

THE **TWEED**
TOURISM CO.

Quarterly Report

JUL - SEP 2019



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1.0 OVERVIEW

The first quarter of the new financial year has been a busy one for TTC with projects of emphasis including a new Visitor Guide and new destination website for the region with both soon to be launched.

The highlight in this period has been the successful adoption of the region's inaugural Destination Management Plan by Councillors in the September Council Meeting. A final public facing document is being finalised for distribution and this is the document that will provide a roadmap for the destination's many stakeholders in the coming years.

The organisation's key role is to create and deliver opportunities for tourism operators across destination marketing and media, experience development, skills training, major event promotion and visitor information services. On top of this, stakeholder engagement is incredibly important with some significant updates outlined in the following report.





2.0

THE YEAR IN REVIEW

The Tweed Tourism Company has now been in action for the Tweed region for a one year period. The following is to give a non-exhaustive idea of some of the milestone achievements in the first year of operation.

Contract Obligations

- Successful delivery of a Destination Management Plan Review report and the recent adoption of a finalised Plan by the Tweed Shire Council.
- Successful delivery of the Visitor Information Centre Review report, with future movement of locations likely.

Strategic Partnerships

- Established as the key local tourism body working with Tourism Australia, Destination NSW and Destination North Coast;
- Have developed meaningful MOU partnerships with the following stakeholders:
 - Gold Coast Airport;
 - Northern Rivers Food;
 - The Tweed Experiences Network;
 - Connecting Southern Gold Coast; and
 - Destination Tweed Collective 2050 (in development).

Collaboration

- Implementation of a strategic advisory group of operators (the Tweed Tourism ThinkTank) meeting bi-monthly to assist with strategic planning;
- Ongoing representation of the region on the Cross-Border Tourism Working Group (CBTWG) with other stakeholders including: Destination North Coast, Regional Development Australia, Department of Premier and Cabinet, NSW Parks & Wildlife Service, QLD Parks & Wildlife Service, Destination Gold Coast, Gold Coast City Council, and Southern Cross University.
- Representation and treasurer duties for the Tourism Managers Group (Northern Rivers/NSW specific);
- Engaged in speaking opportunities at events for each of the regional Chambers of Commerce, presented to the Destination NSW and Tourism Australia teams in Sydney; and participated on panel speaking engagements at the Byron Bay Tourism Symposium (2019).

Operator Development

- Developed and commenced the Tweed Tourism Academy; an umbrella of educational opportunities for the development of local Tweed tourism businesses;

THE YEAR IN REVIEW (CONT.)

- Successfully delivered the inaugural Tweed Tourism Leadership Program.

Media Focus

- Attended and represented the Tweed at the International Media Marketplace (IMM) in Sydney (February 2019);
- Generated a partnership with the Tweed Valley Weekly for a monthly tourism column;
- Hosted over 15 media famils promoting the region, including 6 famils generated directly by the TTC team.

Trade Marketing

- Attended and represented the Tweed at the Australian Tourism Exchange in Perth (May 2019);
- Designed, developed and distributed the Tweed International Product Manual (a first for the region);
- Implemented a trade mentoring program for operators (as part of the further mentioned Tweed Tourism Academy initiative).

Digital Marketing

- Implemented the region's first mobile-responsive tourism website as a placeholder whilst scoping a further website project;
- Currently developing a brand new, state of the art destination website (to be launched November 2019);

- Delivered a social media campaign messaging period from the start of December through to the Australia Day weekend. A 'Cabarita Chic' competition acted as the hook with the period generating over 2,100 new Instagram followers, and over 1,100 new Facebook followers.

Business Events

- Attended and represented the Tweed at AIME, Australia's largest MICE event in partnership with Twin Towns and Destination North Coast (a regional first);
- Design, development and distribution of the Tweed Region MICE Product Manual (a regional first).

Visitor Information Centres

- Successfully worked with NSW's AVIC (Accredited Visitor Information Centre) network to ensure ongoing endorsement of the Tweed's regional Visitor Information Centres.
- Organised and hosted Volunteer management Workshops (partnering with TAFE NSW and Destination NSW) to deliver for the Visitor Information Centre, Tweed Regional Gallery, and Tweed Regional Museum staff.
- Implemented new point of sale systems and software.
- Implemented a locally sourced strategy for gift and homewares retail offering.

3.0

DESTINATION MANAGEMENT PLAN ADOPTION

The Tweed Region's inaugural Destination Management Plan was formally adopted by the Tweed Shire Councillors by a unanimous decision on Thursday October 3rd.

This document, informed by the engagement and capacity building process undertaken throughout the Draft DMP development and then review process, has resulted in a long-term strategic Vision for Tourism in the Tweed to 2030. The Strategic Intent is designed to be the brand manifesto, which aims to position

the Tweed as a world's best practice sustainably managed destination with nature at the core of the experience.

The Stretch Goal aims to quadruple the visitor economy by 2030 with a focus on high yield experiential based visitation, an approach that aligns with both Tourism Australia (TA) and Destination NSW (DNSW). To implement this long-term strategy the focus will be on managing the destination through:

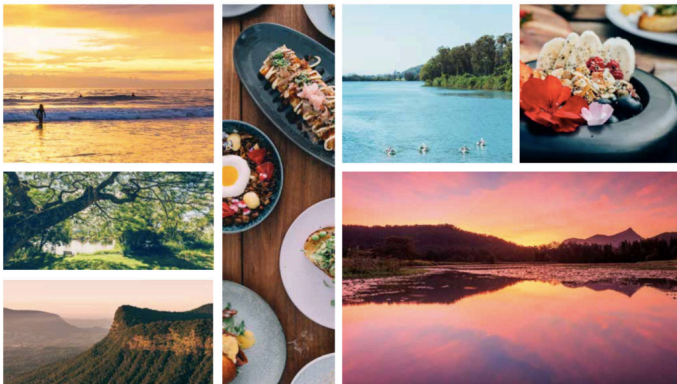
1. Collective Leadership and unambiguous Destination Management Governance;
2. Enhanced product supply through industry development;
3. Developing visitation demand through marketing; and
4. Planning for any macro impacts (disasters, global geopolitics, economic downturn, etc.) whilst managing the destination in a collaborative approach through TSC, industry and other stakeholders.

The DMP document is currently receiving a final edit and layout (per Councillor requests) and will be distributed publicly to stakeholders shortly.

A part of TTC's function is to bring the industry together to learn, network, celebrate achievements and be informed about the wider tourism landscape as well as what they are working on internally.

As well as a new key staff member joining the team, there are some fantastic events coming up for tourism operators in the Tweed to be a part of.

TWEED Destination Management Plan 2019 - 2030



4.0

STAKEHOLDER ENGAGEMENT AND PARTNERING

4.1 New Industry Liaison

TTC's newly appointed Industry Liaison, Sally Scott has hit the ground running and has been busy meeting with tourism operators since commencing the role in September.

