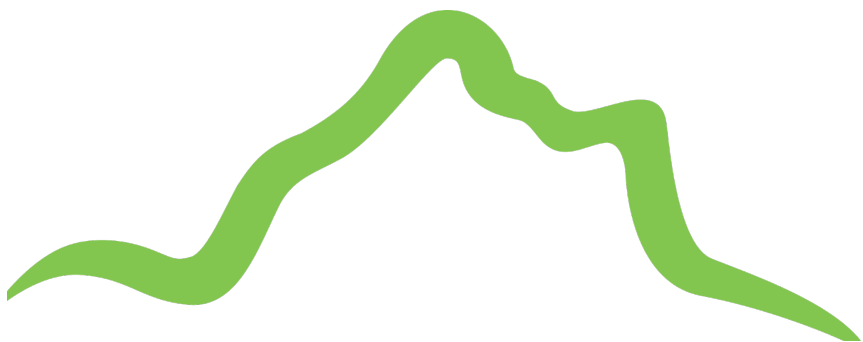


# QUARTERLY REPORT

Period ending 30 September 2017



## TABLE OF CONTENTS

INTRODUCTION .....	3
ORGANISATIONAL CONTEXT .....	4
MEDIA ACTIVITY JUL-SEP 2017 .....	5
SUMMARY OF VISITATION STATISTICS TO YEAR ENDING 30 JUNE 2017 .....	3
estimated Numbers of visitors and nights stayed (YE June 2017) .....	3
DESTINATION MARKETING .....	4
Destination Tweed website : .....	4
VISITOR SERVICING JULY – SEPT 2017 .....	4
THE TWEED DESTINATION MANAGEMENT PLAN .....	5
FINANCIAL REPORTS – SEE CONFIDENTIAL ATTACHMENTS .....	5

## INTRODUCTION

The Chief Executive Officer of five years resigned in mid September. The DT Board extended the KTS contract to allow Rose Wright to bring forward the organisational review and to oversee the management of the organisation in the absence of the CEO. Whilst the transition has presented some short term challenges, the organisation has quickly galvanised around the new direction, with progress being made in a range of areas. Destination Tweed had 107 members as at 30 September 2017

This report does not have the same level of detail regarding the former CEO's activities during last months with the organisation. Instead it provides highline information regarding financial and other key performance indicators.

Future reports will be formatted very differently in future to ensure the information is provided succinctly and in line with contractual obligations and other relevant details to ensure the working relationship between DT and TSC is productive and effective.

Signed

A handwritten signature in black ink, appearing to read 'Rose Wright', with a horizontal line drawn through the middle of the signature.

Rose Wright

Acting CEO

Destination Tweeds Core objectives

- Increasing visitation both domestically and internationally through targeted marketing campaigns and PR activity in key source markets.
- Generating increased length of stay by providing authentic, Tweed experiences that visitors are going to want to do.
- Driving visitor spend in region by ensuring excellent products and product delivery so visitors are encouraged to spend their hard-earned dollars in the Tweed.
- Delivering return on investment for all stakeholders, including its member organisations, and creating enduring commercial success for all tourism operators.
- Ensuring the environment everyone treasures and the region's unique natural landscapes are maintained.

**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**

**Sharon Styman** – Director, InvestRent

**DIRECTOR**

**Katie Milne** – Mayor, Tweed Shire Council

**CEO**

Bill Tatchell (20 September 2017)

**Acting CEO**

**Rose Wright** – Knowledge Transfer Services Pty Ltd

## MEDIA ACTIVITY JUL-SEP 2017

The following are media and PR activities delivered by Destination Tweed this quarter.

- Sydney Weekender-Tumbulgum, Mbah, Uki feature 16/7
- New Strait Times- Double spread feature, 20/7
- Daily News, Tyalgum feature 20/7
- ABC Coast FM, Tyalgum festival 20/7
- Daily News- Aus Surf Festival 20/7
- GC Sun-Aus Surf Festival 20/7
- Jetstar advertorial 1/8
- Gojourny/word of mouth NYC-intstagram posts
- Concrete Playground feature story 'Taste the Tweed' 7/8
- SMH-advertorial feature Osteria/Taverna-7/8
- ABC Coast FM, live in studio- Chef Snowy
- National Geographic campaign-post flood TBC
- Delicious Magazine, Halcyon House 26/8
- Daily News feature-Hello Sydney/Tweed 26/8
- ABC Coast FM, live in studio-Chef Charlie
- Sydney weekender channel 7- Tweed feature story 17/9
- Jetstar feature destination-November
- Instameet-Lauren P Bath 9/9
- Urbanlist-Planation House 10/9
- Daily News-Plantation House 13/9
- ABC coast FM, news story Brett Whiteley 29/9
- Today show channel 9-live broadcast Tweed 29/9
- Daily News –CEO resignation 15/9
- Tweed Coast Weekly- CEO resignation 15/9
- Courier Mail- Brett Whiteley 30/9
- Sydney weekender channel 7- Tweed feature story 17/9

