

QUARTERLY REPORT

October - December 2016



Prepared by Bill Tatchell, CEO

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Notable news...

New South Wales tourism visitation forecasts for the Tweed Shire projected that the Tweed would have 1.7 million tourists visiting the region annually by 2027. That target has already been exceeded with 1.766 million visitors to the Tweed in the year ending September 2016.

The Chair and Board of the newly formed Destination North Coast were announced by Minister for Trade, Tourism and Major Events Stuart Ayres on 19 December 2016.

Trend...

The Tweed continues to be attractive to and grow visitation from both Sydney and Melbourne, with short break fly in / fly out holidays. We aim to grow this emerging market to become a key source for the region.

Total number of visitors to the Tweed (YE Sep 2016)

1,766,000 ↑ 1% change compared with the same period in the previous year.

Total number of visitor nights in the Tweed (YE Sep 2016)

2,486,000 ↑ 25% compared with the same period in the previous year.

Total number of overnight domestic visitors to the Tweed (YE Sep 2016)

575,000 ↑ 7.5% compared with the same period in the previous year.

Total number of domestic visitor nights in the Tweed (YE Sep 2016)

2,204,000 ↑ 22% compared with the same period in the previous year.

Number of people through all Visitor Information Centres

19,653 ↑ 3.8 compared with the same period in the previous year.

THE DESTINATION TWEED BOARD

CHAIR

Aymon Gow – General Manager, Tropical Fruit World

DEPUTY CHAIR

Charles Martin – Charles Martin Consulting

TREASURER

Belinda Hall – Director, Cameo Business Consulting

PUBLIC OFFICER

Darren Wright – General Manager, Flight Centre Australia

DIRECTOR

Kylie Ryan-Milroy – Director, Atlas Currency Exchange

DIRECTOR

Phil Kelly – General Manager, Kingscliff Beach Bowls Club

DIRECTOR

Sharon Styman – Director, InvestRent

DIRECTOR

Katie Milne – Mayor, Tweed Shire Council

TOURISM SNAPSHOT

TOURISM IN AUSTRALIA

Destination Tweed operates within the greater tourism industry framework to deliver tourism marketing outcomes for the Tweed region.



Regional tourism network review – update

In July 2016, the NSW Government announced a major overhaul of the way regional and rural areas attract visitors, including the creation of six new Destination Networks throughout NSW to replace the former Regional Tourism Organisation structure. This change in structure directly influences how Destination Tweed and industry engage with Destination NSW and its associated funding streams and marketing campaigns. Since that time, the industry has been in a transition period. On 19 December, Minister for Trade, Tourism and Major Events Stuart Ayres announced the appointment of the Chair and Board Members of the newly formed Destination North Coast. It is understood recruitment operational staff and setting priorities for the coming year will be undertaken in early 2017.

TOURISM IN THE TWEED ECONOMY

The tourism and hospitality industry is an important economic driver for the Tweed region, as demonstrated by the following figures¹ sourced from:

2,032 direct jobs²

8.8% of employment
in the Tweed is in tourism.

\$377.8 m total output³

This represents 7.9% of total industry output.
↑ 13.5% (\$44.9 m) on FY13-14.

\$200.1 m total value added⁴

This represents 8.7% of total industry value add.
↑ 11.4% (\$20.6 m) on FY13-14.

¹ Figures are for the 2014/2015 financial year, which is the most recent data available to date. Source: www.economy.id.com.au/tweed

² *Direct employment* is people who are directly employed in tourism and hospitality related jobs within the area.

³ *Output* is the total gross value of sales generated by the selected industry sector including the cost of inputs to production (e.g. materials, labour, depreciation, services provided).

⁴ *Value-add* is defined as the value of sales generated by each industry, minus the cost of its inputs to production (including labour, materials, services purchased, depreciation etc.)

LATEST VISITATION STATISTICS

The following visitation statistics are sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) undertaken by Tourism Research Australia, which are the industry's leading sources of visitor information.

NUMBER OF VISITORS AND NIGHTS STAYED⁵

1,169,000 domestic daytrip visitors

↓ 3.5% on the same period in the previous year.

575,000 domestic overnight visitors

↑ 7.5% on the same period in the previous year.

2,204,000 domestic visitor nights

↑ 22% on the same period in the previous year.

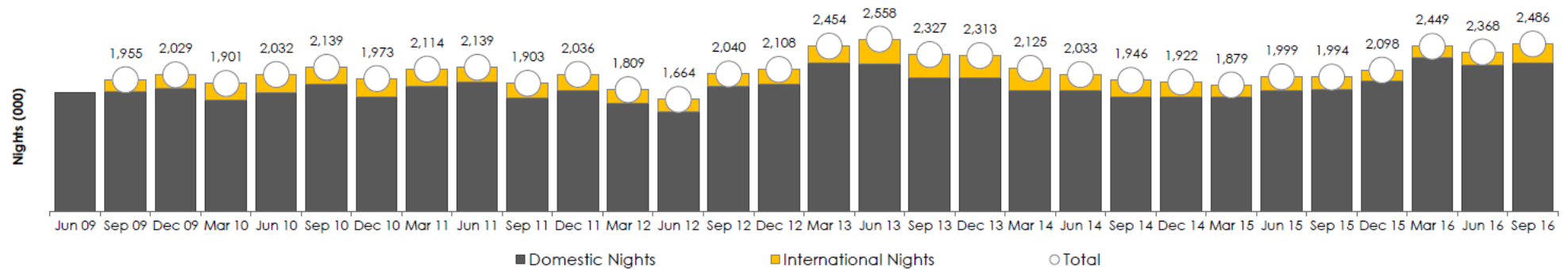
22,000 international overnight visitors

↑ 19% on the same period in the previous year.

282,000 international visitor nights

↑ 51% on the same period in the previous year.