This position is an essential one for both TTC and local industry as it is a direct communication point for local tourism businesses regarding opportunities, and also a support on the ground to share their successes and challenges.

The Industry Liaison position is a key role within the Tweed Tourism Company and central with the General Manager in driving the stakeholder communications.

Ms Scott has a diverse and strong background in tourism, ranging from business development, consultancy with boutique hotels in Brisbane and senior roles in the accommodation sector with Oaks Hotels & Resorts, Mantra Hotels and Holiday Inn. More recently she has been running her own successful start-up, online luxury travel website alluxia.com, and freelancing as a published travel writer for leading publications including Australian Traveller, International Traveller, The Upsider, Signature Luxury Travel, Style Magazines and Gourmand & Gourmet.



4.0

STAKEHOLDER ENGAGEMENT AND PARTNERING (CONT.)

4.2 Stakeholder Event Partnerships

Industry Update & Networking Events

TTC is partnering with the Gold Coast Airport (GCA) for a series of local stakeholder updates and networking opportunities in the 2019/20 financial year. GCA is an important stakeholder in our region and a critical gateway for visitors.

As a part of the event, TTC will provide an update on current trends, projects and opportunities; whilst GCA will update industry on the airport redevelopment, and domestic and international passenger trends.

The first of these events will take place on November 12th at Babalou in Kingscliff. A further two similar industry events are scheduled for the 4th of February and 5th of May in 2020.

Industry Christmas Party

Additional to the Stakeholder Networking events, TTC will host a Christmas Party for the tourism industry stakeholders on December 3rd. Whilst the venue details are still to be confirmed; both Tourism Australia and the Gold Coast Airport have partnered with TTC to deliver this event for industry.

4.3 Tweed Tourism Co. ThinkTank

The ThinkTank is a forum developed for diverse voices of leadership within the Tweed's tourism industry to collectively assist in advising and having meaningful strategic input to:

- Assist with the achievement of Destination Management Plan Key Actions;
- Provide advice, market intelligence, insights and have input into critical projects and strategies as a vital part of TTC's industry engagement framework;

- Create a high level, flexible and innovative forum to guide TTC's Executive Team and General Manager in formulating ideas and directions;
- Establish an industry wide collegial and collaborative approach with participants taking a strategic perspective; and
- Actively engage and connect TTC and industry on major projects, planning, strategy and directions and enhance information sharing and ownership.

During the reporting period, a Thinktank forum was held in September with new representatives joining us.

The focus for September was:

1. Scoping a 'Welcome To' program for the Tweed; and
2. An update on Events and Promotion.

4.0

STAKEHOLDER ENGAGEMENT AND PARTNERING (CONT.)

The primary topic of discussion was very broad and covered:

- An expert summary from Trevor Lee and Lily Choi-Lee on their extensive involvement in the “Be My Guest” (BMG) programs run on the Gold Coast, Brisbane, Townsville and Cairns for the Commonwealth Games. This focussed on the guest experience over all else, seeking to instil a “love and share” approach.
- The emphasis is not teaching skills, but changing perceptions to see every customer as a personal guest and develop a culture of service.
- The sentiment was to look at everybody as a “guest” – you look after a guest!
- The BMG program was fully funded through government and ThinkTank conversation debated whether that would be the case in the Tweed or how further revenue sources could be developed.

For the Tweed Shire Council’s Economic Development Unit (EDU) and TTC this is a priority project. It is considered the timing is right and both entities are looking to develop a program that is collaborative with Chambers of Commerce and the media.

The secondary topic discussed was an Events and Promotion update from Brad Nardi.

4.4 Cross Border Tourism Working Group (CBTWG)

The Rainforest Way

The Rainforest Way is a series of tourist drives that extends through the Northern Rivers region as well as across the border into South East Queensland.

For the past six months, the partners have been working with Armsign to develop new

interpretive signage for NSW based partners, as well as updating branding assets for the Rainforest Way (primarily in the form of a logo revamp).

For the Tweed region; revamped signage locations will include Murwillumbah and Uki. These new signs are now dispatched for the Tweed Shire Council’s team to install which should be confirmed in the next Quarterly Report.

For more information on the driving routes in this initiative, head to www.therainforestway.com.au.

About CBTWG

Entities participating include the Department of Premier and Cabinet, applicable divisions of Regional Development Australia (RDA), both NSW and QLD Parks and Wildlife Services, Destination North Coast, Destination Gold Coast, and The Gold Coast City Council.

5.0

DESTINATION RESEARCH: MONITORING AND ANALYSIS

Statistical Timeframe: year ending June 2019

Primary sources for the following information include Tourism Research Australia (TRA)'s:

1. International Visitor Survey for the year ending June 2019; and
2. National Visitor Survey for the year ending June 2019.

Each quarterly report TTC will look to provide an overview of the destination's performance with some commentary as well as drawing further detail on an aspect of 'enlightenment' (examples include a visitor profiling, drilling down aspect, competitor analysis, etc.).

5.1 Overview

The Tweed region's year ending June 2019 data shows a number of large percentage changes.

Domestic overnight visitation has experienced a strong increase to a total of 636,000 in the year ending March 2019, demonstrating an increase of approximately 12.3% in comparison to the previous year. There has however been a decrease in the number of nights being spent in the region of 8.9% in the past year, with the total number of nights generated in the year ending June 2019 being close to 1.7 million nights, indicating an average length of stay (ALOS) of 2.6 nights.

Overnight visitation for the region's international visitor markets, demonstrated a decrease in the year ending June 2019, whereas the total number of nights generated by international visitors demonstrated a marginal increase. The number of international overnight visitors decreased by 24% to 23,860, whereas the number of nights spent in the region also increased by 1%.

DOMESTIC VISITORS - JUNE 2019						
	Overnight Visitors	% Change	Visitor Nights	% Change	ALOS	% Change
Tweed	636,213	12.3%	1,674,617	-8.9%	2.6	-19.8%
North Coast NSW	5,883,937	5.4%	23,263,448	13%	4	8%

INTERNATIONAL VISITORS - JUNE 2019						
	Overnight Visitors	% Change	Visitor Nights	% Change	ALOS	% Change
Tweed	23,860	-24%	284,689	1%	11.9	33.7%
North Coast NSW	364,493	4.5%	4,098,713	17.8%	11.2	13%

Domestic Daytrippers	Visitors	% change
Tweed	1,315,887	6.6%
North Coast NSW	7,432,593	1.4%

5.0

DESTINATION RESEARCH: MONITORING AND ANALYSIS (CONT.)

5.2 Expenditure Statistics

Whilst TTC will include expenditure statistics in its reporting, we would like to note the following caveat regarding methodology and how this data should be used:

Caveat

Some local government areas (inclusive of the Tweed) complete the modelling based on the Tourism Region (TR) expenditure applied to the visitation rate (as taken from TRA online). Whilst this methodology is the most effective available, it assumes that visitors have the same spending patterns universally. TRA refuses to make that assumption and as such this data is derived by the LGA and never published. Additionally, TRA also considers the expenditure data on a yearly basis the data as too volatile.

