



TOURISM 2017 - 2022 STRATEGY



STRATEGIC PRIORITIES

Our role is to ensure:

We optimise our tourism opportunities, unique experiences and major events.



KEY TOURISM OPPORTUNITIES

- Location - Just a short drive from the East coast and you are at the entrance to Queensland's magnificent Outback. Located at the intersection of two (2) major State highways and traversed by three (3) long haul drive touring routes.
- Natural assets and landscapes - Bunya Mountains, state forests, national parks, a major river system, rivers, creeks, fossils and plenty of open spaces.
- Major Events - A range of culturally diverse events that showcase our region.
- Authentic rural, agricultural and energy experiences.



STRATEGIC THEMES

Destination Marketing



- Establish our authentic and rural experiences as our unique selling point.
- Promote and share our experiences and events through storytelling.
- Become more than a 'through' destination.

Developing Our Product

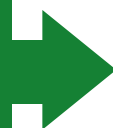


- Research, record and share the history and stories that underpin the unique qualities of our region.
- Support the continued growth and development of major events.
- Implement an integrated marketing mix of media and digital formats.

Enable Industry Development



- Attract tourism industry opportunities.
- Increase industry connections and participation.
- Foster, develop and promote partnerships.
- Foster a genuine visitor friendly culture within our communities.



TARGET MARKETS



Short Break



Events



Short & Long Haul Drive



Business Events



MEASURING OUR SUCCESS

- Increase trends in domestic overnight stay and day visitation to the region.
- Increase the economic impact of tourism in the region through increased expenditure.