

Apr - Jun 2018

# Quarterly Report



destinationtweed

## End of an era heralds new future for Destination Tweed Ltd as the Tweed's peak industry body

Destination Tweed Ltd was initiated by Bob Brinsmead (operator of Avocado Land) and Rose Wright (President of Kingscliff Chamber of Commerce), following a meeting between industry members and the NSW tourism minister (Michael Yabsley) to coordinate the industry to be able to better work with government to tap into destination marketing and industry development programs. At that time TSC ran visitor information centres in Murwillumbah and Tweed Heads, but did little in terms of destination marketing or industry development.

The original board of Tweed Tourism formed in 1991 with Rose Wright as the Chair, Russell Roylance (Twin Towns GM) as Deputy Chair and other board members included, Larry Anthony (Northern Rivers Rail Co) Paul Prout (Avocado Land) Rob Simpson (The Bushranger) and Richard Adams (TSC)

In 1992 Dr John Griffin (GM TSC) decided to close the Visitor Information Centres due to the rising cost of staff salaries. The industry was in uproar and the board decided to negotiate to take on the management of the VICs. Tweed Tourism was provided with \$209,000 to run the services and with this base not only ran the VIC's but hired a Tourism Manager and commenced the development of cooperative marketing.

Tweed Tourism negotiated soon after to merge with Tweed Coolangatta Promotions Corporation to create our first cross border industry association. Rose Wright remained chair and the board swelled to 20 + as it was agreed to merge the two boards in the interim. Tweed Tourism became Tweed and Coolangatta Tourism Incorporated in 1993.

It reverted to Tweed Tourism Incorporated under Terry Watson's management and in 2010 when TSC decided to merge economic development funding and tourism funding into one contract, Tweed Tourism successfully submitted a tender to deliver services to TSC. The economic development portfolio was handed back to TSC to allow Destination Tweed to focus on its core business of tourism. The industry association has delivered 10 years of consecutive growth in tourism, the highest of any coast local government area in NSW. The recent rebranding led by DT and delivered in partnership with TSC has been universally accepted and has created a platform that unites the region and promises visitors a naturally beautiful destination.

The change in CEO in September 2017 has provided an opportunity to refresh and renew the organisation overcoming a number of challenges and revitalising the levels of collaboration and cooperation amongst industry members and other partners across local, state and national bodies. The focus on development of food and agritourism, nature based tourism and cultural tourism is reflective of the aspirations of the community and the character of the region.

The development of the long term strategic tourism plan, the Tweed Destination Management Plan 2030 (DMP) will be presented to council for adoption under the economic development portfolio and sets out stretch goals to quadruple the visitor economy based on the June 2017 figures. We are pleased to say we are well on our way to achieving this already. The principle that we grow based on value not volume and that we put in place hard decisions to manage the destination and develop new sustainable products is one the industry supports.

Chairs have included, Ian Beadel, Lee Eyre, David Fox, Cameron Arnold, Anne Duke, Aymon Gow, Darren Wright and now Kylie Ryan Milroy.

Many, many industry and community members have donated their time to serve the local economy by supporting the growth and development of tourism and the industry association. The value of volunteer time equates to a value add of more than \$400,000 in time to TSC investment of \$830,000 per annum.

Finally the future for tourism in the Tweed is very bright, thanks largely to dedicated board members, staff, local contractors and volunteers who have given so much, particularly in the last year to support the organisation they believe in deserve our utmost gratitude as they put in above and beyond and have stepped up again and again to deliver for the region. So too have the industry members who have come together to support the organisation and collaborate and have also risen to new heights. Whilst the awarding of tourism services to a Queensland for profit company by TSC heralds the end of an era, it also creates a new opportunity for Destination Tweed Ltd as a truly independent tourism industry association, to focus on ensuring the destination is managed and the industry develops in a way that sustains our environment and sense of community and delivers on the goals set in the DMP. With almost 20 years representing the interest of the tourism industry in the Tweed, Destination Tweed Ltd has a bright ahead.

## GC2018 a win for the Tweed

The team of staff and volunteers provided outstanding customer service, welcoming Commonwealth Games patrons. Feedback from operators during the games indicates occupancy was strong, with dispersal throughout the region.

The partnership with Gold Coast Airport, provided an opportunity for digital content to be showcased on the big screens in the arrivals area of the domestic terminal.

Local produce and visitor information from the Tweed was presented to Commonwealth Games VIP guests through an exclusive arrangement with OPTUS to provide gift hampers to delegates. In addition Kylie Mitchell Smith was able to spend time in the Media Centre and attract journalists to the region to promote the Tweed as a naturally beautiful day trip option from the Gold Coast

## The Tweed stars on centre stage at the Australian Tourism Exchange in Adelaide.

The Australian Tourism Exchange is the premier tourism export trade show in Australia, coordinated and hosted by Tourism Australia. Destination NSW selected the Tweed as the NSW showcase food destination during the feature “Happy Hour” event an ATE2018. buyers and media from around the world decent upon the Adelaide Convention Centre for 5 days of intense trade.

