

2015

# Quarterly Tourism Report

Destination Tweed



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## BOARD OF DESTINATION TWEED

Chair	Aymon Gow	General Manager – Tropical Fruit World
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Treasurer	Belinda Hall	Business Manager - Corporate Services – NORTEC
Director	Darren Wright	General Manager – Flight Centre Australia
Director	Tim Jack Adams	Owner – Water Sports Guru & GreenX
Director	Gary Bagnall	Mayor – Tweed Shire Council

## REPORT OVERVIEW

Tourism in the Tweed is continuing to buck many trends and still on the increase. The latest data released from TRA (Tourism Research Australia) shows that the Tweed has again seen a growth in visitor numbers, for the 4<sup>th</sup> consecutive period. Overnight visitation remains static, however the number of nights spent in region is increasing – those that come, stay longer. The region has also seen a large increase in day visitation. Noting that overnight visitation has not decreased, it can be ascertained that this is new visitation to the region, and opens the opportunity to convert this business into overnight visitation in the future.

It is important to note that the IVS (International Visitor Survey) has no way of monitoring day visitation from International Travellers. Currently DT and a number of local operators are working in the Chinese and other Asian markets, encouraging day visitation from the Gold Coast, as new touring options for existing markets. Anecdotally there is an increase in this market (as reported by local operators) however there is no official measure to reflect this.

Product development and its intent can be an ambiguous topic; in fact it can be quite misleading. What is considered product development by the tourism industry can be very different in another, although when distilled down the outcomes sought are often similar with capacity building and market diversification.

In the context of the Tweed, as a tourist destination the Tweed is overall still in the early stages of the development cycle (as opposed to Cairns a mature tourism destination) where the requirements are centred towards the building of a strong foundation with which to support an economically sustainable tourism industry into the future.

That is not to say that all tourism products in the Tweed are at the beginning stages of business life, on the contrary, there are a number of very well established businesses in the Tweed. These businesses have been around for a while, they know their product, markets and how to maximise their business opportunities. But if we look holistically at the Tweed tourism industry, the experiences on offer, transportation, market share and product distribution there is much room for growth and development.

Development is often split into hard and soft development, it is important to recognise that both of these are not mutually exclusive and at times can be dependent on each other. As such the term Experience development encapsulates both as ultimately in a visitor economy it is experiences that are being transacted.

**Hard development** –relating to infrastructure or the physical building of components that facilitate or enhance the visitor experience.

DT looks to work with organisations to deliver appropriate infrastructure to support the development of the tourism industry such as NSW Parks & Wildlife Service for walking trails in parks, interpretive signage, car parks and sealed roads. Tweed Shire Council also falls into this area with council being responsible for supporting infrastructure such as toilets, roads, parks and other Council operated infrastructure accessed by visitors. Additionally working with developers and owners to build new hotels and attractions is important to the development of the long term industry.

The opportunity to deliver more tourism infrastructure here is to look for synergies and alignment between all stakeholders to ensure that there is alignment in building the Visitor economy.

**Soft development** – a broad term broken down to specific areas required to develop our industry. This relates to working with existing operators to provide upskilling and transference of knowledge i.e. trade engagement, distribution, customer service training and marketing support

Breaking down Product development into these focuses as part of the Tweed overall experience development both provides direction for industry, but also enables DT to better support the development of industry as whole, as well as individual operators.

Soft development may involve working with an operator to expand the reach of an existing product, develop a new experience within an established product, or create a new experience from scratch. Each of these elements require a sound knowledge of the market that exists in the Tweed, as well as the opportunities for growth and development through trade engagement, industry activity and local support.

## EXPERIENCE DEVELOPMENT

Experience development defines the key experiences of the region matched to the potential of a region, current trends and actual development opportunities.

DT has over the last 6 months been developing a broader and a Tweed based experience development strategy. The initial part of this process is the establishment of guiding principles for developing as a destination. This has been through a consultative process with industry and stakeholders.

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### VISITOR EXPERIENCES

- High quality, seamless experiences and consistent customer services are the basis of the tourism offering.
- Experiences will reinforce the destinations' positioning and offer immersive and engaging opportunities for visitors.

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### SUSTAINABILITY

- Conservation of natural and cultural values is paramount to the visitor experience.
- Visitor experiences and associated infrastructure and services are environmentally, socially, culturally and financially sustainable.
- Development of new tourism product focuses on low volume, high yield opportunities that are consistent with the landscape and long-term sustainability of the destination.

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## COMMUNITY BENEFIT

- Growth in tourism provides social, environmental and economic benefits to the community including improved income, employment and investment in community assets.
- Any additional development is consistent with the community desire to retain lifestyle, community character and sense of place.
- New visitor experiences support the community goals of improved conservation and environmental protection.

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## QUALITY

- All visitor experiences and products are high quality regardless of the price point at which they are delivered.
- Interpretation of the region's values is of a consistent high standard and offers opportunities suited to a range of visitor's needs.

If The Tweed is to become a compelling destination that delivers on its positioning and achieves the vision of local and regional stakeholders, the industry and community will need to work together to deliver products, infrastructure, service, accommodation and interpretation that reflects the experiences at a standard compatible with a world class destination.

This process is a gradual one. In order to stimulate growth as a compelling destination, any Experience Development Strategy identifies a number of catalyst and priority projects. A range of 'must do' visitor products which express the hero experiences are suggested to provide a central core of iconic experiences that are a drawcard for the Experience Seekers and around which other products and experiences can be built.

Other projects address some of the whole of destination and industry needs (skills, marketing and communications, gateways and infrastructure) that will help bring the Tweed brand promise to life.

## LAST QUARTERS CATALYST PROJECTS

Provision of key infrastructure to enable the delivery of world class experiences are essential to the long term objectives of DT, as previously discussed many of these catalyst projects are outside of the parameters of DT, however DT is in the position to coordinate, lobby and be part of management committees in order for the Tweed Tourism operators to benefit.

