

Tourism Kuranda Advisory Committee Meeting Minutes		
23 July 2019	Meeting 3:04pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
Chairperson	<ul style="list-style-type: none"> Cr. Lenore Wyatt, Mareeba Shire Council (MSC) 	
Attendees	<ul style="list-style-type: none"> Richard Berman-Hardman, Skyrail Rainforest Cableway Rob Dean, Rainforestation Robert McCartney, Kuranda Scenic Railway/QR Susan Parson, Senior Engagement Officer, Corporate and Community Services MSC Terry Pates, Frogs Restaurant Kahlia Pepper, Executive Officer Tourism Kuranda MSC Glenys Pilat, Manager, Community Wellbeing MSC 	
Visitors	NIL	
Apologies	<ul style="list-style-type: none"> Angela Freeman, Koala Gardens/Birdworld/TTT board 	
Introductions and confirmation of Previous Minutes - Tuesday 11 June 2019		
<ul style="list-style-type: none"> Confirmation of the previous minutes; <p style="text-align: right;">Moved: Richard Berman-Hardman Seconded: Terry Pates. Carried.</p>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none"> Nil 		
Confirmation of Executive Report and Budget Report		
Executive Officer Report presented;		Noted
Budget Report presented;		Noted
General Business		
<p><u>TK Strategic Plan review:</u> The committee discussed the draft plan and agreed to recommend it to Council for adoption and that arrangements are put in place as soon as possible to commence the visitor research and digital marketing campaign.</p> <p>Motion: Tourism Kuranda Advisory Committee recommends the Tourism Kuranda Strategic Marketing Plan 2019-2024 be adopted by Mareeba Shire Council.</p> <p style="text-align: right;">Moved: Richard Berman-Hardman Seconded: Terry Pates. Carried.</p> <p>Motion: Tourism Kuranda Advisory Committee recommends the engagement of a consultant to conduct visitor research (Tourism Kuranda Strategic Marketing Plan Objective 1).</p> <p style="text-align: right;">Moved: Terry Pates Seconded: Rob Dean. Carried.</p>		

Motion: Tourism Kuranda Advisory Committee recommends the engagement of a consultant to design a new short-term digital marketing campaign (Tourism Kuranda Strategic Marketing Plan Objective 3.

Moved: Robert McCartney **Seconded:** Rob Dean.
Carried.

Items

Action Item	Person Responsible	Timeframe
Action Item 1		
Report to Council to be prepared with TKAC recommendation to adopt TK 5-year Strategic Marketing Plan and commence visitor research and digital marketing campaign.	Kahlia Pepper/Glenys Pilat	21 August 2019
Action Item 2		
Organise and conduct an official launch of the for TK 5-year strategic Marketing Plan.	Mareeba Shire Council	August 2019
Action Item 3		
Prepare brief for visitor research and share with TKAC for consideration. Seek quotes/proposals from research companies.	Kahlia Pepper	August 2019
Action Item 4		
Engage consultant to design a new short-term digital marketing campaign for recommendation to TKAC.	Kahlia Pepper	September 2019

Next meeting

The next meeting will be held on Tuesday 27 August 2019 at 3.00pm.

Closure

There being no further business the meeting closed at 4.17pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to June

