

OUTBACK QUEENSLAND

# Destination Management Plan

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2021 – 2024





# Executive Summary

The Destination Management Plan (DMP) has been designed to respond to the immediate challenges and opportunities presented by COVID-19 and to set in place the fundamental destination building blocks needed to generate the momentum for sustainable growth.

The plan contains three defined implementation phases which guide where energy and resources need to be channeled :

- Immediate response to changing COVID-19 conditions (-12 months)
- Establishing a recovery platform which sets in place the building blocks for destination management and marketing (12-18 months)
- Consolidation and longer-term planning (18 months-3 years)

The DMP is underpinned by the following principles and implementation drivers:

- Be flexible and responsive to changing COVID-19 market threats and opportunities
- Embrace digital technology and link with face-to-face service outcomes
- Build on existing signature experiences and supporting product and service infrastructure
- Leverage regional economic, investment and diversification plans
- Quality experience delivery and a customer first service mentality

- Formalise new partnership agreements with Local Government.
- Disperse visitors and deliver economic return to the local community

The three implementation phases are grouped into five core strategy pillars.

1. Destination stewardship (leadership and sustainable tourism)
2. Destination marketing
3. Product development and experience delivery
4. Visitor services and trade readiness
5. Enabling environment (advocacy, investment in access, transport and service infrastructure, etc.)

## IMPACTS OF COVID-19

COVID-19 has created multiple impacts on the tourism and hospitality sector but it has also created an array of opportunities and possibilities. This includes fundamentally changing the way in which destinations need to engage with a new world of consumers. As borders reopen there is an opportunity to capture the

imagination of a domestic market seeking escape from being confined at home and seeking a revived connection with family and friends, the great outdoors and life's simple pleasures. Visitors are selecting destinations and experiences that are trusted, clean, safe and welcoming.

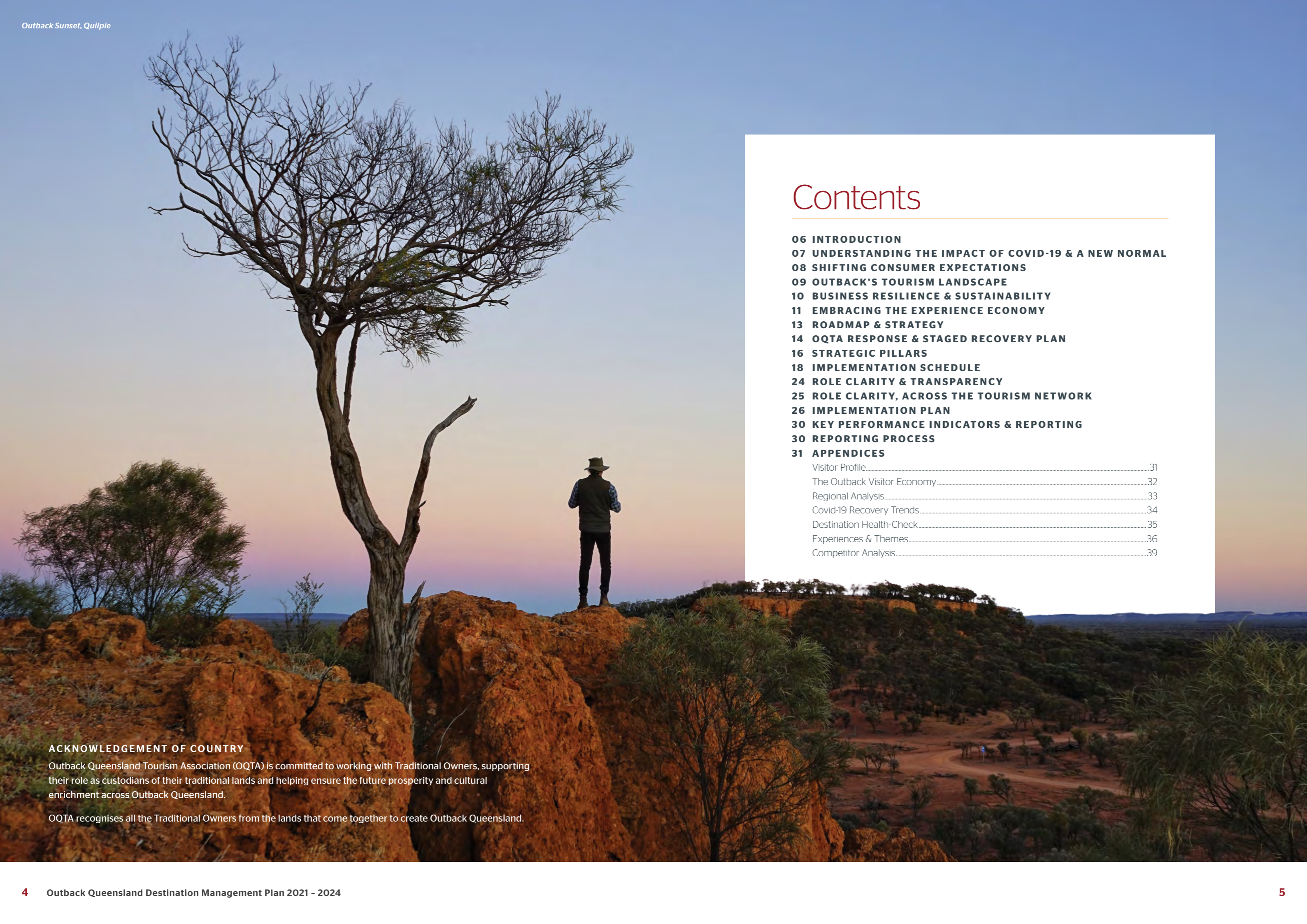
In order to successfully deliver the actions identified, to build momentum in the region and to ensure that Outback Queensland gains its fair share of the market in a COVID-recovery market, a new partnership approach is needed.

Key support from stakeholders across the tourism network and supply chain is required to deliver transformational experiences and disperse the benefits that tourism can bring to regional Queensland.

Throughout the Year of Outback Tourism, the region benefited from the investment and development of a wide range of new and refreshed infrastructure and visitor experiences. Now is the time to leverage off these investments to bring the Outback story to life.

## Vision

To position Outback Queensland as the number one choice for Australian outback experience and adventure.



**ACKNOWLEDGEMENT OF COUNTRY**

Outback Queensland Tourism Association (OQTA) is committed to working with Traditional Owners, supporting their role as custodians of their traditional lands and helping ensure the future prosperity and cultural enrichment across Outback Queensland.

OQTA recognises all the Traditional Owners from the lands that come together to create Outback Queensland.

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# Introduction

Tourism is a significant component of Outback Queensland's social and economic structure, welcoming 1.83 million visitors to the region prior to COVID-19.

As Outback Queensland continues to respond to the COVID-19 challenges in the short-term, key partnerships across the tourism network will be critical to support the implementation of action items.

Outback Queensland has maintained its vision- to position **Outback Queensland as the number one choice for an authentic Australian outback experience and adventure.**

**In order to deliver on this vision five key pillars have been identified:**

1. Destination stewardship (leadership and sustainable tourism)
2. Destination marketing
3. Product development and experience delivery
4. Visitor services and trade readiness
5. Enabling environment (advocacy, investment in access, transport and service infrastructure, etc.)

**These pillars are underpinned by the following principals:**

- Be flexible and responsive to changing COVID-19 market threats and opportunities
- Embrace digital technology and link with face-to-face service outcomes
- Build on existing signature experiences and supporting product and service infrastructure
- Leverage economic, investment and diversification plans
- Quality experience delivery and a customer first service mentality
- Formalise new partnership agreements with Local Government.
- Disperse visitors and deliver economic return to the local community

# Vision

To position Outback Queensland as the number one choice for Australian outback experience and adventure.

# Understanding the impact of Covid-19 & a new normal

COVID-19 has created multiple impacts on the tourism and hospitality industry, but the pandemic has also created an array of opportunities and possibilities. Remaining agile to border control and travel restrictions will be critical as will the ability to identify and service new domestic markets.

While it is impossible to accurately forecast market behaviour, COVID-19 has brought about some structural changes in how consumers think about travel and tourism.

Travelers are now seeking personal safety, shifting their interest from a focus on higher-order aspirational values to connection with family and friends and selecting destinations that are trusted, clean, safe and offer authentic experiences. They are also using the internet more than ever to source and book their travel and they are leaving booking until the last minute in case of border changes and associated travel restrictions.

Outback Queensland operators need to, where possible, offer digitally accessible experiences that can be accessed online. Consideration should be given to booking timeframes and cancellation policies to provide security to visitors.

## Emerging consumers

Five emerging consumer profiles have been defined to reflect life post-lockdown<sup>2</sup>.

**RETURNERS** - looking to go back to the way life was before COVID-19. Economically, this group has not been significantly impacted by COVID-19. They are seeking to return to normal as quick as possible. For the returners, this means, travelling the way that they used to.