Below are a number of projects that DT are actively involved in, in a number of capacities over this reporting period, it should be noted this is not an exhaustive list.

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## PRIORITY ONE

- Identification (and where necessary development) of top walks and cycle touring routes as part of an integrated trails network across the Tweed Shire and surrounding regions.
- Enhancement of the Rainforest Way – essential to enable visitors to immerse themselves in the melting pot of experiences that make up the Tweed.
- Maximising existing visitation by working with stakeholders such as Tweed Regional Gallery, Council, Event organisers and industry operators.
- ATE15 and ATE16.

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## PRIORITY TWO

- Gateway development, including a central gateway at the Murwillumbah Rainforest Centre.
- Development of world class walking tracks within National Parks, upgrade of facilities and interpretation.
- Operator Development.

## DEVELOPMENT OF DISTINCTIVE PRODUCTS & SIGNATURE EXPERIENCES

These provide a focus for visitors and encapsulate the Tweed experiences. Building on these helps to develop the Tweeds unique positioning. These are over this reporting period:

- Creative Arts audit to support development of Art trails, markets and to assist in developing a creative hub in Murwillumbah.
- Festivals and events, including a possible signature event.
- Soft adventure – Wild Journeys and other immersive experiences in nature.
- Assistance in creation of new product offerings such as; Halcyon House, Wirui Estate Plantation Tours, Watersports Guru.

## INDUSTRY DEVELOPMENT

These projects will provide part of the framework essential for building the capacity of the region to develop and deliver the hero experiences and ensure that the brand promise is expressed throughout the destination. These are;

- Up-skilling the tourism industry to deliver the hero experiences, both in terms of quality services and the development of packages that link the region's diverse products together
- Development of a visual identity for the destination.
- Marketing and communication.

- Trade engagement – working with wholesalers and the travel industry to further promote the region.

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## INDUSTRY NETWORKING EVENT

DT held the first of its quarterly Industry Networking Event at Peppers on Salt. The event attracted 65 operators from the Tweed and provided an update on what DT is doing, engaging in the Chinese Market, understanding Market Research and a general update on current industry trends.

## RECREATION TRAILS

The recreational trails project addresses a number of key action points in the Tweed Tourism Development Plan (TDMP) and is an important element in helping build a foundation for the development of the Plan's quintessentially Tweed experience themes. Progressing the opportunities identified in the trails Options and Issues Paper is an integral part of the Plan's product development strategy. DT is taking a staged approach, recognising that capitalising on and developing a number of these opportunities requires working with key stakeholders over a period of time.

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## NATIONAL PARKS

With National Parks Estate incorporating significant areas of World Heritage, both within and adjacent to the Shire, the Tweed has a strong potentially competitive advantage and is well placed to develop and promote nature based tourism. However, as pointed out in the TDMP, in terms of strategically resourcing, developing and promoting these resources the Shire is well behind its competitors. While it is true there are many kilometres of NP management trails that are open to recreational users, it cannot be automatically assumed that these currently meet visitor and recreational user expectations and requirements. Actively engaging with and supporting NPWS planners and managers will be critical to capitalising on the opportunities that exist.

The product development phase of the trails project has coincided with the establishment of a Visitor and Tourism Experiences Unit (VTEU) within NSW NPWS. DT has sought to actively and strategically engage with the Unit. An initial familiarisation arranged for the Northern Region Team Leader resulted in our being included in a follow up briefing visit by the Director of the NPWS Customer Experience Division, and State Manager of the VTEU. Locations in Mebbin, Mooball and Mount Jerusalem NPs and internal Park Roads were visited. The opportunities and issues associated with these and other locations were discussed. For example: lack of signage; appropriate facilities; potential and existing users and usages; intra- and inter-regional linkage



opportunities. DT has followed up with a prioritised action plan that identifies opportunities that require ongoing liaison with NPWS and those that are immediately available.

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## TOUR OPERATORS

A number of the trails opportunities identified for prioritising are suited to development by tour operators. DT is currently in the process of meeting individually with operators to discuss their current operations and how they fit with our target market expectations, as well as the opportunities that exist for them to further develop and/or improve their product range.

A number of these businesses are operating in the broader adventure tourism sector which is directly relevant to both the trails and related experiential opportunities in the Tweed. We have planned to hold a Round Table with them to discuss mutually beneficial opportunities for collaboration that may increase the product offering in the Tweed in terms of both range and group numbers that can be catered for – providing for potential in increase in market share and length of stay for the industry and business for operators.

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## RECREATIONAL TRAILS ON PRIVATE LAND AND ROAD RESERVES

The trails Options and Issues Paper identified potentially significant recreational trails that could enhance and broaden trail options by accessing National Parks via existing Crown Road Reserves that pass through private land. There are obviously a range of both legal and community issues associated with capitalising on these opportunities. Also within this context, several private landholders neighbouring National Parks have expressed interest in exploring the development of trail related opportunities on their land.

There is a need to understand both the legal issues associated with public use of road reserves, and for benchmarking successful international models of public /private trail partnerships that may include road reserves adjacent to/transecting private land. DT is currently exploring these issues.

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## COMMUNITY RECREATIONAL USERS

DT recognises that a number of recreational user groups (eg mountain biking, cycling, bushwalking, horse riding and local community groups) also have an active interest in the development of a trails network. We will continue to liaise with them as appropriate. For example, Eddie Roberts from UKIRA was included in the initial NPWS VTEU Mount Jerusalem familiarisation.

### ATE

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It brings together Australia's tourism industry in a forum to showcase their products directly to tourism wholesalers and retailers from around the world, through a combination of scheduled business appointments and networking events.