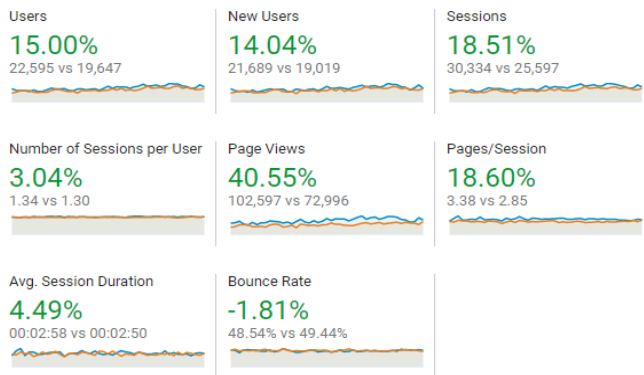
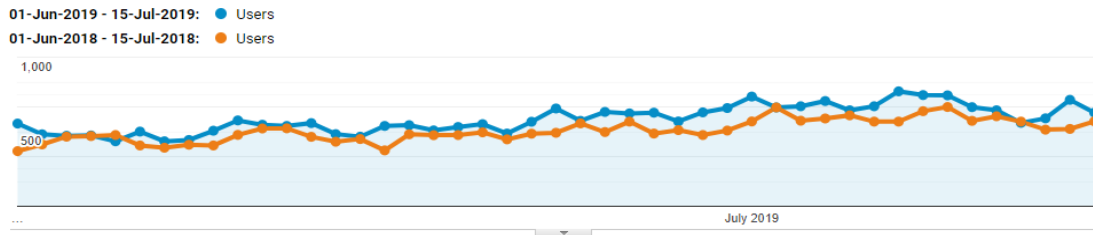
	BUDGET 2018/19 \$	ACTUALS	YTD Variance
INCOME			
Tourism Kuranda Advertising Contributions	36,500.00	41,287.48	(4,787)
Benefited Rate Contribution	207,000.00	204,980.50	2,020
Sundry Revenue	-	-	0
Surplus Carry Over 2017/18	15,504.00	15,504.00	0
	259,004.00	261,771.98	(2,768)
ADMINISTRATION COSTS			
Total Administration Costs	99,799.00	116,637.23 -	16,838.23
PROMOTIONAL COSTS			
A4 Brochure	8,000.00	7,330.22	670
Map & Visitors Guide	29,500.00	22,481.02	7,019
Brochure Distribution	16,828.00	16,561.33	267
Kuranda Easter Event	21,000.00	19,911.64	1,088
Social Media Management	25,000.00	24,919.43	81
Industry Famils & Presentations	4,000.00	3,514.48	486
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	5,203.18	797
Special Marketing Projects 18/19	1,372.00	1,108.16	264
General Advertising		-	0
Total Promotion costs	143,700.00	127,832.74	15,867.26
TOTAL ADMIN AND PROMOTION COSTS	243,500.00	244,469.97 -	970.97
SURPLUS/(DEFICIT)	\$ 15,504.00	\$ 17,302.01 -	-\$ 1,797.01



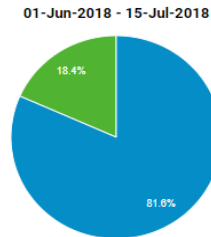
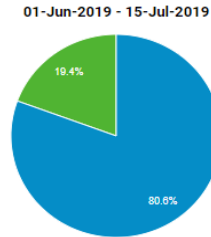
EXECUTIVE OFFICER REPORT JUNE & JULY 2019

DIGITAL: Google Analytics for kuranda.org – 01 June to 15 July 2019 compared to previous year.

The launch of our new website has seen an increase of 15% for uses and an increase of 40% for page views on previous year's figures. 60% were mobile uses, 30% Desktop and 10% tablet. This is a fantastic result and demonstrates that our website is a major promotional vehicle for Kuranda village. Our website is the "shop front" of Kuranda and showcases what the village has to offer to our increasing online audiences.