**SAFETY SEEKERS** - worried about health, the safety seekers believe that we should adapt together as a community. This group is cautious about the impact of COVID-19 and will be seeking the reliable and known, and tourism providers displaying hygiene credentials

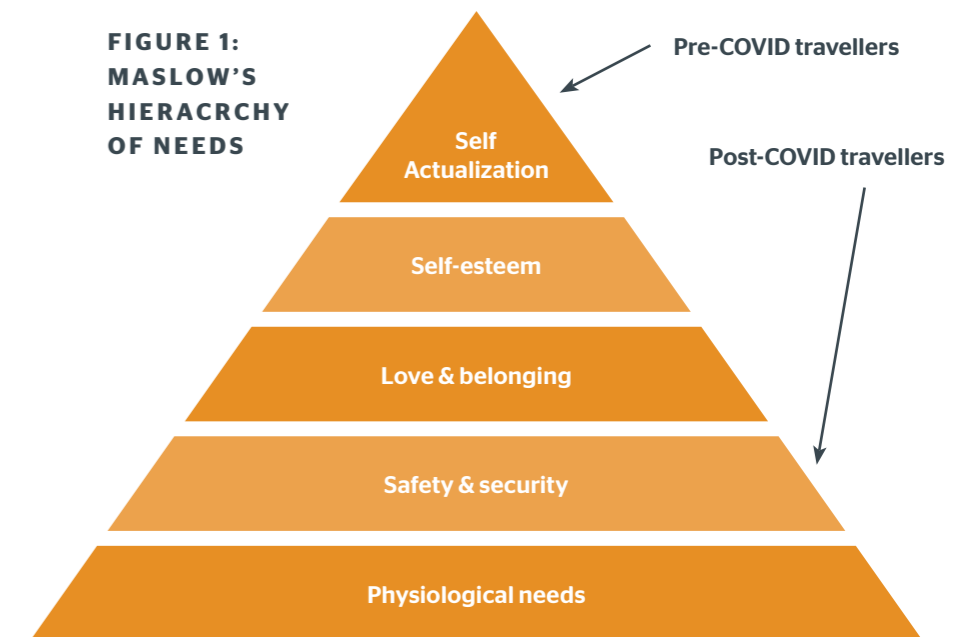
**STRUGGLERS** - believe we should respond as individuals and will continue

being challenged for a long time. The strugglers have been negatively financially impacted with insecure jobs, they have been significantly affected by multiple COVID-19 impacts. This group is worried about the future. They are less likely to spend on experiences and value is everything.

**SIMPLIFIERS** - although negatively impacted economically, this group has taken a positive response to the impacts of COVID-19 and embraced a simple life, but experiences remain important to them. For the simplifiers, social or free activities will be favoured such as exploring National Parks, beaches, or camping.

**OPPORTUNISTS** - embracing a new normal, but less financially impacted by COVID-19, the opportunist group is ready to get back out into the world. They want to see the bright-side and experience new things as we emerge from the worst of the COVID-19 impacts.

**FIGURE 1: MASLOW'S HIERARCHY OF NEEDS**



<sup>2</sup> <https://www.covid19brandnavigator.com/post/copy-of-brand-new-australia-future-australia-webinar>  
<https://www.covid19brandnavigator.com/post/brand-new-australia-future-consumers-webinar>

# Shifting Consumer Expectations

Visitors start their experience long before they travel. The travel process can be divided into five stages which means that needs and wants can be more effectively targeted (see figure 2 below). There are many touch points that visitors will gain their information from. Visitors access travel websites, online travel agents and social media to reach information when they need it, at any time of day. The accessibility of information has shifted expectations of personalized and tailored services with people wanting information instantly.

Millennials in particular are seeking instant gratification, wanting information immediately and requiring to find it with ease. Visitor services, such as Visitor

Information Centres can play a role as local experts who can provide curated knowledge, stories and authentic experiences when asked.

Baby boomers remain more interested in human interaction over digital media but are using more digital sources to find information.

Expectations are growing around how visitors can quickly source information online and book products and experiences.

For Outback Queensland, it is now an expectation, not a desire that product is digitised and available for visitors to access any time anywhere, this has

significant implications for the digital readiness of businesses. To support the delivery, Wi-Fi availability across the region becomes increasingly important, allowing flexibility in booking options when in region.

Consideration should also be given to the role of Visitor Information Centres, how they are interacting with visitors and how they can be more effectively utilised to match evolving needs.

Finally, understanding visitors movements and utilizing data to drive decision making will enable more impactful investment decisions, direct marketing spend more effectively and better allocate OQTA resources.

**FIGURE 2: VISITOR JOURNEY**



# Outback's Tourism Landscape

Queensland's Outback is a vast, rugged and unspoilt destination, offering a variety of cultural and historical attractions that rely on the natural landscape and history as a unique backdrop. National Parks and landscape features cater for a range of special interest activities, including inland fishing, dinosaur 'digs, fossicking, bird watching and four-wheel driving.

The destination boasts numerous authentic heritage attractions and vibrant country towns that bring the legends and the stories of the Outback to life. The unique stories and the distinct attributes across the Outback present a wide range of destinations for travelers to explore.

## Competitive strengths

**The main competitive strengths of Outback Queensland are:**

- Authentic Queensland country history and heritage
- Diverse landscape and environment
- Reputation of a 'genuine' and 'authentic' destination
- OQTA membership base
- Warm & friendly locals
- Dinosaurs and fossils (paleo-tourism)
- Astronomy (dark skies)
- Relaxed and peaceful atmosphere
- Significant pioneering heritage
- Australian wildlife and geology
- Events and entertainment
- Accessible desert experiences
- Pristine, safe 'old world' towns

## Challenges

**The main challenges for Outback Queensland are:**

- Visitor dispersal across a large geographic region
- Consistency in quality of experience delivery
- Limited trade and digital ready experiences and product
- Drive strategy not in place
- Stronger two-way partnerships
- Expectations and role clarity across stakeholders
- Sustainable funding for OQTA
- Channeling consistent storytelling
- Connectivity (both access to destination and digital)
- Workforce supply



# Business Resilience & Sustainability

Tourism, and the wider economic system it is embedded within, is subject to a range of drivers of change (economic, social, technological, political and environmental). A range of risks including extreme weather events, sustainability and low carbon tourism need to be factored into the long-term planning for tourism in the region. These issues have already been included in the forward plans for key sectors such as mining and agriculture.

Impacts can include changes in the regulatory environment including rising insurance premiums, increased

energy and water costs and mandatory carbon reporting and disclosure. Opportunities include the development of new technologies in the design and construction of buildings and changes in consumer preferences for green and sustainable outback products and experiences.

Considerable work has already been conducted in Outback Queensland to reduce risk and build resilience. Actions that upskill operators, promote CrisisReady and other resilience programs should be prioritized.

**FIGURE 3: RISK AND OPPORTUNITY FRAMEWORK**



Big Rig, Roma

# Embracing The Experience Economy

Research conducted by Tourism and Events Queensland indicates that travelers are increasingly following purpose-led brands that align to their personal beliefs. They are actively seeking experiences that will enrich, awaken and transform them, and eventually, the world. A transformational experience is one that challenges pre-disposed notions, beliefs and values enabling travelers to stretch, learn and grow and engage with the world in a new way. The core experience pillars below need to form a key part of the destination position and product offer. Substantial work has already been undertaken to develop a Palaeo Tourism Strategy for the region. Palaeo tourism offers enormous potential for the entire region.

By presenting stories and experiences in a deeper, more meaningful way Outback Queensland can ensure that the region is more closely aligned to TEQ's brand- 'Travel for Good'

The experience pillars allow the region to make a promise to guests about what the destination has to offer, its distinct values, attributes and personality and what sets it apart from other destinations. The experience framework (figure 4) highlights the opportunity for transformational experiences in the Outback and how the destination can bring its brand promise to life.

*\* Denotes potential transformational experiences which form part of existing strategic product plans*

## Vision

Enable visitors to write their own Outback Story by building their own adventure using the five content pillars which are underpinned by experiences

**FIGURE 4: OUTBACK EXPERIENCE FRAMEWORK**

1. Roadtrips	2. Outback Events	3. Australian Culture	4. Into the Wild	5. Adventure
<b>EXPERIENCES</b>				
Blue skies	Swags	Indigenous*	Vast Landscapes	Bragability/ challenge
Sunrise/sets	Cowboys/girls	Characters	Wildlife	Dinosaurs*
'Not in the city anymore' moments	Chance to be like a local for the weekend	History & heritage	National Parks	Weather events
Routes as famous as Route 66*	Weird & wacky	Food	Stations	Fishing
Iconic moments	Racing	Country pubs	Stars*	4wding

G'DAY AND WELCOME TO THE MATILDA WAY		MATILDA WAY Carramba to Karumba	
ILFRACOMBE	Mackay	Mile	79
LONGREACH	Longreach	Powerhouse Museum	106
WINTON	Home of	Ultizing Matilda	285
KYNUNA	Comb	erhole	451
McKINLAY	Croco	ndee filming location	527
CLONCURRY	Birthpl	the Royal Flying Doctor	634
BURKE & WILLS	4 Ways		816
NORMANTON	Home of	Gulflander	1016
KARUMBA	Barram	discovery Centre	1086



## Roadmap & Strategy

The following section provides a roadmap to direct both response and recovery and a platform that can help deliver sustainable growth for the region.