## SUMMARY OF VISITATION STATISTICS TO YEAR ENDING 30 JUNE 2017

The following visitation statistics are sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) undertaken by Tourism Research Australia

### Key tourism statistics for the year ending June 2017:

**Domestic Overnight Visitors:** An estimated 663,000 visitors (the highest for any 12-month period on record) represents an increase of 14.6%. The average length of stay for domestic overnight visitors was up .2 nights to 3.8 nights resulting in an estimated 2,490,000 visitor nights generating an approximate \$267,400,000.00 for the Tweed economy.

**Domestic Day Trip Visitors:** An estimated 1.3million day visitors in the year ending June 2017. This well above average estimate and is the highest on record. The value of these day trippers to the Tweed economy is \$91,000,000

**International Overnight Visitors:** An estimate of 26,600 international visitors is the highest on record. The total nights 272,000 nights in the Tweed and an average of 10.22 nights per visitor. The value of international visitors to the Tweed economy is \$15,000,000 for the year ending 30 June 2017.

The total value of tourism to the Tweed economy is estimated at \$373,000,000.00 for the year ending 30 June 2017.

### ESTIMATED NUMBERS OF VISITORS AND NIGHTS STAYED (YE JUNE 2017)

1,300,000 domestic daytrip visitors

↑ 12% on the same period in the previous year.

663,000 domestic overnight visitors

↑ 14.6% on the same period in the previous year.

2,490,000 domestic visitor nights

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

26,600 international overnight visitors

↑ 50% on the same period in the previous year.

272,000 international visitor nights

↑ 41% on the same period in the previous year.

\$91,000,000 domestic daytrip visitors

Year to Date Contribution to the Tweed economy

\$267,400,000 domestic overnight visitors

Year to Date Contribution to the Tweed economy

\$15,000,000 International visitors

Year to Date Contribution to the Tweed economy

Data source: Tweed Tourism Monitor Report; Prepared by Peter Valerio – Tourism Strategy Development Services. DATA COPYRIGHT REMAINS WITH COMMONWEALTH OF AUSTRALIA.

