minutes. <p style="text-align: right;">Moved: Robert McCartney Seconded: Angela Freeman Carried.</p>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none"> NIL 		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none"> Executive Report received by Committee. <p style="text-align: right;">Carried.</p> <ul style="list-style-type: none"> Confirmation of the Budget Report. <p style="text-align: right;">Moved: Angela Freeman Seconded: Terry Pates Carried.</p>		
General Business		
<ul style="list-style-type: none"> <u>Ergon Energy boxes artwork project</u>: Kahlia updated the committee and advised that Rebecca was given an extension by RADF and project will be completed in July. <u>Wechat Official Account</u>: Kahlia advised the committee that Tourism Kuranda Wechat official account was up for registration for another year and asked for committee recommendation on if they would like to proceed or not. Committee advised to continue with this marketing activity. <p>Motion: TKAC unanimously recommended the renewal of the TK Wechat registration for another year.</p> <p style="text-align: right;">Moved: Angela Freeman Seconded: Terry Pates Carried.</p>		

- Tourism Kuranda Strategic Marketing Plan review: Draft plan was reviewed by the TKAC with, comprising discussion at the meeting and written feedback. The committee agreed in principle with the direction of the plan. The latest round of feedback will be included in the draft plan for presentation and discussion at the next meeting and a review of the 12-month Action Plan.

Items

Action Item 1	Person Responsible	Timeframe
Wechat Official account - Proceed with registration	Kahlia Pepper	June
Action Item 2		
TK Strategic Marketing Plan - Collect feedback from committee, review action plan to present at the next meeting on the 23 July for final feedback and consideration.	Glenys Pilat/ Kahlia Pepper	July
Action Item 3		
Advisory committee induction for Angela and Terry	Glenys Pilat	July

Next meeting

The next meeting will be held on 23 July 2019 at 3.00pm at Tourism Kuranda Office, Arara Street, Kuranda.

Closure

There being no further business the meeting closed at 4:10pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to May

	BUDGET 2018/19 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	33,311.23	3,189
Benefited Rate Contribution	207,000.00	204,980.50	2,020
Sundry Revenue	-	-	0
Surplus Carry Over 2017/18	15,504.00	15,504.00	0
	259,004.00	253,795.73	5,208
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	99,799.00	107,435.51 -	7,636.51
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,000.00	6,272.03	1,728
Map & Visitors Guide	29,500.00	2,149.02	27,351
Brochure Distribution	16,828.00	16,214.03	614
Kuranda Easter Event	21,000.00	14,661.64	6,338
Social Media Management	25,000.00	23,801.37	1,199
Industry Famils & Presentations	4,000.00	3,295.03	705
Tourism Kuranda Memberships		-	0
Adv Pre & Post Tourism Publications	11,000.00	11,973.33	(973)
Tradeshows & Sales Missions	21,000.00	14,829.95	6,170
Public Relations Management	6,000.00	4,753.18	1,247
Special Marketing Projects 18/19	1,372.00	608.16	764
General Advertising		-	0
Total Promotion costs	143,700.00	98,557.74	45,142.26
TOTAL ADMIN AND PROMOTION COSTS	243,500.00	205,993.25	37,505.75
SURPLUS/(DEFICIT)	\$ 15,504.00	\$ 47,802.48 -	\$ 32,297.48

