



# MAREEBA SHIRE TOURISM TOURISM ACTION PLAN 2023-24



# MAREEBA SHIRE TOURISM STRATEGIC FOCUS

## OUR PURPOSE

To promote the visitor experiences of Mareeba Shire through industry strategic partnerships, collaboration, capacity building and advocacy.

## DESIRED OUTCOMES

- Increased visitor length of stay, spend and dispersal.
- Increased awareness of Mareeba Shire visitor experiences.
- Strong industry network.

## OUR ROLE

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### TOURISM PROMOTION

Promoting the visitor experiences of the Mareeba Shire.

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### COLLABORATION + CAPACITY BUILDING

Facilitating tourism industry networking, strategic partnerships and industry capacity building.

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### ADVOCACY

Providing a collective industry voice of tourism in the Mareeba Shire

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## STRATEGIC PRIORITIES

1. Partnerships
2. Industry Networking and Capacity Building
3. Digital & Social Media
4. Media PR

## MARKETING ACTION PLAN

Growing out-of-region visitation is critical to generating increased visitor dispersal and expenditure. The initial marketing focus should be to encourage visitation from North Queensland communities in the 400km radius, including their visiting friends and relatives.

The self-drive market presents the greatest opportunity for the region. Supported by Mareeba Shire's position on strategic drive routes including Drive North Queensland, Savannah Way, Great Inland Way and Cooktown & Cape York.

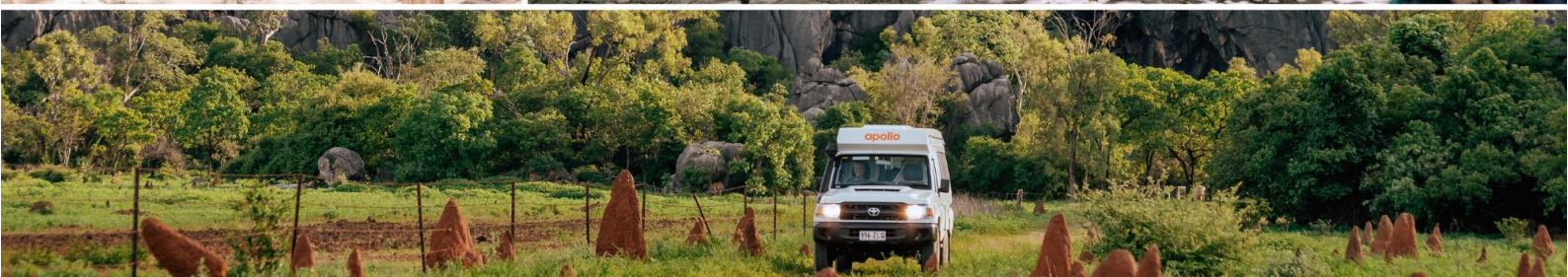
Events have been identified as a key driver for visitation to the region, providing future marketing leveraging opportunities to encourage event attendees to stay longer, spend more.

## ANNUAL MARKETING BUDGET

The 2023-24 total annual budget of \$30,000 has been allocated. The Mareeba Shire Council will provide \$25,000, while the Mareeba Chamber of Commerce will contribute \$5,000, as per the partnership agreement. Out of this budget, \$10,000 will be directed towards industry and administrative support, while the remaining \$20,000 will be utilized to bolster marketing initiatives.

## HERO EXPERIENCES

- Kuranda 'Village in the Rainforest'
- Chillagoe Caves
- Local Produce and Agritourism
- Nature and Wildlife Experiences
- Heritage and History
- Outback adventure