ATE also provides opportunities for representatives of the international travel industry to experience Australia first-hand, ensuring they are equipped and inspired to send visitors to our shores. ATE delegates participate in business appointments and networking opportunities, with pre and post-famil opportunities also forming part of the program for international buyers and media.

Around 1200 Australian Seller delegates from approximately 500 companies, 700 key Buyer delegates from over 30 countries, and over 80 international and Australian media attend this global event.

ATE15 provided the opportunity for travel wholesalers and agents to meet and do business with 1,500 Australian tourism seller delegates from 500 companies in a total of 50,000 appointments over four days.

DT Tweed had a full appointment schedule meeting 92 set appointments with inbound Tour operators and wholesalers from Australia, China, Singapore, Indonesia, Malaysia, Germany, UK, France, Italy, Netherlands.

Feedback from the event was well received. Having now attended for the last 3 years, DT is making its mark and becoming a recognised participant in the event. Tour operators and wholesalers are looking for ways to stand out in the crowd and to have a unique offering that their competitors don't. This is a perfect platform for the Tweed to launch into the international market. Development is needed with operators to ensure that they understand the Travel and Tourism industry as a whole recognise the structure and how they can work in this market. Internationally ready product is already benefiting from this event, with new partnerships formed, engagement in the region seen and growth beginning to be seen from traditional and emerging markets.

ATE16 will be held on the Gold Coast, and offers operators in the Tweed that otherwise would not attend the event (due to high costs and extended periods away from their business) the opportunity to sample ATE for a fraction of the cost usually involved. DT will be working with

operators to develop a core internationally ready group of operators that will be able to attend the event in its entirety as well as day passes and will be developing an extensive pre and post familiarisation event for international buyers to experience the Tweed first hand.

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#### LEGENDARY PACIFIC COAST ROADSHOW

DT had the opportunity to attend the LPC International Roadshow held in Sydney in July, where ITO's (Inbound Tourism Operators) from around Australia attended to learn about the Legendary Pacific Coast. As part of this activity, DT took 2 new internationally ready products to the event, giving them a taste of dealing in the international market and giving them the opportunity to start building their own direct relationships with industry.

### MEDIA & PR

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#### ATE15 MEDIA MARKETPLACE

DT attended the Media Marketplace, new to ATE in 2015, where 87 leading international and Australian travel media had the opportunity to engage with regions of Australia that they feel will interest their distribution channels. The event was hosted by Tourism Australia and Tourism Victoria in partnership with Trav Media.

It provided DT the opportunity to meet with international travel and tourism journalists all with a prequalified interest in the Tweed. The international and domestic media are essential in building the profile of the Tweed and promoting the types of immersive experiences available in the Tweed.

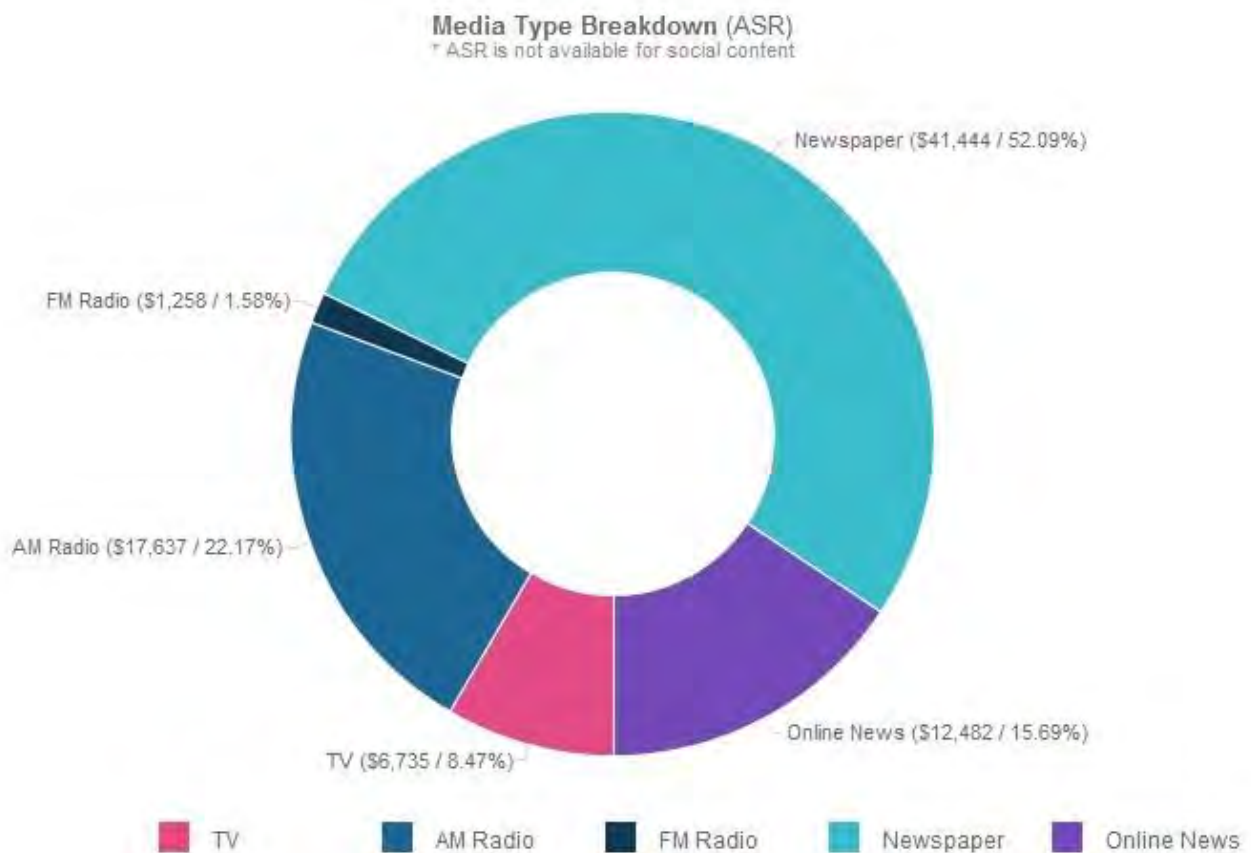
DT conducted a total of 21 appointments with national and international media. Below is a summary of leads that are likely to generate outcomes in the next 12-24 months. At a minimum it was an important exercise in developing a broader and more substantial relationship with larger media organisations that traditionally DT would not be able to access.