Destination Tweed engaged four of our best chefs, using the very best and freshest produce from our region to simply create a spectacular showcase of the best of the Tweed. Steve Snow from Fins and Ben Devlin from Paper Daisy worked with the freshest Tweed seafood and fresh from Cudgen, Duranbah and beyond. Fresh produce was brought together with the assistance of Tropical Fruit World and shipped south via Shoobridge Transport (after a series of biosecurity checks and processes) from the Tweed to Adelaide Convention Centre Kitchen. Fresh seafood was airfreighted to Adelaide the day before the event on the same flight as the Chefs.

Representatives from The Kind Coffee Company, Stone and Wood Brewery, Husk Distillers, Sobah Non Alcoholic Beer. All staff and industry members were on site serving 2500 capes and more than 1200 drinks in 75 minutes.

NSW was the stand out state with more buyers enjoying the vibrant colour, flavour and atmosphere created by the Tweed.

Destination Tweed arranged for two local operators new to export, Michael Simmons from Mt Warning Tours and Karissa Ball from EcOasis to enter on a day delegates pass to see how ATE worked. This experience assisted them to connect with exporters and key contacts in Destination NSW and Tourism Australia.

DT used the opportunity to connect with key buyers and stakeholders such as Tourism Australia and Destination NSW. The exhibition was an outstanding success and has firmly positioned the Tweed as an up and coming food destination.

The team coordinated a raft of fresh produce from the Tweed to deliver the following menu

### **Canapés**

Charcuterie Table featuring Award winning cheeses from Cheeses Loves You and Nimbin Valley Dairy; Salumi cured meats; Kitz Living Foods

Lemon aspen cured Mahi Mahi fish *with bunya nuts & native pepper*  
Australian Bay Lobsters, with Dragon fruit, macadamia nuts, yuzu & horseradish

BBQ Tweed king prawns with Tweed chilli, turmeric & lemon myrtle marinade  
Fresh crab on Cudgen corn cakes with & green papaya, herb salad, & persimmon chutney

Grilled Jackfruit and pockets filled w **SOBRASADA**

Northern Rivers of NSW Charcuterie Table - A selection of Northern NSW Artisan meats & cheeses ...

Small board: Salumi Australia, Cheeses Loves You, Tropical Fruit World, Byron Bay Crackers, Kitz Living Foods, Granny Frankfurter's Sauerkraut, Belle's Kitchen dukkah

Husk Distiller's Ink Gin & Tonic with red fingerlimes & Pretty Produce edible flowers

### **Drinks**

Husk Distiller's Pure Cane Rum Caipirinha with sugar cane syrup & myrtle leaves

The Kind Coffee Co & Pernod Richard Espresso Martini

Stone & Wood Beer – Pacific Ale, Green Coast Lager and Garden Ale

Sobah non-alcoholic beer – Lemon Aspen / Fingerlime / Pepperberry  
Aboriginal-owned company, brewing in Tweed Heads. Making 3 varieties of non-alcoholic beer





International travel trade comes together at ATE18

20 April 2018

## Strategic Partnerships

The partnership cultured with Tourism Australia during the Australian Tourism Exchange in Adelaide, resulted in Destination Tweed hosting senior staff of TA tourism in the Tweed on the 7th June, meeting industry operators and seeing first hand the opportunity to develop the Tweed as an Export destination.

In a first for the Tweed, Tourism Australia and Destination Tweed cohosted an industry breakfast event with 70 + attendees filled the Tweed Regional Gallery early on the 8th June to hear Leigh Sorensen General Manager, Industry Relations, Dominic Mehling, Manager Industry Relations NSW and TA Managing Director John O'Sullivan share their insights in terms of the tweed as an export destination and how we can tap into the opportunity TA presents.

Producers from around the Tweed supplied the freshest ingredients to Mavis's kitchen crew who dished up an incredible gourmet breakfast with the stunning backdrop of the Tweed Valley from the gallery in full show.

These two activities have now firmly placed the Tweed on Tourism Australia's radar. Noting that our strategies and tactical work are perfectly aligned with TA's approach to attracting high value visitors from key export markets.

Strengthening our relationship with Destination NSW provides an opportunity to tap into programs, resources and networks that will benefit the destination and the operators. Whilst much of our trade comes from South East Queensland, Sydney as our second largest market and the potential to leverage growth of domestic and international flights into the Gold Coast is significant.

Cross border collaboration is critical for the Tweed, particularly our partnership with Gold Coast Airport recognising its potential as a sources for increased high value tourism from key markets. Significant effort has gone into developing greater focus within DNSW on the strategic importance of the partnership with the Gold Cast and in particular Gold Coast Airport as art of our destination campaigns.



## Industry Development Activity

**Agritourism Field Day** recruitment events for the Food and Agritourism Business Development program were conducted in May with 35 participants attending from across the Tweed and 20 from Byron. Destination Tweed Ltd has commissioned Regionality Pty Ltd to deliver the program. A partnership has been established with Byron Shire Council, DPC and RDA NR to roll out the program across the two LGAs.

24 farmers have signed up to the program across both LGA's, which will be delivered over 12 months. Site inspections of each property has been undertaken to better understand the potential opportunities and challenges.

Council planners from both Tweed and Byron Shires were in attendance along with economic development officers to provide insights into Council's processes and requirements.