TTC recommends that the expenditure data can be a good way to demonstrate the importance of direct visitor expenditure for the local Tweed economy, noting that economic multipliers then mean this injection of new money spreads throughout the community. The data should be used with caution, in particular with large year-to-year fluctuations. A better method is to look at trend information and a gradual change in expenditure over a number of years which TTC will look to provide in upcoming reporting periods for added context.

Total Expenditure	YE June 19	YE June 18	Change %
Domestic Overnight (\$M)	\$265,778,464	\$291,514,439	-9.68%
Domestic Day Visitors (\$M)	\$144,208,056	\$133,805,731	7.21%
International Overnight (\$M)	\$19,962,393	\$18,843,991	5.60%
TOTAL (\$M)	\$429,948,913	\$444,164,161	-3.31%

Expenditure Per Visit	YE June 19	YE June 18	Change %
Domestic Overnight	\$418	\$514.67	-23.20%
Domestic Day Visitors	\$110	\$108.38	1.10%
International Overnight	\$837	\$600.26	28.25%

Expenditure Per Night	YE June 19	YE June 18	Change %
Domestic Overnight Visitors	\$158.71	\$158.47	0.15%
International Overnight Visitors	\$70.12	\$66.90	4.59%

5.0

DESTINATION RESEARCH: MONITORING AND ANALYSIS (CONT.)

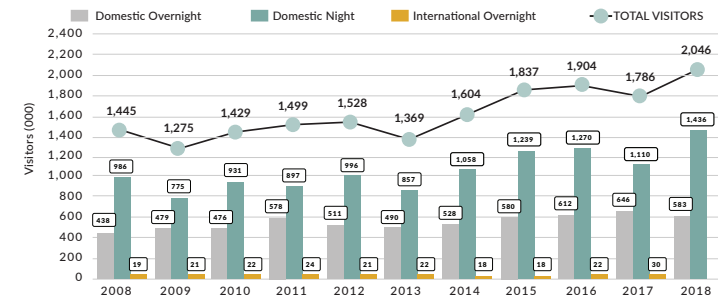
5.3 Further Insights

As part of the Destination Management Plan, TTC has been undertaking additional research to help guide the report’s fundamental principles. The following graphs are supplied to give an indication on both the Tweed’s visitor economy from a holistic view but with context as to the shifting of individual source markets (namely; International, Domestic Overnight, or Domestic Daytrip) within that scope.

Please note the following calendar year ending with the sources being:

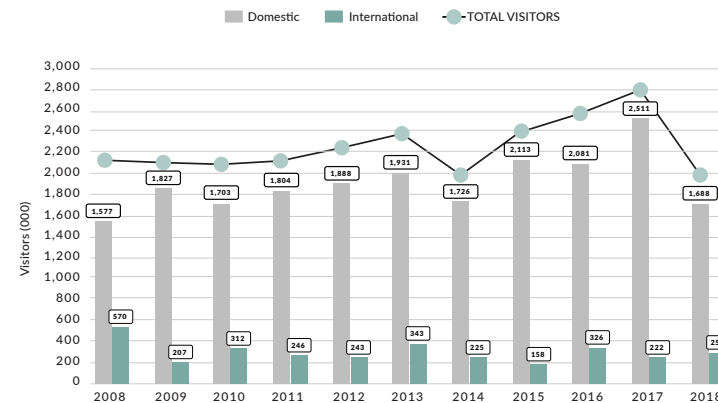
1. International Visitor Survey for the year ending December 2018; and
2. National Visitor Survey for the year ending December 2018.

VISITOR SUMMARY



OVERALL AVERAGE ANNUAL GROWTH*: 3.6%
 Domestic overnight growth: 2.9% p.a.
 Domestic day growth: 3.8% p.a.
 International overnight growth: 3.4% p.a.
 Average Domestic overnight contribution: 34%
 Average Domestic day contribution: 65%

VISITOR NIGHTS SUMMARY



OVERALL AVERAGE ANNUAL GROWTH*: -0.1%
 Domestic growth: 0.7% p.a.
 International growth: -7.6% p.a.
 Average Domestic contribution: 87%
 Average International contribution: 13%

5.0

DESTINATION RESEARCH: MONITORING AND ANALYSIS (CONT.)

Insights

The Tweed Local Government Area hosted 2.1 million visitors in 2018 not including international day visitors*. Total visitation has generally followed an upward trajectory over the past four years with the exception of 2017 which saw a year-on-year decline. Over the period 2008-2018, average annual growth was 3.6% (compounding). Growth is much higher in recent years. Average annual growth over the period 2014-2018 was 6.3%.

Domestic day-trip visitors accounted for just over 70% (1.4m) of the total in 2018 – up on the long term average of 65%. The 2018 day visitor numbers represented a record for the Tweed. Average annual growth over the period 2008-2018 was 3.8%. Over the period 2014-2018 the growth rate was much higher (7.9% p.a.). Annual visitor expenditure data for Local Government Areas is not available. If it is assumed that spend per visit in 2018 was

the same as it was, on average, over four years ending 2018, visitors spent an average of \$90 per visit. This means total expenditure by day visitors in 2018 was around \$129m.

Domestic overnight visitors accounted for 29% (583,000) of total visitors in 2018. This percentage was lower than the long term average mainly due to the well above average day visitor volume in that year. Growth over the period 2008-2018 averaged 2.9% p.a. The growth rate over the period 2014-2018 was slightly lower (2.5% p.a.). Domestic overnight visitors stayed an average of 2.9 nights in 2018. Based on the four years ending 2018 they spent an average of \$134 per night in the Tweed. Total expenditure by domestic overnight visitors in 2018 was therefore around \$226m.

International overnight visitors accounted for 1% of total visitors (27,000) in 2018.

This is very similar to the long term average. International overnight visitation has grown at an average annual rate of 3.4% over the period 2008-2018. More recently (2014-2018) growth has been higher (10.1% p.a.). This is, however, in part due to the lower than average volume in 2014. Expenditure per night over the four years ending 2018 was \$63 per night which means total spending by these visitors in 2018 was approximately \$16m.

Based on 2018 visitor volume it is estimated that visitors (excluding international day visitors) spent in the order of \$372m in the Tweed.