- 7 appointments with Asian media reps from online and print mediums. These meetings were an opportunity to introduce the region and the experiences contained within it. Interest from 5 out of 7 media who are looking for new travel destinations outside of major cities. Shared destination information, product information, images and itinerary suggestions.
- Interest from freelance domestic travel writers, invitations extended to qualified journalists for famils. Provided content for websites and blogs.

- NZ Herald journalist - pitched TRG & MOAC art trails, interested in looking at driving tours and food tours for FIT NZ market. Leveraging direct flights in to GC Airport.
- Dive Planet via Total Travel Journalist – interested in aquatic tourism. Provided content for Tweed listing on new dive app (Cook Island).
- Channel 9 Getaway - filmed at Halcyon last month. Pitched other story ideas and locations for them to shoot whilst they were in region.
- Channel 10 The Living Room - pitched the Tweed as a filming location for nature-based experiences. Keeping in contact with the partnership manager as they commence filming towards the end of the year (October) and are planning content for season 5.
- High interested in food tourism from a variety of national and international journalists. Provided content for local food producers and popular chefs/dining locations.
- Provided website content for market segments i.e. domestic travellers 50+, Tweed Coast Holiday Park locations, driving trails/itineraries.

## MEDIA EXPOSURE

An analysis of coverage delivered in the 61 days between 01 May 2015 and 30 Jun 2015. This coverage reached a cumulative audience of 1,306,240 and had an advertising space rate of AUD79,556.

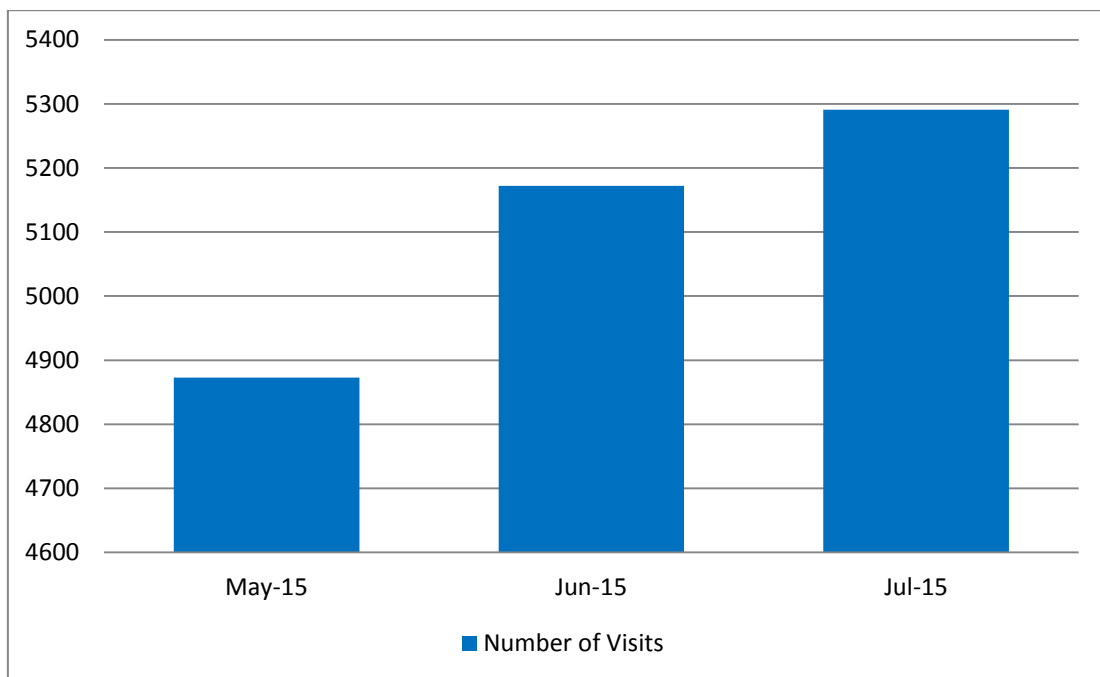


- Newspapers had the highest volume of coverage (14 items or 60% of the total volume of coverage).
- Newspapers reached the highest cumulative audience (1,140,144 or 87% of the cumulative audience).
- Newspapers had the highest advertising space rate (AUD 41,444 or 52% of the total advertising space rate).

