Tropical North Queensland

Destination Tourism Strategy

2012 – 2016
Tropical North Queensland
Adventurous by nature

Tropical North Queensland is the best sustainable tropical visitor destination in the world, combining adventure and relaxation with some of the greatest natural wonders in the world. Tourism in Tropical North Queensland is the backbone of the region’s sustainability and economic growth.

In 2016 Tropical North Queensland will be:
Globally recognised for its world heritage Great Barrier Reef and ancient rainforest, it is Australia’s premier tropical destination, where the spirit of adventure comes alive in a world of natural and cultural wonders.

Framework for Success
This Destination Tourism Strategy provides the framework to guide tourism industry development in the Tropical North Queensland region by coordinating stakeholders in a common direction to maximise the tourism potential of the destination so as to achieve a balance of economic, social and environmental outcomes.

For the Tropical North Queensland region to achieve its aspiration for 2016 it is critical that there is:
- a coordinated approach to destination Marketing and Promotion;
- innovative Product and Infrastructure Development across the region that delivers on the marketing promise; and
- a tourism industry that is operating at the highest standards of service, safety and sustainability through effective Industry Development programs.
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Key strategies that will drive sustainable destination growth to 2016 are outlined below.

**Target Markets**

All tourism development and promotional activity is based on consumer needs. The following target markets for Tropical North Queensland include the current targets and those identified for development to achieve the region’s long term potential.

**Tier One:**
- Connectors in Brisbane and Regional Queensland (600km radius of Tropical North Queensland)
- Social Fun-seekers in Sydney and Melbourne
- New Zealand, USA, United Kingdom, Germany, China and Japan

**Tier Two:**
- Active Explorers in Sydney and Melbourne
- France, Hong Kong, Canada, Taiwan, India, Korea, Singapore and Indonesia

**Tier Three:**
- Scandinavia, Italy, Netherlands, Switzerland, Middle East and Malaysia

**Domestic Market Consumer Segmentation¹**

**Connectors**

Connectors see holidays as a chance to connect with the people they care most about. They will often subordinate their own preferences in terms of activities to ensure everyone has a good time.

**Social Fun-seekers**

For this market, the essence of a holiday is having a fun time. While they do a lot of different activities, it is sharing the experience with friends and other holiday makers that makes the difference.

**Active Explorers**

Holidays are about pushing boundaries through challenging themselves via physical activity. They enjoy the company of others, but their focus is on exploring the extremes of their physical environment and themselves. It’s about feeling alive.

**Marketing and Promotion**

- Imbed the ‘Adventurous by nature’ brand and marketing promise ‘Feel the natural exhilaration of an Australian tropical adventure’ in all marketing activity.

  Tropical North Queensland adopts a dual brand strategy. Internationally Cairns and Great Barrier Reef, Queensland, Australia and domestically Tropical North Queensland, Adventurous by nature. It captures the essence of Tropical North Queensland – Australia’s premier nature-based adventure destination, an exhilarating and life changing natural encounter and a celebration of the tropical Australian lifestyle.

- Extend seasonal reach and diversify our tourism base through targeted marketing in the areas of events, incentive, education, culture and sports tourism.

- Continue to promote and protect the significant World Heritage values of the region’s Reef and Rainforest icons and build awareness of the region’s significant Aboriginal and Torres Strait Island cultures.

- Ensure the region is at the forefront of digital and social media marketing trends.

- Reinvigorate Tropical North Queensland’s global appeal and offer through the implementation of the Great Barrier Reef Project and Tourism Australia’s National Landscapes Program.

- Drive greater regional dispersal through new and innovative marketing of the Great Tropical Drive and broader Drive North Queensland journey experiences into Cape York and the Gulf Savannah.

- Develop marketing opportunities leveraging off the recommendations of the Cairns-Townsville Experience Development Strategy.

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¹Domestic target markets are based on Tourism Queensland’s Domestic Consumer Segmentation Model adopted in 2008
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Product and Infrastructure Development

- Grow destination appeal and deliver on the destination marketing promise through the development of innovative tourism projects, including the Catalyst Projects identified in the Tropical North Queensland Tourism Opportunity Plan:
  - Cairns Arts, Cultural and Events Precinct
  - Australian World Heritage Centre Cairns
  - Port Douglas Waterfront Development
  - Welcome to Country Experience
  - Clump Point Safe Boat haven
  - Tablelands Adventure Trails
  - Barron Gorge Tourism Precinct
  - Cape York Wilderness Experience
  - Daintree Sustainable Tourism Gateway
  - Education and Wellbeing Tourism
  - Torres Strait Islands Experience
  - Great Green Way Nature Trail
  - Tropical North Queensland Culinary Tourism
  - Tablelands Accommodation
  - Cooktown Port and Marina
  - Tropical North Queensland Drive Tourism
- Improve access to the region via aviation, cruise, rail, drive.
- Foster new product development in line with the Great Barrier Reef Project and Cairns-Townsville Experience Development Strategy.
- Focus on development that builds on the destination’s competitive advantages.
- Grow adventure based products and events.