Figure 1: Tweed region visitation patterns September 2009 – September 2016



⁵ Source: Tweed Tourism Monitor estimates to YE September 2016

UNDERSTANDING OUR VISITORS⁶

	Visitors to...		
	TWEED COAST	TWEED VALLEY	MURWILLUMBAH
Where do they come from?	Brisbane (45%) Other Queensland (25%) Other NSW (14%)	Other Queensland (32%) Other NSW (31%) Brisbane (19%)	Other NSW (33%) Brisbane (25%) Other Queensland (20%)
Main purpose of trip	Holiday (67%) Visiting friends and relatives (24%) Business or other work (4%)	Holiday (53%) Visiting friends and relatives (38%) Business or other work (4%)	Holiday (25%) Visiting friends and relatives (55%) Business or other work (9%)
How old are they?	30-39 years (22%) 40-49 years (20%) 50-59 years (16%)	30-39 years (16%) 40-49 years (16%) 50-59 years (16%) 20-29 years (15%)	50-59 years (27%) 40-49 years (18%) 60-69 years (15%)
How long do they stay?	2 nights (27%) 4-7 nights (24%) 8-14 nights (21%)	1 night (35%) 2 nights (27%) 4-7 nights (22%)	1 night (40%) 4-7 nights (19%) 2 nights (18%)
Who do they travel with?	Adult couple (38%) Family (38%) Friends or relatives travelling together without children (13%) Alone (11%)	Family (40%) Adult couple (26%) Friends or relatives travelling together without children (16%) School/uni/college group (16%)	Adult couple (35%) Family (27%) Alone (23%) Friends or relatives travelling together without children (9%)
What do they do while they're here?	Social and others (39%) Outdoor and nature activities (31%) Sports or active outdoor (17%)	Social and others (44%) Outdoor and nature activities (26%) Sports or active outdoor (12%)	Social and others (46%) Outdoor and nature activities (22%) Sports or active outdoor (12%)

⁶ Source: Detailed look at Tourism in the Tweed 2020 (data source NVS)

DESTINATION MARKETING CHANNELS

Destination Tweed's marketing strategy continues to be focused on visitor experiences with a strong shift towards digital marketing channels. A major benefit of digital marketing is that it allows us to gather information about our guests, their behaviours and preferences and allows us to customise both our communications with them and the experiences we offer in region, to meet their needs and aspirations.

DESTINATION TWEED WEBSITE

Activity on the Destination Tweed website for the period 1 October – 31 December 2016⁷:

24,239 sessions

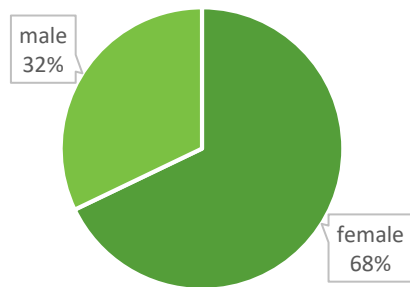
54,094 page views

1 min 55s average session

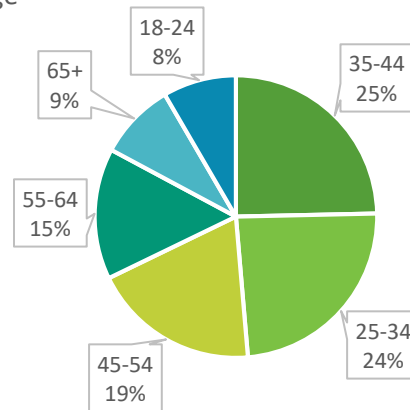
2.23 average pages/session

AUDIENCE: WHO IS VISITING THE DESTINATION TWEED WEBSITE⁸

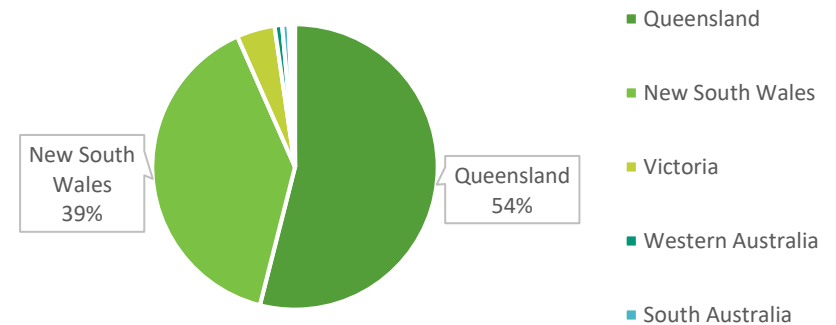
Gender



Age



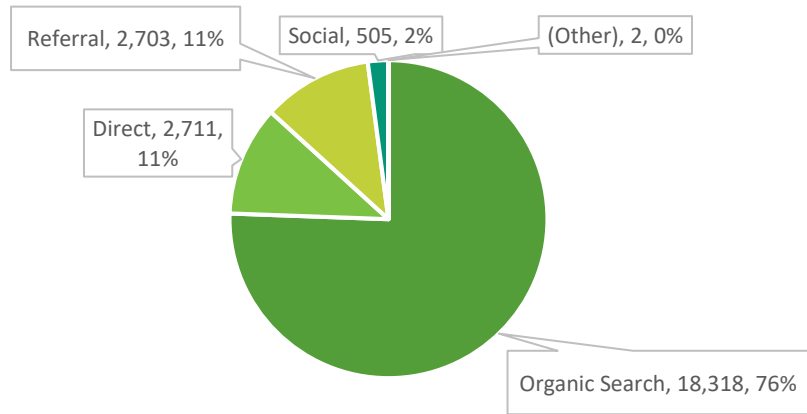
Geo location of domestic audience (93.63% of total)



⁷ Google Analytics, Audience – Overview.

⁸ Google Analytics, Audience – Demographics; Geo – Location - Australia.