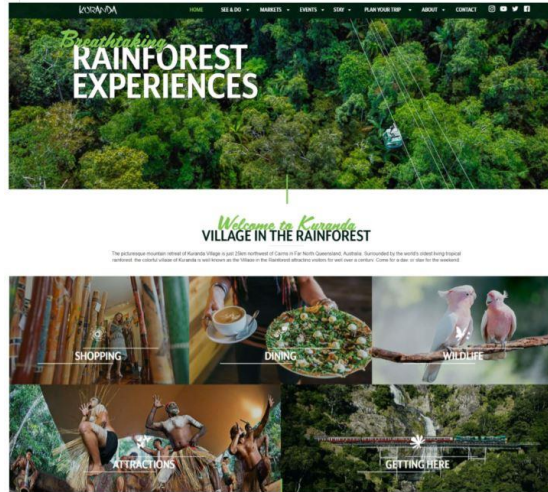


EXECUTIVE OFFICER REPORT MAY 2019

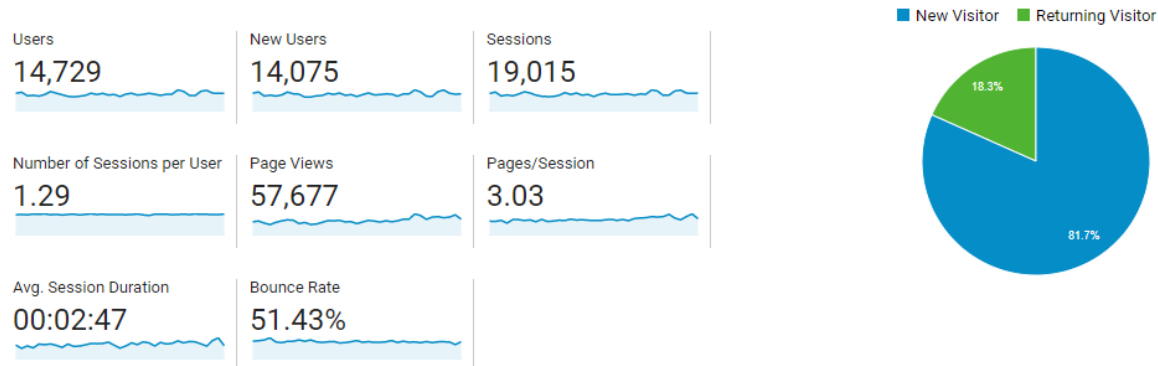
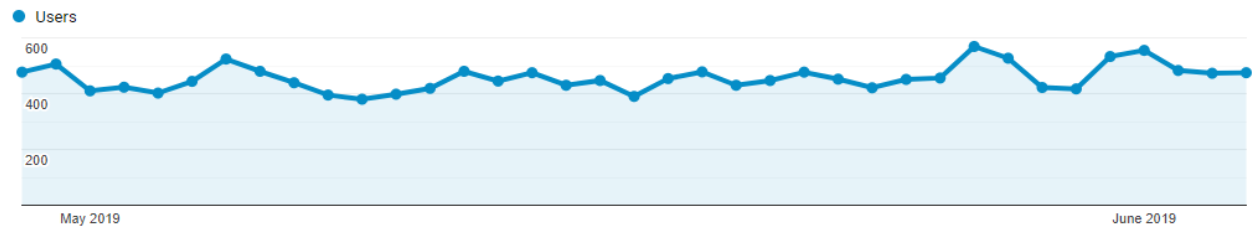
DIGITAL

New website launched: The new website was launched on 31 May with a fresh new layout, together with updated content, easy navigation, fully mobile compatible with enhanced search optimization are just some of the improvements that have been to the site. Through a combination of new features, Tourism Kuranda aims to not only grow visitor numbers to the site, but to position ourselves as the leading online site for Kuranda visitor information.

Kuranda businesses were advised of the new website via email and I have had such an overwhelming positive response about the website and new listings layout. Website advertising is to be organised in June.