Industry Development

- Build the reputation of the destination as renowned for quality product and service standards through focused industry development programs, particularly in the areas of: domestic and international ready, better business practice, improved service programs, digital ready, cultural awareness, brand awareness and crisis management.
- Protect Tropical North Queensland’s reputation as a leading ‘sustainable tourism destination’ through focused sustainability and climate change programs and nurturing and upholding world heritage values.
- Foster the ongoing development of world class marine tourism operators in Tropical North Queensland drawing on the recommendations of the Great Barrier Reef Project.

Current Trends

- A strong exchange rate and access to low cost air travel is making it easier for Australians to travel overseas.
- People are striving to achieve an emotional or personal achievement on their holidays; therefore, Queensland needs to differentiate their holidays by providing experiences that fulfil that desire.
- Australia is an expensive holiday destination relative to many of its key competitors and therefore needs to focus on competing on providing quality experiences and service and not on price.
- There is a trend for shorter holidays with shorter booking lead times.

Opportunities for Growth

The following opportunities will need to be progressed for Tropical North Queensland to achieve its aspiration for 2016:

- Expand direct international aviation connections into Asia.
- Attract new flights from key markets and grow the cruise sector.
- Foster stronger stakeholder marketing plan and campaign alignment.
- Respond to new experience segments.
- Improve visitation during shoulder seasons and support events strategy as a key driver for growth outside traditional peak months.
- Prepare industry for seasonal and extreme weather patterns.
- Expand and promote quality nature-based accommodation experiences.
- Ensure community and service infrastructure requirements keep pace with a growing population so as to support sustainable tourism growth.
- Attract and facilitate ongoing investment in product development.
- Implement strategies identified in Queensland’s China Tourism Towards 2020 Strategy.
- Address the limited supply of both skilled and unskilled staff.
- Recognise and address the increasing competition in product, access and price from overseas tropical tourism destinations. Compete on the region’s value proposition and reputation for high quality and safe visitor experiences.
- Gain wider community appreciation of the true value of tourism to the local economy, social development and environmental sustainability.
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Why Tourism?

Tourism is the mainstay of the Tropical North Queensland economy and makes a significant contribution to the sustainable development of the regional economy and community.

In the year ending 30 September 2011 Tropical North Queensland was host to:

- 1.3 million domestic overnight visitors (8% of Queensland’s domestic visitors);
- 626,000 international visitors (32% of Queensland’s international visitors); and
- 1.8 million day trip visitors (5% of Queensland day trippers)

This visitation in turn makes a significant contribution to the Tropical North Queensland regional economy with:

- 18,700 jobs in the Tropical North Queensland region directly supported by tourism; and
- tourism in the region contributing $1.3 billion to the Queensland economy (14% of Queensland’s Tourism Gross State Product)

(For more detail and current information visit tq.com.au/destinations)

The Destination Tourism Strategy will be used as the reference point for:

- encouraging stronger linkages and coordination across all levels of government to ensure tourism needs are addressed in policy, statutory plans and processes and infrastructure development;
- stimulating leadership within the private sector to foster growth, quality, innovation and sustainable tourism businesses across Tropical North Queensland;
- promoting the value of tourism and economic benefits to encourage community support for sustainable tourism growth

Implementation

The Tropical North Queensland Destination Tourism Strategy, in articulating the agreed tourism direction for the destination, provides the strategic platform for:

- guiding Tourism Queensland’s, Tourism Tropical North Queensland’s and other stakeholders’ individual planning and programs; and
- fostering the efficient, effective and coordinated use of resources to grow sustainable tourism development in Tropical North Queensland to 2016

Tourism Queensland and Tourism Tropical North Queensland working in partnership, will be the key influencers in prioritising and advocating initiatives and actions to achieve the intent of the Tropical North Queensland Destination Tourism Strategy. Together, both organisations will work closely with Local Government, key State Government and Federal Government agencies and the tourism industry throughout the region in pursuing the direction outlined in this strategy.

Reference and Supporting Material

The Destination Tourism Strategy is available online through the Tourism Queensland and Tourism Tropical North Queensland websites tq.com.au and ttnq.org.au

A wide range of reports, plans, data and other information used to compile this Destination Tourism Strategy and critical to its implementation is also available on Tourism Queensland’s website.

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2 Source: Tourism Queensland (2011) Tropical North Queensland Regional Snapshot, year ended September 2011
3 Source: Sustainable Tourism Cooperative Research Centre (2010) Regional Economic Contribution of Tourism Destinations in Queensland.
4 Source: Tourism Research Australia (2011) The Economic Importance of Tourism in Australia’s Regions.