## DESTINATION MARKETING

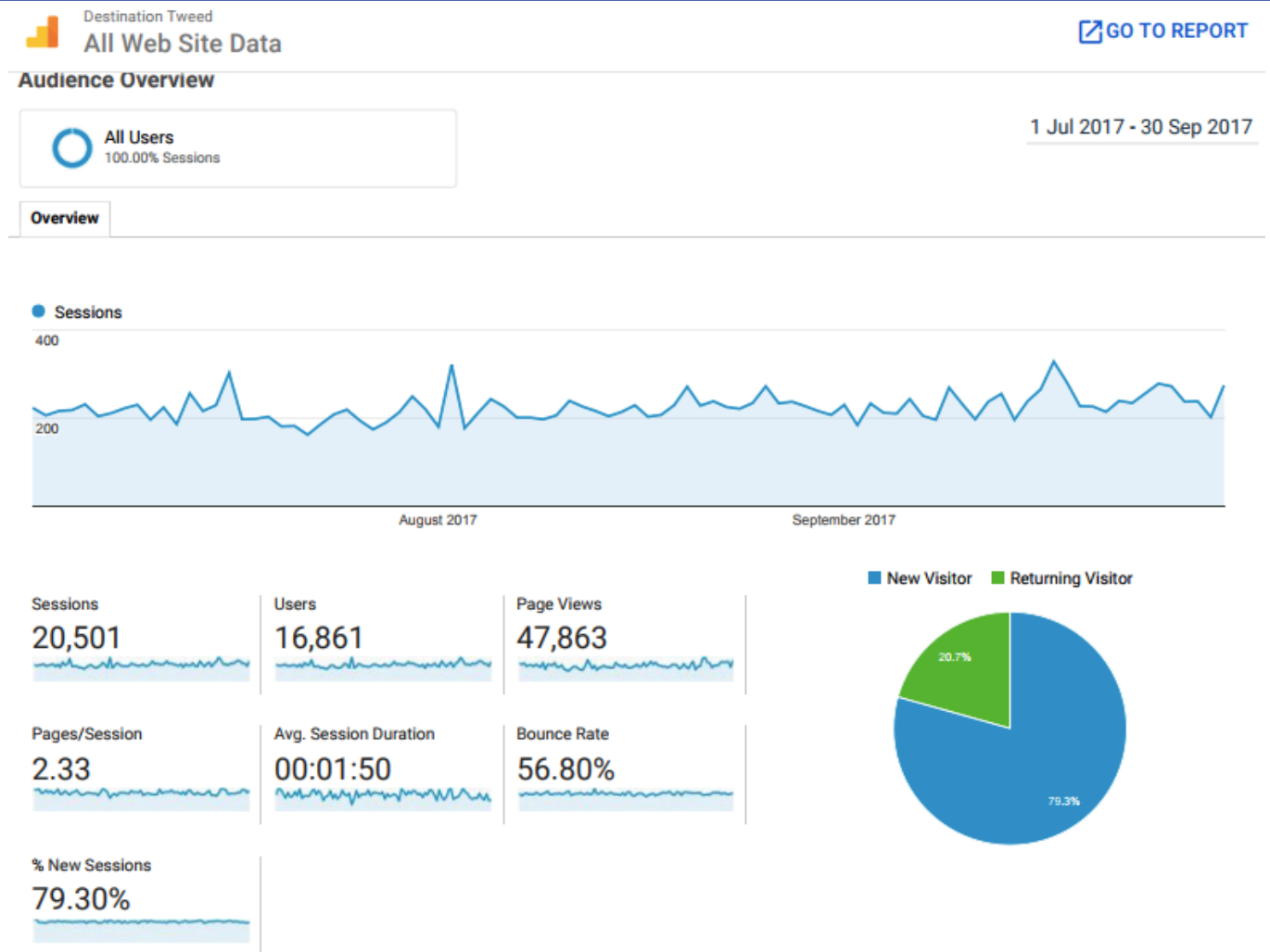
Work commenced on developing a marketing strategy for The Tweed as an add on to the Destination Management Plan. As a result all marketing activity is under review. Destination Tweed will continue to focus on digital marketing and social media during this period, whilst continuing commitments to various annual visitor publications.

### DESTINATION TWEED WEBSITE <sup>1</sup>:

A copy of the Google Analytics for the [www.destinationtweed.com.au](http://www.destinationtweed.com.au) is as follows;

### VISITOR SERVICING JULY – SEPT 2017

- 1926 @Kingscliff VIC visitation continues to be impacted by the foreshore redevelopment
- 9746 @Tweed Heads VIC a steady increase in numbers
- 3807 @Murwillumbah VIC down on the same time last year due to relocation and flood



<sup>1</sup> Google Analytics, Audience – Overview.

Knowledge Transfer Services Pty Ltd (KTS) was contracted in July by Destination Tweed to facilitate industry engagement and to prepare a Destination Management Plan for the Tweed. Several workshops have been held to focus discussion on opportunities for destination development and marketing and to establish the strategic direction for the organisation. At the time of contract, KTS recommended that an organisational review would be helpful to ensure that DT was positioned in a way that would ensure their effective and efficient delivery of the DMP into the future.

Initial briefings were undertaken with Tweed Shire Council staff, followed by a key partners briefing drawn from industry members and stakeholders.

A series of 4 workshops were held with the broader community focusing on core experience themes including

1. Creative and cultural experiences
2. Food and agrarian experiences
3. Nature based experiences and
4. Sport and wellness experiences

The key themes emerged that the first three suited the experience theme aspirations of the industry and community and the fourth was best aligned as a sectoral focus rather than an experience theme.

Other priority sectors include but are not limited to

- Conferencing and events
- Wellness, sport and recreation

Presentations were given to the Aboriginal Advisory Committee/ Land Council with the agreement that a focused planning forum would be held to enable the traditional owners the opportunity to discuss and explore the indigenous tourism opportunities and how to best work with them to articulate their aspirations and develop opportunities they see as a priority and manage issues that may arise. This workshop will be scheduled for early 2018 and is a priority action in the DMP.