The program aims to deliver a cluster of food tourism and agritourism businesses that will provide greater opportunity for value adding and diversification to farm income for rural land holders and provide greater diversity of experiences on offer for visitors. **The Agritourism Business Development Program** is the only program of its kind on offer in Australia. It was developed through the Sustainable Tourism Cooperative Research Centre's Research Extension Unit and continues to be delivered by Regionality Pty Ltd throughout Australia with great success. The original pilot program rolled out in 2006/7 in the Northern Rivers (excluding the Tweed) and resulted in a range of new products developing and a range of regulatory and policy reform that have enabled on farm innovation to occur.

The program contributed to successful establishment of agritourism and food tourism in regions such as Scenic Rim, Greater Whitsunday Region, Far North Queensland and Southern NSW.

A series of workshops and one on one mentoring activities will continue to support the farmers and rural land holders to innovate into more consumer facing agribusiness and tourism activities.



## Chinese delegation seeking immersive sustainable tourism experience in the Tweed and Byron

As part of the food group work Destination Tweed has developed an opportunity to partner with Mandarin Pathways, company based in Byron focusing on offering immersive experiences for high end Chinese visitors, to feature the Tweed in a unique and intimate way. A range of Tweed and Northern Rivers producers were involved in a stunning local harvest lunch in the orchards at Tropical Fruit World. DT invited Geoff Provest MP and Kym Kranen from TSC to officially welcome the delegation. Their trip included site visits to a range of organic producers in the Tweed

A final event organised by Destination tweed was held at Buck's Farm where the Chinese Chefs cooked for local guests using Tweed produce. Both events were highly acclaimed and form the beginning of potential exchanges with high yielding Chinese visitors and food buyers into the future.

"Sustainable tourism for the Northern Rivers was boosted last week with a visit from two Chinese delegations, who immersed themselves in health, wellbeing and sustainable focussed workshops.

Organised by locally based Mandarin Pathways, one group was from Beijing and was led by Huang Zhen (Jane), the owner of Beijing's top organic restaurant, Private Kitchen No. 44.

Mandarin Pathways director Katie Grubb told *The Echo*, 'Jane brought her four master chefs and family to learn about local produce, different cooking workshops and to take her chefs out of their comfort zone to encourage innovation.'

'The other group were Chinese people living in Australia who wanted to break free of the city bubble they are in and experience regional Australia. Both groups are leaders in the health and wellbeing movement currently taking place in China. Together they have a combined social media following of over 50,000 people.' The itinerary for the delegation was deliberately designed to include new local start-ups venturing into agri-tourism. In fact, some of the local chefs and people involved had never considered themselves as being part of agri-tourism, so they were excited about the new opportunities.

'Destination Tweed and Amy Colli were excellent in being on the ground, grass roots and collaborating on the opportunity that Mandarin Pathways presented them. The visit wouldn't have been as successful without their support. The local community do, however, need a lot more support getting ready for the China''