■ New Visitor ■ Returning Visitor

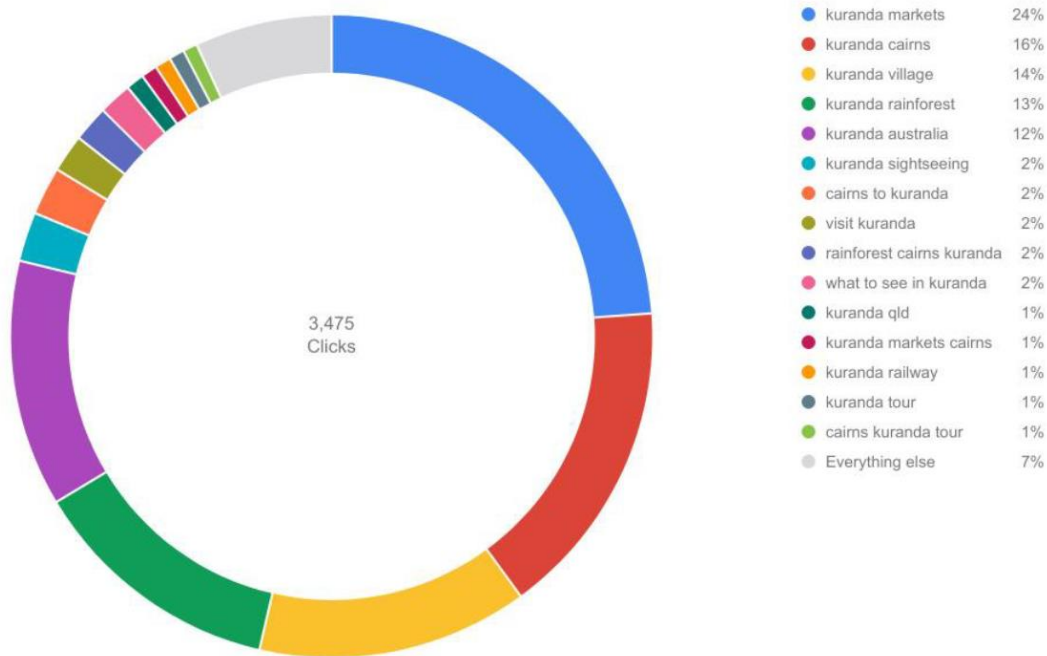


Country	Sessions	Page Views	contribution to total: Page Views
	30,334 % of Total: 100.00% (30,334)	102,597 % of Total: 100.00% (102,597)	
1. Australia	23,532	76.87%	
2. United States	2,252	7.32%	
3. United Kingdom	966	3.28%	
4. Japan	448	1.38%	
5. New Zealand	447	1.72%	
6. India	271	0.83%	
7. Canada	264	1.08%	
8. Singapore	234	0.75%	
9. Germany	211	0.85%	
10. Hong Kong	191	0.85%	

Google AdWord Campaign: As part of launching our new website, Google AdWord campaigns was carried out by Allcorp, which are certified Google Partners. Google AdWords is one of the most advanced advertising platforms that allow Tourism Kuranda to maximise its exposure for Kuranda information, activities, accommodation, things to do etc. advertised in front of potential customers on google. The campaign ran from 7 June to 7 July 2019 and received fantastic results! AdWord performance reached 3,475 clicks with top 5 Most Popular Search Phrases (search phrases actually entered by potential customers) which triggered our ad were: kuranda markets, kuranda cairns, kuranda village, kuranda rainforest and kuranda australia. Kuranda Attractions Ad campaign had 24,884 impression, 3,458 clicks holding us as 2nd position on google rankings. Due to this campaign we have now obtained the trends and statistics in order to propose a suitable budget for further Google AdWord Campaigns for Tourism Kuranda in the future.

AdWords Performance Report – July 2019

kurandatourism.org



3 selected Ad groups	Clicks	Impressions	Click Through rate	Avg. position
Kuranda Attractions	3,458	24,883	13.90%	2.08
Kuranda Accommodation	8	515	1.55%	3.45
Skyrail & Railway	9	366	2.46%	3.18




SOCIAL CHANNELS

Facebook: Continuing to grow with engagement & likes increasing month on month. June/July was focused on traffic to the website and pushing the destination for school holidays.

Insights based on reporting period 2019:

- Page Likes: +110
- Post reach: 24,720 (+30%)
- Engagement rate: +0.54%

Best posts based on Engagements:




Date		Engagement	Reactions, comments & shares	Reach	Clicks
23 rd June		1.7%	117	1.9K	114
17 th June		1.5%	75	2.1K	134
13 th June		0.6%	53	1.1K	38

Instagram: The Kuranda Village page is growing, but there was a drop-in engagement which will be a focus for August.

Insights based on reporting period 2019:

- Likes this reporting period: 1673
- Comments this reporting period: 70
- Follower growth: +64
- Reach average: 24,000

Best posts based on Engagement:

Date		Engagement	Likes	Comments
13 th June		4.6%	154	11
20 th June		3.6%	123	5
7 th June		3.6%	123	4

E-NEWSLETTER: News from the Village in the Rainforest.

June 2019 E-Newsletter	Open rate 24%	Click rate 10%
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June newsletter featured the following articles:

New animal displays and Xavier Rudd concert returns to Kuranda!