ACQUISITION: HOW PEOPLE FIND THE DESTINATION TWEED WEBSITE⁹



Organic

Not provided (17,548, 95.8%)

Direct

Landing page (826, 30.47%)

/experiences/new-years-eve-2016-2017 (210, 7.75%)

/events (139, 5.13%)

Referral

visitnsw.com (1,229, 38.31%)

com.google.android.googlequicksearchbox (296, 11.10%)

m.facebook.com (383, 11.94%)

Social

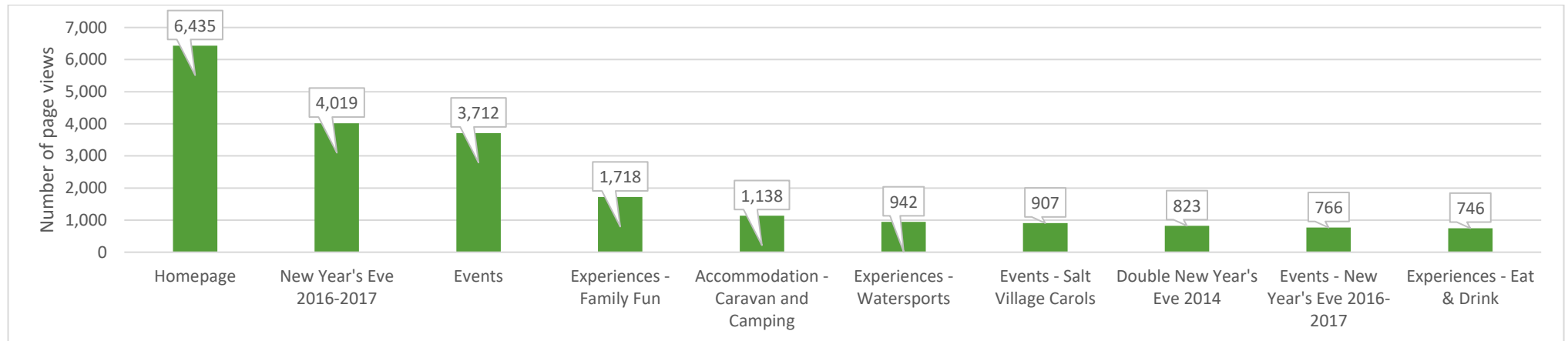
Facebook (495, 98.02%)

Instagram (4, 0.79%)

Other

Tweed Visitor Guide (2, 100%)

TOP 5 PAGES¹⁰



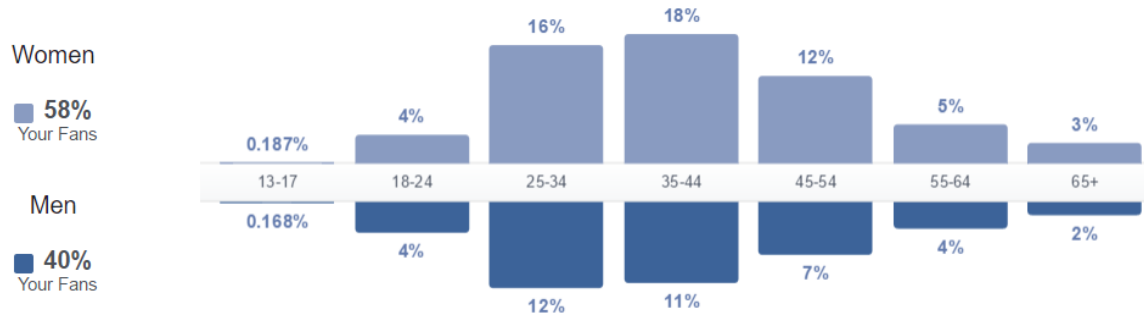
⁹ Google Analytics, Acquisition – Overview.

¹⁰ Google Analytics, Behaviour – Overview.

SOCIAL MEDIA ENGAGEMENT

FACEBOOK

Audience profile (as at time of reporting, 13 February 2017)¹¹:



Country	Your Fans	City	Your Fans
Australia	7,408	Gold Coast, Queensland	1,312
Malaysia	2,627	Brisbane, Queensland	923
United States of America	123	Kuala Lumpur, Kuala Lu...	516
New Zealand	92	Tweed Heads, Queensl...	479
Indonesia	71	Sydney, New South Wal...	284
United Kingdom	40	Melbourne, Victoria	190
Singapore	32	Johor Bahru, Johor	184
India	22	Penang, Penang	171
Canada	20	Perth, Western Australia	155
Thailand	14	Kota Kinabalu, Sabah	118

Activity for Q4 2016, October – December¹²:

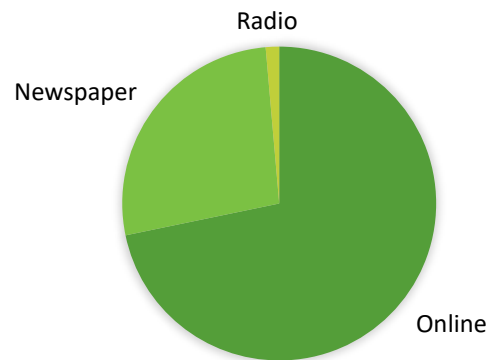
- Total page likes **10,664** at 31 December 2016 ↑ from **10,642** at the end of the previous quarter, 30 September 2016.
- Average organic post reach **640** (1 Oct – 31 Dec 2016) ↓ from 723 in the previous period (1 Jul – 30 Sep 2016).
- Average paid post reach **605** (1 Oct – 31 Dec 2016) ↑ from **325** in the previous period (1 Jul – 30 Sep 2016).

¹¹ Facebook Insights, People

¹² Facebook Insights, Likes; Reach.

MEDIA / PR

During the period 1 October – 31 December 2016, 76 items were delivered from Newspapers, Radio, Online.



This coverage reached a cumulative audience of just over 1 million people and had an advertising space rate of AUD 81,155 (ASR).

- Online news had the highest volume of coverage (72% of the total volume of coverage)
- Newspapers reached the highest cumulative audience (27% of the cumulative audience)
- Online news had the highest advertising space rate (1% of the total advertising space rate)

MEDIA COVERAGE

Media activity continues to build and support the raising of the region's profile. The following list details recent media coverage managed by Mitch Media for Destination Tweed.