## TARGET MARKETS

TARGET MARKET	DESCRIPTION	MEDIA ENGAGEMENT
<b>Regional 400km drive radius</b>	<p>Targeting North Queensland communities e.g., Townsville to Cairns to Cooktown.</p> <p>18-49 and 50+ travelling as singles, couples, and families.</p> <p>Additionally targeting VFR (Visiting Friends and Relatives) of North Queensland communities.</p>	<p>Facebook, Instagram.</p> <p>Local online news media.</p> <p>Regional North Queensland media.</p>
<b>Tropical North Queensland Visitors ex. Cairns</b>	<p>Targeting domestic and international visitors in major tourism nodes e.g., Cairns, Port Douglas, Mission Beach.</p>	<p>Visitor publications, digital media.</p> <p>Outdoor advertising.</p>
<b>Self-Drive Touring Intrastate &amp; Interstate</b>	<p>Families and Grey Nomads.</p> <p>Travelling to Cape York, Great Inland Way, Savannah Way.</p> <p>18-49 and 50+ travelling as singles, couples, and families. Outer urban areas of eastern Australia.</p>	<p>Facebook, Instagram.</p> <p>RV, Caravan &amp; Camping print and digital media.</p> <p>Visitor Information Centres.</p>
<b>Event Visitors</b>	<p>Visitors attending major events within region e.g., Savannah in the Round, Mareeba Rodeo.</p>	<p>Facebook, Instagram.</p> <p>Event websites and eDMs.</p>



## STRATEGIC PRIORITIES

1. PARTNERSHIPS
2. INDUSTRY NETWORKING and CAPACITY BUILDING
3. DIGITAL & SOCIAL MEDIA
4. MEDIA PR

### 1. PARTNERSHIPS

ACTION	DESCRIPTION	TIMING	BUDGET
<b>Mareeba Shire Tourism (MST) Partnership with Tourism Tropical North Queensland (RTO)</b>	<p>Establish MST LTO Partnership with Tourism Tropical North Queensland for opportunities including in-region trade support, media support and collaborative marketing investment to maximise marketing impact with limited resources and leverage RTO audience.</p> <p>All LTO members are entitled to join TTNQ for free at the Ambassador of Tourism level.</p> <p>Work with TTNQ to track performance and understand trends through current data sources and, where necessary, through primary research.</p>	July – ongoing.	
<b>Drive Partnerships</b>	Further develop partnerships with Drive North Queensland, Savannah Way, Great Inland Way, Cooktown & Cape York, identifying Mareeba Shire visitor experience content opportunities.	August – ongoing.	
<b>Events Partnerships</b>	<p>Develop a comprehensive Mareeba Shire events calendar and ensure events listed on ATDW.</p> <p>Partner with events to leverage audiences for Mareeba Shire visitor experiences e.g., Savannah in the Round, Mareeba Rodeo and Kuranda Roots Festival.</p> <p>Work with local events to promote visitor experience content including imagery, footage and self-drive itineraries through social media pages and eDMs.</p> <p>Investigate opportunities for destination focused website tiles on event pages and inclusion of visitor information including suggested itineraries (must do's, drive routes) to be available on event websites and apps.</p>	July – ongoing.	
<b>Identify Partnerships</b>	Continue to develop partnerships with identified strategic partners within the Mareeba Shire to grow membership and strength of LTO.	Ongoing	

## 2. INDUSTRY NETWORKING AND CAPACITY BUILDING

ACTION	DESCRIPTION	TIMING	BUDGET
<b>Industry Communications</b>	<p>Build industry/membership database to include all industry (members and non-members) and develop regular eNews monthly/quarterly update, including what's on/what's new.</p> <p>Develop Industry Facebook Group to promote proactive industry – as a way for industry to better connect, engage and stay up to date e.g., marketing, training, grant opportunities.</p>	July/August – ongoing updates.	eNews software cost e.g. <a href="#">EmailOctopus</a> Free Starter Plan (up to 2,500 subscribers), Pro Plan from \$12/month (5000 subscribers).
<b>Online + ATDW (Australian Tourism Data Warehouse) Member Drive</b>	<p>Increase number of businesses on ATDW to build online presence for shire across TTNQ, Queensland.com and nationally and assist shire's operators to be further included in Best of Queensland Experiences Program.</p> <p>Review of LTO members on ATDW. Additionally check listings on TTNQ and TEQ websites and identify gaps e.g., F&amp;B operators.</p> <p>Workshop bringing industry together how to build and maximise listings run by ATDW team via video conference. Contact ATDW Qld support to arrange. <i>Additionally share operator training videos developed available <a href="#">here</a>, as additional supporting resource.</i></p> <p>Encourage operators with existing listings to book free 15-minute one-on-one optimization sessions with ATDW.</p> <p>Encourage operators to develop deals/offers on platform to leverage state level activity. e.g. does not need to be a discount, rather operators working together to develop packages.</p> <p>Work with TTNQ on developing additional 'journey' listings to support promotion through car rental companies.</p> <p><b>Note:</b> <i>ATDW undertaking rebrand and interface overhaul late 2023. Existing profiles will be converted. Recommended to have operators on platform prior (by September) due to increased demand for support. New industry resources and training guides will become available (TBC by ATDW).</i></p>	August / September  <i>Note: ATDW overhaul taking place approx. November</i>	<b>FOC by ATDW.</b>