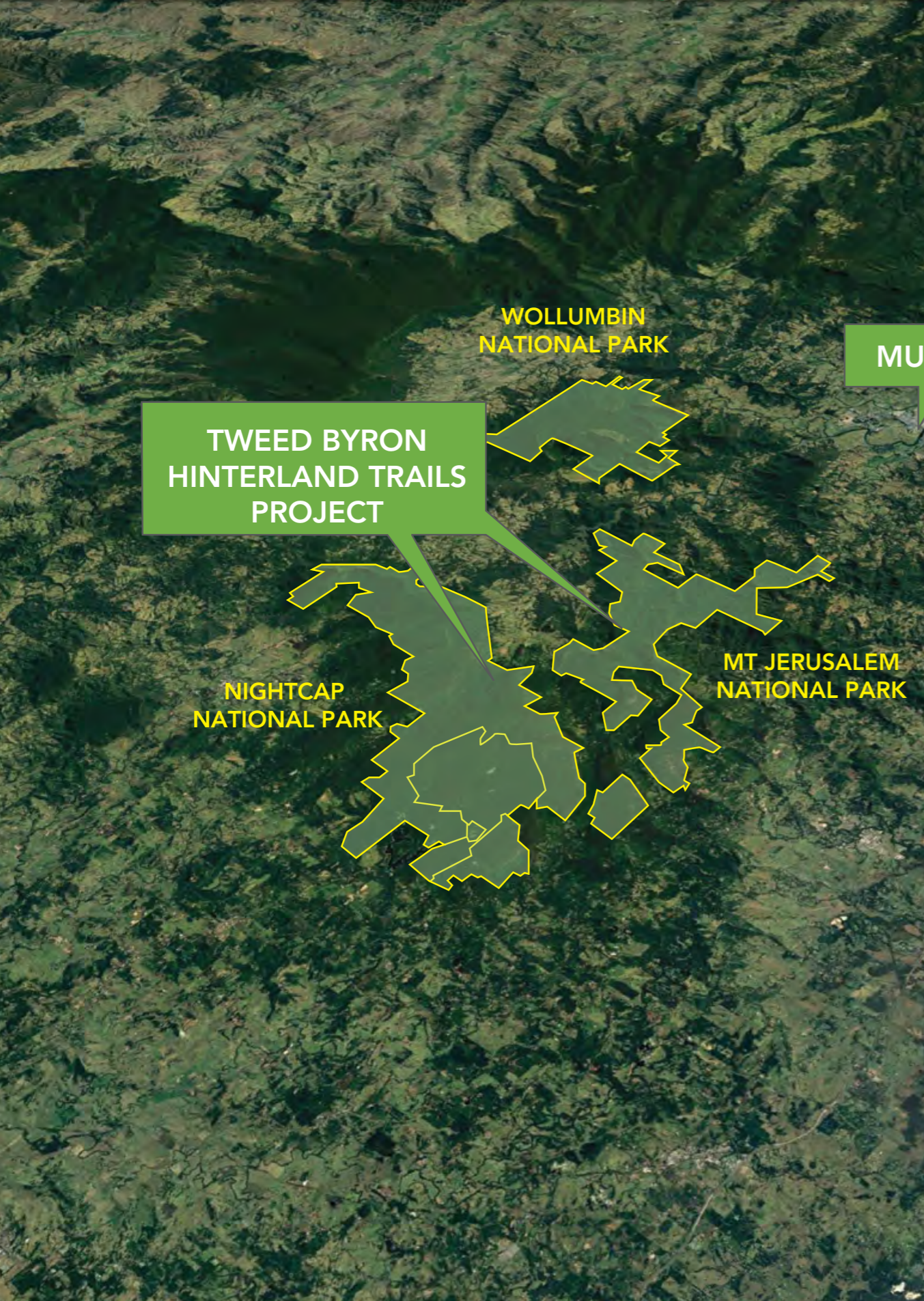


# Summary of Industry and Stakeholder Outcomes

- ✓ Connected QSM with Virgin to sponsor transport for competitors bikes
- ✓ Sponsored the Australian Surf Festival
- ✓ Brand launched at Australian Tourism Exchange
- ✓ New brand style guide "THE TWEED"
- ✓ Commenced planning host of the Australian Regional Tourism Conference in October 2018
- ✓ Successfully delivered The Tweed as the NSW feature food destination at Tourism Australia's Australian Tourism Exchange focusing on our producers distillers, brewers and chefs
- ✓ Provided input into and leads for 2 regional business events via the DNSW Regional Conferencing Team
- ✓ Presented at "Destination Food Conference" in Sydney
- ✓ Designed and coordinated filming of 'Find your moment' campaign video
- ✓ Hosted several trade and media familiarisation tours
- ✓ Hosted Chinese chef delegation
- ✓ Initiated and hosted Qantas magazine journalist familiarisations
- ✓ Partnered with Mistere to support destination journalist familiarisations
- ✓ Social media workshops delivered
- ✓ Established a Tweed Food and Agribusiness Industry Group
- ✓ Continued to work with National Parks re new walking trails to alleviate pressure off Wollumbin and to focus new investment in walking trails assets in Jerusalem National Park and Nightcap track and Wollumbin area.
- ✓ Continued relationships cross border with Gold Coast Tourism, Gold Coast Airport and Connecting Southern Gold Coast
- ✓ Sponsored staging of "Cooly Rocks On" stage in Tweed Heads
- ✓ Facilitated industry operators partnerships to develop new visitor experience offerings
- ✓ Continued to develop strong working partnership with Destination North Coast and Destination NSW
- ✓ Delivered Social Media industry workshops in partnership with Mitch Media & New Beach Media
- ✓ Delivered several industry networking and professional development events in food tourism
- ✓ Delivered on partnership with DT, Byron Shire Council, Northern Rivers Food, DPC and RDA to deliver a cooperative approach to food and agritourism programs to help farmers become more economically viable through links to tourism
- ✓ Coordinated creative for Tweed Chamber of Commerce in developing road side signage
- ✓ A range of high profile media articles in national publications







# Product Development - Nature Tweed Byron Hinterland Trails. Establishing the Tweed as a world renowned nature based tourism destination

The DMP developed by Destination Tweed Ltd NSW identified a key priority was to develop world class integrated walking trails to firmly position the Tweed as an icon global nature based tourism destination. Support for project advocates Eddie Roberts & Hugh Flower and advocacy with NPWS has resulted in National Parks and Wildlife Service developing a significant proposal for the Tweed - Byron Hinterland to drive visitation and boost both the regional visitor economy and community well being. The Tweed -Byron Hinterland Trails Project will deliver immersive visitor experiences to connect visitors with the rainforest, lakes and waterfalls and spectacular views in a network of short-to-full day trips and multi-day hiking options.

2. The proposal includes works that aim to reduce the number of visitors to Wollumbin to respect the Aboriginal significance of the Summit, and encourage dispersal of coastal visitation from the Byron area, by developing significant experiences in Mount Jerusalem, and Nightcap National Parks, and Whian Whian State Conservation Area. These national parks have been identified for their collective potential to deliver a number of high quality nature based visitor experiences and recreational opportunities.

3. The NPWS proposal is in response to the established high levels of visitation already attracted to the region and as an alternative experience to the unsustainable visitation levels impacting on the Wollumbin summit.

4. Concepts include the establishment of a tracks and trails network offering short to medium walks and cycling opportunities plus a 4 day multi day walk from Uki to Minyon Falls

5. Tracks and trails are further supported by visitor hubs offering visitor facilities for day use and overnight stays including campgrounds, picnic areas, car park and toilets

6. Ongoing consultation with the Aboriginal community aims to ensure the development of measures at Wollumbin are in keeping with Aboriginal concerns as well as across all areas of the proposed trail network.

