

*Visit*  
**MAREEBA SHIRE**

Explore  
**KURANDA**

Mareeba Shire Tourism

# **TOURISM ACTION PLAN**

**2026/2027**

# MAREEBA SHIRE TOURISM STRATEGIC FOCUS

## OUR PURPOSE

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

## DESIRED OUTCOMES

- Strong industry network.
- Building the capacity of tourism operators to develop sustainable and successful products.
- Increased visitor length of stay, spend and dispersal.
- Increased awareness of Mareeba Shire visitor experiences.
- Improved visitor infrastructure, signage and drive experience.

## OUR ROLE

### COLLABORATION + CAPACITY BUILDING

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

### ADVOCACY

Providing a collective industry voice of tourism in the Mareeba Shire.

### TOURISM PROMOTION

Promoting the visitor experiences of the Mareeba Shire.



## STAKEHOLDERS

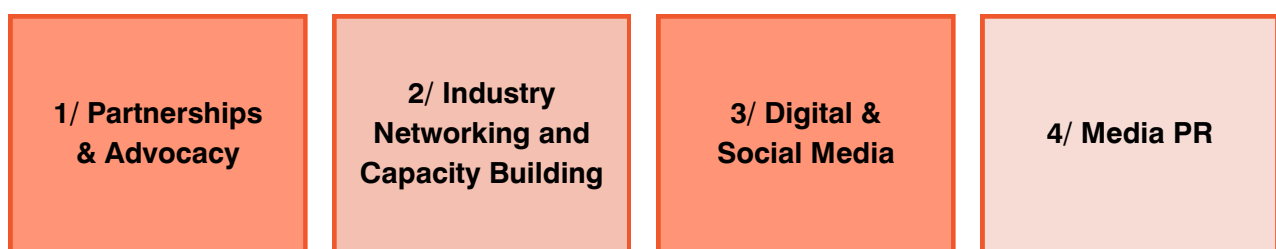
The Mareeba Shire Tourism Local Tourism Organisation's (LTO) role is one of facilitation, connection, network creation and capacity building for the tourism operators.

Essentially, the LTO serves the operators, however, it does undertake targeted Mareeba Shire marketing activities with a limited budget. The Regional Tourism Organisation (RTO) Tourism Tropical North Queensland (TTNQ) markets to out of region visitors and supports the LTO with matched funding on approved local marketing initiatives. The LTO also works with other LTOs like Tourism Atherton Tablelands, Cassowary Coast Tourism and Tourism Port Douglas.

Tourism operators and supporting businesses are the key to building a collaborative sector. This Action Plan sets out commitments by the LTO to achieve its purpose. It does not replace the activities of the operators in promoting their products. Tourism operators may utilise the Plan to hone their activities or leverage the work of the LTO and to consider opportunities to collaborate with other operators.

## STRATEGIC PRIORITIES

The following 'Strategic Priorities' have been established as the most critical elements of fulfilling the role of the LTO:



## 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 600km 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 driver for visitation to the region, providing future marketing leveraging opportunities to encourage event attendees to stay longer, spend more.

## MAREEBA SHIRE TOURISM BUDGET

The LTO will seek funding from the Mareeba Shire Council, Mareeba Chamber of Commerce and sponsors.

## MAREEBA SHIRE HERO EXPERIENCES

The Local Tourism Organisation markets the entire Mareeba Shire, including the following hero experiences agreed in the initial Action Plan 2023/24:

### KURANDA 'VILLAGE IN THE RAINFOREST'



### CHILLAGOE CAVES



### LOCAL PRODUCE AND AGRITOURISM



### NATURE AND WILDLIFE EXPERIENCES



### HERITAGE AND HISTORY



### OUTBACK ADVENTURE

**KURANDA | MAREEBA | CHILLAGOE  
IRVINEBANK | JULATTEN | MT MOLLOY**

## TARGET MARKETS

An exploration of the top target markets for the region was conducted at a Tourism Think Tank held in March 2023, and these were reviewed at a Planning Day in March 2024. The inclusion of the Target Markets in the LTO's Action Plan is to support the marketing activities of operators and to inform any marketing activities conducted by the LTO at a destination level.