Google Analytics for kuranda.org – 29 April to 4 June 2019



Country	Sessions	Page Views	contribution to total: Page Views
	19,015 % of Total: 100.00% (19,015)	57,677 % of Total: 100.00% (57,677)	
1. Australia	13,523	69.82%	
2. United States	2,123	11.32%	
3. United Kingdom	714	3.85%	
4. New Zealand	303	1.66%	
5. Japan	257	1.47%	
6. India	256	1.17%	
7. Singapore	191	1.41%	
8. Canada	184	1.13%	
9. Germany	163	1.00%	
10. France	158	1.03%	

SOCIAL CHANNELS

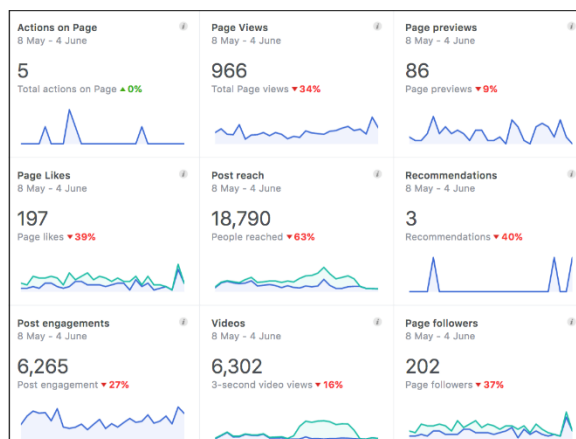
Facebook:

Continuing to grow with engagement & likes increasing month on month.

Ads are doing well and targeting the relevant audience as well as expanding the community. They are low cost per result and effective with plenty of engagement and shares.


Insights based on reporting period May 2019:

- Page Likes: +197
- Engagement rate: +0.48%



Best posts based on Engagements:

Date		Engagement	Reactions, comments & shares	Reach	Clicks
14 th May		1.6%	140	1.7K	73
10 th May		1.2%	67	1.7K	90

12 th May		1%	58	1.3K	83
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Instagram: The Kuranda Village page is growing, and followers are up from previous month. Good quality content and images are noticeably more engaging.



Insights based on reporting period May 2019:

- Overall engagement rate: 0.6%
- Likes this reporting period: 2011
- Comments this reporting period: 76
- Follower growth: +83
- Average Profile visits: 1240
- Reach average: 21493 (last month: 12580)
- Website clicks: 16 (Last month:12)

Best posts based on Engagement:

Date		Engagement	Likes	Comments
14 th May		11%	373	9
27 th May		4.7%	153	9
28 th May		3.8%	128	4

Moving forward: strong focus on boosting engagement and reach as well as directing traffic to the new website.

May 2019 E-Newsletter	Open rate 23%	Click rate 8.5%
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May newsletter featured the following articles:

Celebrity visits spice up breakfast and Skyrail Interpretive App!

- **Dr Harry visits Kuranda** - Celebrity vet Dr Harry Cooper from Seven's Better Homes and Gardens took viewers to the Australian Butterfly Sanctuary in May.
- **Spice up breakfast** - Forget bacon and toast with your eggs and try brekkie South American style with beans and arepas made from ground maize flour at La Fonda Latina.
- **Download a rainforest guide** - Don't wonder what the tree outside your Skyrail gondola is, find out by downloading the Skyrail Interpretive App.
- **Take a dinosaur selfie** - Kuranda is the only place in Tropical North Queensland where you can get a selfie with a dinosaur.
- **Kuranda website relaunched** - Plan your visit to the Village in the Rainforest with Kuranda's new website whether you want to shop for art, stay for a couple of days, dine, or walk through the rainforest.
- **Kuranda quickies** - Top brand denims and funky accessories are among the upcycled and vintage sustainable fashion at ReLove Clothing in the Original Kuranda Rainforest Market. Grab a juicy schnitzel at The Barron Falls Hotel instead of cooking at the end of the week. Stay tuned for the latest clip from reggae band Zennith featuring Kuranda locals Astro and Eden. The lads filmed it at the Original Kuranda Rainforest Market. Tickets are available for the Chamber Philharmonia Cologne concerts on July 6 and 7 at St Saviour's Anglican Church Kuranda. Congratulations to the heard working volunteers at the Kuranda Visitor Information Centre on earning a Certificate of Excellence from Trip Advisor.