The recovery roadmap highlights the need for flexibility and adaptability as the tourism industry evolves through the pandemic. Recent changes to border restrictions, a lack of consumer confidence and on-going health concerns globally indicate the need for strong leadership and direction as the Outback welcomes new markets and reacts to the conditions of the market.

As more certainty appears and as consumer confidence grows, OQTA can begin to rebuild its strategic positioning, and adapt to market and member needs.

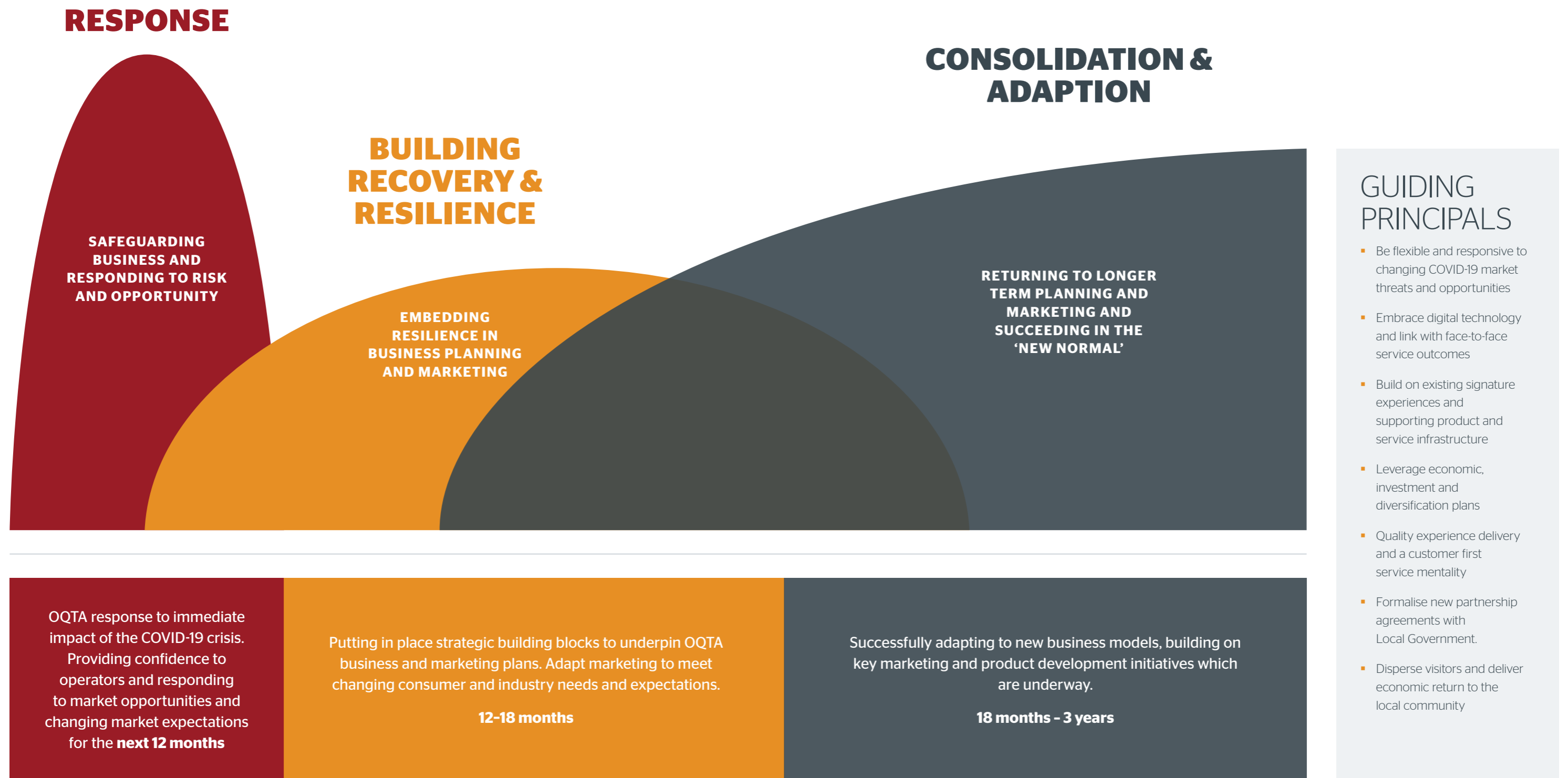
Following the roadmap to recovery, the five strategic pillars are reflected in response, recovery and momentum actions to support the long-term sustainability of the tourism industry in the Outback.

It is important to note that throughout the delivery timeframe of this plan, OQTA need to remain agile to changing market and member conditions. The team will work with key stakeholders and partners to maintain a network of trust and to provide relevant and timely support where required.

OQTA recognizes the significant work completed at a Federal, State and Local level to develop signature tourism experiences, build class attractions and create social, environmental and economic benefits to the region. This DMP leverages off this existing work to bring tangible returns to tourism operators and local community.

# OQTA Response & Staged Recovery Plan

FIGURE 5: STAGED RESPONSE & RECOVERY



# Strategic Pillars

**OQTA DELIVERS IN PARTNERSHIP WITH KEY STAKEHOLDERS  
(BUSINESSES, LOCAL GOVERNMENT, STATE GOVERNMENT, TEQ, QTIC)**

## 01

### Destination Stewardship

Outback tourism needs strong leadership and renewed regional partnerships to focus resources and energy and to remain agile and responsive.

Actions under this pillar provide support the delivery of the destination vision, supporting regional dispersal and wider economic benefits across Outback Queensland.

## 02

### Destination Marketing

Marketing needs to be responsive to new domestic markets while holding traditional drive and special interest markets in place.

Actions under this pillar are designed to position Outback as the region of choice for target markets increasing OVE and becoming the preferred destination for visitors looking to experience outback Australia.

## 03

### Product Development and Experience Delivery

Visitors are seeking experiences that enrich, awaken and transform them. The region needs to focus on authentic experiences, products & events that set the region apart from competitors.

Actions under this pillar are designed to support the upskilling of operators to consistently deliver world-class experiences.

## 04

### Visitor Services and Trade Readiness

Destination – and business – competitiveness is dependent on a strong network of trade & digital ready businesses who offer high quality visitor experiences.

Actions under this pillar are designed to build capacity across the tourism network in Outback Queensland, to prepare businesses to work with trade partners and to provide effective visitor services.

## 05

### Enabling Environment (Advocacy, Investment in Access, Transport, WiFi Networks and Service Infrastructure, etc.)

Underpinning the success of Outback Queensland are the supporting factors and resources, the (quality) infrastructure, accessibility (air, road & rail), political support and ongoing investment from public and private partners. Strong advocacy is needed to leverage State and Commonwealth resources.

Actions under this pillar are designed to maintain a strong foundation for Outback Queensland and to ensure members of OQTA are represented at a local, state and federal level.



# Implementation Schedule

## 01

### Destination Stewardship

#### IMMEDIATE RESPONSE 9-12 MONTHS

- **Develop and communicate a COVID-19 Tourism Recovery Strategy** covering the next 6 months to the LGAs, members and operators with updates
- **Survey and track operator and community sentiment** and share this with members.