*As an overarching theme, it was agreed that the economic profile of domestic travellers has changed in response to the current economic conditions; meaning that domestic travellers are expected to be generally those with greater disposable income seeking a quality tourism experience.*

| TARGET MARKET                                         | DESCRIPTION                                                                                                                                                                                                                                                                      | STATUS                                                                                                                                                            | MEDIA ENGAGEMENT                                                                                                                            |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Regional 600km 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><b>Grow.</b></p> <p>The regional drive market is the greatest opportunity for growth.</p>                                                                      | <p>Facebook, Instagram, SEO.</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>Includes cruise travellers.</p>                                                                                                                        | <p><b>Grow.</b></p> <p>Opportunity: leverage the work of the RTO to attract more of this market including through 'itinerary building' and bookable products.</p> | <p>Visitor publications, digital media.</p> <p>Outdoor advertising.</p> <p>Visitor Information Centres.</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.</p> <p>Brisbane and outer urban areas of eastern Australia.</p>                                                  | <p><b>Maintain.</b></p> <p>An important target market to continue to focus on.</p>                                                                                | <p>Facebook, Instagram.</p> <p>RV, Caravan &amp; Camping television shows, 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>Event visitors will spend time in Mareeba Shire, and operators have the opportunity to ensure their product and their promotions are ready to leverage this opportunity.</p> | <p><b>Always on.</b></p> <p>Opportunity to leverage event promotional activities.</p>                                                                             | <p>Facebook, Instagram.</p> <p>Event websites and eDMs.</p>                                                                                 |

## STRATEGIC PRIORITY 1: ADVOCACY & REGIONAL PARTNERSHIPS

| ACTION                                                                                      | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mareeba Shire Tourism (MST) Partnership with Tourism Tropical North Queensland (RTO)</b> | <p>Maintain MST LTO Partnership with Tourism Tropical North Queensland for opportunities including in-region trade support, media support and collaborative marketing investment to maximise impact with limited resources and leverage RTO audience.</p> <p>Work with TTNQ to track performance and understand trends through current data sources and, where necessary, through primary research.</p> <p>Advocate to market Mareeba Shire as an experience.</p> <p><i>All LTO members join TTNQ for free at the Ambassador of Tourism level.</i></p>                                                                                               |
| <b>LTO Partnerships</b>                                                                     | <p>Investigate opportunities to partner with neighbouring LTOs including Tourism Atherton Tablelands, Tourism Port Douglas, Cassowary Coast Tourism and Cooktown Chamber of Commerce and Tourism.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Drive Partnerships</b>                                                                   | <p>Further develop partnerships with Drive Queensland, Savannah Way, Great Inland Way, Cooktown &amp; Cape York, identifying Mareeba Shire visitor experience content opportunities.</p> <p>Explore the development of promotional material which showcases the drive across the Mareeba Shire and its diverse landscapes.</p>                                                                                                                                                                                                                                                                                                                       |
| <b>Capacity Building Partnerships</b>                                                       | <p>Investigate opportunities to build operator capacity through partnerships with experts, including marketing and PR firms. For example, partner with experts to develop operator training plan.</p> <p><i>Funding Model: User-pays + external funding if available + industry sponsorship.</i></p>                                                                                                                                                                                                                                                                                                                                                 |
| <b>Events Partnerships</b>                                                                  | <p>LTO to recommend that event organisers list all local events on the ATDW.</p> <p>Encourage operators and event organisers to partner to leverage audiences for Mareeba Shire visitor experiences e.g., Savannah in the Round, Mareeba Rodeo and Kuranda Roots Festival.</p> <p>Support local events to promote visitor experience content including imagery, footage and self-drive itineraries through social media pages and eDMs.</p> <p>Support requests for destination focused website tiles on event websites or apps, and inclusion of visitor information by providing access to imagery and itineraries, must dos and drive routes.</p> |
| <b>Identify Partnerships</b>                                                                | <p>Continue to develop partnerships with identified strategic partners within the Mareeba Shire to grow membership and strength of LTO.</p> <p><i>Opportunity: strengthen Mareeba Shire Tourism by encouraging membership from agritourism operators, and agricultural businesses considering diversification into agritourism.</i></p>                                                                                                                                                                                                                                                                                                              |
| <b>Advocacy</b>                                                                             | <p>Continue advocating for infrastructure upgrades, including Kuranda Range Road, telecommunications, and regional signage.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## STRATEGIC PRIORITY 2: INDUSTRY NETWORKING & CAPACITY BUILDING