SUMMARY OF ACTIVITY

MEDIA & TRADE FAMILIARISATIONS: During the month we hosted the following educational famils in Kuranda village:

19 May Kuranda hosted a group of 9 Sunlover, Qantas Holidays and Helloworld agents. The agents attended the Sun lover Roadshows in QLD, NSW and VIC in March and won a place on the famil to visit TNQ and Kuranda for attending the roadshows. Through this familiarization organised by TTNQ, it allowed the agents to experience Skyrail, Train and Kuranda first hand, enhancing their ability to promote and sell Kuranda packages.

Celebrity Dr Chris Brown from Nine & Wins network's Bondi Vet & Living Room visited Kuranda in May in conjunction with filming local bat careers. Footage was filmed in Kuranda which included the Kuranda Original Rainforest Markets and Barron Falls for his show later in the year.

EASTER EVENT E-SURVEY

The e-survey was emailed to about 160 operators with 29 completing the survey, which is an estimated 18% return rate.

Key findings were that 93% or 27 of the 29 respondents said events are important for the promotion of Kuranda Village.79% rated the event as providing excellent, very good or good exposure for Kuranda Village with 17% rating it as delivering fair or poor exposure. 62% rated the event as delivering excellent, very good or good benefit for their individual trading with 37% rating it as delivering fair or poor trading benefit. The qualitative feedback is very mixed. Printing will be in June ready for distribution in July.

22 PAGE DL KURANDA MAP & VISITOR GUIDE – Work had begun on the new 2018/19 Kuranda Map & Visitor Guide. Email renewal was sent out to current advertisers and an EOI was sent to some Kuranda Businesses. Response has been ok only losing some advertisers but similarly we received responses from a number of new businesses to advertise which is fantastic.

Our brochure is a comprehensive directory of businesses in the village and is our major in-print promotional vehicle for our destination. This year we will be printing a total of 100,000 copies of our brochure which will be distributed domestically, internationally and to more than 350 local tour desk, hotels and information centres throughout the region. Our brochure is designed to create awareness and interest in our iconic

destination. Each business listing will be charged \$434.50 inclusive of GST will include exposure in the following brochures:

- 80,000 - English 22-page DL Map & Visitor Guide
- 5,000 - Chinese 22-page DL Map & Visitor Guide
- 5,000 - Japanese 22-page DL map & Visitor Guide
- 10,000 - English 6-Page DL Map (for distribution at the Kuranda Visitor Information Centre)
- Kuranda Station map sign

TTNQ TOURISM INDUSTRY UPDATE 29 MAY

Around 100 people attended the meeting and Pip, CEO of TTNQ did an overview confirming it's been a tough year for Tourism. The domestic market represents two-thirds of all visitation annually and the destination has been losing domestic holiday visitor market share over the past 10 years down from 2.92% in 2008/09 to 2.63% in 2017/18. Recent weather patterns have affected the visitor numbers in our region. Cairns Airport CEO Norris Carter told a tourism industry meeting that increased SilkAir flights could open a whole new avenue of markets for the region's tourism. He said the benefit of Singapore Airlines and/or its SilkAir subsidiary flying in would also be the number of different partners in affiliate membership programs and their links to Europe. The meeting heard from branding expert Nick Pritchard that the TNQ brand needs defining and will be developing a compelling brand proposition for TNQ. Cairns Convention Centre will be refurbishing soon, but the loss of 56,000 business events room nights when the Cairns Convention Centre closes from May to November 2020.

Tourism and Events Queensland and Cairns Regional Council each granted \$500,000 to kickstart a two-year \$3 million campaign and drive visitation during the brand creation process. TTNQ will work with domestic partners including Helloworld, Ignite Travel, Flight Centre and Accor for the campaign. A large part of the funding will be spent on digital marketing targeting the right person, right message at the right time online. In October 2019 TNQ will host 100 journalists in support of the Australian Society of Travel Writers conference and show them our region to generate travel stories for the next two years. A Drive campaign is being put together working with Regional Tourism Organizations where possible to promote the outer region.