## MARKETING THE TWEED

### DIGITAL MARKETING

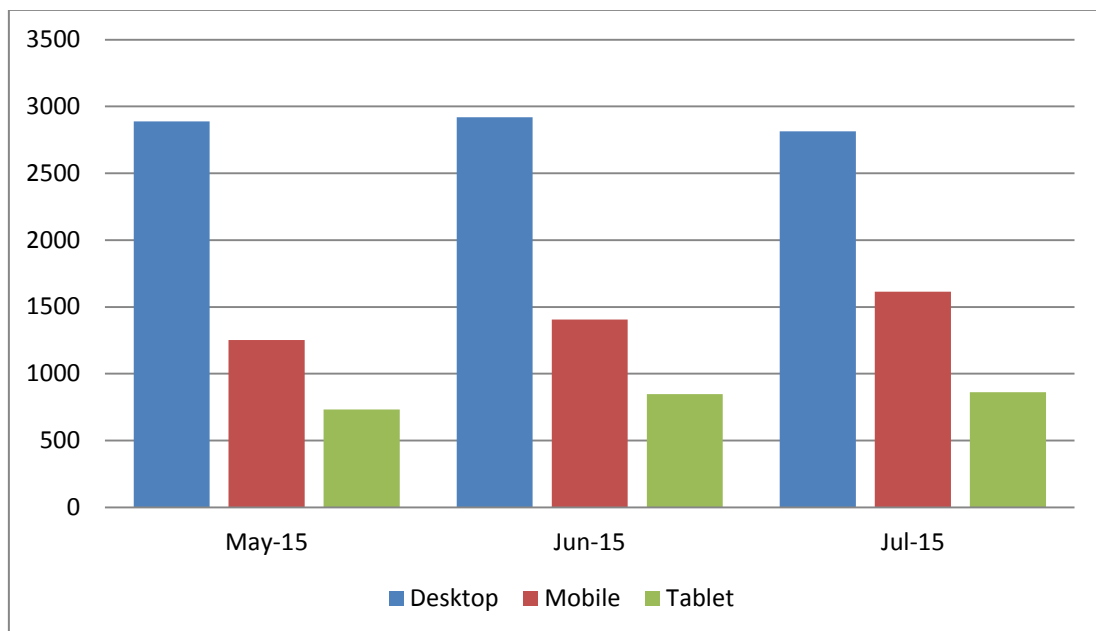
Destination Tweed website is the leading website for visitor information in the Tweed Shire. Visitation to the website ebbs and flows from season to season and is reflective of consumer travel patterns and holiday planning. There was a noticeable increase of visitation to the site from May through to July, this visitation is a result of domestic winter travellers visiting the Tweed from the southern states of Victoria and South Australia stimulated through activity taken in market.



## PLATFORM USED

Method of accessing web based content is in line with current trends with mobile devices (tablets & smart phones) being the preferred platform. The table below clearly demonstrates the Tweed is no different from any other industry or destination. This is important to understand given the recent changes to the Google algorithm, which now give responsive websites a higher search engine ranking than non-responsive websites.

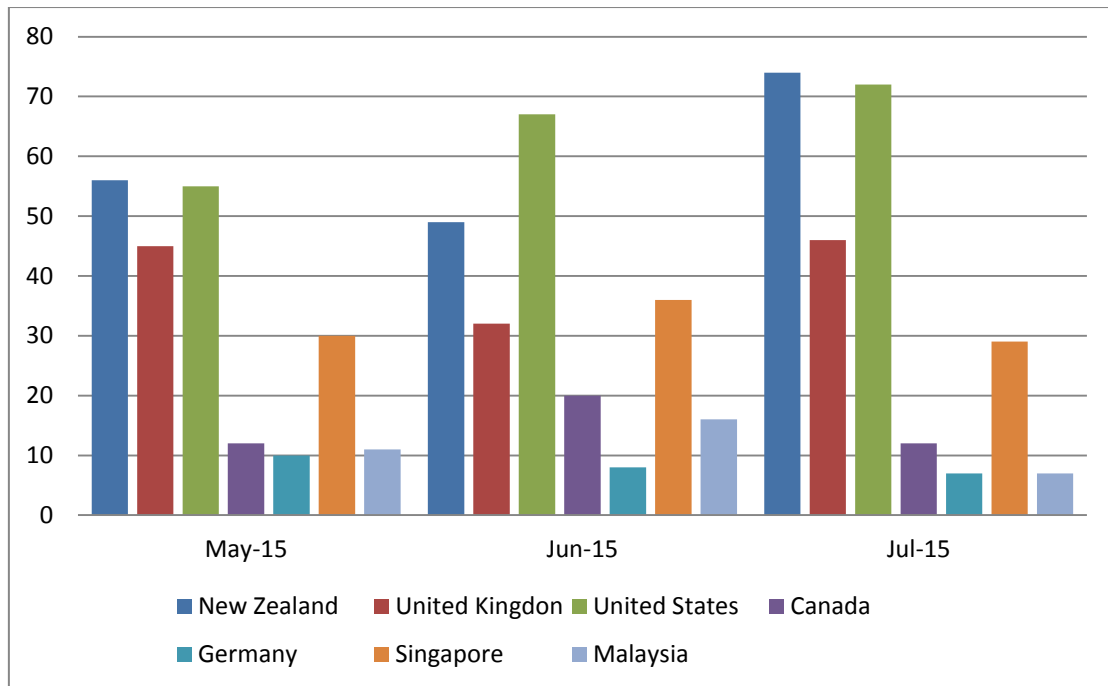
We have been tracking access to the website for many months. Almost 50% of users are now viewing the website from a mobile device. This demonstrates the need for investment in a mobile responsive website that will provide a more friendly experience to searchers on mobile devices and tablets.



## VISITATION BY LOCATION

The table below illustrates visitation to the website by the Tweed Shire's top international source markets. Established international markets for the Tweed are New Zealand, United Kingdom, the United States and Germany. Interestingly enough, visitation to the Destination Tweed website from consumers in Australia equates to 90.95% of total website visitation.

This is consistent with our tourism data that shows approximately 85% of visitors to the Tweed are from the domestic market segment. The gap in visitation could be due in part to international visitors accessing the Destination Tweed website after they arrive in Australia.