| ACTION                                                                            | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Online + ATDW<br/>(Australian Tourism<br/>Data Warehouse)<br/>Member Drive</b> | <p>Every business is listed on ATDW to build online presence for shire across TTNQ, Queensland.com and nationally (ensuring operators can be included in Best of Queensland Experiences Program).</p> <p>Annual review:</p> <ul style="list-style-type: none"> <li>• LTO members on ATDW and targeted contact to encourage the creation of their listing.</li> <li>• Listings on TTNQ and TEQ websites and identify gaps, for example, F&amp;B operators.</li> </ul> <p>Workshop bringing industry together how to build and maximise listings run by ATDW team via video conference. Contact ATDW Qld support to arrange.</p> <p>Encourage operators with existing listings to book free 15-minute one-on-one optimisation sessions with ATDW.</p> <p>Encourage operators to develop deals/offers on platform to leverage state level activity. Best practice: operators working together to develop packages, as opposed to discounting products and experiences.</p> <p>Work with TTNQ on developing additional 'journey' listings to support promotion through car rental companies and hotel tour desks.</p> <p><i>ATDW Tourism operator training resources are available at <a href="https://www.atdw.com.au/operators/">https://www.atdw.com.au/operators/</a>.</i></p> |
| <b>Industry<br/>Communications</b>                                                | <p>Maintenance and growth of an industry/membership database to include all industry (members and non-members).</p> <p>Continue regular eNews updates, including 'what's on' and 'what's new'.</p> <p>Maintain 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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <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 and includes pick up and drop off. 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><i>Funding model: Partnership. LTO will fund pick up and drop off, experiences to be offered FOC from industry operators.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Networking</b>                                                                 | <p>Maintain 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> <p><i>Funding model: User-pays + industry sponsorship.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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| <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> <p><b>Priority areas:</b></p> <ul style="list-style-type: none"> <li>• <i>Building industry capacity to develop and offer bookable product.</i></li> <li>• <i>Content marketing to ensure operator information reaches the visitor where they are.</i></li> <li>• <i>Establishing and encouraging online reviews.</i></li> </ul> <p><i>Funding model: User-pays or externally funded, if available.</i></p> |
| <b>Visitor Centre Network</b>             | <p>Mareeba Shire Tourism continue the management of Kuranda Visitor Information Centre in 2026/27.</p> <p>Develop networks with Visitor Centres in Cardwell, Tully, Cooktown, Weipa, Bowen and Townsville.</p> <p><i>Visitor Centres are a critical link in the self-drive market.</i></p> <p><i>Funding model: Partnership. LTO (if budget allows) + industry sponsorship required.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>LTO Bi-annual Networking Event</b>     | <p>Host annual MST LTO Networking Event 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> <p><i>Funding Model: Main free event for operators + industry sponsorship.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                  |



### STRATEGIC PRIORITY 3: DIGITAL & SOCIAL MEDIA

The strategic focus of the LTO's digital and social media activities is to leverage existing channels, as opposed to creating a new channel or website.

| ACTION                                                  | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Online Presence and Content Review</b>               | <p>Review:</p> <ul style="list-style-type: none"> <li>Existing content including images and video available to MST.</li> <li>Existing content on TTNQ and TAT websites.</li> <li>Blog articles, itineraries on TTNQ, Drive North Queensland, Queensland.com, Australia.com, to identify content gaps and updates.</li> <li>Images/footage available in TTNQ gallery, Queensland visual gallery to identify content gaps and collate hero content.</li> <li>Tourism highlights on <a href="#">Mareeba Shire tourism</a> page.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Content Kit</b>                                      | <p>Organise and collate the region's existing high-res images and video footage in an online platform to assist with future media opportunities.</p> <p>Issue a 'call out' to members 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><i>Opportunity:</i><br/>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><i>Opportunity:</i></p> <ul style="list-style-type: none"> <li>Develop short form video showing a route through Mareeba Shire.</li> <li>Identify content pillars and SEO strategy for operators to incorporate into their marketing.</li> </ul> <p><i>Principle:</i><br/>Change the question from, "How can operators get visitors to their websites to how can operators get their information to where their visitors are?"</p> <p>Visitors are asking Google questions like, "Where is the best coffee in FNQ?" and "Where is the best locally made ice-cream in FNQ?" online content should meet this need.</p> |
| <b>Kuranda.org &amp; visitmareebashire.org websites</b> | <p><b>Kuranda.org:</b> Continue to manage and administer the Kuranda.org website and associated social media channels, including the coordination of advertising revenue from participating members.</p> <p><b>VisitMareebaShire.org:</b> Progress the development of the VisitMareebaShire.org website, modelled on Kuranda.org, to include member-supported advertising opportunities and destination-focused content.</p> <p>Ensure both websites are regularly maintained and updated with current business listings, event information, and engaging visitor content.</p> <p><i>Funding Model: self-funded through website revenue.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Digital Campaign</b>                                 | <p>Continue to engage with TTNQ to run digital campaigns under TNF (Tourism Network Fund) with matched 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 and drive content.</p> <p>Work with TTNQ to set KPIs.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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 600km drive radius</li> <li>• Visitors already within region</li> <li>• Touring market travelling e.g., Cape York</li> </ul> <p>Provide content to existing channels and encourage local industry to include on their social media channels.</p> <p><a href="#">Visit Mareeba Shire Facebook page:</a> Encourage industry to re-post and share updates that can be shared on consumer facing channels.</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> |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**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’.**