7. The concepts will undergo further refinement during the next phase of development, as stakeholder consultation informs the final planning, with a masterplan expected to be ready by January 2019. Detailed design and assessment will follow to ensure continued compliance with national parks plans of management or amendment where supported.

The project will be delivered in stages over a four year period, with final completion expected in 2022.

NSW Government has announced funding of \$7.35 million. The 50 km four day walk starts in Mt Jerusalem National Park near the village of Uki and finishes at Minyon Falls in Nightcap National Park approximately 30 minutes by car from Byron Bay

Is pleased to support some of Australia's best surfing events

## Major Events Sponsorship

Destination Tweed hosted the media launch for the Australian Surf Festival at Cabarita. The event builds upon the Tweed's reputation as a nature based tourism destination and provides to be held in The Tweed July 2018.

The event invited the media, surfing identities, Surfing Australia and Surfing NSW staff along with tourism industry members from the Tweed. Tweed MP Geoff Provest was invited to speak along with Cr Ron Cooper and Destination Tweed board member Kylie Ryan-Milroy and CEO Rose Wright.

The event was designed to showcase the importance of these surfing events to the region and its alignment with the Tweed brand. Destination Tweed secured the event for the Tweed Coast with a \$30,000 sponsorship.



Join Destination Tweed, Surfing NSW and Surfing Australia for the launch of the  
SAE Group Australian Surf Festival  
and celebrate a season of surfing events during the months of July and August  
Meet local surfing identities and network with surfing industry

WHEN: Monday 16 July 2018 – 4 to 6pm

WHERE: Cabarita Beach Hotel

RSVP: Essential by COB Friday 13 July 2018



To confirm your attendance simply follow this link: <https://www.trybooking.com/WWWV>

Enjoy a complimentary drink on arrival and local produce grazing platters  
Numbers are strictly limited, so please RSVP to confirm your attendance to  
An industry event not to be missed.

The Destination Tweed team looks forward to seeing you all there!



THINGS TO DO

# Your Ultimate Guide To The Tweed Coast

By Emma Roberts



GOLD COAST

FIND Coffee in Dur

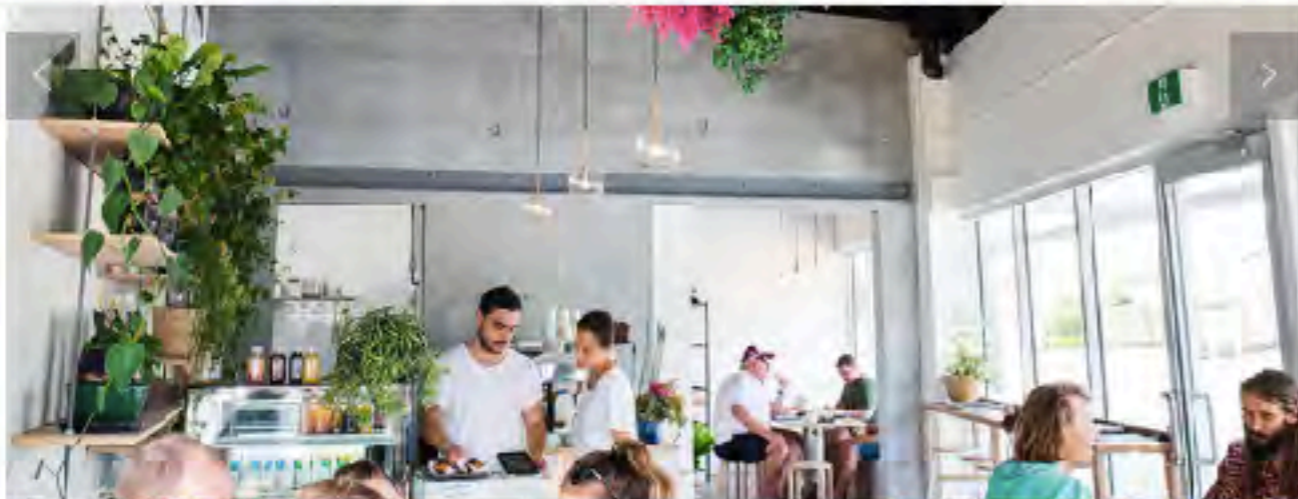
THINGS TO DO

FOOD & DRINK

STYLE & DESIGN

HEALTH & BEAUTY

CAREER & MON



This is a public service announcement, a public decree, hell Meghan Markle has put a halt on the new Corgi breeding program to read this so listen up! There are so many things to do on the Tweed Coast and this is the perfect time of year to pay us a visit. The Tweed Coast is a stunning slice of Northern NSW, from the foothills of Mt. Warning to the foreshore of Kingscliff get on the road to experience it all and bring an empty stomach people...you'll need it.

## Traveller



### World's best places to experience art and culture for 2018

Read more: <http://www.traveller.com.au/worlds-best-places-to-experience-art-and-culture-for-2018-so-far-named-h11uah#ixzz5NCoOnDcY>



Tokyo's Shinjuku district is one of the city's nightlife hubs. Photo: Shutterstock

SHARE

Looking for a culture hit? These are the best places to see and experience art and culture in the world right now.