#### RECOVERY 12-18 MONTHS

- **Establish renewed partnership agreements** with LGAs and Outback regions to agree on roles and responsibilities for tourism development and shared destination performance outcomes that go beyond visitor numbers. Determine primary point of contact and frequency of contact. This will need to be aligned to TEQ contract negotiables.
- **Align the OQTA development and marketing plans with, the North West Queensland Economic Diversification Strategy, Northern Australia & Building Better Regions and TEQ brand strategy.**

#### CONSOLIDATION 18 MONTHS - 3 YEARS

- **Strengthen stewardship** of tourism by working with RAPAD, MITEZs and ROCs to ensure that regional and LGA economic development plans recognise and support the tourism distribution system and supply chain
- **Resilience, sustainability and low carbon tourism need to be factored into the long term planning** for tourism in the region. These issues are already picked up in the forward plans of agriculture & mining. **Sustainable tourism products and events represents an opportunity for the region**

## 02

### Destination Marketing

#### IMMEDIATE RESPONSE 9-12 MONTHS

- **Develop recovery campaign for 2021 season.** Strong tactical focus with bookable product
- **Target drive market** to increase dispersal and length of stay. Content creation to include website, itineraries and, trade partner activities
- **Determine source markets** - specifically to differentiate the Queensland Drive market into primary source markets for the different regions
- **Undertake refreshed image audit** of the entire region (images and video shots)
- **Use Neural Digital** to determine marketing footprint for campaigning and measurement of time spent in regions (phone technology)
- **Refresh website** presentation and include new digital content delivery.
- **Create a series of hero videos** for each theme.
- **Develop social media plan** to support tactical plans

#### RECOVERY 12-18 MONTHS

- **Council partnership/s** to be developed to deliver recovery funding opportunities with TEQ
- **Content is king** - OQTA needs current imagery and blogs to showcase broad traveller segments, and upgraded experiences suitable for FIT and Groups
- Content needs to overcome news media that predominantly cover the Outback in times of crisis
- Content needs to support new and emerging experiences and events
- **Create Outback Drive brochure** for distribution to target audiences. Brochure to include themed drives, events, iconic attractions and key drive information
- **Develop OQTA program of tactical partnership activities** (newsletters, social media, with trade including QRail, QF, Airlines, THL, FC, Helloworld and agents.
- Establish trade heroes in each region

#### CONSOLIDATION 18 MONTHS - 3 YEARS

- Develop **Outback billboard strategy.**
- Build a portal of regional digital data with trade partners, VICs and Neural Digital
- **Maintain caravan and camping shows** with key partners.
- OQTA program of co-op marketing campaigns with RACQ etc.
- **Trade famils** and partner activities to be maintained, including hosted trade events and sales calls.
- Support implementation of Drive North Queensland Initiative.
- Develop and deliver paddock to plate initiative for the region.

# Implementation Schedule

## 03

### Product Development and Experience Delivery

#### IMMEDIATE RESPONSE 9-12 MONTHS

- **Confirm and agree on destination hero experiences** (drive, dinosaurs, events & culture) and core themes for each Outback region.
- **Undertake competitor analysis** to identify points of difference and target markets.
- **Align product development with TEQ transformational experience guide** and provide train the trainer sessions to operators in each region.
- Develop and align hero experiences around quick escape packages and prepare packages for target markets
- Align and leverage Year of Indigenous Tourism events and funding packages
- **Bookable product** is essential and will align with the Best of Qld program where visitor satisfaction is measured
- **Focus on reviews** – Trip Advisor and Google for younger markets
- **Deliver with partners the Paleo tourism strategy** for the region.
- **Roadtrip:**
  - Differentiate to suit family needs and over 55's
  - Develop short and long itineraries
  - Everyday car versus Caravan and Camping
  - Align to Drive North initiative
- **Support the delivery of the Outback Educational Experience Program** (training, packaging, education handbooks, student fact sheets, itineraries and packages for schools).

#### RECOVERY 12-18 MONTHS

- **Roll-out training** for TEQ transformational experience program to Outback operators.
- **Host media famils** to hero products (TEQ Qld Rail, THL, airlines) and focus on high value travellers.
- **Drive tourism initiatives.** Develop themed drive loops and tours building on the project undertaken by RAPAD in 2016 for the North West.
- **Reimage and position the role played by Accredited Information Centres.** This includes building digital bridges with visitors to compliment face to face service delivery, and creating a collegial network which can collect and share data on visitors flows and activity sets. The concept of renaming the VICs Discovery Centres has great merit and is in keeping with the Outback brand and product positioning for adventure.
- **Work with LGAs to present Outback Culture** including arts, story telling, characters, heritage experiences.

#### CONSOLIDATION 18 MONTHS - 3 YEARS

- Update **tourism priority roads** infrastructure plan with LGAs.
- **Review certification options** to support and recognize sustainable tourism and quality service delivery to build a quality culture.
- Review status of Outback Camping options policy.
- Review options for **social media training.**
- **Review Outback Assist program** and determine forward business plan.

# Implementation Schedule

## 04

### Visitor Services and Trade Readiness

#### IMMEDIATE RESPONSE 9-12 MONTHS

- **Maintain “Operator Readiness Program”** to support the upskilling of businesses in trade and digital engagement.
- **Develop new packages / bookable product** to increase OVE and encourage pre-bookings.
- Implement local campaigns with Outback regions and LGAs.

#### RECOVERY 12-18 MONTHS

- Develop enhanced new packages and itinerary strategy\*
- Identify and support Outback Queensland trade heroes.
- Work with QTIC to establish and deliver training in service quality.
- Support the development of a closely aligned Visitor Centre network through out the Outback region
- Offer training in storytelling and interpretation. This can be aligned with the Transformation Experiences work being undertaken by TEQ.
- Support operators to understand the importance of trade ready packages and commissionable product.
- Track visitor flows spending and satisfaction. Mobile data technology needs to be used to better understand visitor markets.

#### CONSOLIDATION 18 MONTHS - 3 YEARS

- Trade famils and partner activities to be maintained, including hosted trade events and sales calls.

## 05

### Enabling Environment (Advocacy, Investment in Access, Transport, WiFi Networks and Service Infrastructure, etc.)

#### IMMEDIATE RESPONSE 9-12 MONTHS

- **Maintain advocacy** with State and Federal recovery agencies and continue to champion the Outback region. Establish agreed priority areas with LGAs.
- **Work in partnership with aviation partners** to develop and maintain aviation routes/schedules.
- **Work with Local Government** to ensure road infrastructure upgrades and maintenance.
- **Work with Queensland Rail** and partners for rail upgrades in SW region.
- **Take action with LGAs to develop a digital coverage strategy** for the region

#### RECOVERY 12-18 MONTHS

- **Work with RAPAD, MITEZ, ROCs & Local Government to identify road access priorities .**
- Work with State and Federal Government to enhance regional connectivity (e.g. blackspot program).
- Develop a program to support workforce development across Outback Queensland and to address skills shortages. Current skills and labor shortages need to be monitored and tracked.
- Work with State and Local Government Agencies to ensure that tourism is aligned to wider community and economic infrastructure plans.
- Continue to leverage existing plans, strategies and funding opportunities including Northern Australia Infrastructure Fund and Building Better Regions.

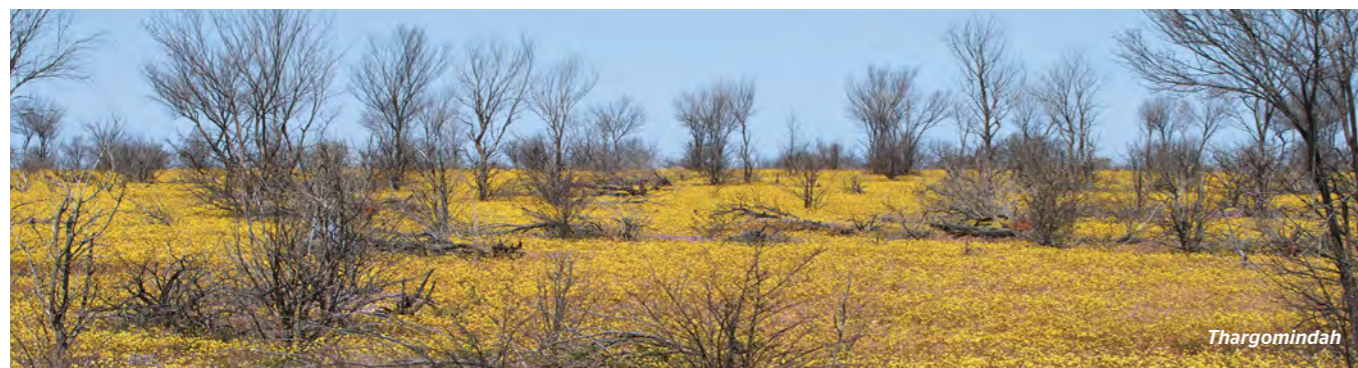
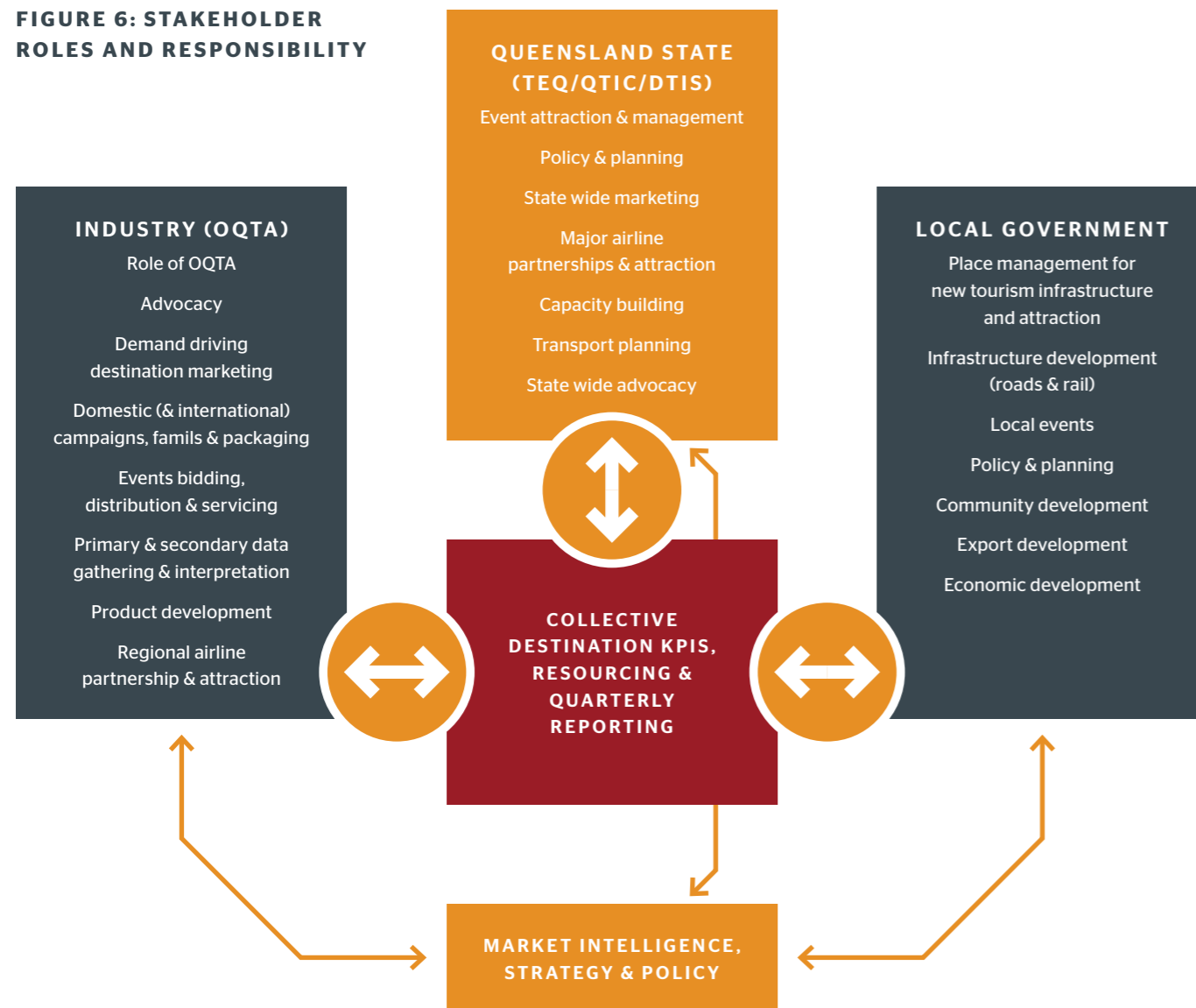
#### CONSOLIDATION 18 MONTHS - 3 YEARS