Published articles:

- Slow magazine - Instagram/FB
- Metropolist website
- Gold Coast Bulletin - ½ page pictorial and story
- Casuarina Weddings - Instagram
- Osteria – Instagram/FB
- Tweed Valley Weekly - front page cover story and pictorial
- Tweed Daily News - Saturday feature, social pages
- More Gold Coast - online mention
- Gold Coast Bulletin - Taste
- Tweed Daily News - Taste the Tweed front page
- Brisbane Times - Murwillumbah trail story
- Good Food Gold Coast - Taste the Tweed
- Blank magazine
- Red Spot travel blog
- Peppermint Magazine - Murwillumbah feature
- Epicure Asia – Instagram, Paper Daisy
- Travel blogger Samssation – Instagram, Tyalgum
- Conde Nast - Tweed mention
- Kids Friendly Magazine
- Tweed Valley Weekly - summer holidays
- Tweed Daily Mail – Christmas feature
- Good Food Gold Coast – review, Taverna
- Metropolist - review, Taverna
- Gold Coast Bulletin - Taste the Tweed
- Blank Magazine - Taverna review
- Tweed Sun - front page story, Tweed Cost Pro
- ABC radio - interview Tweed Coast Pro
- Gold Coast Bulletin - Mavis's Kitchen event series
- Daily Telegraph - Full page review, Taverna

Articles yet to be published:

- Epicure Asia - DNSW feature
- The Straits Times, Singapore - DNSW feature
- Inside History Magazine - Tweed double page spread

Destination Tweed continues to develop its relationship with Destination NSW, which has enabled a greater number of key media famils to be hosted in our region as part of a broader itinerary. Recently Destination Tweed has hosted editors of Australia's Good Food and Wine magazine and Jetstar inflight magazine as part of a Taste the Tweed famil.

A number of cooperative Destination Tweed / DNSW famils are scheduled for March and April.

Our ongoing focus of these visits are on nature-based experiences and the local food story, through Taste the Tweed.

MARKETING & PRODUCT DEVELOPMENT – COMPLETED AND CURRENT ACTIVITY

ACTIVITY COMPLETED IN Q4 2016

EVENT SUPPORT

- Tweed Foodie Fest – attended meetings; prepared draft marketing plan; provision of banners and flags; social media support; PR support.
- Tweed Fusion – Attended meetings; prepared draft marketing plan; eDM to DT database; social media support; PR support
- Murwillumbah Art Trail – attended meetings; prepared draft marketing plan; ongoing.
- Tumbulgum 150 – social media support; web listing support.
- Tweed Coast Pro – social media support; provision of banners and flags; PR support.

PRODUCTION AND DELIVERY OF INTERIM VISITOR GUIDE

Destination Tweed produced a smaller visitor guide to fill the interim period until Destination Tweed membership is rolled out and the Tweed tourism branding has been completed. The 16 page guide has profiles on the Tweed's key experiences and tourism drive routes.

SUMMER 2016 CAMPAIGN

Destination Tweed undertook a cooperative summer marketing campaign to promote the region's summer experiences. The campaign was a mix of print media and digital channels. Invitations were sent to all of industry to submit offers/experiences for inclusion on the destination website at no cost, with all paid activity directing traffic back to the website. Activities undertaken as part of the campaign included:

- Destination Tweed website page with operator offers/experiences www.destinationtweed.com.au/summer2016
- Holidays with Kids magazine full page advert
- Holidays with Kids eDM
- Facebook advertising campaign
- Facebook organic posts of operator offers/experiences
- In-house poster directing back to Destination Tweed website

ACTIVITY IN PROGRESS

TWEED FOODIE FEST 2017 | IN PROGRESS

Destination Tweed continues to support the activities and has drafted the Tweed Foodie Fest 2017 marketing plan. Once the Tweed Foodie Fest Committee has determined its activities and scope for 2017, Destination Tweed will review undertaking an MOU with the committee.

NSW PRO SURF SERIES TELSTRA STORES TWEED COAST PRO | IN PROGRESS

This event in its third year at Cabarita has grown well and is delivering on providing a strong economic boost to the region and raising the profile of the Tweed through the promotion of the event, increased stature and digital broadcast.

AUSTRALIAN SURF FESTIVAL | IN PROGRESS

Destination Tweed, Surfing NSW and Destination NSW are finalising the arrangements to bring to the Tweed the Australian Surf Festival in 2017, 2018 and 2019. This event will be held at the end of July to middle of August.

TASTE THE TWEED | ONGOING

Destination Tweed continues to develop its 'Taste the Tweed' brand and is currently engaged with both Gold Coast City Council and Gold Coast Tourism to leverage the opportunities presented by the upcoming 2018 Commonwealth Games. It has been identified that much of the 'local' food being sourced for the Games is coming from the Tweed and Northern Rivers region and as such there is a demand for culinary tourism experiences that enable visitors to immerse themselves in the food story of the Tweed.

In 2016, Destination Tweed became aware of a registered trademark for 'Taste Tweed', registered under a number of different trademark categories by the Jane Henry Trust. Given that Destination Tweed owns the registered business name 'Taste the Tweed', had jointly funded with council the strategy development for Taste the Tweed, and was engaged in significant activities and expenditure to promote this as the adopted food brand for the Tweed Region (as acknowledged by Council at its meeting of 27 October 2016), an objection was raised with IP Australia in late 2016. The objection stated that 'Taste Tweed' was too similar to 'Taste the Tweed' and that use of both brands within the region would cause confusion among consumers and the community and would ultimately dilute the value of the 'Taste the Tweed' brand and the applicant was aware that Taste the Tweed was a registered business.

This activity supports the Tweed Economic Development Strategy, Section 6.3.4: Resilient and Innovative Agriculture.