<b>Industry Famils</b>	<p>Develop a highly anticipated annual in-region famil (1 day) to build awareness of product and experiences in the region for industry. Famil based around a selected key experience.</p> <p>Inviting VIC staff, hotel concierge, tour sales, car hire, TTNQ, tourism industry staff based in Mareeba, Atherton Tablelands, Cairns and Port Douglas.</p> <p>Extend opportunity to local media if budget available in future.</p> <p>Includes pick up and drop off.</p>	October/April	<b>\$1,000.00</b>  e.g., Full day bus hire from Cairns incl. driver, 30-seater approx. \$990.00.  FOC from industry operators.
<b>Networking</b>	<p>Develop quarterly industry networking event for members, moving venue locations around the shire e.g., Kuranda, Mareeba, Chillagoe, Mt Molly/Julatten, Irvinebank.</p> <p>Encourage industry to participate and attend TTNQ networking functions.</p>	Quarterly	User-pays. Industry sponsorship.
<b>Industry Capacity Building Program</b>	<p>Develop an operator training program to support visitor experience and industry development and support operators to work in experience clusters (supported by Blog content).</p> <p>Seek funding and partnership opportunities for training, upskilling, development of industry from social media/content creation, online booking channels to experience development.</p>	November – onwards.	Subject to funding and user-pays.
<b>LTO Symposium</b>	<p>Host annual MST LTO conference day for industry to drive engagement and networking.</p> <p>1 day event to include industry updates and insights, keynote speaker, workshop and networking opportunities.</p> <p>Identify experience development and partnership opportunities.</p>	December	User pays event to cover costs.  Industry sponsors.

### 3. DIGITAL & SOCIAL MEDIA

The strategic focus in the first year is not to focus on creating a new social channel and/or website, but to begin by leveraging existing strong channels.

ACTION	DESCRIPTION	TIMING	BUDGET
<b>Online Presence and Content Review</b>	<p>Review of existing content including images and video available to MST.</p> <p>Review of blog articles, itineraries on TTNQ, Drive North Queensland, Queensland.com, Australia.com, to identify content gaps and updates.</p> <p>Review of images/footage available in TTNQ gallery, Queensland visual gallery to identify content gaps and collate hero content.</p> <p>Review of tourism highlights on Mareeba Shire tourism page.</p>	<p><b>PRIORITY</b> July</p> <p>Review December</p>	
<b>Content Kit</b>	<p>Organise and collate region's existing high-res images and video footage in an online platform (e.g. Dropbox) to assist with future media opportunities.</p> <p>Member call out via industry eNews for high-res images, footage, 100-word bio, website and social media links to assist in promoting members and identifying visitor experiences and experience clusters for the shire.</p> <p>Develop updated content gallery to supply Mareeba Shire Industry, TTNQ, TEQ, Drive North Qld and media. Gallery to be reviewed annually.</p> <p>Identify any content gaps. e.g., future content opportunities could include making local coffee in short form video format.</p>	<p>August – October.</p>	
<b>Landing Page</b>	<p>Update Mareeba Shire Tourism <a href="#">highlights page</a> to be a key landing page for all consumer marketing activity featuring footage or hero images (food, landscapes, heritage).</p> <p>Include information e.g. North Queensland, 1hr drive from Cairns.</p> <p>Include links to relevant TTNQ pages and regional drive itineraries.</p>	<p>August - September</p>	<p>To be updated by council as part of regular operations.</p>
<b>Digital Campaign</b>	<p>Engage with TTNQ to run digital campaign under TNF (Tourism Network Fund) with matched</p>	<p>TBC</p>	<p><b>\$5,000.00</b></p>