PRO-ACTIVE MARKETING – Sydney Caravan & Camping Show 30 April – 5 May 2019

Neville Dunn's report is as follows:

53,242 visitors attended this being down on last year. However, a majority of those visiting were very positive. The lower numbers may have been because Anzac Day and School holidays were not during the Show this year. Overall Queensland was a popular State with the Far North very much a requested destination. The majority are travelling this year and others planning for next year and some beyond. Some are departing in the next few weeks others from September. Although mid-year is very popular some are becoming aware the shoulder has less people. Not all are driving but are flying to Cairns to save travelling time and then renting vehicles. A high number of those travelling to the Cape are still not happy about the National Park pre-booking. For those driving the most requested destination was Cape York with the Savannah Way, Tablelands, Kuranda and Cooktown information regularly requested. Also requests for the Kuranda train with Skyrail as well as Reef trips and local tourist points were also high. For the self-drive market the favoured route North being travel via the Matilda Highway to visit Winton and Longreach then crossing to Cairns via the Savannah Way and Tablelands then onto Cooktown and Cape York and return on the inland or coast road with a visit to Paronella Park a must. Several visitors are first time travellers to the North and information on road conditions, Caravan Parks both site and cabin accommodation, general facilities with Tourist Attractions were all regularly requested with many requiring very detailed information on The Gulf, Cape York and Torres Strait. Day and Extended Tours received a high enquiry rate as a number of visitors intended to fly to Cairns. Even the self-drivers indicated a stay in Cairns to visit the Reef, travel on the Skyrail and visit Kuranda, Daintree and Cooktown they also collected brochures on Paronella Park and Hartley's Crocodile Adventures. Those without 4WD's wanted tours that included areas they could not drive. It was unfortunate we did not have brochures from some operators and regions as a high number of people do not use the internet and required paper information. This was a successful Show and although some brochure movement was not as high as usual, because of the high number of genuine information requests everyone represented should expect a good result from their involvement.

- Prepared and sent Kuranda event survey
- Attended TTNQ E-Marketing & Blogging workshop 7 May
- Attended YATEC industry networking meeting 14 May

- ATE follow up
- Meeting with Yuko - Living in Cairns Magazine
- Attended Regional Tourism Meeting 21 May
- TK Strategic Plan review with Glenys & Susan - May
- Attended KVIC Volunteer week function 23 May
- Jury Service summons 27 May to 7 June
- Attended Visual Merchandise workshop 28 May
- Website management training with RJ New Designs 29 May

FUTURE ACTIVITY

- Kuranda website advertising - June
- Google Ads words campaign - June/July
- New Strategic Marketing and Development plan - ongoing
- Kuranda Wayfinding signage - ongoing

Correspondence In/Out:

3/5 email from Peter Franks CEO MSC re: Thank you email for the Kuranda Easter Event
 6/5 email to Kuranda businesses re: Kuranda event survey via survey monkey
 9/5 email from/to Aisha, Skyrail re: content and photos for Kuranda walks article for WeChat/weibo
 10/5 email to Tiff, AllCorp re: Google AdWords campaign for June/July
 10/5 email from Susan, TTNQ re: Sun lover/QH/Hello world famil
 13/5 email to/from Skyrail/Train re: Local agent and local MICE famil day in June
 15/5 email to/from Rach, WTFN Entertainment re: Celebrity Dr Chris Brown filming in Kuranda
 23/5 email to Skyrail re: QLD Tourism Awards - Letter of Support
 23/5 email to Chan Brothers Magazine re: Re advertise for 2019/20 and artwork sent
 31/5 email to Kuranda businesses re: New Kuranda website launched
 *Ongoing in/out to RJ New designs re: reviewing and finishing TK new website ready for launch
 *Ongoing in/out of tax invoices for the Kuranda Easter in the Park event.
 *Ongoing in/out for Kuranda DL map and guide advertising