CREATIVE CALDERA | ONGOING

The Creative Caldera committee (of which Destination Tweed is a part) is focusing in on the areas to capacity build and support the creative industries. Destination Tweed supports this activity and is assisting in the development of a business plan to build and grow the creative industries in the Tweed with a focus on Murwillumbah as a hub. Key involvement of Destination Tweed includes:

- Assisting in the authoring of the Creative Caldera business plan.
- Providing support and marketing assistance for the Murwillumbah Art Trail.
- Developing a website and product listings for creative industries (tourism based experiences) that dovetail into the Destination Tweed visitor experience.

This activity supports the DMP and EDS actions points.

NIGHT CAP WALKING TRAIL | IN PROGRESS

Destination Tweed in conjunction with the Uki Residents' Association (UKIRA) is looking to develop more walking trails in the Tweed with Uki as a hub.

This project is supported by work undertaken by Destination Tweed (and financially supported by Tweed Shire Council) in 2013 to review and progress the Tweed Trails Paper presented by the Caldera Institute in 2012. The delivery of the Tweed Integrated Trails document articulated several projects that could be progressed.

Specifically, Destination Tweed and UKIRA are seeking to progress the Nightcap Trail as a viable project that links a number of the region's underutilised facilities/locations and provide the opportunity to develop Uki as a hub for overnight stays for walking and cycling.

At its meeting held on 22 January 2015, Council, in response to a Notice of Motion resolved to '*identify unformed road reserves around the Shire that could form appropriate walking trails, even if these are relatively short walks for local residents*'. To that end, Destination Tweed and UKIRA have met with Council officers to review the proposed trail, projects costings and further requirements.

This activity supports the DMP and EDS actions points.

MURWILLUMBAH FARMERS' MARKETS | ONGOING

Destination Tweed has assisted the Murwillumbah Farmers' Market since its inception and continues to do so. The Destination Tweed CEO is a sitting member on the market's management committee. The markets have continued to develop and grow successfully, in line with development plans that market is undergoing a rebrand to freshen the market appeal and build on the sense of place and the uniqueness of the market.

This activity supports the Tweed Economic Development Strategy, Section 6.3.4: Resilient and Innovative Agriculture.

TOURISM MANAGERS' GROUP (TMG) | ONGOING

The Northern Rivers Tourism Managers' Group (TMG) meets regularly to review and coordinate a more regional approach to the broader regional tourism issues. The group has representatives from each of the local government areas in the Northern Rivers. Currently the TMG is reviewing:

- Creation of a regional tourism brand for the Northern Rivers considering the dismantling of the regional tourism organisation, North Coast Destination Network.
- Changes to the Accredited Visitor Information Centres network.

AUSTRALIA'S GREEN CAULDRON (AGC) | ONGOING

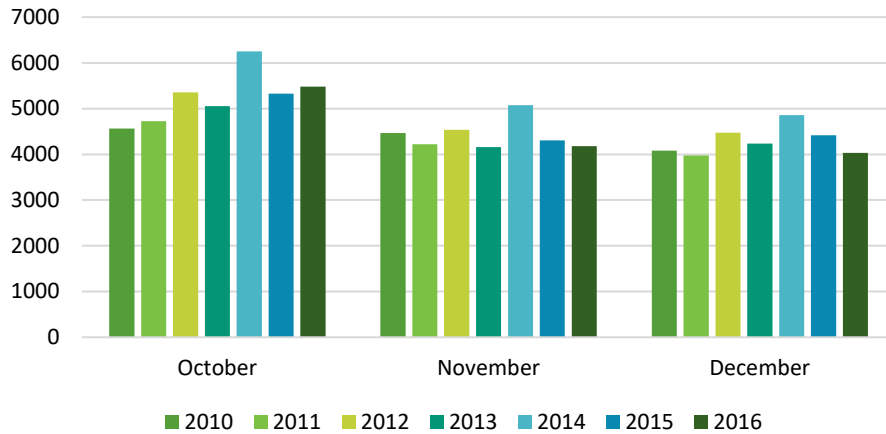
Stretching from Byron Bay to the Gold Coast and extending west towards the Great Dividing Range, 'Australia's Green Cauldron' (AGC) is one of 16 places in Australia recognised for offering outstanding natural beauty and cultural significance under the former Australia's National Landscapes Program.

Through its position on the Australia's Green Cauldron Steering Committee, Destination Tweed has a significant opportunity foster important cross-border product development opportunities and collaborative marketing activity to engage and elevate the Tweeds natural, cultural or adventure experiences to the international tourist market.

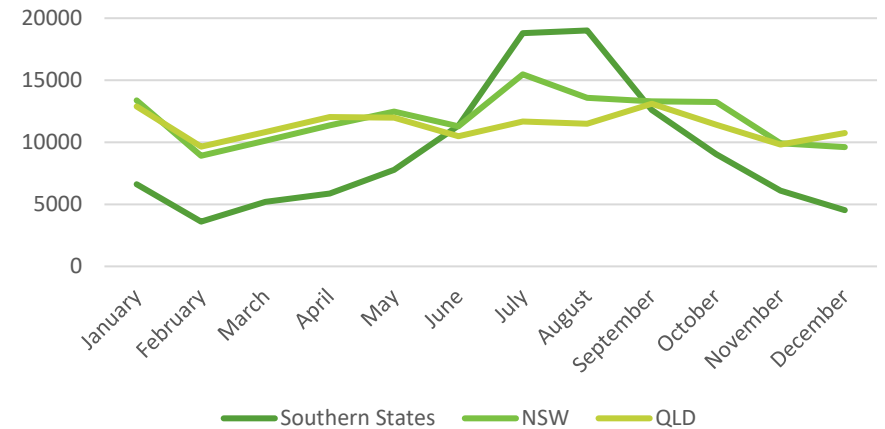
VISITOR SERVICING

Destination Tweed operates three Visitor Information Centres, located at Tweed Heads, Murwillumbah and Kingscliff. In Q4 2016, more than 14,000 requests for information were received across the three centres. This figure is on par with the same period of the previous year.