*Please note data for international day visitors is not available

6.0

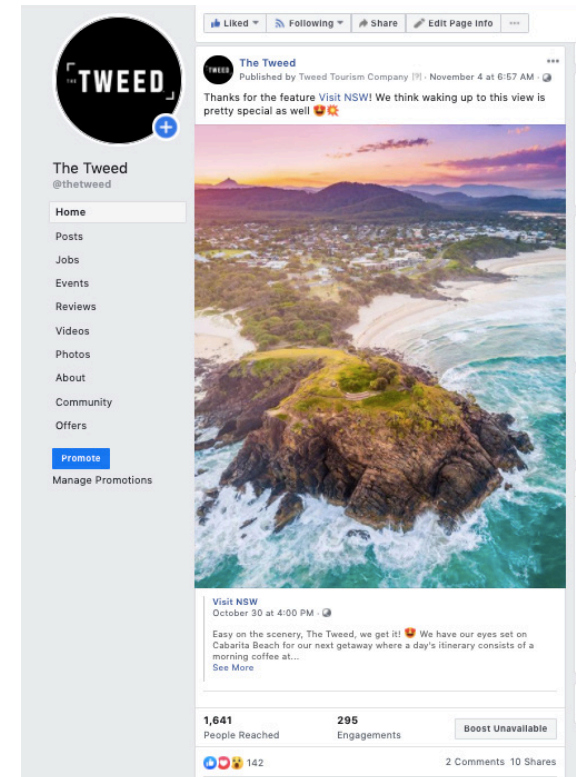
DESTINATION MARKETING CHANNELS

6.1 Digital Channels

The region’s digital strategy is currently focussing on 3 major undertakings. Namely;

1. Continue to establish and drive impactful social media channels;
2. Implement a low-cost temporary website so that a proper scoping project could be undertaken and a new destination website developed.
3. Look at options to implement an events website with the capacity for increased planning for events upcoming in calendars.

- Consumer Instagram (@thetweed_nsw) 4,135 followers
- Consumer Facebook (@thetweed) 3,692 followers
- Corporate Facebook (@tweedtourismco) 524 followers
- A notable new initiative is the Events (@whatsontweed) Facebook which focuses on consumer event communications. Whilst still a new initiative, it is planned for this to grow in influence with the launch of the ‘What’s On Tweed’ website; a partner initiative with the Tweed Shire Council.



6.1.1 Social based reporting

TTC has a range of new social media channels for the destination with the key channels including:



6.0

DESTINATION MARKETING CHANNELS (CONT.)

Facebook Results - The Tweed

Followers

July: 2940
August: 2977
September: 3692

↑ Quarterly increase of 752 followers (+ 25.5%)

Engaged Users

July: 2424
August: 3227
September: 3489

↑ Quarterly increase of 1,065 engaged users (+ 43.9%)

Reach

July: 27,384
August: 32,491
September: 314,843

↑ Quarterly increase of 287,459 users reached (+ 1049%)

Instagram Results - The Tweed

Followers

July: 3860
August: 3944
September: 4135

↑ Quarterly increase of 275 followers (+ 7.12%)

Engaged Users

July: 1697
August: 2342
September: 2363

↑ Quarterly increase of 666 engagements (+ 39.2%)

Reach

July: 16069
August: 22682
September: 159957

↑ Quarterly increase of 143,888 in reach (+ 895%)

Most Popular Posts

The Tweed - FB



12,415 people reached and 1,128 engagements.

The Tweed - IG



4,090 people reached and 420 engagements.

Whats On Tweed - FB



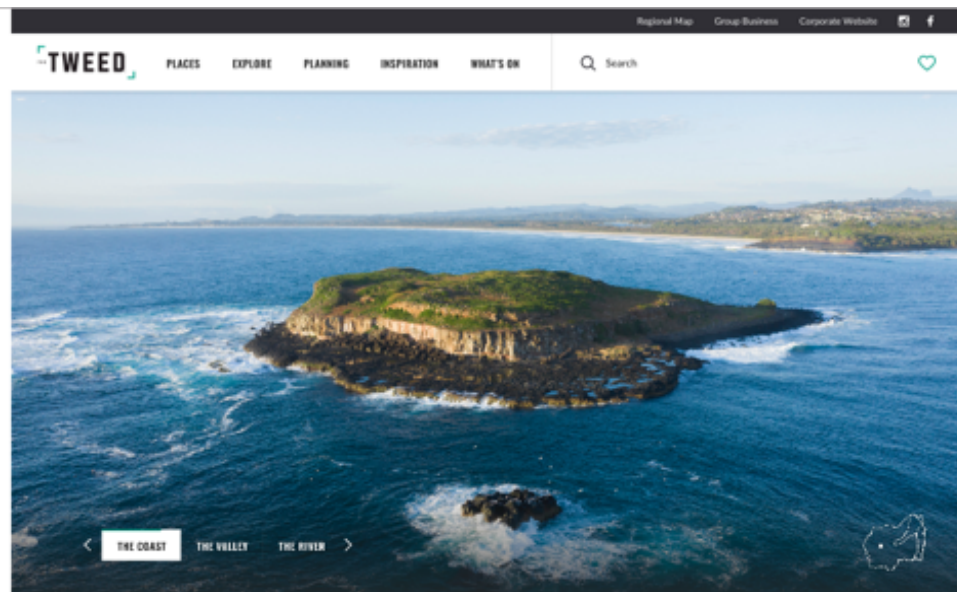
1,288 people reached and 36 engagements.

Recommendations

- **Regular monthly 'always on' paid strategy**
In mid September, paid ads were trialled across "The Tweed" Facebook and Instagram channels and engagement on both channels but in particular on the Facebook page. It's recommended to keep running with small amounts of budget each month to generate a larger base of followers for the Tweed Tourism brand.
- **Entice users to post more video content from #TheTweed that can be repurposed**
- **Develop regular themes for posting each week eg: Foodie Friday to be used consistently**
- **Push a drive to get information on events that are coming up for 'Whats On Tweed'**
While there has been good engagement and traffic on the "The Tweed" social channels, the "Whats On" page has struggled with increasing engagement. A suggestion would be to promote a drive for finding out when local Tweed events are running so that there is enough content to be posting consistently.

6.0

DESTINATION MARKETING CHANNELS (CONT.)