**The ‘Mareeba Shire’ is not a recognised tourism destination, so this term is not the focus of content. However, operators are encouraged to consider incorporating #lovemareebashire to build a repository of content.**

## STRATEGIC PRIORITY 4: MEDIA & PR

The LTO acknowledges that consistent media and PR presence will assist in gaining greater profile and add more depth of Mareeba Shire visitor experiences through editorial style content, however, this requires a significant investment. As a result, the following actions have been developed to contribute to the growth of the area's profile while remaining affordable and deliverable.

| ACTION                                          | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Visitor Information Centre PR</b>            | <p>Visitor Information Centres are often the first contact visitors have in region.</p> <p>Develop collateral for VIC staff to provide to visitors.</p> <p>Develop key trip planning information specifically for drive markets, print and digital. Print to be available at key decision points and VICs, example Mareeba Shire Drive Map where operators pay to advertise.</p> <p>Consider the creation of 'cheat sheets' like, <i>"Everything you need to know when you head out of Cairns"</i> or <i>"The 10 Best Coffee Shops Outside of Cairns"</i>, for example.</p> |
| <b>Media Famils</b>                             | <p>Monitor for new media angles and local stories focused on region's hero and new experiences. Work with TTNQ to develop the concept, and partner with TTNQ to host journalists and social media influencers in region to generate media stories and new content.</p> <p>Pitch events within shire, promote shoulder season travel.</p> <p><i>Delivery Model: External funding required + Partnership with TTNQ + FOC from operators.</i></p>                                                                                                                              |
| <b>Editorials &amp; Cooperative Advertising</b> | <p>Facilitate co-operative opportunities for LTO members to buy in to print/digital editorial and campaigns to maximise opportunities to grow media presence, where requested by members.</p> <p>Leveraging off strong brand recognition for Kuranda. e.g., Kuranda, Mareeba + Savannah. Where Rainforest Meets the Outback.</p> <p>Publications may include Welcome to Cairns Guide, Caravanning Australia, CMCA Wanderer.</p> <p>Advertising to include geographic locators and QR code to key landing page where possible.</p>                                           |

## 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><br>Total number of industry membership       | Annual membership increases of 10% year-on-year |
| <b>Industry social media group members</b><br>Number of users in industry Facebook group. | Social media group followers and engagement     |
| <b>Industry Famil</b><br>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 THE FUTURE

The Mareeba Shire Tourism 'Tourism Action Plan will be reviewed on an annual basis to ensure the plan aligns with current industry trends and capitalises on new opportunities.

The LTO is also committed to:

- Revisiting the marketing partnership with Tourism Atherton Tablelands to pool marketing budgets and create a stronger share of voice.
- Encouraging and supporting 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.
- Supporting operators to develop a local tourism experience pass or packages.
- Assist with development of First Nations and cultural tourism experience offerings in the Mareeba Shire.
- Work towards ecotourism and sustainable tourism certification.



## THE DREAM

The purpose of the LTO is to promote the visitor experiences of Mareeba Shire through strategic partnerships, collaboration, capacity building and advocacy; a purpose which is in line with the budget and capacity of the LTO. However, without the constraints of budget and resourcing, the members dream of:

- Increased visitor dispersal, stay and spend across Mareeba Shire.
- Fully integrated multimedia 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.
- Mareeba Shire operators consistently offer bookable experiences.
- A single online platform where operators promote their bookable experiences – one point of entry for visitors to the destination.
- 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 & Cairns Airport.
- A shire wide audit of all roadside signage to identify signage which is out of date or not supporting the self-drive market to explore more of Mareeba Shire.
- Operators work together to offer self-drive circuits or loops including agritourism operators and experiences.
- A safe walking or bike track from Cairns to Mareeba.
- Increased accommodation offerings to enable longer visitor stays.



## MAREEBA SHIRE TOURISM SNAPSHOT

Mareeba Shire Tourism is an independent, incorporated not-for-profit organisation established 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, Bibbohra, 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.

## APPENDIX 2

### **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.

### **Tropical North Queensland First Nations Tourism Action Plan 2023-2025**

### **Queensland First Nations Tourism Plan 2020-2025**

The Queensland First Nations Tourism Plan aims to harness First Nations cultural heritage and stewardship to develop a vibrant tourism sector. It focuses on creating diverse, authentic, sustainable experiences and increasing engagement of First Nations peoples in tourism.