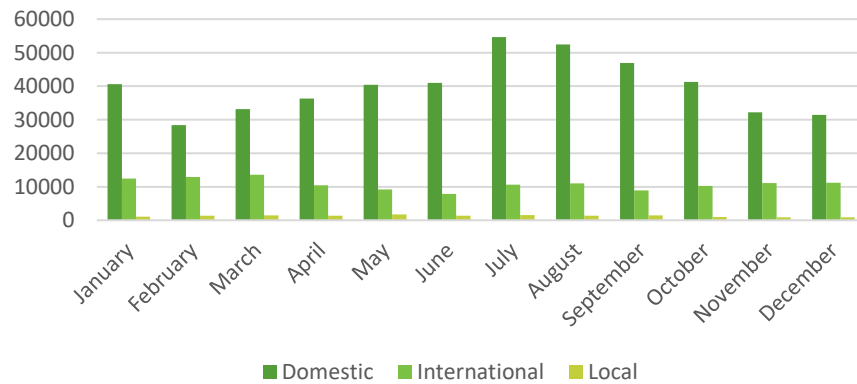
Number of enquiries received (October - December)



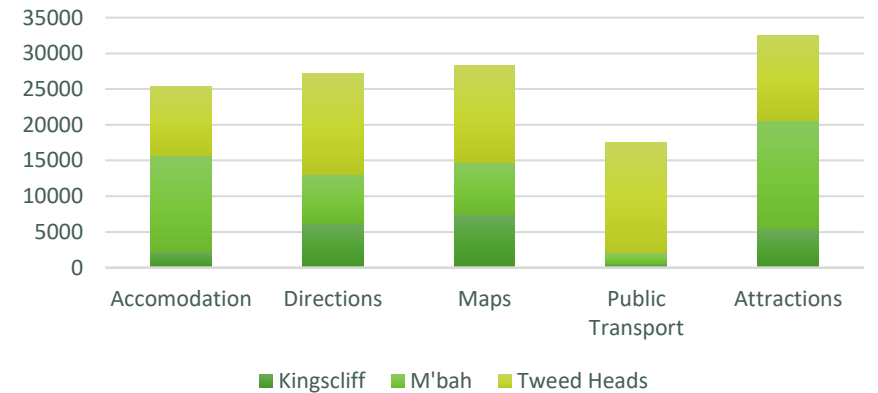
Domestic VIC visitation by month and location



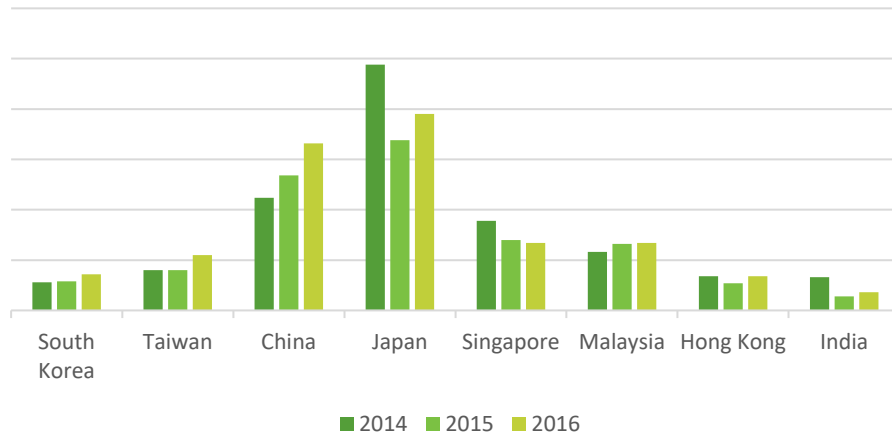
Historical enquiries



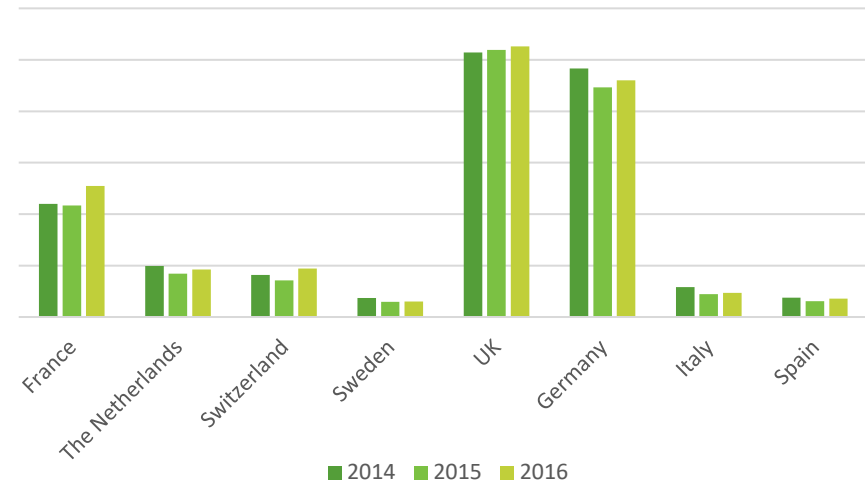
Top 5 type of enquiry (by location)



Tweed VICs - Visitation from Asia



VIC visitation from Asia



ACCREDITED VISITOR INFORMATION CENTRES (AVIC) NETWORK UPDATE

Earlier this year, Destination NSW (owner of the AVIC licence in NSW) went out to tender for the management of the AVIC network.

The process has been completed with the contract being awarded to The Tourism Group, a Queensland-based business that also manages the AVIC network in Queensland. Destination Tweed met with The Tourism Group, who has have conducted site visits for each of the Tweed Visitor Information Centres.

At this point in time, whilst The Tourism Group familiarise themselves with the AVIC network, the contract and deliverables remain the same as under the former management company.

It is expected that the new approach for the AVIC network will be unveiled at the NSW Local Government Tourism Conference in Taree in March 2017.