INTRODUCING THE TWEED

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6.1.2 Destination Website

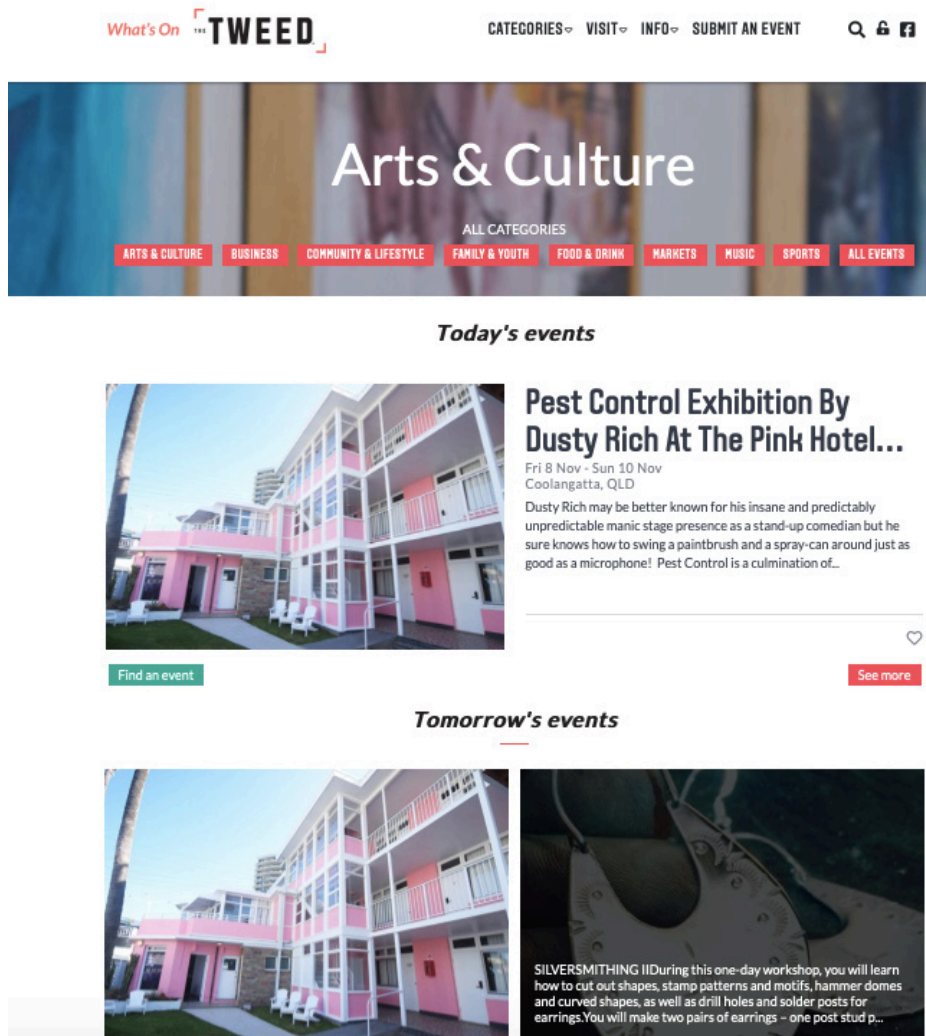
TTC is committed to delivering a new destination website for the Tweed region. The new website is a priority project with a soft launch anticipated in late November.

The website will work in the early stages (i.e. dreaming and research) phases of the consumers path to purchase with a focus on new developments inclusive of trip building (itinerary) modules, and blog content for inspiration. Additionally it will bring pertinent event information across from the soon to be launched 'What's On Tweed' website (see further below).

As previously included in this report (see 4.3 Upcoming Workshops) the destination website will give local tourism businesses the opportunity to create their own online listing via the nationally recognised Australian Tourism Data Warehouse platform – a first for the Tweed region. A digital workshop is being held in the region on November 21 to educate tourism businesses on how to set up and maximise their FREE online listings (which will be utilised for both the visitthetweed.com.au website as well as visitnsw.com).

6.0

DESTINATION MARKETING CHANNELS (CONT.)



6.1.3 Events Website

A new 'What's On Tweed' events-based website is set to launch in November as the official event calendar, showcasing the Tweed as a unique and diverse destination with something for everyone.

The project is a collaborative effort between Tweed Shire Council and The Tweed Tourism Company, with the website designed to provide a one-stop-shop for residents, businesses and visitors to find out what's happening across the Tweed.

From local markets, to live music events; and from sport to food events; users will be able to search the calendar of events by category, keyword, suburb or date.

The website has also been developed with the venues and event organisers at front of mind and aggregates (pulls in) event listings from a wide range of pre-existing sources including (but not limited to) Eventbrite, OzTix, Ticketmaster, Local Tickets, etc.

If the automated listings don't cover the event, further options exist including the team being able to nominate specific Facebook accounts to draw events from and a 'Submit My event' button for manual listings.

6.0

DESTINATION MARKETING CHANNELS (CONT.)

6.2 Content Creation

In conjunction with the scoping and creation of the new destination website, TTC has also been looking at working with a range of partners and photographers to create updated content inclusive of promotional imagery and video for the region's use.

Videography

For the website in particular this is inclusive of a drone videography shoot to be conducted by local videographer Sam Brincat. The strength of the work will be in the natural environment and effectively showcasing the diversity of the region from the valley to the river and coast.

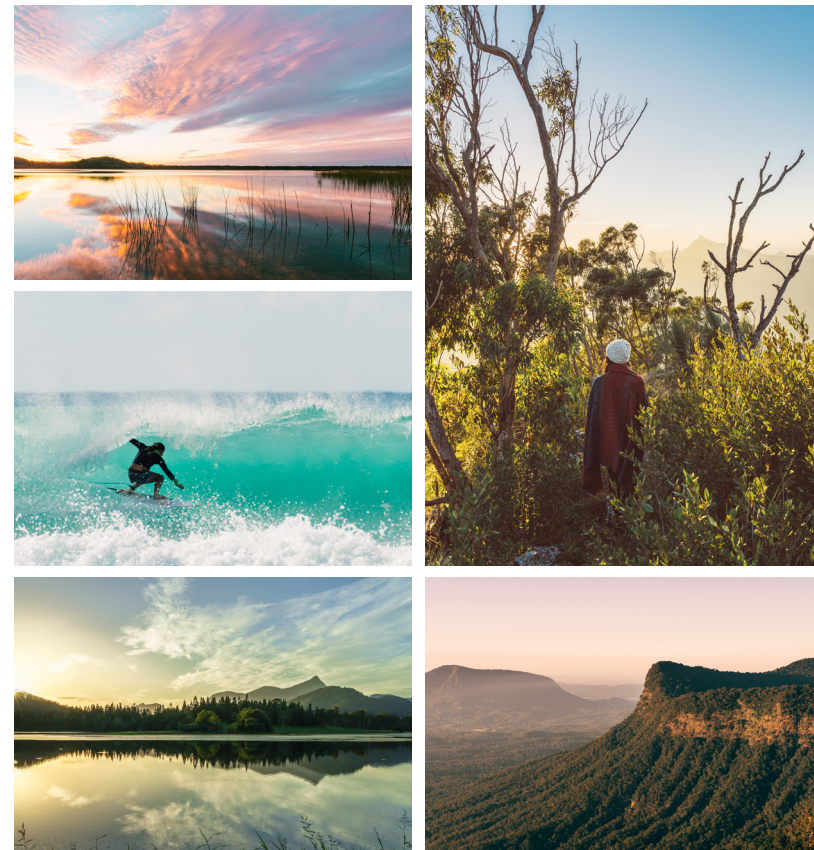
Additional to the website there will be short-term usage planned for the Visitor Information Centre's, Social Media and further.

Photography

TTC has been able to work with local photographer Jewelzee to add to the destination image libraries. Jewelzee is based locally and has formerly been a noted influencer for travel photography in the tourism landscape. Jewelzee's inspiring photography is a strength for the region and TTC is proud to have been able to work with her on this project. Imagery - although to be used in a range of projects

- will immediately be evident in the upcoming Tweed Visitors Guide publication.

A range of delivered imagery can be viewed below.



6.0

DESTINATION MARKETING CHANNELS (CONT.)

6.2.1 Publications

TTC is currently engaged in developing a suite of publications to assist the regions promotion.