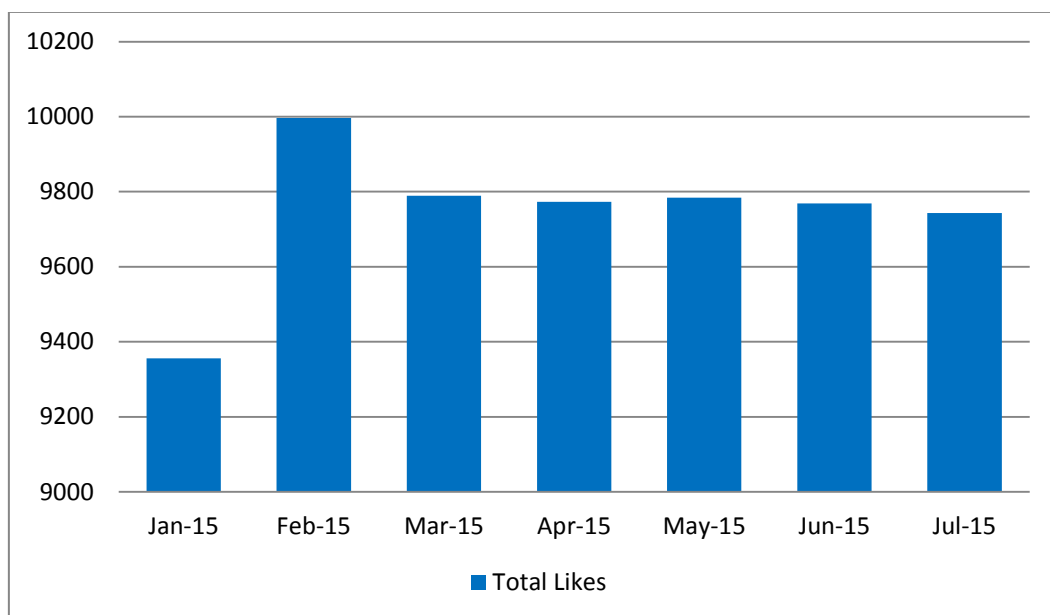


## SOCIAL MEDIA STATISTICS

Social media is an important component of the marketing mix for Destination Tweed. It represents a landscape that enables us to directly communicate with those interested in the Tweed across a mix of digital platforms.

For Destination Tweed, social media isn't about selling or conversion, it is about utilising social channels that allow us to share and tell the stories and experience about our region with the express aim of stimulating a desire to travel to our region.

With well over 160 social media channels to choose from we look at the continuing development and evolution of social media channels and remain focused on the more established channels where we know our predominant markets frequent and interact which include; Facebook, Twitter, Instagram and YouTube.



Page Engagement denotes the level of engagement and interest with the content deliver by DT. The graph below indicates the level of page engagement for the Destination Tweed Facebook page.

Page engagement for the month of July saw an increase of 401% and weekly total reach saw in increase of 403%. These figures indicate that although the total number of Likes has remained stable over the past 5 months the quality and quantity of engagement from our user group is increasing.



TWEED VALLEY FEATURE – TELEVISION SERIES

The Tweed Valley featured in a Sydney Weekender Series titled: Then & Now. The 4 minute Television package aired on Channel 7 on 31 May and showcased a Tweed Valley adventure experience with Mount Warning Tours and highlighted the unique food experiences in the Tweed with a feature on Tropical Fruit World.



PHOTO COMPETITION AND LIFT-OUT – PRINT PUBLICATION

in conjunction with the Tweed Valley Weekly, a special 16-page lift-out was produced to highlight driving trails and tourism experience in the Tweed. The feature complemented the "Treasures of the Tweed" photo competition. The aim of the competition was to encourage locals to "discover their own backyard". Locals and visitors were invited to submit their images of the Tweed with one lucky winner chosen to have the opportunity to win \$25k.



## COOLY ROCKS ON – PRINT PUBLICATION

A double-page advertising spread featured in the Cooly Rocks On 2015 Event Program. The ad encouraged festival goers to experience the Tweed on a drive itinerary through the Valley or along the Coast.



## CARAVAN & CAMPING SHOWS – CONSUMER EXPO

Destination Tweed has attended Caravan and Camping Shows in Melbourne (11-16 Feb), Sydney (11-17 Apr) and Brisbane (3-9 June). By working in conjunction with Tweed Coast Holiday Parks, The Legendary Pacific Coast and the Northern Rivers Tourism Managers Group our region was well represented at all three shows.



## SYDNEY FILM FESTIVAL – TELEVISION COMMERCIALS

From 3-14 June, two x 15 second Tweed television commercials aired more than 100 times on a big screen in Martin Place as part of the 2015 Sydney Film Festival. It is estimated more than 1.2 million people saw the Destination Tweed commercials over the duration of the festival.

The first TVC featured the Tweed Coast as a holiday destination for families and the second TVC featured the Tweed Valley experience. The TVCs can be viewed via the Destination Tweed YouTube channel.



Our region is featured in a new Chinese Tour Guide Map which is the only one available in market on the Gold Coast. The map is the same size as the popular Gold Coast Tour Guide Map that is printed and distributed 3 times per year. With a print run of more than 10,000 copies per edition the new Chinese Tour Map is in hot demand. Distribution locations include 4 and 5 star accommodation houses on the Gold Coast, Tour Desks, Information centres and booths, Gold Coast Airport, Brisbane Airport, Car Rentals, Universities and International Schools. Inclusion in the map is one of the activities associated with the overall marketing strategy for Destination Tweed to attract Chinese travellers.



# 特威德景区

特威德景区 ( Destination Tweed ) 位于澳大利亚新南威尔士州北部，在黄金海岸与拜伦湾之间。这里交通非常便利，是黄金海岸之外又一绝佳旅游胜地。它距离黄金海岸机场仅15分钟，距离冲浪者天堂35分钟。

特威德景区是澳大利亚旅游局推荐的自然风景区，不仅拥有被列入世界遗产名录的雨林和山脉，而且与海滩安全游泳区和海滨村庄距离很近。



1800 674 414 | [DESTINATIONTWEED.COM.AU](http://DESTINATIONTWEED.COM.AU)

DESTINATION TWEED FEATURE – TV AND TRAVEL WEBSITE CONTENT

Destination Tweed recently worked with former AFL player, turned media star, Peter "Spida" Everitt to promote the Tweed. Spida visited our region and produced a 6 minute segment titled 72hrs in the Tweed for one of the largest travel websites in Australia plus his TV show The Great Australian Doorstep. The story is spoken by locals, those who live for the Tweed. A number of Tweed's top tourism businesses featured in the segment.