Annual WORKS PLAN updates

MARKETING

STRATEGIC OBJECTIVES

- Increase visitation.
- Increase tourism expenditure.
- Increase visitor nights.
- Increase the awareness of the Tweed.

STAYING ON TOP OF THE MARKET

- Conduct ongoing market research to fully appreciate existing markets and on-going changes and trends.
- Identify, understand and track trends in the Tweed as well as across all tourism markets for future marketing - knowing the market and broader environment is critical.

Output: Quarterly market research reports.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Market research	Analysis of TRA IVS and NVS data	✓	✓	✓									
	Analysis of industry research and papers	✓	✓	✓									
Tourism industry engagement	ARTN & ATEC conventions and activities	✓	✓	✓									
	Industry updates and workshops	✓	✓	✓									
VIC surveys	Undertake VIC visitor surveys	✓	✓	✓									
Visitor satisfaction survey	Conduct visitor satisfaction survey	✓	✓	✓									

MAINTAINING A STRONG PRESENCE IN THE MARKET

- Develop an appropriate suite of collateral to promote the Tweed’s experiences.
- Ensure collateral is accessible to existing and potential visitors via traditional and digital channels.
- Engage with industry to leverage bundling and packaging opportunities.

Output: Informative and attractive marketing packages across print, web and mobile media.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Tweed Visitor Guide	Concept development		✓										
	Advertising sales		-	-									
	Finalise ad sales and bookings			-									
	Raise invoices for advertising			-									
	Copywriting			✓									
	Supply copy to designer			✓									
	Supply of print-ready ads to designer			✓									
	Design and layout			✓									
	Approval of advertising proofs			✓									
	Review and amendments			✓									
	Delivery of files to printer												
	Print												
	Supply of eBook, PDF and promo material												
	Distribution to Tweed VICs												
	Delivery to storage warehouse												
	Distribution to QLD and NSW VICs												
	Distribution to advertisers, stakeholders												
Produce e-brochure													

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Tweed visitor maps	Develop creative brief	✓											
	Design and layout		✓										
	Print		✓										
	Distribution to Tweed VICs		✓										
Develop Tweed tourism brand [EDS]	Finalise brief for rebranding strategy												
	Distribute brief and source quotes												
	Present quotes to board for final decision												
	Implement rebranding strategy												
Destination Tweed website	Project inception meeting	✓											
	Establish a project brief		✓										
	Finalise scope and budget												
	Content requirements provided to DT												
	Supply copy and content												
	Build												
	Relaunch												
Membership program	Conduct DT membership survey of local operators	✓	✓										
	Create membership proposal												
	Board decision on membership proposal												
	Establish CRM system												
	Update database of Tweed tourism operators												
	Establish DT roles for managing membership												
	Develop member communication templates												

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Engage with potential members												
	Develop membership info pack and invitation												
	Launch membership with info pack and invitation												
	Process applications and payments												
	Draft and send welcome letter to new members												
Local industry engagement	Quarterly industry networking events												
	Monthly industry eDMs												
	Compile resources for member use on corporate website												
	Create DT corporate website inc member portal												
	Create closed user group Facebook page												
Strategy	Develop annual marketing strategy			✓									
	Develop annual digital / social media strategy			✓									
International market presence	Attend ATE												
	Attend ATEC inbound workshops (<i>also November 2017</i>)												
	Inclusion in STO international trade missions (TBC)												

LEVERAGING UNIQUE COMPETITIVE ADVANTAGES TO BUILD NICHE MARKETS

- Review and profile the Tweed's more niche experiences.
- Engage with industry to develop product offer.
- Develop collateral and market experiences.

Output: Range of niche clustered experiences marketed and distributed through travel trade.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Annual review of experiences	Review products/experiences on offer in the Tweed	✓	✓	✓									
Niche experiences collateral	Develop collateral for paddock to plate initiatives [EDS]	-	-	-									
	Develop collateral for creative villages [EDS]	✓	✓	✓									
	Develop collateral for new events [EDS]	✓	✓	✓									
	Marketing and support for new events [EDS]	✓		✓									

PROACTIVE PROMOTION OF THE TWEED

- Drive strategic, tactical and cooperative campaigns promoting the Tweed experience.
- Public relations and strategic advertising to niche markets through selected media.
- Integrated social media strategy to raise the profile of the Tweed as a tourist destination and encourage greater visitation.

Output: Marketing and advertising of the Tweeds experiences matched to relevant markets.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Treasures of the Tweed	Project overview												
	Copywriting and review												
	Advertising sales – Tweed Valley Weekly												
	Supply of copy, images and maps to production team												
	Adjustments to maps and content												
	Layout												

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Review of proofs												
	Print												
Media buy	Purchase advertising space		✓										
PR for the destination	Media releases and photo opportunities	✓	✓	✓									
	Copywriting for selected publications	✓	✓	✓									
	Media relations and engagement	✓	✓	✓									
PR for the organisation	Media releases and photo opportunities	✓	✓	✓									
Famils	Coordinate and manage famils w media and trade	✓	✓										
	Co-op famils with DNC / DNSW (TBC)		✓	✓									
Digital and social media activity	Activity via DT's digital and social channels	✓	✓	✓									
	Manage third party digital and social channels		✓	✓									
Consumer travel shows	Presence at consumer travel shows (subject to funding)												
Experience trails collateral	Refresh collateral for Tweed drive routes	✓											
	Develop collateral for Tweed walking trails												
	Develop collateral for Tweed cycling trails												
	Develop collateral for Tweed food trails												
MICE collateral	Develop a new MICE brochure												
	Develop MICE page on DT corporate website												
Local market guide	Refresh local market guide brochure and online												
TripAdvisor campaign	Manage and update content	✓	✓	✓									
	Renegotiate contract												
Summer 2016 promotion	Advertising in selected channels			✓									
Easter 2017 promotion	Advertising in selected channels												

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Winter 2017 promotion	Advertising in selected channels												
Industry co-op campaigns	Co-op with DNC/DNSW/TA (TBC)												

PRODUCT DEVELOPMENT

STRATEGIC OBJECTIVES

- Increased investment in the tourism industry.
- Development of tourism products and experiences.
- Building stronger relationship with operators.