The Tweed Visitors Guide is the primary publication that TTC endorse and engage. Over 35,000 copies of the guide will be printed and the publication is a strong piece to convince drive-market travellers moving up and down the coast to get off the highway and experience the Tweed.

Over 55 local tourism businesses have engaged in advertising opportunities in this regional publication. A snapshot of the distribution is as follows:

- All accredited visitor information centres (VIC's) in the 4 hour drive market (guaranteed).
- Additionally we will look to deliver to any VIC between the Tweed and Sydney on the Pacific Hwy that is happy to receive.
- Gold Coast and Brisbane Airport distribution.
- Consumer shows attended by TTC.
- Distribution in welcome packs for visiting groups.
- Distribution in welcome packs for visiting media and trade contacts.
- Digital distribution to include both an eBook and the first ever specific mobile phone cut document.



6.0

DESTINATION MARKETING CHANNELS (CONT.)

6.3 Communications Update

6.3.1 Communications Resourcing

Recognising the need to extend our communications focus from purely consumer media to also engaging more with local messaging and enhancing the Tweed industry's understanding of our team and what we do, the Tweed Tourism Company tendered for its media services early in 2019.

Receiving a selection of strong submissions from media and marketing companies, we engaged Louise Terry in May in the part-time contract role of Media PR & Content, bringing her significant experience in local tourism and destination marketing, from regional tourism to State Government, to the TTC team.

Louise assists us to drive positive media coverage of the region's holiday offerings, enhance the profile of the company locally and nationally and generate content to convey the quality and diversity of the Tweed holiday experience, including content for the official Tweed Visitors' Guide, our new consumer and corporate website and a range of media editorial opportunities.

As part of these content projects, we have commenced a series, Ask a Local, to hero the people of the Tweed and connect visitors to local

insights on what to see and do while here on holiday. The first phase of this series will launch in the Tweed Visitors' Guide featuring:

- Ben and Yen Devlin, Pipit;
- Paul Messenger and Mandaley Perkins, Husk Distillery;
- Tim Jack-Adams, Watersports Guru;
- Kim Crane, High Performance Centre;
- Kristy and James Mason, Tweed Coast Weddings; and
- Susi Muddiman OAM, Tweed Regional Gallery.

6.4 Media Focus

As part of this extended focus on further local messaging, we have added to the Media PR role regular corporate media releases, highlighting news and achievements, along with a regular GM's column in the Tweed Valley Weekly.

This has enabled us to develop a relationship with the community to convey the benefits of tourism to all who live in the region, and is also helping tourism operators to better understand and engage with TTC as the official tourism organisation representing their interests and delivering them with opportunities in marketing and development.

6.0

DESTINATION MARKETING CHANNELS (CONT.)

TTC circulates regular leisure media releases and our efforts in this arena have been to:

- Engage national media to cover fresh angles for the Tweed;
- Profile hero experiences that will resonate with travel media and audiences;
- Highlight the growing wealth of new product; and
- Expose and elevate awareness around hinterland experiences and towns.

TTC actively generates and hosts independent media familiarisations and also partners with Destination North Coast and Destination New South Wales to support national and international visiting journalist itineraries.

A comprehensive destination and product update was delivered to key DNSW staff in July, with a focus on improving DNSW's knowledge of the Tweed and building partnerships with the media, public relations and regional tourism development teams.

TTC liaises directly with its database of media contacts to generate coverage and also pitches news, events and product updates via

TravMedia, the travel industry's leading network that connects PR professionals and travel media.

TravMedia was established in Australia in 1999 and now has a community of over 40,000 media and PR members, and operates in 10 countries - Australia, United Kingdom, United States, China, Germany, United Arab Emirates, Canada, India, New Zealand, and South Africa.

6.4.2 Media Results and Highlights

In our first year of leading tourism in the Tweed, there have been robust and productive outcomes for the region in terms of positive media coverage and local communications.

This has included TTC led leisure media familiarisations as well as working closely with DNSW, DNC and our many tourism operators and local businesses.

We have generated travel coverage of the Tweed's diverse villages and experiences in media that ranges from State based publications to national magazines, as well as hosting international travel writers in partnership with DNSW.

6.0

DESTINATION MARKETING CHANNELS (CONT.)

Special interest segments that we have reached range from foodies to wine-lovers, airline magazines and adventurers to the drive market and luxury travel media.

With a surge in new product and experiences and a multitude of awards presented to our fantastic tourism and hospitality operators there have been many good news stories to share. Amongst the new businesses that have recently opened their doors that TTC will continue to work with in creating media opportunities are:

- Pipit restaurant in Pottsville;
- Husk Distillers distillery tour and cellar door opening;
- The Hideaway at Cabarita Beach;
- Mount Warning Tours - Stone & Wood Brewery Tour;
- La Rocher Eco Retreat;
- Cudgen Red Earth Brewing;
- Elwood Cafe;
- Baker & Farmer;
- Xenia Grill;
- Gallura Italian; and
- Events covered in media updates include Taste Tweed Food Festival, Tweed Artisan Food Weekend, Tweed Regional Gallery exhibitions.

Festival, Tweed Artisan Food Weekend, Tweed Regional Gallery exhibitions.

The screenshot shows a Good Food article from July 2, 2019, by Keith Austin. The article features a yellow sports car at the top and a photo of a restaurant building. The text discusses local dining spots like Husk Distillers and Husk Eatery, highlighting their gin and food offerings. A 'MOST POPULAR' sidebar lists items like 'The reason to visit Stone Bay' and 'Tweed to the coast: The best villages on Queensland's Gold Coast'.

The screenshot shows a Regional Foodies article from August 14, 2019, by Jacqueline Poir. It features a photo of a meal with bread, meat, and beer. The article discusses the town's food scene, mentioning 'Lucy Star's' and 'Everywhere' as notable spots. It also lists '132 MURWILLUMBAH STREET' as a key location for foodies.

The screenshot shows a Traveller article featuring a woman's face and a beach scene. The article is part of a 'Midnight' Australian Collection and discusses local activities and experiences in the Tweed region.