	<p>spending to attract self-drive visitors (must be outside TTNQ region) using existing hero imagery and short form video, aligning with TTNQ content pillars. Promote experiences, events, drive content.</p> <p>Working with TTNQ to set KPIs.</p>		<b>Value = \$10,000.00</b>
<b>Social Media Content Campaigns</b>	<p>Targeted social media advertising focusing on experiences using hero imagery, short form video and itineraries to key target markets.</p> <ul style="list-style-type: none"> <li>- NQ residents 400km drive radius</li> <li>- Visitors already within region</li> <li>- Touring market travelling e.g., Cape York</li> <li>- Local event visitors</li> </ul> <p>Providing content to existing channels and encouraging local industry to include on their social media channels.</p> <p><a href="#">Mareeba Shire Tourism Facebook page:</a> Recommend being a consumer facing page that shares experiences, events and beautiful content. Encourage industry to re-post and share updates that can be shared on consumer facing channels. <i>Suggested to update naming: Visit Mareeba Shire</i></p> <p>Supply content to Savannah Way, Great Inland Way and Drive North Queensland to promote outback adventure experiences through channels to raise awareness of visitor experiences across the shire.</p>	August ongoing	<b>\$11,500.00</b>



*When developing future content ensure to include locators e.g. Tropical North Queensland / Queensland, Australia. Where appropriate include map from Cairns.*



*When writing future copy, include 'Where Rainforest Meets the Outback'.*

#### 4. MEDIA PR

Consistent media and PR presence will assist in gaining greater profile and add more depth of Mareeba Shire visitor experiences through editorial style content.

ACTION	DESCRIPTION	TIMING	BUDGET
<b>Personal Sales</b>	Develop seasonal 'Taste Mareeba' packs and deliver in person to local media outlets, TTNQ, VIC services, local car hire companies, <i>to stay at front of mind</i> . e.g., "Coffee's on us!", "A caffeine hit from Mareeba", avocado, mango season, "Winter dose of vitamin C".	Nov, Mar, June.	<b>\$500.00</b>
<b>Media Famils</b>	Identify new media angles and local stories focused on region's hero and new experiences.  Working with TTNQ, host journalists and social media influencers in region to generate media stories and new content. Pitch events within shire, promote shoulder season travel. Work with TTNQ to determine dates.	TBC	<b>\$2,000.00</b>  In partnership with TTNQ with assistance from operators to host FOC.
<b>Editorials &amp; Cooperative Advertising</b>	Develop co-op opportunities for MST members to buy in to print/digital editorial and campaigns to maximise opportunities to grow media presence.  Leveraging off strong brand recognition for Kuranda. e.g., Kuranda, Mareeba + Savannah. Where Rainforest Meets the Outback.  Suggested publications include: Welcome to Cairns Guide, Caravanning Australia, CMCA Wanderer.  Advertising to include geographic locators and QR code to key landing page where possible.	Ongoing	MST to potentially pitch to Council for additional funding to develop this work, or partner with MSC to support key messaging/content.  TBC – MSC \$13,000.00 placement, plus artwork.



*Develop key trip planning information specifically for drive markets, print and digital. Print to be available at key decision points and VICs.*



## MONITORING

Based on the strategic priorities, the action plan should be monitored and measured by the following performance indicators, with quarterly reporting to Mareeba Shire Council and annual reporting at MST industry networking functions and via eNews.

It is recommended to enter measurable data on spreadsheet to keep annual results for ongoing trends analysis.

CONSUMER	MEASURED BY
<b>Social Media</b> Shared social media content reach and engagement measurements from social media insights.	No. of social media content posts created and shared by industry.
<b>Google Analytics</b> Of landing page/s where social/digital ads refer to.	Number of sessions, unique visitors, referral sites & geographic source
<b>Digital Campaigns</b> Number created and TTNQ/strategic partner campaigns.	Ad clicks, cost per click
<b>Visitor Centre Enquiries</b>	Monthly VIC enquiries.