- **Continue to align with the North West Economic Development Strategy**
- Progressing priority local government tourism projects( Outback at Mt Isa and virtual reality fossil experience)
- Developing itineraries and new tourism packages
- Delivering local economic action plans that increase workforce participation
- Mapping digital coverage

# Role, Clarity, Alignment & Transparency

The following partnership structure will help long-term commitment to the partnership, with clearly defined roles and responsibility of each partner to ensure delivery of performance outcomes, comprehensive network reporting and accountability, confidence and sustainability.

**FIGURE 6: STAKEHOLDER ROLES AND RESPONSIBILITY**



# Role Clarity, Across the Tourism Network

With so many LTOs and competing interests across the network, this matrix has been designed to highlight the roles across the industry. OQTA is responsible for maintaining an industry focus, rather than being destination driven enabling members and Councils to market their region specifically.

## Tourism Australia

To make Australia the number one choice for international visitors.

## Tourism & Events Queensland

To make Queensland the number one choice for domestic and international visitors.

## Outback Queensland Tourism Association

To make Outback Queensland the preferred choice for Outback Australia adventure.

## Councils (LTOs)

To make their region the preferred destination for visitors to the Outback.

## Operators/Events/ Members

To make their individual product/event a must visit in the region & to funnel this entire matrix directly to a point of sale.



# Implementation Plan Year 1 – Destination Stewardship

Key Theme	Area of Focus	Action	Responsibility	KPIs
<b>01 RECOVERY STRATEGY</b>	Leadership and recovery	Develop and communicate a COVID-19 Tourism Recovery Strategy covering the next six months to the LGAs, members and operators with updates.	OQTA, LGAs	Recovery plan released in May to cover the next six months
<b>02 COMMUNITY SENTIMENT</b>	Mapping and tracking stakeholder satisfaction and sentiment	Survey and Track operator and community sentiment and share this with members each quarter.	OQTA	Survey tracking starts in June and then in quarterly intervals
<b>03 PARTNERSHIP AGREEMENTS</b>	Partnerships with Local Government	Establish renewed partnership agreements with LGAs and Outback regions to agree on roles and responsibilities for tourism development and shared destination performance outcomes that go beyond visitor numbers. Determine primary point of contact this will need to be aligned to TEQ contract negotiables.	OQTA (Board) and Local Government	Plans in place by Q2 21/22
<b>04 DEVELOPMENT AND MARKETING PLANS</b>	Alignment with other economic plans	Align the OQTA development and marketing plans including, the North West Queensland Economic Diversification Strategy, Northern Australia and Building Better Regions.	OQTA, TEQ, State Government	Ongoing in 2021/22



# Implementation Plan Year 1 – Marketing Activity

Key Theme	Area of Focus	Action	Responsibility	KPIs
<b>01 RECOVERY CAMPAIGN</b>	Campaign Development	Develop recovery campaign for the 2021 season. Strong tactical campaigns with bookable product e.g. Extend the season - reinventing the season	OQTA	Campaign delivery underway ( May )
<b>02 TARGET DRIVE MARKET</b>	Drive campaign	Develop drive campaign to target selected drive markets in Queensland to increase dispersal and length of stay.	OQTA	Campaign delivery underway
	Outback drive brochure	Design and publication of Outback drive brochure: themed drives, events, iconic attractions and information.	OQTA, LGAs, operators	Publication prepared and out in market
	Tracking with Neural Digital data	Work with Neural Digital to select target domestic markets, measure marketing footprint for campaigns and visitor time in regions.	Neural Digital data sets	Data to be tracked and reported each quarter
	Determine source markets	Finetune source markets - differentiate the Queensland drive market into primary source markets for the different regions.	Neural Digital data sets, TEQ	Markets agreed following research made available by Neural Digital
	Support implementation of Drive North Initiative	Work to leverage plans being undertaken by the Drive North Initiative Steering Committee.	Drive North Working Group	Campaign development underway
<b>03 CONTENT CREATION</b>	Website Itineraries Trade partners collateral	Content creation to include website, itineraries, trade partner activities and collateral.  Update website presentation and use new digital content delivery.	OQTA	Website updated Q2 21/22
<b>04 IMAGE AUDITS</b>	Photo and video refresh  New images for library	Undertake image audit of the entire region to identify new images and refresh the image library.	OQTA, TEQ, Councils, Industry	Image audit underway
<b>05 SOCIAL MEDIA</b>	Hero videos  Social media camp	Create a series of hero videos for each theme.  Develop social media plan to support tactical plans.	OQTA, TEQ	Hero videos to be prepared by Q2 21/22

# Implementation Plan Year 1 – Product development and experience delivery

Key Theme	Area of Focus	Action	Responsibility	KPIs
<b>01</b> <b>EXPERIENCE DEVELOPMENT</b>	Hero experience identification	Confirm and agree on destination hero experiences (drive, dinosaur, events and culture) and core themes for each Outback region.	OQTA,TEQ, LGAs	Hero experiences identified by June and included in experience development training
	Alignment to TEQ experience program	Align product development with TEQ transformational experience guide and provide train the trainer workshops to operators in each region.	TEQ	Training to be offered in region and online by Q2 21/22
	Escape packages for target markets	Develop and align hero experiences around quick escape packages and prepare packages for target markets.	OQTA, operators	Five new packages put together and in market by Q2 21/22
	Paleo/Dinosaur Tourism	Deliver with partners the paleo tourism strategy for the region.	TEQ, OQTA, operators	Paleo plan to be released by TEQ in June 2021
<b>02</b> <b>MARKET RESEARCH</b>	Competitor analysis	Undertake competitor analysis to identify points of difference and target markets	OQTA,LGAs	To be completed by June 2021
	Indigenous Tourism	Align and leverage year of the Indigenous tourism events and funding packages.	Operators, TEQ	To align with Year of Indigenous Tourism Plan
	Outback Education	Support the delivery of the Outback Educational Experience Program (training, packaging, education handbooks, student fact sheets, itineraries and packages for schools.)	TEQ, operators, LGAs	Update plan being undertaken by TEQ together with operators Q2/3 2021
<b>03</b> <b>ONLINE DEVELOPMENT</b>	Best of Qld Program	Bookable product is essential and will align with the best of QLD program where visitor satisfaction is measured.	TEQ, operators, OQTA	Continual alignment with TEQ- Best of Qld program
	Digital tracking	Focus on reviews - Trip Advisor and Google for younger markets.	OQTA	Quarterly reports
<b>04</b> <b>DRIVE MARKET</b>	Drive Market	Road trip Content Strategy to: <ul style="list-style-type: none"> <li>Differentiate to suit family needs over 55's</li> <li>Develop short and long itineraries</li> <li>Everyday car verses caravan and camping</li> <li>Align Drive North initiative</li> </ul>	OQTA,LGAs Neural Digital	Plan in place by Q2 21/22