Famils Register

Media	Distribution	Coverage
Leisure		
Urban List	Digital - Gold Coast	Husk Distillery Hideaway Cabarita Beach Crystal Creek Rainforest Retreat
Escape (NewsCorp) 400,000 circ.	Sydney Melbourne Brisbane	Mistere Urliup review Crystal Creek Rainforest Retreat review Dip into Nature
Captured Travel	Digital - national	Crystal Creek Rainforest Retreat review
Haven Magazine	Digital - national	Day Tripping the Tween feature
Alluxia	Digital - national	Top picks for Taste Tween Food Festival
Drivenow.com	Digital - national	Head for The Tween Coast of NSW for some Winter Wonders
North Coast Sydney Weekender DNSW Special	Television - national - Ch7 and 7TWO Total audience reach was more than 350,000	Things to see and do in northern NSW with eating out in the Tweed highlighted, featuring Cubby Bakehouse and Kingscliff Beach Bowls Club
ETB Travel News	Digital - national and global	New ways to warm up in the Tweed this winter
Upsider.com	Digital - national	Hotly Anticipated Husk Distillers Opens in The Tweed Shire NSW Weekender: Where to eat, stay and play in The Tweed
Good Food (Fairfax - SMH/ The Age)	Sydney, Melbourne	High Flyers Find Tweed a Perfect Fit
Good Weekend (Fairfax - SMH/ The Age)	Sydney, Melbourne	Pipit restaurant review

Media	Distribution	Coverage
Traveller (Fairfax - SMH/The Age)	Sydney, Melbourne	Sleeping with the chefs - Halycon House + Paper Daisy feature
Australian Traveller	Digital - national	11 Things to do in the Tweed Over 300k unique monthly web visitors, 500k social reach, 60k EDM subscribers
Mark Fitzpatrick	Social media influencer	Images shared to audience of 85.9k tagging @thetweed_nsw
Avalon Magazine	Melbourne	Printing November/December 30,000 print circ. 120,000 readership
Haven Magazine	Digital - national	Day Tripping the Tween feature
Corporate		
Tweed Daily News	Tweed region	May Food Events TTC new industry Liaison announcement
Northern Star	Northern Rivers region	Tweed Easter events
Echonet Daily	Norther Rivers region	Visit The Husk Rum Distillery in Tumbulgum
Tweed Valley Weekly	Acticle Monthly GM Column	Media and partnerships events Agritourism MOU

6.0

DESTINATION MARKETING CHANNELS (CONT.)

6.4.3 Famils Register

TTC maintains a detailed register of all familiarisations hosted in the region to track coverage as well as leads generated for local businesses. We also plan and deliver comprehensive and professional itineraries for all TTC led visiting journalists.

Outlined below is a brief snapshot, along with web links where available, to some of the key media coverage generated from TTC hosted media familiarisations, circulation of TTC press releases and assistance provided for various commissioned article content.

Online editorial article links:

- www.theurbanlist.com/goldcoast/a-list/husk-distillery-opens
- www.theurbanlist.com/goldcoast/a-list/the-hideaway-glamping-cabarita-beach
- www.theurbanlist.com/goldcoast/a-list/eco-retreats-gold-coast
- www.australia.etbtravelnews.global/383675/new-ways-to-warm-up-this-winter/
- www.facebook.com/thismagnificentlife/photos/a.205310373330/10157415219508331/?type=3&theater
- www.eglobaltravelmedia.com.au/new-ways-to-warm-up-in-the-tweed-this-winter/
- travelbaseonline.com/destinations/middle-east/new-ways-to-warm-up-this-winter/
- theholidayandtravelmagazine.blogspot.com/2019/06/new-ways-to-warm-up-in-tweedthis-winter.html
- www.drivenow.com.au/blog/tweed-coast-winter/
- www.echo.net.au/2019/06/visit-husk-rum-distillery-tumbulgum
- www.alluxia.com/blog/top-picks-for-taste-tweed-food-festival
- www.havenmagazine.com.au/day-trippin-the-tweed/
- www.thefivefoottraveler.com/things-to-do-in-australia/#map_canvas_1
- www.owners.mercedes-benz.com.au/Stories/storiestravel.aspx#margaret-river
- gourmandandgourmet.com.au/regional-foodies-murwillumbah/
- theupsider.com.au/the-tweed-weekend-guide/17034
- www.australiantraveller.com/nsw/north-coast/tweed-valley/11-of-the-best-things-to-doin-the-tweed
- www.popxo.com/2019/06/exploring-the-north-coast-of-new-south-wales-australia/
- blankgc.com.au/husk-farm-distillery/
- www.goodfood.com.au/travel/nsw/best-places-to-eat-and-drink-in-the-tweed-valley-nsw20190611-h1f9is
- thismagnificentlife.com/australia-where-winter-means-food-festivals/
- www.theurbanlist.com/brisbane/a-list/brace-yourself-ink-gin-is-launching-a-photogenicnew-product

INDUSTRY AND PRODUCT DEVELOPMENT

7.1 Industry and Operator Education

7.1.1 Tweed Tourism Academy

The Tweed Tourism Academy is a suite of exciting learning opportunities for local industry stakeholders. Through first class learning experiences, TTC aims to challenge thinking, foster collaboration, networking and enhance professional and business growth.

The main offering currently being offered is the Trade Mentoring Program. This program aims to provide a small number of operators intensive one-to-one mentoring to develop an understanding of the complexities of trade/distribution. Outcomes include providing the knowledge and tools and to capitalise on the benefits that working with domestic and international tourism trade partners presents.

This program has commenced with 4 tourism operators taking part in 2019/20. These operators include:

- North Star Holiday Resort;
- Mistere Spa and Retreat;
- La Rocher Eco Retreat; and
- Life of Water.

Once the program is complete, operators will have fully commissionable rates, a trade ready kit, a far better understanding of how to work with trade and they will be contracted with at least 1 trade partner.

7.1.2 Upcoming Workshops (Digital)

As part of the upcoming website developments, TTC has liaised with Destination NSW to bring a free digital workshop to the region for operators. Focussing on practical tips for promoting tourism businesses online, operators will have the opportunity to learn about creating and using great images digitally and tapping into social media channels.

Additionally, a key reason for hosting this workshop is for operators to find out how they can create, review and update their ATDW tourism product listing via the Get Connected program.

What are ATDW listings?

The acronym stands for the Australian Tourism Data Warehouse. This online listing is how tourism businesses are displayed on VisitNSW.com and will also be used for the revamped visitthetweed.com.au website (to be launched soon). The benefits of ATDW are that the listing is in the operator's control so they can always update their imagery, contact details and further.

What is Get Connected?

Get Connected is an initiative of Destination NSW that focuses on tourism businesses being effective in the important digital marketing space. Among other program elements; one highlight is to make ATDW listings completely FREE for NSW-based tourism operators (i.e. in other states they cost \$250 annually).

Workshop details

This workshop will be held on Thursday November 21st at Peppers Resort and Spa.

8.0

EXPERIENCE & TOURISM DEVELOPMENT

8.1 ATEC Partnership

The Australian Tourism Export Council (ATEC) is a peak industry body representing Australia's tourism export sector (valued at approximately \$43 billion to the Australian economy).

TTC has partnered with ATEC - a prominent voice for inbound tourism spanning over four decades in the Australian industry, and as a respected advocate of industry issues, on an exciting initiative called the 'Elite Program'.

8.1.1 ELITE Program

As part of TTC's commitment to engage and develop an Eastern and Western markets trade and distribution-based strategy for the region, TTC has further partnered with ATEC to be a Regional Program Partner in the ELITE 2019 program. ELITE is an acronym for Emerging Leaders in Inbound Tourism Excellence and the program is designed to engage emerging tourism leaders from across Australia in destination-specific briefs to work on strategy development

Other destinations to have been a part of this program (only in its second year) have included Brisbane Marketing, Tourism Top End (Northern Territory) and Visit Sunshine Coast.