INDUSTRY	MEASURED BY
<b>Industry membership and participation</b> Total number of industry membership	Target of 50 members with annual increase 10%
<b>Industry social media group members</b> Number of users in industry Facebook group.	Social media group followers and engagement.
<b>Industry Famil</b> Development and hosting of industry in-region 1-day famil.	Number of famil participants
<b>Mareeba Shire operators and events listed on ATDW.</b>	10% increase of Mareeba Shire operators on ATDW
<b>Attendance at forums, networking events and LTO conference</b>	Number of members attendance

*Average visitor spend and length of stay measured through data available from TTNQ (Tourism Research Australia/ABS), and if available economic data from MSC.*



## IN TO THE FUTURE

- Annual review of MST LTO – June 2024.
- Assessment of strategic priorities, partnerships and achievement of outcomes.
- Investigation into independent organisation status.
- Revisit marketing partnership with Atherton Tablelands Tourism to pool marketing budgets to create greater marketing budget and stronger share of voice, “Together we’re greater”.
- Facilitate new accommodation development and existing accommodation renovations (potentially through incentives) and support new product ideas as part of the broader economic development approach of MSC.
- Local tourism experience pass/ packaging development.
- Assist with development of First Nations and cultural tourism experience offerings in the Mareeba Shire.
- Work towards ecotourism and sustainable tourism certification.

## THE DREAM

- Increased visitor dispersal, stay and spend across Mareeba Shire.
- Fully integrated multi-media annual marketing campaign/s with strategic partners
- Annual industry capacity building program.
- 80% of Mareeba Shire tourism businesses, events and self-drive itineraries updated annually on ATDW.
- Additional content creation, focused on short form video.
- Engage itinerary specialist/ content writer to develop in-region self-drive itinerary to support promotion across shire.
- Investigate opportunities with Skyrail Rainforest Cableway and Kuranda Scenic Railway
- Contracted Marketing and Media PR Specialist (\$30,000 - \$40,000 per annum) including media pitching, media releases, coordination of advertising, coordination of media famils, content writing for editorial and social media.
- Media famils twice per year, based around key experiences: nature, outdoor/outback adventure, history and heritage.
- Outdoor and Billboard Advertising in key drive route locations, accommodation and transport nodes e.g., Cairns CBD (approx. \$8,000 per month), Bruce Hwy Townsville to Cairns.



# APPENDIX 1

## MAREEBA SHIRE TOURISM SNAPSHOT

Mareeba Shire Tourism is a joint initiative of Mareeba Shire Council and Mareeba Chamber of Commerce to support tourism in the Mareeba Shire with a collaborative approach to destination marketing and promotion.

Mareeba is the hub of the Mareeba Shire, located an hour's drive west of Cairns in Tropical North Queensland. The shire has a population of 23,000 and includes the smaller towns and districts of Kuranda, Koah, Speewah, Bibohra, Mt Molloy, Julatten, Mt Carbine, Mutchilba, Dimbulah, Irvinebank, Watsonville, Almaden and Chillagoe.

Agriculture is the key economic driver of the shire; with tourism having a growing positive impact. Kuranda, a well-known tourism destination with significant visitation as the "Village in the Rainforest" for Skyrail Rainforest Cableway and Kuranda Scenic Railway.

The shire is the food bowl of the tropics, with natural assets and attractions that particularly attract independent 'self-drive' interstate and Queensland travellers, grey nomads, working holiday makers, and day-trippers from the major destinations of Cairns and Port Douglas.

## TROPICAL NORTH QUEENSLAND SUB-REGIONS VISITOR BREAKDOWN

The below data reflects strong visitation from **intrastate visitors** to the Mareeba Shire.

