



KURANDA

Village in the Rainforest



Tourism Kuranda
www.kuranda.org



Objectives:

To attract visitors to Kuranda and promote positive visitor experiences

To attract and enhance the brand of "Kuranda - Village in the Rainforest".

Marketing Kuranda

- Village in the Rainforest -

Kuranda means tourism

As one of the most visited destinations in wider Tropical North Queensland, tourism is the most significant economic driver for the Kuranda area. The Kuranda business community and Mareeba Shire Council recognise the collaborative promotion of Kuranda and development of positive visitor experiences are economic imperatives.

Tourism Kuranda (TK) is a dedicated destination marketing and development programme to grow, capitalise on and protect the Kuranda brand, to realise the region's potential as a "must do" tourism destination and support industry efforts to ensure every visitor experience is a positive one.

Solid foundations

Tourism Kuranda is an initiative of the Mareeba Shire Council with destination marketing and development funded by a special charge levied on commercial rate payers, tourism and accommodation services in the Kuranda district. Post arrival visitor services to enhance the visitor experience and encourage longer stays are funded by general rates paid by shire ratepayers.

Tourism Kuranda Advisory Committee

A Tourism Kuranda Advisory Committee, established by Council under the *Local Government Regulation 2012*, provides expert information, advice and recommendations to Council regarding the strategic tourism promotion and development of Kuranda. Volunteer members with tourism, business and marketing industry expertise are appointed for three year terms. The Committee meets monthly on the fourth Tuesday.

Calling for committee nominations

The Tourism Kuranda Advisory Committee is due for renewal and nominations are invited from suitably experienced and committed persons with tourism, business and marketing industry expertise by **31 Jan 2019**. Further details are on Council's website: <https://msc.qld.gov.au/about-council/committees/> or contact Kahlia Pepper on 0427 592 293.



Target markets :

International holiday visitors

Domestic holiday visitors

Local residents in TNQ

Self-drive



Marketing

The Tourism Kuranda destination marketing and development programme is designed to promote the Kuranda destination to attract visitors to the area and to protect and enhance the TK brand "*Kuranda - Village in the Rainforest*".

With Kuranda situated as one of the main gateways to the Tablelands, Cape York and Savannah Way, increasing visitor numbers and stays in Kuranda is a key objective. This is recognised for the whole region by peak tourism agencies, Tourism and Events Queensland, Tourism Tropical North Queensland and Tropical Tablelands Tourism.

Branding

"Kuranda - Village in the Rainforest".

Kuranda is known for its history, colorful and diverse culture and natural beauty, reflected in the brand and the promotional activities for Kuranda.

Strategic marketing plan and operations

An annual strategic marketing and development plan is recommended by the Tourism Kuranda Advisory Committee to Mareeba Shire Council for endorsement and is implemented by a dedicated Tourism Kuranda Executive Officer. The TK Executive Officer is a council employee, is based in Kuranda and works closely with the Tourism Kuranda Advisory Committee, tourism partners, industry bodies and Kuranda businesses

Promotional and marketing activities include brochures, TV and print advertising, brochure distribution, digital marketing, industry and consumer tradeshow, events and other marketing initiatives

To discuss marketing opportunities, please contact the TK Executive Officer:

Kahlia Pepper, Tourism Kuranda Executive Officer

P: 1300 308 461 | M: 0427 592 203 | E: kahliap@msc.qld.gov.au

Kuranda Visitor Information Centre

The Centre is part of the accredited visitor services network, providing post arrival services to assist visitors with bookings, advice, brochures and other services. To discuss how the Centre can assist your business, contact:

Cathy Harvey , Senior Information Officer

P: 40939311 | E: info@kuranda.org



Mareeba
SHIRE COUNCIL