Destination Tweed conduct destination awareness marketing activities that aim to reinforce the beauty and appeal of our destination to those that already know about it and introduce the destination to new consumers. In conjunction with this, we also engage in marketing activities that aim to disperse visitors from the Gold Coast to the Tweed. An example of this is our full page ad in the Gold Coast Hotel Room Compendiums - our region now features in almost 5000 compendiums that are printed and distribute annually across the Gold Coast.

**YOUR DAYDREAM IS JUST A DAYTRIP**  
Tweed Valley, Northern NSW  
Only 20km from the Gold Coast

Directly across the state border from Australia's most famous holiday destination, the Tweed region offers a tranquil, nature-based alternative to the busy resorts and glittering highrises of the Gold Coast.

The entire region is contained within the caldera of an ancient volcano. Wollumbin Mt Warning in the heart of the Tweed valley is the perfect spot for rambling bushwalks and country drives.

Discover a unique combination of Australian experiences - World Heritage rainforests, rural villages, eclectic communities, seaside towns, sun-drenched cafes and award-winning restaurants.

**destinationtweed**  
Free call 1800 674 414 | [destinationtweed.com.au](http://destinationtweed.com.au)  
#destinationtweed | /destinationtweed | @desttweed

The Tweed Coast features prominently in the current issue of Holidays with Kids- Australia's leading family travel magazine. The 4-page feature profiles the region giving particular focus to the top Tweed Coast surf spots, water sports operators, villages in the Tweed Valley and World Heritage listed rainforest. Holidays With Kids remains the leading family travel title both in reputation and readership. It is the highest-circulating travel magazine in Australia that goes to both travel trade and consumers boasting a readership of over 600 000.

tweed coast, nsw
tweed coast, nsw

# Surfing the Tweed

With bountiful beaches, creeks and lakes, **our new report** finds that the Tweed Coast is an aquatic playground for families.

**F**or most surf-mad kids, living into the Tweed Coast aspect of Queensland would mean turning left and heading for the crowded golden sands of Surfers. Turn right out of the airport and within half an hour your hands-on surf gear can be taking the waves of the Tweed Coast – without the crowds.

The Tweed Coast has over 37 kilometres of coastline, stretching from Byron Bay in the south to the Gold Coast in the north, along with lush green hills, World Heritage rainforest, and incredible oceanic energy. Plus, the local surf scene ticks to the 11th of all surfed away in the southeast of a large world ocean.

**Surfing**  
We have made many family trip-ups to the part of the world, all to do with the ocean. Our young potential loves surfing at Dunderberg at Tweed Heads and right in a town with everyone else at Snapper Point, Colobanra. Further south, he has checked out the breaks around Kingsholme, Salt Claburna, Calabris and all around Byron.

Calabris is a great spot for all the family, bordered by a nature reserve to the north and the ocean, with a beautiful surfing track featuring ramps, dunes and a diverse rock out. In fact, if you go all the way to the top of James Head, once up there, you'll get a look

whales in season, and watch the surfers, scurrying for waves, their bodies.

For younger surfers with less waves under their boards, or kids who want to give it a go, sign up for lessons with Inshore Surf School, which operates learn-to-surf lessons from its base at Kingsholme and moves to a variety of



tweed coast, nsw
tweed coast, nsw






Cairn Green plunge through the caved in basalt roof to the pool below. If you seek more eco-adventure, there are another 14 national parks found in the Tweed, forming the World Heritage-listed Gondwana Rainforests of Australia.

**TWEED COAST REPORT CARD**

**Information**  
www.destinationtweed.com.au

**Do**  
Husky Surfing Australia High Performance Centre www.surfsportaustralia.com  
Snorkel with turtles www.waterworldtweed.com  
Boys Bay Houseboat Holidays www.goldcoasthouseboats.com

©1 Beach scene ©2 On your report ©3 Report selection images ©4 ©5 ©6 ©7 ©8 ©9 ©10 ©11 ©12

**beaches that are best suited to the conditions on the day. While your budding Kelly Slater or Sally Fitzgerald is learning to carve it up, hire a bike and ride along the highway, you can ride up to Fingal or down to Paradise in the south. Better still, wait until her or she is finished, then go for a family ride.**

**Casuarina Beach** is home to the Harley Surfing Australia High Performance Centre, the first centre in the world dedicated to the development of all surfers. It's for surfers of all levels with video of the surf facilities, surf camps and other programmes. It is a great idea of heaven; you surf there, sleep there and when you're not surfing, you're talking about surfing.

**Houseboats and water play**  
The Tweed Coast also caters for younger kids who are not experienced enough for the surf. One excellent spot is the estuary at Hastings Point, which is perfect for fishing, kayaking, stand-up paddleboarding or just for building sand castles.

A great way to explore the delights of the Tweed River is on a houseboat. Boys Bay Houseboat Holidays operates six houseboats on the river, sleeping two to 12 people. The two six-bedroom houseboats are perfect for two families, with one even having a rooftop spa. You don't need a licence, there are club poles on board, fishing licences are included and the boats have a tender – and you can hire

outboards, too. There are 60 kilometres of river to explore, and you can go on waterfalls, motorboats or punts along the river for a week, simply fishing, swimming, exploring and having a wonderful time together.

For a magical conclusion to your Tweed adventure, book in for a specialising tour with Waterfowl Guide to the Cook Island Aquatic Reserve where you and the kids (over five years) can snorkel with turtles. Tours depart from Fingal for the 10-minute boat ride to the reserve, then it's into the water to see the green and legless turtles, spotted eagle rays, giant octopus, rockhoppers, dolphins, bull rays and, in summer, leopard sharks. No-one will forget this half-day tour in a hurry!