TNQ SUB-REGION	TOTAL '000s	INTRASTATE %	INTERSTATE %
Cassowary Coast	202	84	16
Atherton Tablelands	212	85	15
Mareeba Shire	110	83	17
Gulf Savannah	136	70	30
Cape York	167	73	27
Torres Strait NPA	65	66	34
Port Douglas Daintree	372	34	66
Cairns & Northern Beaches	1,195	57	43
Southern Cairns	52	54	46
<b>Total*</b>	<b>2,188</b>	<b>65</b>	<b>35</b>

\*Totals do not sum due to double counting of sub-regions visited.

Note: 2019 data is presented to reduce travel restriction distortions 2020-2022.

## MAREEBA SHIRE DRIVE VISITOR SNAPSHOT

The below data presents domestic drive visitors on overnight trips (by number of nights and number of stopovers) and daytrips to Mareeba Shire comparing 2009, 2019 and 2022 (YTD Sept).

While drawn from a small sample size, the data demonstrates:

- Domestic drive visitors to Mareeba generally stay 1-3 nights (with 1 and 3 nights the most common option)
- If they are making a multi-stop trip, they tend to only spend one night in Mareeba
- Very few visitors are spending longer than a week in Mareeba
- Trend identified: more multi-stop visitors are staying a night in Mareeba during their trip
- Mareeba Shire continues to have a strong day trip visitor market

### Domestic Drive Visitors to Mareeba YTD Sept '000s

		2009	2019	2022
<b>1 night</b>	1 stopover	<b>24.41</b>	<b>20.79</b>	<b>20.54</b>
	Multi-stopovers	6.87	<b>10.57</b>	<b>16.36</b>
<b>2 nights</b>	1 stopover	<b>16.99</b>	<b>20.42</b>	<b>13.16</b>
	Multi-stopovers	0.00	6.08	2.63
<b>3 nights</b>	1 stopover	0.00	<b>29.83</b>	<b>25.26</b>
	Multi-stopovers	2.79	7.2	1.89
<b>4 – 7 nights</b>	1 stopover	14.74	5.78	8.41
	Multi-stopovers	0.45	7.84	2.63
<b>8 – 14 nights</b>	1 stopover	0.00	0.00	4.75
	Multi-stopovers	0.00	0.00	0.00
<b>&gt;14 nights</b>	1 stopover	0.00	0.00	0.00
	Multi-stopovers	0.00	0.00	0.00
<b>Day trip</b>		<b>198.00</b>	<b>258.00</b>	<b>198.00</b>



## TROPICAL NORTH QUEENSLAND VISITOR SNAPSHOT - Year ending December 2022

<b>TOTAL DOMESTIC VISITORS</b> <b>2.5M</b> ↑ 27.4%	<b>TOTAL DOMESTIC VISITOR NIGHTS</b> <b>14.3M</b> ↑ 14.5%	<b>TOTAL DOMESTIC HOLIDAY VISITORS</b> <b>2M</b> ↑ 43.3%	<b>TOTAL DOMESTIC HOLIDAY VISITOR NIGHTS</b> <b>9.0M</b> ↑ 48.3%	<b>AIR VISITOR ARRIVALS</b> <b>1.4M</b> ↑ 57.7%	<b>DRIVE VISITOR ARRIVALS</b> <b>1.2M</b> ↑ 1.1%
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### TOTAL INTRASTATE



### TOTAL INTERSTATE



The Intrastate market represented 60.5% of domestic visitors to TNQ in 2022, while the Interstate market was smaller, representing 39.5% of visitors, it generated a larger number of visitor nights in the region.



Holiday: 61% | Business: 17% | VFR: 20%

Sources: [TTNQ Fact File](#), [National Visitor Survey](#), [Tourism and Events Queensland Regional Snapshot December 2022](#).

## DRIVE VISITOR SNAPSHOT – Year ending June 2022

MARKET	TRAVEL MODE	TOTAL VISITORS
Domestic	Domestic Drive Visitors to TNQ	1,161,000
International	International Drive Visitors to TNQ	11,000
Domestic	Domestic Drive Visitors to QLD	16,589,000

## AIR VISITOR SNAPSHOT – Year ending June 2022

MARKET	TRAVEL MODE	TOTAL VISITORS
Domestic	Domestic Air Visitors to TNQ	966,000
International	International Air Visitors to TNQ	30,000
Domestic	Domestic Air Visitors to QLD	4,936,000

Sources: [National Visitor Survey](#), [Tourism Research Australia](#). – Domestic  
[International Visitor Survey](#), [Tourism Research Australia](#) – International

## MAREEBA LOCAL GOVERNMENT AREA PROFILE 2019

2019 data is presented to reduce travel restriction distortions 2020-2022.