#### TOKYO'S 'LIVE HOUSE' SCENE



Tokyo has a huge and passionate live music scene, much of it housed in tiny basement venues that you'd walk past a thousand times without even realising they were there. In nightlife hubs such as Shinjuku, Koenji and Shimokitazawa, bands that range from the hardcore to the hippie play to devoted audiences in bunker venues nightly. See [jato.org.au](http://jato.org.au)



#### MUSEUM ISLAND, BERLIN



Museuminsel brings together some of Europe's best museums. Pergamon Museum has fabulous Persian, Assyrian and Babylonian artefacts and Neues Museum some of the best Greek and Roman statuary you'll ever see. Old National Gallery features leading German Romantics and French Impressionists. The entire museum complex is a World Heritage site. See [visitberlin.de](http://visitberlin.de)

#### TWEED REGIONAL GALLERY, NSW

Enjoy an intimate encounter with one of Australia's most beloved artists, the late Margaret Olley, at this first-rate gallery, where you can marvel at some of the colourful, cluttered rooms of her Sydney home that have been painstakingly recreated here. The gallery also hosts an impressive calendar of exhibitions. See [artgallery.tweed.nsw.gov.au](http://artgallery.tweed.nsw.gov.au)

SHARE



## April - June PR and Media Summary

<p><u>April/May/June 2018</u></p> <p><b>Published Media- compilation list:</b></p>	<p><b>Industry, Stakeholder and Community PR Activities:</b></p>	<p><b>New Membership or Partnerships Created:</b></p>	<p><b>Media/Trade Famil Activity:</b></p>
<ul style="list-style-type: none"> <li>• Australian Good Food Guide</li> <li>• Honest Cooking</li> <li>• Gourmet Traveller</li> <li>• Qantas Magazine</li> <li>• GC Bulletin</li> <li>• Urbanlist</li> <li>• Blank Magazine</li> <li>• Sunshine Coast Daily</li> <li>• MSN Australia</li> <li>• ABC News</li> <li>• Tourism Australia</li> <li>• Qantas Travel Insider- feature, 'Is the Tweed Australia's next gourmet destination'</li> <li>• Honest Food, 2 x Tweed food stories</li> <li>• ABC News</li> <li>• Tweed Daily</li> <li>• ABC Drum</li> <li>• The Chronicle</li> <li>• Queensland Times</li> <li>• Bond University</li> </ul>	<ul style="list-style-type: none"> <li>• Media Famils-DNSW/Forbes, Euro Famil</li> <li>• Member liaison for famils/events</li> <li>• Industry events-SM workshop</li> <li>• Attend Producers events</li> <li>• EDM content/Images</li> <li>• Event planner</li> <li>• Devise media famil schedule</li> <li>• Media releases</li> <li>• SM campaign, content and images</li> <li>• Digital Marketing campaign</li> <li>• Gallery meeting with director 30 year bday</li> <li>• Content/Images for Tropical Fruit World 35 yr bday</li> <li>• Media for Kingscliff VIC</li> <li>• Media for TFW &amp; Gallery</li> <li>• GCT itinerary &amp; famil</li> <li>• Tourism Australia famil &amp; event</li> <li>• GC Airport meeting, letters of support</li> <li>• Tender documents, media &amp; member video</li> <li>• Member document text/images</li> <li>• ART itinerary assist/pricing/images</li> <li>• Travmedia proposal and media schedule</li> <li>• DNSW famils, itinerary requests/image library</li> <li>• Media Famil- Euro Famil/Forbes/Wellness Magazine</li> <li>• Media Releases- Mat18/Kingscliff</li> <li>• MAT18 sponsor presentation.</li> <li>• ATE media follow-up</li> </ul>	<p>*Mistere Spa &amp; Retreat</p> <p>*Commons Casuarina</p> <p>* Summergrove Estate TBC</p> <p><b>Event partnerships:</b></p> <ul style="list-style-type: none"> <li>• <b>Taste Kingscliff</b></li> <li>• <b>Splendour</b></li> <li>• <b>Aus Surf Festival</b></li> <li>• <b>Tweed Regional Gallery/border art prize</b></li> <li>• <b>Ibiza in the Mountain-Maviss</b></li> <li>• Flash Camp</li> <li>• Falls Festival</li> <li>• The Commons</li> <li>• <b>Surfing NSW</b></li> <li>• <b>MAT 18</b></li> </ul>	<ul style="list-style-type: none"> <li>• Sheriden Rhodes-SMH/Traveller</li> <li>• Tourism Australia-DT</li> <li>• GC Tourism-DT</li> <li>• Sophia Auld Wellness Magazine-DNSW</li> <li>• Euro Famil-DNSW</li> <li>• Federico Geremei-Vogue Italy-DNSW</li> <li>• Elise Hassey-Delicious Magazine DNSW</li> <li>• Today Show-weather DT/DNSW</li> <li>• Olive Cooke-influencer DNSW</li> <li>• Laura Parker-Forbes DNSW</li> <li>• Mistere- Womens Day, Traveller, SMH DT</li> <li>• Vanessa Fazzino-Qantas DT</li> </ul>