**Going green**  
There is nothing better than going for a family drive in the country, so we often venture off to the National Ridge. We meander around quiet country roads through Moodool, Springingham, Mullumbumby, Crystal Creek and Chillingham, where we like to stop in the old-style store and pick-up some more fresh fruit at Chillingham Bush Tucker. A bit further down the road we do the short walk to the stunning basalt bridge in Springbrook National Park, where the wains of

**An adventure like no other...**

Wish to create the magical Tweed River at a leisurely pace in your own floating apartment?

Enjoy clear water, safe swimming, white sandy beaches, great fishing, quiet villages, beautiful... all this and more awaits you on a houseboat holiday.

Think the kids to row a boat, drive a boat or pull up a jolly small boat - they'll love it!

Boys Bay Houseboats offers exceptional packages that are flexible and affordable, with a range of houseboats accommodating two to 12 people.

All houseboats are modern, stylish, comfortable and fully equipped.

No boat licence required - full instruction given.

Boys Bay Houseboat Holidays  
Tweed Heads, River Terrace, Tweed Heads  
☎ +61 7 6999 1438  
www.goldcoasthouseboats.com



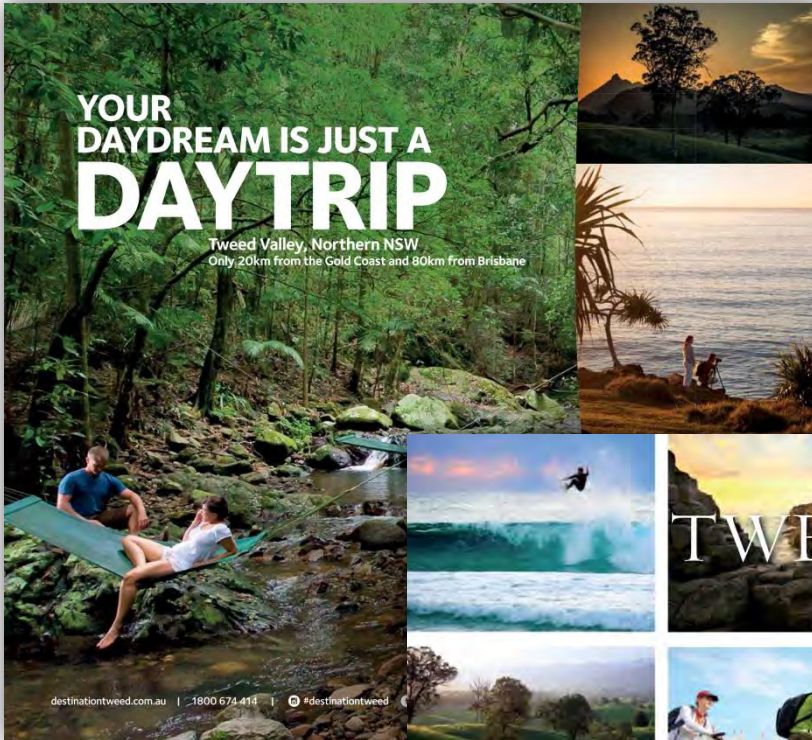
AUSTRALIAN TRAVELLER – MAGAZINE FEATURE

Australian Traveller is the best-selling travel magazine in the country and the team recently published a 63 page feature titled: 100 Amazing Places you haven't been to (yet). Mt Warning and the Tweed Valley were nominated #38 by AT Editor Georgia Rickard and travel journo Craig Tansley. Our region was given a double-page spread with special mentions to Uki Village, Mavis's Kitchen, Amazing Wollumbin Palms, Buck Buchanan's Chillingham Bush Tucker, Tyalgum Village, Fluttebies and the Tyalgum Hotel.



The South East Queensland Hotel Book is the only book that covers Brisbane and Gold Coast three, four and five star hotels. It is “in-room” as opposed to display in a lobby brochure rack and exposes our region to the top-end of the market. Destination Tweed features in a double-page spread in the 2015/16 South East Queensland Hotel Book –high end coffee table style publication. The feature aims to reinforce the beauty and appeal of our destination to those that already know

about it, introduce the destination to new consumers and disperse visitors from the Gold Coast/Brisbane to the Tweed Shire. The book has a readership base of 2.9million people per annum.








## TWEED VALLEY

you into a magical world of tangled vines and palm glades interspersed with crystal clear creeks and tumbling waterfalls.

Travelling through the Tweed Valley, those same soils give nourishment to acres of emerald green farmland blanketed across gently rolling hills, dotted with a string of quirky villages where the Tweed's eclectic artisans and craftspeople showcase their talents in country galleries and at weekend markets. Friendly bed-and-breakfasts, luxury homestays and hidden cabin retreats offer the ideal base for explorations, while you relax and soak up the serenity.

The other side of this paradise is found along the 37 kilometres of Pacific coastline where an endless stretch of uncrowded surf beaches and calm river inlets are a major drawcard for Australian and international holidaymakers.

Catering for all vacation styles, exclusive beachside resorts offer luxury; 4 and 5-star hotels and motels present affordable accommodation in quiet coastal villages; and beachside camping grounds are a firm favourite with caravan and camping enthusiasts.

Against this idyllic beach-and-bushland backdrop, a wealth of activity options cater for visitors of all persuasions: there's the adrenalin rush of deep-sea fishing charters; the challenge of climbing to the summit of Wollumbin Mt Warning; the thrill of fly-fishing for Australian bass; the excitement of learning to surf; the joy of whale watching from June to November; the simple pleasure of kayaking, cruising or houseboating along the creeks and riverways; and much, much more.

Destination Tweed offer a comprehensive accommodation, activities and touring reservations service, with Visitor Information Centres conveniently located at Tweed Heads, Kingscliff, Hastings Point and Murwillumbah. Phone 1800 674 414 or visit [destinationtweed.com.au](http://destinationtweed.com.au)

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