

# Tourism Kuranda

## Strategic Marketing Plan 2019 - 2025

### PRIORITIES

### NEW STRATEGY



➤ A NEW DIRECTION

## 2019/20 Action Plan

- Conduct and understand visitor research and share the findings
- Review the Kuranda brand - messaging and promises
- Refine all marketing campaign material and strategies using the outcomes of the brand review
- In the meantime, conduct a 12-month digital marketing campaign to promote the 'Kuranda Story' highlighting assets and businesses known to be meeting visitor needs and expectations now
- Review festivals and events
- Encourage tourism operators and other stakeholders to service the changing needs and expectations of visitors, including refreshing and re-inventing visitor experiences to align with the brand promises
- Work with KIAC, local businesses, Council and other agencies to improve the presentation of Kuranda
- Conduct a local operator survey to benchmark the level of awareness and satisfaction in relation to the TK program and level of awareness of visitor feedback and repeat annually
- Continue involvement in key industry and trade events and activities



**Mareeba**  
SHIRE COUNCIL

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"This is an honest plan. It acknowledges there are some challenges, but we now have a road map."

TK Advisory Committee

## 2020/21 and beyond...

- Attract the right target markets and increased volume of visitors (pre- and post-arrival in the Cairns region)
- Target the self-drive market
- Target the pre-arrival market by leveraging the marketing resources and activities of TTNQ and TEQ by providing the right information and materials
- Digital marketing outsourced to third party to benefit from better buying power, industry networks and digital expertise
- Encourage local operators, investors and other stakeholders to develop new and re-invented visitor experiences that align with the brand promises
- Continue to advocate for the improved presentation of Kuranda