<ul style="list-style-type: none"> <li>• Australia Instagram</li> <li>• GC Bulletin</li> <li>• The Weekend Edition</li> <li>• 50 shades of Age</li> <li>• The Advertiser</li> <li>• The Queensland Times</li> <li>• The Daily Telegraph</li> <li>• Noosa News</li> <li>• Herald Sun</li> <li>• Domain</li> <li>• Herald Sun</li> <li>• The Coffs Coast</li> <li>• Australian Arts Review</li> <li>• The Urban List</li> <li>• Tweed Daily News</li> <li>• Northern Star</li> <li>• The Weekend Edition</li> <li>• Gourmand &amp; Gourmet</li> <li>• Blank Magazine</li> </ul>	<ul style="list-style-type: none"> <li>• Media famil for Tweed/July</li> <li>• Devise Social Media workshop invite &amp; presentation.</li> <li>• ATE trade itinerary</li> <li>• Splendour festival accom/top 5 Tweed partnership</li> <li>• Social media schedule for members</li> <li>• Falls Festival follow-up and meeting.</li> <li>• New Beach Media campaign proposal.</li> <li>• Twin Towns media release for instillation.</li> <li>• DNSW image &amp; text update/complieRyan Fowler-image library</li> <li>• GCAT meeting and follow-up</li> <li>• GCT meeting and famil request</li> <li>• Tweed Coast Pro-outcome report/followup</li> <li>• The Commons meeting.</li> <li>• EDM – text images for June</li> <li>• Kingscliff Hotel meeting-Taphouse Group.</li> <li>• Co-ordinate Tourism Australia breakfast</li> <li>• Assist Travconsult workshop/images</li> <li>• Meltwater reporting/TSC</li> <li>• Today show, stories &amp; famil-weather cross</li> <li>• Olive Cooke, famil/stories</li> <li>• Mistere famil- host 4 journalists</li> <li>• Social Media member workshop</li> <li>• DT host season dinner</li> <li>• Tropical fruit world birthday event PR</li> <li>• Tweed Regional Gallery-30<sup>th</sup> bday PR</li> <li>• Cross promo Splendour accom/transport</li> <li>• Site inspection Nth Byron Parklands</li> <li>• Social Media campaign, school holidays</li> <li>• SM competition- Mavis/Gallery</li> </ul>		<ul style="list-style-type: none"> <li>• Australian Traveller/DNSW</li> </ul>
	<ul style="list-style-type: none"> <li>• Rees International proposal/workshop</li> <li>• Commons partnership/PR</li> <li>• Skal meeting/GCT</li> <li>• Surfing Aus, media launch</li> <li>• China chef luncheon PR/SM</li> <li>• Mbah Markets SM/media famils/site visit</li> <li>• Coffs Harbour Tourism Symposium/PR</li> <li>• Meltwater reports</li> </ul>		

# Digital Marketing Campaign

Digital media campaign to engage with qualified consumers connecting the Tweed Regional Gallery and the food experiences on the Tweed has captured strong database of customers to enable targeted communication and sales conversions.

With the 30th anniversary of the gallery being celebrated, this is an opportune time to promote this world class attraction.

**The Art of Food**

Win a Wine Food & Art Experience at TWEED

To celebrate the 30th year of the Tweed Regional Gallery, E Margaret Clay Art Centre, we're giving away a special gift to celebrate the 30th anniversary of the gallery and the best of The Tweed Produce.

Total Prize Value \$5,000

Email

Full Name

Postcode

[Sign Up Now](#)

[Facebook](#) [Twitter](#) [LinkedIn](#)

# Destination Research: Data Monitoring & Analysis

## Digital Statistics

The following data provides an overview of the traffic to the website over the quarter, with an average of 86% traffic as new visitors to the site

### April – June 2018

**Sessions** – 19,250

**New Visitors** – 15,409 (87.4%)

**Returning Visitors** – 3,841 (12.6%)

### April 2018

**Sessions** – 6,457

**New Visitors** – 5,245 (86.6%)

**Returning Visitors** – 1,212 (13.4%)

### May 2018

**Sessions** – 6,175

**New Visitors** – 4,858 (85.4%)

**Returning Visitors** – 1,317(14.6%)

### June 2018

**Sessions** – 6,618

**New Visitors** – 5,306 (86.6%)

**Returning Visitors** – 1,312 (13.4%)



Location	June 2017 Quarter	March 2018 Quarter	June 2018 Quarter	% Increase 17 v 18	% Increase Mar v June Qtr
Murwillumbah	2566	2940	3172	Up 24%	Up 8%
Tweed	5759	4748	6346	Up 10%	Up 34%
Kingscliff	1681	1822	1927	Up 14%	Up 6%
<b>Total Visitors</b>	<b>10006</b>	<b>9510</b>	<b>11445</b>		

# Destination Performance - Visitation Data - “The Tweed YE March 2018 Visitor Economy Continues to grow setting a new record of \$491 million dollars”

The year ending March 2018 included the period immediately post flood and pre Commonwealth Games. Whilst spending has hit a new record for the YE visitor economy, there have been significant changes in the type of travel out of South East Queensland, our key target market. The changes align with changes in numbers across the Northern Rivers Region. The shift has seen a significant increase in the numbers and spend in domestic day trip and a reduction in numbers of domestic overnight visitors from this market. YE March 2018 was the best 12 month period on record, with the total visitor spend reaching \$491 million compared to the average over the past five years of \$377 million.