STAYING ON TOP OF THE MARKET

- Tourism is a very dynamic and competitive industry that changes rapidly to external influences. Ensuring that tourism development occurs within trends and market needs is critical for the sustainable development of tourism as a key economic pillar for the Tweed.
- Undertaking, reviewing and analysing relevant data with to stay on top of the market.

Output: Keeping current on industry & market trends, impart knowledge to keep industry informed and current.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Market research	Analysis of quarterly IVS and NVS data sets	✓	✓	✓									
	Analysis of industry research and papers	✓	✓	✓									
Tourism industry engagement	ARTN Convention												
	Industry updates and workshops	✓	✓	✓									
	Develop relationship with TA, DNSW, DNC	✓	✓	✓									
	Tourism managers' group	✓	✓	✓									
VIC surveys	Issue VIC visitor surveys	✓	✓	✓									

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Visitor satisfaction survey	Conduct visitor satisfaction survey	✓	✓	✓									
Industry development	Operator workshops, skills/customer service training	✓	✓	✓									
Undertake research and distribute	Industry research and stats on DT corporate website												

DEVELOPING THE TWEED EXPERIENCE

- Leverage the Tweed’s attributes to build niche products and experiences to increase visitation.
- Implement the action points from the Tweed Destination Management Plan to facilitate product development opportunities in the Tweed.
- Identifying opportunities to develop signature events in the Tweed, aimed at attracting visitors to the region.
- Work with industry to assist in the development of new products and experiences.

Output: Support and/or develop new products and experiences.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Update and deliver the Tweed DMP	Review relevant documents and redraft [EDS]												
	Experience development in line with the Tweed DMP	✓	✓	✓									
Travel trade engagement	Attend Australian Tourism Exchange												
	Attend ATEC inbound workshops (<i>also November 2017</i>)												
	Inclusion in STO international trade missions (TBC)												
	Engagement with online travel agents	✓	✓	✓									
	Participate in domestic wholesale programs	✓	✓	✓									
Support operator development	Industry workshops and mentoring	✓	✓	✓									
Events development	Liaise with DNSW regional events team	✓	✓	✓									
	Work collaboratively with TSC to develop events [EDS]	✓	-	✓									

LEVERAGING UNIQUE COMPETITIVE ADVANTAGES

- Identify opportunities for product clustering /packaging
- Support the engagement of operators within these programs

Output: Tweed products engaged, promoted and sold through industry opportunities.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Engage with existing programs	Australia's Green Cauldron	✓	✓	✓									
	The Rainforest Way	✓	✓	✓									
	Commonwealth Games 2018	✓	✓	✓									
	Byron Food Advantage	✓	✓	✓									
	Northern Rivers Food	✓	✓	✓									
	Creative Caldera	✓	✓	✓									

ASSISTING AND ATTRACTING TOURISM INVESTMENT

- Engaging with public and private sector to support new products and/or experiences for the Tweed.
- Engaging directly with entities that can deliver new products or experiences.

Output: Engagement with potential partners and investors for new products or experiences

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Identify product/infrastructure gaps	Ongoing product audit	✓	✓	✓									
Engage with potential private sector investors	Facilitate tourism investment enquires	✓	✓	-									
	Pitch development opportunities to prospective investors	✓	✓	-									
Work with Council to support infrastructure improvements	Review Council annual works programs and strategies to identify areas of collaboration and potential tourism investment	✓	✓	✓									

VISITOR SERVICING

STRATEGIC OBJECTIVES

- Provide best practice customer service
- Ensure that visitors have access to comprehensive, up-to-date and easily understood information on experience available to them.
- Improve the quality of the visitor experience, visitor dispersal and achieve longer stays.
- Promote high standards through accreditation, standardisation of services, staff professionalism and efficiency in the delivery of customer servicing.

DEVELOP A CULTURE OF VISITOR SERVICING

- Implement a structure that delivers consistent quality visitor servicing
- Adoption of technology and resources to deliver accurate content across all channels.
- Conduct Staff Training to ensure consistent accurate delivery of Tweed regional information.

Output: continued accreditation and training conducted. Innovation and adoption of new technologies.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
VIC accreditation reports	Prepare and submit monthly VIC accreditation reports	✓	✓	✓									
	Prepare and submit annual VIC accreditation report												
Staff training	Contain costs by using an appropriately trained workforce	✓	✓	✓									
	Deliver in-house staff training via weekly 5MOT modules	✓	✓	✓									
	Deliver annual Aurora Research training	-	-	-									
Tweed Visitor Guide	Distribute Tweed Visitor Guide	-	-	✓									
Reporting to Council	Provide a quarterly report to Tweed Shire Council		✓										

MERCHANDISING AND SALES

- Review current retail strategy and design.
- Provide opportunity for local suppliers to sell through the centres to assist in building the Tweed experience.
- Implement a new e-commerce platform to facilitate booking of packages, accommodation and travel driven by Destination Tweed marketing activities.

Output: increased sales of local produce and goods, increased commission levels.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Merchandising	Review shop layouts and inventory	✓	✓	✓									
	Support local producers and artists to sell through VICs	✓	✓	✓									
Sales	Implement new booking system												
	Facilitate bookings driven by marketing activity												
	Provide an online itinerary builder and booking service												
	Manage bookings for events	✓	✓	✓									

VISITOR SERVICING PROGRAMS

- Value add existing services
- Support destination development and marketing activities to build the Tweed experience.

Output: diversified visitor servicing offered to visitors and community.

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Staff/volunteer famils	Organise operator famils for VIC staff and volunteers	✓	✓	✓									
	Regional Northern Rivers and Gold Coast co-op famil program	✓	-	-									
Grow revenue streams	Develop and promote services to grow revenue streams	✓	✓	✓									