# Implementation Plan Year 1 – Visitor Services and Trade Readiness

Key Theme	Area of Focus	Action	Responsibility	KPIs
<b>01</b> <b>TRADE READINESS</b>	Readiness program	Maintain "Operator Readiness Program" to support the upskilling of business in trade and digital engagement.	OQTA, consultant	Ongoing from Q2 21/22
	New packages	Develop new packages / bookable product to increase OVE and encourage pre-bookings	OQTA and operators	Ongoing from Q2 21/22
<b>02</b> <b>TRADE READINESS</b>	Local campaigns	Implement local campaigns with Outback regions.	OQTA and Outback regions	Ongoing from Q2 21/22

# Implementation Plan Year 1 – Enablers

Key Theme	Area of Focus	Action	Responsibility	KPIs
<b>01</b> <b>STAKEHOLDER ENGAGEMENT</b>	Advocacy	Maintain advocacy with State and Federal recovery agencies and continue to champion the outback region.	State and Federal Government, LGAs, OQTA	Ongoing
	Establish LGA priority areas for economic development and product development	Establish the agreed priority areas with LGAs when partnership agreements are being established.	LGAs, OQTA	Q2 21/22 ongoing
	Aviation	Work in partnership with Aviation partners to develop and maintain aviation routes/schedules	Aviation partners, OQTA, LGAs	Q2 21/22 ongoing
	Road Infrastructure	Work with local government to ensure road infrastructure upgrades and maintenance. Tourism Priority Roads	LGAs,OQTA	ongoing
	Rail	Work with Queensland Rail and LGAs to lobby for rail upgrades.	Qld Rail, LGAs, OQTA	ongoing

# Key Performance Indicators & Reporting

## Key performance indicators for OQTA are:

- Increase visitor expenditure to Outback
- Convert more high value travellers from priority markets
- Connect visitors with more experiences and events by making them available through multiple distribution channels
- Membership retention and engagement
- Visitor satisfaction is tracked and aligned to Best of Queensland experiences
- Increase Outback Queensland marketshare for HVT, increase marketshare for Outback Australia
- Effective partnerships in place with LGAs and the tourism network.



# Reporting Process

The following reporting process is designed to ensure OQTA delivers across identified action items and that the plan continues to be relevant as markets and the operating environment evolves.

## FIGURE 7: REPORTING PROCESS

### Six-Month Report Cards

Reporting to occur against a set of agreed metrics, both general (e.g. visitor arrivals and expenditure) and action specific (e.g. number of businesses supported, additional aviation seat capacity).

### Yearly Review & Update

In 12-18 months, the strategy should be reviewed to refresh priorities, and identify further actions to take into account including new additions to the tourism landscape if necessary

### Flexible Target Range 2-3 Years

Ranges provided for visitor arrival and expenditure targets, allowing for changing conditions, and consideration of different trends across visitor segments.

Progress is monitored

Strategy remains relevant

Adaptable to new conditions

# Visitor Profile

The profile of visitors to Outback Queensland (five years to December 2019)



31% of visitors are aged over 55  
20% aged between 25-34  
19% aged between 35-44



71% overnight visitors stay 1-2 nights  
11% stay over a week



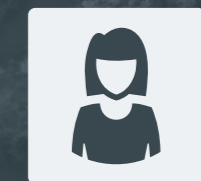
39% travel to Outback for business  
35% travel to Outback for holiday



48% overnight visitors stay in commercial accommodation  
45% stay in private properties



87% of domestic visitors to Outback are Queenslanders



36% of overnight visitors travel alone  
21% travel with partners, 15% travel with friends



83% are on self-drive road trips  
14% use aircrafts



49% of interstate visitors are from NSW  
27% are from VIC, 10% are from SA



High season is spring (29%).  
Autumn & winter are shoulder seasons (26%).  
Low season is Summer (19%)



Top three international source markets are New Zealand (22%), UK (13%) and USA (10%)

# The Outback Visitor Economy

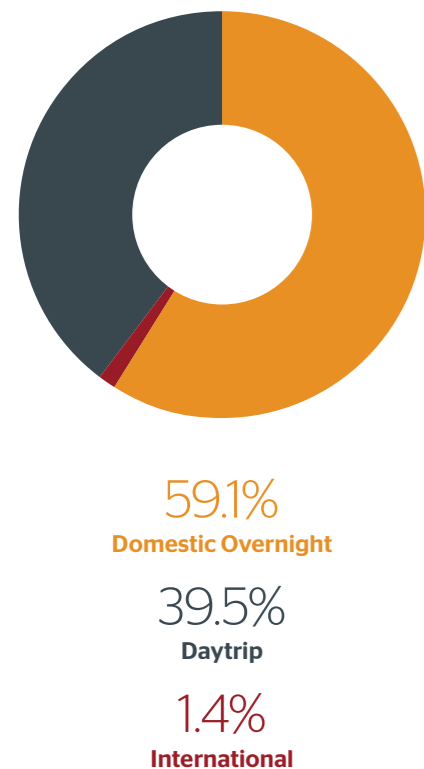
## OUTBACK QUEENSLAND VISITATION

There were 1.83 million visitors to Outback Queensland in 2019, accounting for 2.2% of total visitors to Queensland. The visitor economy is mainly fueled by domestic travel (98.8% of visitors).

As an impact of COVID-19, in the first six months of 2020, Outback Queensland experienced a visitor number decline of -38.2% and -53.9% decline in visitor nights compared to 2019.

The pandemic's initial impact on total visitation to Outback Queensland was less severe than other tourism regions in Queensland, where there was an average decrease of -43.8% in visitors. Outback Queensland saw a higher reduction in visitor nights than the rest of the state which averaged a reduction of -43.5%.

**FIGURE 8: VISITOR MIX OF OUTBACK QUEENSLAND (2019)**



## VISITOR NIGHTS AND AVERAGE LENGTH OF STAY

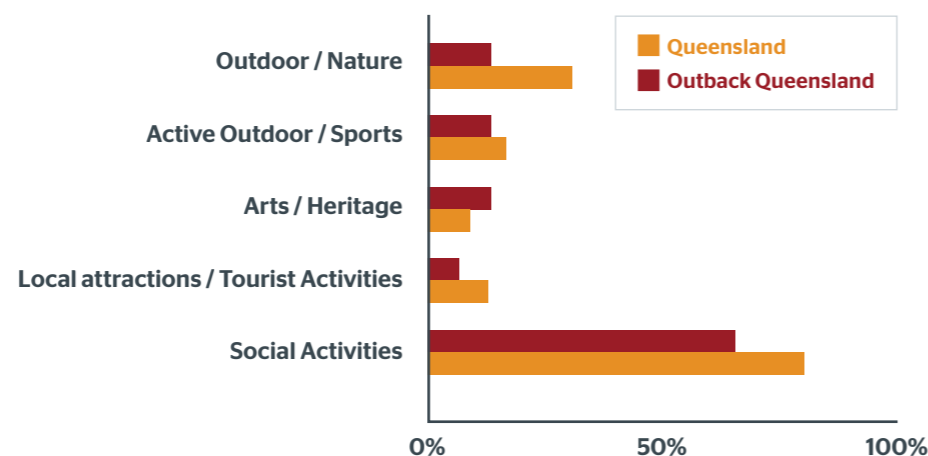
Intrastate overnight visitors to the region are staying longer than in previous years, increasing from 4.2 nights in 2015 to 5.5 nights in 2019. The average length of stay in the Outback is longer than average length of stay in the state (3.3 nights in 2019).

Visitor nights generated by intrastate overnight visitors have grown 21% since 2015. Interstate overnight visitor nights increased at 4% to record over 1 million nights in 2019. Interstate overnight visitors were spending on average 5.1 nights in the region (2019).

International visitor nights declined 9% annually since 2015 to record 329,000 nights in 2019. International visitors spent an average of 13.2 nights in region during their Outback Queensland trip in 2019. This is a decline from an average of 17.3 nights in 2015.

Visitors to Outback Queensland are more likely to experience off-the-beaten track activities including active outdoors and heritage attractions. Arts and cultural experiences are also attractive among domestic Outback travelers.

**FIGURE 9: EXPERIENCE PREFERENCES AMONG DOMESTIC VISITORS TO OUTBACK QUEENSLAND**



## CENTRAL WEST REGION

Perceived as the heart of the Outback, with the major towns of Longreach and Winton there is something for everyone to love in the Central West Region.