The Tweed's team for the project consists of representatives from:

- Tourism Australia;
- Tourism & Events Queensland;
- Tourism North-West (WA);
- Cairns Adventure Group;
- Illegal Tender Rum Co. (WA); and
- Puffy Billy Railway (VIC).

The Tweed Brief

The key question the group is looking to address for the Tweed is how the region should leverage its close proximity to the Gold Coast and Byron Bay to increase international traveller visitation from high value tourism markets. The brief notes that the region places an emphasis on yield over volume.

The Presentation

The group will make a presentation at ATEC's Meeting Place trade event in Brisbane (November).

VISITOR INFORMATION CENTRES

The months over Winter are traditionally our busiest time, mainly due to the large number of grey nomads migrating from the southern states, traditionally staying with us for a couple of months. We also see a large influx of older NZ visitors that are no strangers to our Shire, coming for 2-3 weeks each year to escape the coldest part of their winter.

It can be a difficult period to manage the Visitor Information Centres as many of our volunteers also go away and general sickness can deplete the numbers available. We did get through it and enjoyed the busy time of year. Great weather for tourists during this time, being so dry and warm, just what they are seeking!

Merchandise

With July and August being our busiest months, the stock has been going quite well in the early stages of roll out. Murwillumbah and Tweed Heads are both selling retail items. Murwillumbah has a larger range and are selling approx. three times more items than Tweed Heads.

Famils

During the past three months several famils have been on offer to volunteers to attend. Husk has been by far our most popular famil of late, with a total of 35 volunteers attending in one sitting. Volunteers and some staff enjoyed a tasting of the famous gin along with some tasty grazing boards and experiencing the

distillery tour. Lunch at Potager was finalised during the months of July and August, with a dozen volunteers each from Murwillumbah and Kingscliff being treated to a lazy Friday lunch. Whale watching took place for much of the quarter, a total of 36 volunteers experienced firsthand the grandeur of the humpback whale with Coolangatta Whale Watch!

Volunteer Numbers

Currently our volunteer numbers are a total of 63 wonderful community ambassadors including:

Tweed Heads	19
Murwillumbah	11
Kingscliff	33

Social Gatherings

Inspiration has been taken from the volunteers at Kingscliff VIC who have for some time been organising social outings amongst themselves, usually to the Kingscliff Bowls Club for an afternoon drink.

Tweed Heads have had their first outing to the local Surf Club about one month ago and Murwillumbah have started meeting for trivia on a Wednesday night, either at the Impy or the Golf Club.

It is a great way of getting together socially outside of TTC – some staff did attend, and all had a great afternoon/evening. Many of the volunteers who do permanent shifts do not get to know their fellow volunteers, so it is a lovely way to catch up.

9.2 Visitor Information Centre Location Review

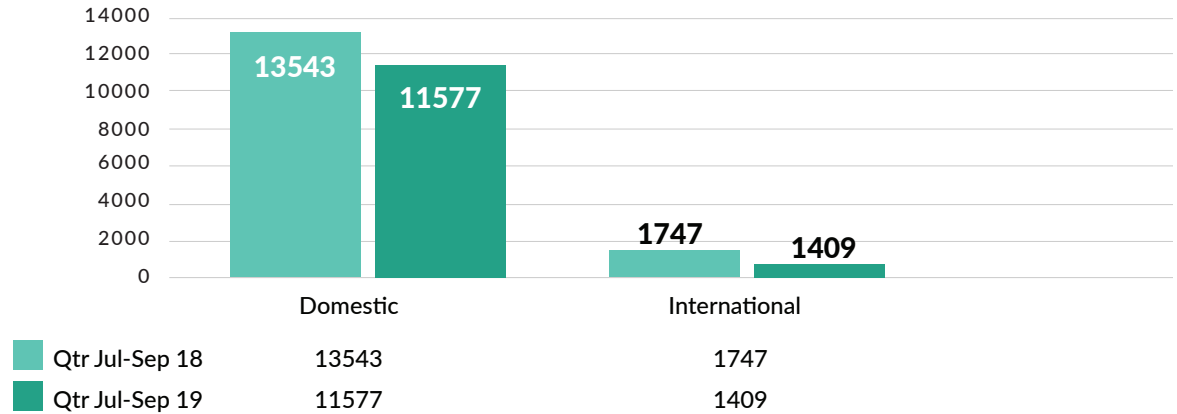
This VIC review is part of the Tweed Shire Council’s (TSC) contract with The Tweed Tourism Co. and is an ongoing piece of work that is focussed on getting the strategy in place.

Whilst the Tweed Heads Centre location also remains a consideration; it is the Murwillumbah Centre that is taking precedence in strategic planning with the Old Rainforest Centre’s refurbishment post flooding now largely complete.

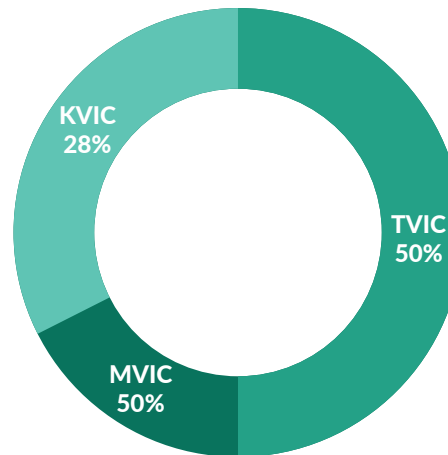
TTC is currently working with Council Officers and further stakeholders to deliver vision statements around how each centre location (i.e. the Train Station and/or the old Rainforest Centre) can be maximised as locations and what mitigating factors should be considered in their eligibility.

Indications are that the VIC in Murwillumbah will be transferred back into the Rainforest Centre (its former home) on a short-term lease so that the organisation can further consider future developments around the Train Station in line with the Northern Rivers Rail Trail project.

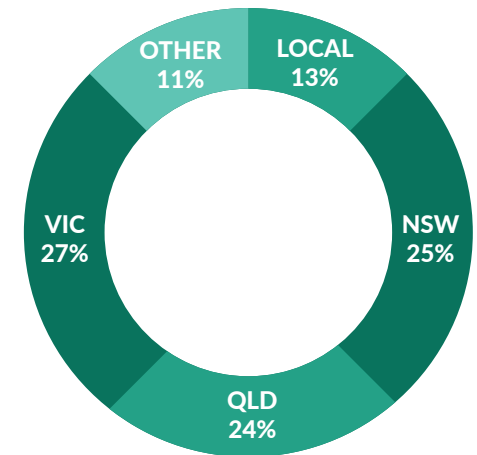
VIC Patrons: Last year vs this year (Jul-Sep QTR Consolidated)



Total Visitor Breakdown by Centre (Jul-Sep 19 QTR Consolidated)



Domestic Visitor Source Markets (Jul-Sep 19 QTR Consolidated)





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