- **Discover Kuranda's website** - 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.
- **New animal display** - Adorable long nosed potoroos, including a newly hatched joey, are enjoying the extra room in the new Aussie Bush Collection display at Kuranda Koala Gardens.
- **Dip a churro** - Have you got a sweet or a savoury tooth? Cassowary Churros Café at the Original Rainforest Market has both covered with churros and twisted potatoes on the menu.
- **Inspired by the rainforest** - The leaves and butterflies of the rainforest are inspiring the latest jewellery designs by Javier Pava Madrid at the Original Rainforest Market.
- **Planting for wildlife** - The Edge Lookout is surrounded by vegetation that encourages wildlife, to populate the Barron Gorge at Skyrail Rainforest Cableway.
- **Kuranda quickies** - Xavier Rudd will be performing at the Kuranda Amphitheatre on August 18 supported by Katchafire and Bobb. Tickets are available for the Chamber Philharmonia Cologne concerts on July 6 and 7 at St Saviour's Anglican Church Kuranda. Rainforestation has welcomed two rescue koalas from Australia Zoo where they were being treated. Their injuries mean they are unable to live in the wild. Now that the temperature has dropped the fires have been lit in Kuranda! Check out the accommodation on Kuranda's website to find a fireplace perfect for two.

SUMMARY OF ACTIVITY

EDUCATIONALS: During the month we hosted the following media and Industry/Trade famils in Kuranda village:

Local agent and local MICE Famils 5, 6 & 28 June: In partnership with Skyrail and Kuranda Scenic Railway an invitation was sent to top key local MICE agents and local tour desk/booking agents to for the opportunity to refresh their knowledge about Kuranda packages encouraging to add Kuranda to their Business Event's itinerary or tours booking. 14 attended this educational opportunity, hosting them around the village to discover all the many thing to do and see.

Jeju MBC Korean TV channel media famil 11 July 2019: This media was inferred via TTNQ and selected Cairns as s good example where protected Rainforest is and growth of Tourism Business opportunities. I hosted this famil and gave an interview on what makes Kuranda so special as an Icon destination surround by national park and how the national park is protected today. Footage of the village was taken for the production.

Website Advertising: Website advertising EOI's were sent out in June to all Kuranda business owners and we received 45 advertisers which is 10 more than previous year. The Kuranda website is excellent platform to profile their businesses for a minimal cost.

Local Sales calls: In conjunction with our brochure distributors NQ Marketing, I spent 3 days during the month completing local sales calls and delivering our new brochures to our main booking outlets. I distributed across our major distribution points including KSR Freshwater, Cairns and Kuranda Station, Caravan Parks, Esplanade tour desks and Atherton Tablelands Information Centres

- Escorted Local Agents and Local MICE famil 5,6 & 28 June
- Email EOI to businesses for website advertising 10 June
- Attended TTNQ networking function 12 June
- Inspection meeting with Festival Services re: proposed Slideapalooza event in Kuranda 17 June
- Meeting with Sam, MSC re: Wayfinding Signage Guidelines 24 June
- Meeting with Tiff, Allcorp re: Google AdWords campaign progress 27 June
- Meeting with Renee, WinTV re: Update on TVC for Kuranda 3 July
- Inbound Up North registration 8 July

- TTNQ region Brand workshop hosted by business, Nick did This 8 July
- Attended KVIC volunteer meeting re: updated on TK activity 10 July
- Inbound Up North Kuranda Activity proposal submission 12 July
- Meeting with Epic Times re: Social media content for August 17 July

FUTURE ACTIVITY

- New Strategic Marketing and Development plan - ongoing
- Kuranda Wayfinding signage - ongoing
- TK Strategic Plan Launch - August
- TTNQ Greater China Strategic Panel meeting 29 July
- TTNQ Regional Tourism Marketing meeting 13 August
- TTNQ Tourism Conference 22 August

Correspondence In/Out:

6/6 email to/from Tiff Allcorp re: starting Google AdWords Campaign

14/6 email to Kav, Big Red Business re: Wechat registration for another year

17/6 email from Michael, Slideapalooza re: inspection request for event proposal

20/6 email from Pip, CEO TTNW re: invitation for TNQ Brand Workshop hosted by Nick Did This.

1/7 email from Susan, TTNQ re: TTNQ Greater China Strategic Panel Invitation

4/7 email from Sam, TTNQ re: Korean Media famil filming in Kuranda Village

10/7 email from ATEC re: Membership renewal

*Ongoing in/out for Kuranda website advertising

*Ongoing in/out to Kuranda Business for updating website listings

*Ongoing EOFY tax invoices and debtors invoices