History and heritage are at the core and there much to explore with sunset river cruises, horse trail rides and even live performances. The world's largest collection of Australian dinosaur fossils can be found in Winton.

Longreach is the most popular destination in the region with 26.5% of all visitors travelling to Longreach. Month on Month (MoM) visitation of the region has increased by 28.9%. The peak season for travel to Central West is June to August with 50.6% of all travellers visiting within these three months. The top source markets are from Brisbane, Moreton Bay and Rockhampton Local Government Areas (LGAs).

## EASTERN REGION

The Eastern region is famous for natural attractions and national parks. Lake Murphy, Krombit Tops and Mt. Scoria Conservation Parks are popular with visitors. There are fishing and water experiences on the Dawson river and Callide Dam. The towns in the region celebrate Queensland's rich history.

Biloela has the largest market-share in the Eastern Region, welcoming 22.4% of visitors to the region. The MoM visitation has seen an 11.1% increase in 2020. The top three source markets for the region are from Brisbane, Rockhampton and Gladstone LGAs. There is steady travel to the region annually, from January to July no month drops below 10% of the total visitor number. This demonstrates high travel in the off-peak season.

## FAR WEST REGION

In the Far west corner of Queensland is a rich historical landscape. Home to the Simpson desert, water holes and the towns of Birdsville and Betoota.

Birdsville, Boulia and Windorah are major towns in the Far West region, together these towns welcome 53% of the total visitors to the region. Peak season for Far West is from June to August. 25% of all visitors travel during June.

## NORTH WEST REGION

Packed with dinosaur fossils, unique landscapes and deep mining history is the North West Region. Just four hours west of Townsville, this area is home to ancient history with sites that are 25 million years old.

The North West Region has a different source market in comparison to the other regions, with 19.7% of visitors from Townsville.

There is steady visitation to the region during the year, January and February had the highest percentage of total visitation with 31% of people travelling during these two months.

## SOUTH WEST REGION

'Adventure Way' the main drive route that cuts through this region. Red sand, beautiful landscapes, wetlands and national parks are plentiful. Home to the towns of Roma and Charleville.

Through the South West Region, Roma has the largest market share, welcoming 28.7% of visitors to the region. Other significant destinations in the region are Charleville with market shares of 9.0% and 6.4% respectively. Peak season from June to August with 37.2% of all visits occurring during these months.

All data from Tourism Research Australia, National Visitor Survey & International Visitor Survey.

All data from Neural Digital Dashboards. August 2020.

# Covid-19 Recovery Trends

## WORKING FROM ANYWHERE

COVID has seen a rapid and widespread engagement with technology, for business, for safety, for security, for connection, for collaboration – it has become a key to everything. Looking to the future, how we engage with technology and the expectations placed on businesses for their engagement with technology has shifted.

As working from anywhere (WFA), or digital nomadism, becomes more acceptable, the ability to connect becomes a core consideration for destination management organisation, immigration authorities and hospitality organisations. Shared working spaces or collaboration stations encourage virtual work and facilitate collaboration and networking about those visiting destinations. Free and reliable wifi connections are becoming an expectation rather than a preference.

## HYGIENE AND HEALTH

Consumers will pay greater attention to health and hygiene standards set in place in destinations and businesses. Alongside quality and price, hygiene has become another customer trust/assurance factor to consider. Destinations that provide assurance and build trust as part of their overall quality measures may have a market-advantage.

Social distancing has been embraced as the new norm, as has the importance of cleanliness, hygienic and sanitizer. Ensuring compliance to all State and National health directives and making this visible to consumers will remain an important factor for the foreseeable future.

## DRIVING SUCCESS

Using personal vehicles as the mode of transport aligns with a desire to minimise exposure to strangers. The caravanning and camping market were first to rebound as the first restrictions eased due to personal control over the environment. Economic pressure has created less discretionary income among some markets, increasing drive tourism's appeal as an affordable alternative to long distance, or even, international travel.

## SUSTAINABLE FUTURES

Improvement across natural environments globally through the duration of COVID-19 have been a timely reminder of the impact of travel of climate change. It has also created a wave of movement in people's interest in managing the planet and adopting more sustainable habits, and championing brands that follow suite. Customers are less likely to be forgiving if expectations are not met. Social sustainability has become equally important and local produce and supply-chains have proven to create a distinct advantage for destinations embracing the localization.

## FLEXI-TRAVEL

At least in the mid-term, given the impact of travel uncertainty, changing

regulation over border restrictions, crowd sizes and other political influences, we will see a shorter lead time than ever before to avoid the risk of sudden cancellation. Travellers are likely to be willing to pay a premium for this peace of mind. Flexi-options and careful wording around cancellation policies should be embedded across the tourism supply chain.

## WIDE OPEN SPACES

Destinations that offer abundant space are likely to be favoured over crowded places, i.e. the natural environment rather than city breaks, and self-catering rather than hotels. In the short-term, as travel restrictions are eased there is likely to be a strong demand for 'simple pleasures' and the experiences that may have been taken for granted, i.e. national parks, countryside.

## COME FLY WITH ME

A likely increase in the cost of travel, higher travel insurance costs, less disposable income, and enduring health concerns, all point to the possibility of international travel being considered, if not a luxury, then a rarer discretionary purchase for many years to come. Domestic experiences will grow in popularity leading to significant opportunity for Outback.

Australian Age of Dinosaurs, Winton



# Destination Health Check

## SWOT Analysis

### STRENGTHS

- Strong engagement with members
- New markets to the Outback (COVID-19 outcome)
- Calendar of events is in place (COVID-19 constrained)
- Diversity of experiences
- New investment in product across the region through growing tourism infrastructure & Outback tourism infrastructure programs
- Local Government investment and support
- Internal OQTA strength & support
- Good governance
- Landscape

### WEAKNESSES

- Lack of transformational experiences
- Digital and trade ready packages/commissions
- International/domestic media and trade engagement
- Consistency of cleanliness, service hours and presentation
- Engagement across the vast size of the region
- Seasonality
- Outback Assist (needs resources)
- Limited fly/drive opportunities (supply issues)
- Limited station stay supply

### OPPORTUNITIES

- New membership/partnership opportunities
- Marketing to emerging markets
- Connectivity and activation of dinosaur tourism
- Wellness experiences & high-yield markets
- Experience development and storytelling
- Professional development partnerships
- Collaboration (businesses and sectors - arts, health, education and activity spaces)
- Leverage existing events to drive greater visitation & maintain database for connection
- Support new innovation and ideas incubators
- Big data to drive decision making
- Indigenous experience development
- Local Government partnership support

### THREATS

- COVID-19 second wave
- Workforce - quality & quantity
- Extreme weather events / seasonality
- Trying to be all things to all people
- Maintaining connectivity
- Maintaining sense of place, vibrancy and wow factor
- Destination competitiveness in post-COVID environment
- Disconnected operators
- Lack of quality in products
- Dissatisfaction with visitor markets (e.g. low yielding markets)

# Experiences & Themes

A tourism 'experience' is the emotional feeling or personal achievement a visitor derives from the purchase, participation or consumption of a tourism product, accommodation, attractions or tours.

The 'tourism product' is what the customer buys; the 'tourism experience' is what they remember.

Four destination 'hero' experiences have been developed in Outback Queensland to deliver the destination's tourism vision, brand promise and the 'themes' that underpin the destination's vision and brand.

Hero experiences are those world class experiences that:

- Provide a destination with a real competitive advantage over other destinations
- Focus on what is truly unique or memorable or engaging about a destination
- Meet the needs of the identified target markets.

Queensland's Outback is famous for its characters, culture, history and ancient landscapes, where visitors feel the genuine Aussie embrace of a vast network of welcoming communities.

The destination boasts numerous authentic heritage attractions and vibrant country towns that bring the legends and the stories of the 'outback' to life.