Source: [Tourism Research Australia](#).

### LOCAL GOVERNMENT AREA PROFILES, 2019

#### MAREEBA (S), QLD

AREA POPULATION: 22,730



#### TOURISM BUSINESSES

	TOTAL
Non-employing	109
1-4	89
5-19	55
20+	5
Total	253

#### DOMESTIC OVERNIGHT

	VISITORS	NIGHTS
Interstate	20K	94K
Intrastate	85K	218K

#### TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS	NIGHTS
New Zealand	np	np
Japan	np	np
Germany	2K	14K

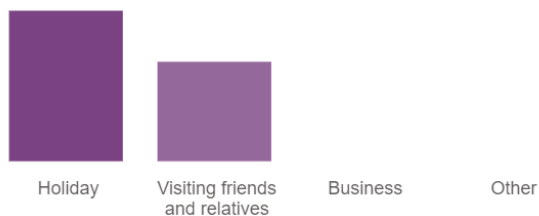


### KEY TOURISM STATISTICS FOR MAREEBA (S)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	12	105	257	373
Nights ('000)	353	312		665
Average nights	30	3		6
Expenditure (M)	\$19	\$32	\$22	\$73
Spend per trip	\$1,633	\$305	\$87	\$197
Spend per night	\$54	\$102		\$77
Spend per night comm accom	\$60	\$136		\$78

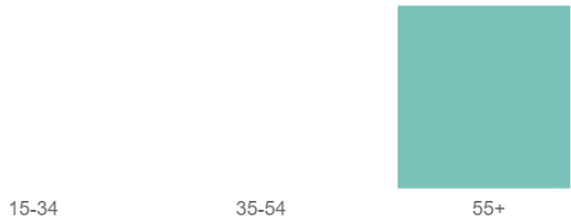
#### Visitors

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Holiday	9K	51K	114K	174K
Visiting friends and relatives	np	39K	np	115K
Business	np	np	np	np
Other	np	np	np	np



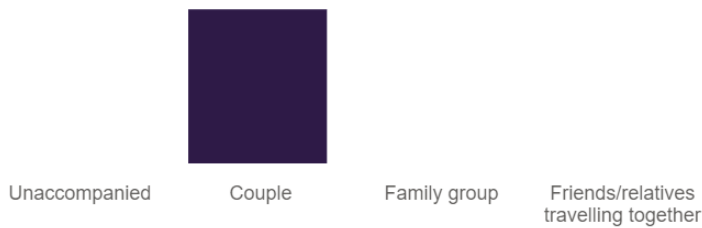
Data based on a four year average from 2016 to 2019.  
'np' = Data is not publishable as the survey error is too high for most practical purposes.

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Visitors</b>				
15-34	6K	np	np	np
35-54	np	np	np	np
55+	3K	35K	80K	118K



Data based on a four year average from 2016 to 2019.  
 'np' = Data is not publishable as the survey error is too high for most practical purposes.

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Visitors</b>				
Unaccompanied	6K	np		np
Couple	4K	22K		26K
Family group	np	np		np
Friends/relatives travelling together	np	30K		np



Data based on a four year average from 2016 to 2019.  
 'np' = Data is not publishable as the survey error is too high for most practical purposes.

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Nights</b>				
Hotel or similar	np	np		np
Home of friend or relative	55K	129K		185K
Caravan park	38K	np		np
Backpacker	np	np		np
Other accommodation	240K	79K		319K



Data based on a four year average from 2016 to 2019.  
 'np' = Data is not publishable as the survey error is too high for most practical purposes.