There has been a significant increase in expenditure in the average spent per visitor in a six month period between September 2017 and March 2018

## Domestic Over Night per person per night

From \$111 in Sept 17 to \$169 to Mar 18

## Domestic day trip spend per person

From \$68 in Sept 17 to \$119 to Mar 18

## International Over Night per person per night

From \$51 in Sept 17 to \$69 to Mar 18

(noting it takes longer to have an impact in international markets)

The change in volume may be due to a shift from overnight to day trip visitation from SEQ. These figures will need to be monitored moving forward to see if this is a trend or is a one off anomaly.

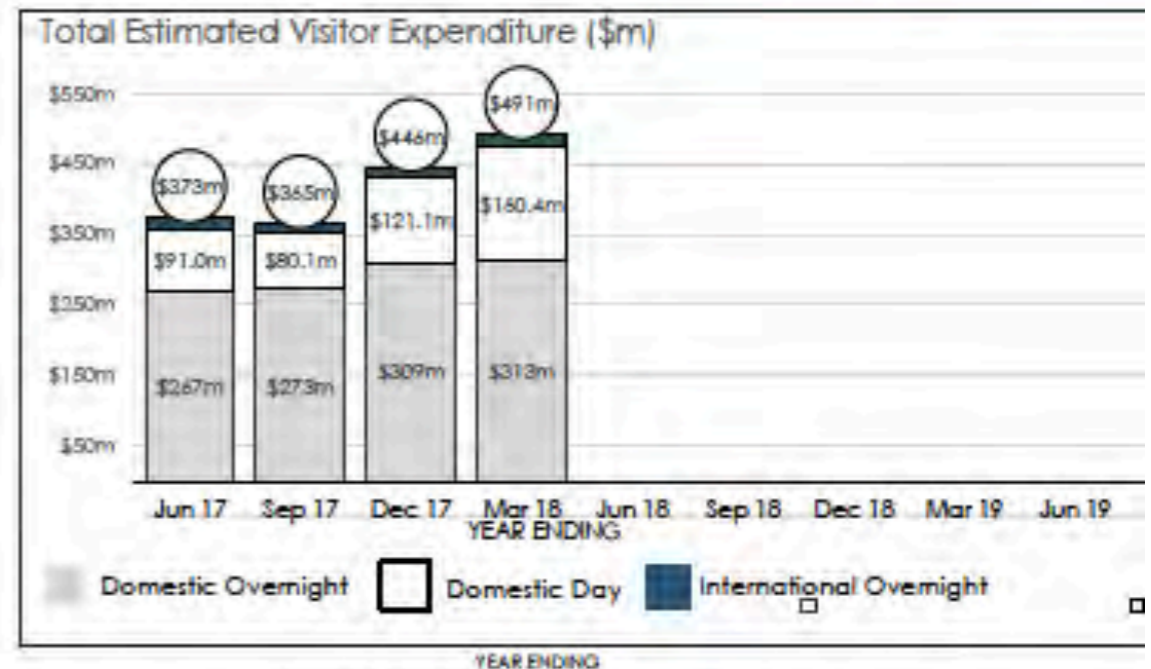
## TWEED TOURISM MONITOR

Year ending March 2018

### VISITOR EXPENDITURE APPENDIX

#### IMPORTANT NOTE & CONDITION OF SUPPLY:

The estimation of visitor expenditure is amongst one of the most challenging tourism research endeavours. In Australia, estimates of expenditure data are collected in the National and International Visitor Surveys. These estimates are collected at an overall trip level; not for specific destinations. Estimates for specific destinations are estimated using Tourism Research Australia's visitor expenditure allocation model. Despite these limitations, they are the best available estimates of visitor expenditure for Local Government Areas. Expenditure estimates and changes in expenditures should therefore be interpreted, and described, as indicative. These limitations must be acknowledged and conveyed in all related reporting.



TOTAL EXPENDITURE	Jun 17	Sep 17	Dec 17	Mar 18
Domestic Overnight Visitors	\$267.3m	\$273.2m	\$309.3m	\$313.0m
Domestic Day Visitors	\$91.0m	\$80.1m	\$121.1m	\$160.4m
International Overnight Visitors	\$15.0m	\$12.1m	\$15.4m	\$17.7m
<b>TOTAL \$</b>	<b>\$373m</b>	<b>\$365m</b>	<b>\$446m</b>	<b>\$491m</b>

\$ PER VISIT	Jun 17	Sep 17	Dec 17	Mar 18
Domestic Overnight Visitors	\$403	\$403	\$481	\$565
Domestic Day Visitors	\$69	\$68	\$108	\$119
International Overnight Visitors	\$562	\$503	\$526	\$577

\$ PER NIGHT	Jun 17	Sep 17	Dec 17	Mar 18
Domestic Overnight Visitors	\$107	\$111	\$123	\$169
International Overnight Visitors	\$55	\$51	\$71	\$69

Sources: Data extracted from Tourism Research Australia's National and International Visitor Survey datasets in conjunction with TRA, Visitor Expenditure Allocation Methodology (both unpublished)

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