The five key Outback Queensland hero pillars are:

## DRIVE EXPERIENCES / ROAD TRIPS

Iconic moments, sunrise/sunsets, wide open spaces and fresh air, family connection experiences, famous drive routes, spa/wellness/luxury

## OUTBACK EVENTS

Swags, cowboys & cowgirls, unique weird & wacky, racing events, 'be a local for the weekend', iconic Outback events

## AUSTRALIAN CULTURE

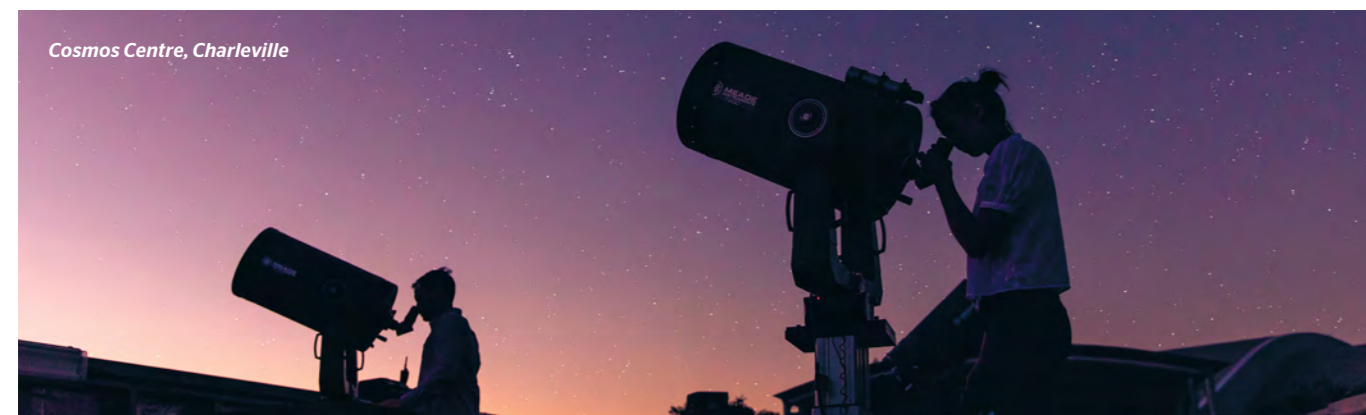
First Nations, history & heritage experiences and attractions, characters, food, country pubs

## NATURAL WONDERS / INTO THE WILD

Vast landscapes, National Parks, wildlife, wildflowers, stations / farm stay experiences, stars

## ADVENTURE

Bragability factor/challenge, dinosaurs, fishing, 4WDing, camping & glamping, outdoors activities (bushwalking, trekking, canoeing)



The following projects represent key infrastructure projects which contribute to Outback Queensland's recovery and development as a destination.

## ADELS GROVE

A new camp kitchen will be developed to provide base level infrastructure for campers and caravanners.

## BIRDSVILLE COURT HOUSE HOLOGRAM

Hologram technology at Birdsville Courthouse as the final stage of the Courthouse refurbishment. Visitors will soak up stories of the Outback and the pioneering forefathers from the Heritage listed building.

## CUNNAMULLA RAIL EXPERIENCE

This project will create a rail experience that encourages visitors to stay overnight in Outback Queensland. The project will engage visitors through storytelling using film, light, sound, and props.

## FREEDOM PARKS

In the towns of Aramac, Jericho and Muttaborra, the camping sites will surround the town's water feature. Visitors will be able to go off the beaten track and visit the Aramac Sculpture Trail and Muttaborra Saurus Interpretive Centre.

## LONGREACH 5 STAR ECO LODGES

Equivalent of five-star accommodation, the eco-lodges are a new type of attraction for the Queensland outback which is set to be a global hotspot for international tourists.

## AUSTRALIAN AGE OF DINOSAURS

The Queensland Outback is home to clear skies and dozens of dinosaur tracks. The observatory will complement the attraction's international certification as Australia's first International Dark-Sky Sanctuary.

## AUSTRALIA'S LARGEST DINOSAUR DISPLAY AT EROMANGA NATURAL HISTORY MUSEUM

Australia's largest dinosaur 'Cooper' will be part of a permanent exhibition at the Eromanga Natural History Museum. The dinosaur, measuring 30m long x 6.5m high was the largest animal to walk our continent and one of the top ten largest in the world.

## COBBOLD GORGE GLASS BRIDGE

Engineered to the highest standards, the transparent bridge closes a gap that was inaccessible to visitors. It also provides extra viewing opportunities along the length of the gorge.

# Experiences & Themes

## THE BRISBANE LINE

This project will create a tourism attraction to highlight Charleville's World War II heritage. Based at Charleville Airport, the new infrastructure will house a replica US WWII plane, memorabilia & digital tourism experiences related to Queensland's WWII heritage on the Brisbane Line.

## JULIA CREEK ARTESIAN BATH

Artesian water is millions of years old, naturally occurs at 60 degrees Celsius and has proven therapeutic properties. McKinlay Shire Council's investment at Julia Creek Caravan Park created eight artesian baths in replica rainwater tanks which are now in high demand. Visitors can recharge and connect with nature, all while supporting the local economy.

## MURRA KUMBEE YAMBANGKU

With the Aboriginal and Ecological significance of the sites, this experience has potential to become a hero Indigenous Tourism experience in Outback Queensland. Kungeri, Iningai and Bidjera peoples are the traditional custodians and illustrate this story for visitors through a wealth of knowledge of the terrain using rocky country, etchings, paintings and traces of plants. The sites tell of a richness in humanity and biodiversity that exceeds the obvious dry, dusty roads and landscapes. This project will install and upgrade access, support and safety facilities.

## VIRTUAL REALITY IN VICS

The project brings virtual reality units to 11 accredited Visitor Information Centres, which enables them to showcase specific attractions to entice and encourage visitors to stay in the area longer and contribute to the local economy. The project included the provision of headsets, content production and a 360-degree camera to create and showcase content and enable the centres to develop and refresh content in the future.

## OUTBACK RAIL ADVENTURE

Significant drought periods have created a need to diversify the regional economy, and with our support, the Outback Rail Adventure will open up new opportunities. The expanded rail infrastructure will increase access to Outback Queensland and create new opportunities for towns that traditionally have limited access to visitors.

## DINOSAUR DREAMING TRAIL

Visitors can tour through dinosaur sites in Outback Queensland and engage with Australian Aboriginal culture. Winton's North Gregory Hotel has a host of new facilities to complement the trail, including Koa Theatre, Gidgee Cooker, Artesian Spa, Corroboree Tent, Boomerang Stage & Dino Digs.

## SUPER CONSTELLATION DISPLAY - QANTAS FOUNDERS MUSEUM

Super Constellations are iconic for their design and for their role in Australia's aviation history and the first planes to allow Qantas to establish long-range international flights. The new interior display explains the planes significance to Qantas history and includes part of a recreated passenger cabin, multimedia screens and interpretative displays. With our support, the Museum can use the display to tell this story in a unique and memorable way

## LUMINESCENT LONGREACH - QANTAS FOUNDERS MUSEUM

The Longreach project will stimulate the senses through colourful sound and light technology. Three light shows are under development and will project onto a unique canvas - an impressive 8,072 square metre roof cover and Qantas aircraft. Completed in time for the Qantas Centenary celebrations in 2020, the stories will include the history of Qantas, Indigenous Outback & how the Qantas past has shaped their future.

## CHARLEVILLE COSMOS CENTRE

Charleville is the largest town in the Shire of Murweh and the central stopover on the Natural Sciences Loop. The town is well known for its historical attractions and the Cosmos Centre and Observatory. By completing work here, there is a sustainable tourism solution for a town affected by drought. This project will create local jobs and diversify their economy. The project will complement the existing cosmic tourism product and destination plans. The work will enhance the visitor experience through signage and landscaping.

## BIG RIG AND TREE WALK

The Big Rig pays homage to Australia's first discovery of oil and gas. This new experience will have a strong focus on adventure and stimulate the imagination of the STEM enthusiasts. The tower will complement existing attractions - The Oil Patch, a self-guided outdoor museum and The Big Rig Night Show and will include a 150-metre tree walk. Starting at The Big Rig, visitors will travel to the Oil Patch Museum and then native vegetation along the Bungil Creek.

## RIVERSLEIGH FOSSIL CENTRE

The Riversleigh Fossil Centre displays fossils extracted from the nearby Riversleigh Fossil Fields. The World Heritage listed area is a window into the development of early mammal megafauna from the past 30 million years. The project will enhance the visitor experience and highlight fossils from the region, including new interactive displays, modernisation of existing displays, improvements to accessibility, new cabinetry, theatrical lighting, audio and climate control.

# Competitor Analysis

The following competitor analysis was conducted based on experience sets and market travel trends.

Destination	Outback Events	Dinosaur Tourism	Outback Adventure	School Packages	Heritage & Locals	Fishing
OUTBACK QLD	✓	✓	✓	✓	✓	?
SOUTHERN QLD COUNTRY		✓			✓	
TROPICAL NORTH QLD	✓		✓	?		
CAPRICORN REGION	✓	✓	✓		✓	✓
OUTBACK NSW			✓			
RED CENTRE	✓		✓		✓	
KATHERINE REGION			✓			
KIMBERLEY REGION			✓			
PILBARA REGION			✓			
COLORADO	✓	✓	✓	✓	✓	✓
MEXICO	✓	✓	✓	✓	✓	✓
TOWNSVILLE				✓	✓	✓
BARKLY			✓		✓	
BRISBANE				✓		





**Outback Queensland Tourism Association**

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**T +61 400 812 350 E [admin@outbackqueensland.com.au](mailto:admin@outbackqueensland.com.au)**  
116 Eagle Street, Longreach QLD 4730  
PO Box 506, Longreach QLD 4730, Australia

**[outbackqueensland.com.au](http://outbackqueensland.com.au)**