## APPENDIX 2

### ADVERTISING COSTINGS

PLACEMENT	COST
<b>Drive North Qld Map</b> Includes distribution to 150+ information centres. Trade and consumer shows incl: <ul style="list-style-type: none"> <li>• Qld Caravan and Camping Supershow,</li> <li>• NSW Caravan Camping Holiday Supershow</li> <li>• Victorian Caravan Camping &amp; Touring Supershow</li> <li>• Let's Go Gold Coast Caravan and Outdoor Expo</li> <li>• Cleveland Caravan, Camping, Boating &amp; 4 x 4 Expo. (50,000 annual)</li> </ul>	Full panel: \$4,000.00 Half panel: \$2,200.00
<b>Welcome to Cairns Guide</b> Published twice yearly, March+ September. (75,000 annual)	Full page: \$5,388.00, 2 x issues: \$10,188 Half page: \$3,240.00, 2 x issues: \$5,796  Discounts available for payment in-full and multiple product buys.
<b>Welcome to Atherton Tablelands and Gulf Savannah Guide</b> (75,000 annual - September)	Full page: \$5,952.00 Half page: \$3,456.00  Discounts available for payment in-full and multiple product buys.
<b>Magazine: Caravanning Queensland</b> ½ page ad	\$6,500.00
<b>Magazine: CMCA Wanderer Magazine and socials</b> Feature 2 - 4 pages + 1/3 page ad.	\$2,500.00
<b>Magazine: Caravanning Australia</b> ¼ print, editorial + digital ads	\$1,800.00
<b>Billboard (Digital display)</b> Cairns CBD, 18hrs/day	\$8,000.00 / month

## APPENDIX 3

### LTO EXECUTIVE OFFICER JOB DESCRIPTION

As outlined in the LTO Partnership Agreement with Mareeba Shire Council:

**The administration work for the LTO delivered by the Mareeba Chamber of Commerce will include.**

- i. Schedule and invitations for LTO meetings
- ii. Draft meeting agendas and record meeting minutes
- iii. Record membership of LTO and liaise with TTNQ to facilitate reciprocal membership benefits
- iv. Support and resource the LTO Committee to develop the 12-month Destination Marketing Plan and to negotiate matched funding from TTNQ
- v. Implement the LTO Destination Marketing Plan including:
  - Designing and placing print advertising
  - Engaging and managing contractors for the delivery of digital destination marketing initiatives including search engine marketing (SEM) and social media marketing 5000
  - If required, engaging and managing contractors for developing tourism content for marketing opportunities
  - If required, engaging and managing contractors for content creation and administration of social media platforms for the LTO as decided by the LTO Committee
- vi. Facilitate collaborative marketing opportunities with industry and other local tourism organisations as they arise
- vii. Create and distribute an LTO e-newsletter
- viii. Identify grant funding opportunities and assisting with the preparation of grant applications
- ix. Produce progress and outcomes reports on the operations of the LTO and the Destination Marketing Plan for the LTO Committee, MSC and MCoC with the content and frequency of reporting to be negotiated once the committee is established.

## APPENDIX 4

### **National Thrive 2030 Strategy**

THRIVE 2030 is Australia's national strategy for the long-term sustainable growth of the visitor economy, revised March 2023.

### **Queensland Towards Tourism 2032**

A collective plan to set the direction of tourism in Queensland for the next 10 years. It provides an enduring framework to guide the industry and government partnership to deliver long-term growth and success for Queensland tourism. Includes 75 recommendations for Queensland's visitor economy.

### **Ecotourism Plan for Queensland's Protected Areas 2023 - 2028**

The plan strategically aligns with the priorities outlined in Towards Tourism 2032 and provides the framework for ecotourism in protected areas while acknowledging the importance of these areas and the legislative, policy and strategic planning requirements of park management.

### **Tourism Tropical North Queensland Towards Tourism 2032 - Destination Management Plan**

Ten-year plan currently in development process.

### **Mareeba Shire Tourism Promotion Strategy 2022/25**

### **Kuranda Traders Association Strategic Marketing Plan 2022-2025**

Post-covid recovery strategic plan to attract domestic and international visitors to Kuranda.