

## MEDIA & MARKETING SUCCESS



### Denise Cullen Famil

Freelance travel writer Denise Cullen visited the Outback in November 2024, working with Paroo, Quilpie, Balonne and Maranoa Councils, and local operators, to showcase the South West Queensland region and the Wellness Way hot springs trail. Key experiences included Sandytown River Cruises, Riversands Wines, Cunnamulla Hot Springs, Toogunna Plains, The Lake, Eromanga Natural History Museum and Mitchell's Great Artesian Spa. So far this has resulted in two articles in *The Australian Travel + Luxury*, and a six-page feature in *The Wanderer* magazine.

### BRIAR JENSEN FAMIL

Freelance writer Briar Jensen also visited the Outback in November 2024 to write an article about the Wellness Way (South West section) for the NRMA's *Open Road* magazine and *Explore*. Briar visited St George, Cunnamulla, Eulo, Thargomindah, Eromanga, Quilpie, Charleville and Mitchell. OQTA thanks partner Councils for their great support of this famil.

### Matilda Way Holiday Competition



OQTA launched a giveaway competition to promote the Matilda Way in the lead up to the Paris Olympics. More than 3,000 entrants vied for Matilda Way experiences and attractions worth over \$1,000, along with 22 exclusive Tambo Teddies, each embroidered with the number of a Matildas soccer team player on their paw.

A special shout out to the Matilda Way and sponsors for supporting this competition.

### PR Agent – Contract Confirmed

After an extensive recruitment phase, OQTA is pleased to confirm the appointment of Amanda Munn from Lingo PR as the new PR contractor for the 2025 season. Amanda's appointment will begin in early 2025.

### Newsletters

**892** INDUSTRY SUBSCRIBERS  
**60,362** CONSUMER SUBSCRIBERS

**14,113** TRAVELLER'S GUIDES DISTRIBUTED



### Bookeasy Online Bookings

OQTA partnered with Bookeasy in November to offer exclusive online travel booking opportunities for members on the OQTA website. Bookeasy connects with all major channel managers and tour management systems, allowing members who opt in to increase their brand visibility and receive instant bookings via [outbackqueensland.com.au](http://outbackqueensland.com.au)



### OQTA Co-op Marketing Opportunities

OQTA launched a co-operative marketing campaign in September, offering year-round and cost-effective marketing opportunities to suit all Outback operators, events, and Councils. In addition, a special Drive co-operative prospectus was distributed to all the Drive Highways and relevant Councils in late 2024.

### Outback Online Shop

We unveiled a new online shop on the OQTA website in December as part of a pilot program to boost online sales for Outback businesses and enhance the overall consumer experience. The program is available exclusively for OQTA members that sell online merchandise, products and gift vouchers.



### Drive North West Queensland Campaign Launch

OQTA CEO Denise Brown and Chair Natalie Gardner were in Mount Isa in August to help launch Tourism and Events Queensland's Drive North West Queensland holiday campaign. Targeting seasoned travellers in NSW, Victoria and Queensland via social media, digital platforms, radio and print media, the campaign was funded through the State Government's Regional Economic Futures Fund.

# Website

**542,929**  
PAGE VIEWS

**331,784**  
SESSIONS

**5,624**  
ATDW OPERATOR LEADS

**Top Keywords** MAP OF QUEENSLAND, JULIA CREEK, DINOSAUR TRAIL QLD, LONGREACH, ROMA, THINGS TO DO IN CHARLEVILLE, THINGS TO DO IN LONGREACH, BARCALDINE, CUNNAMULLA, CHARLEVILLE



## Outback on show in Melbourne

OQTA participated in the National 4x4 Outdoor Show in Melbourne in August under the Drive Queensland banner - 500 Outback Queensland Traveller's Guide were distributed over the three days.



## Outback Queensland Traveller's Guide

**2,482**  
PAGE VIEWS

**608**  
DOWNLOADS



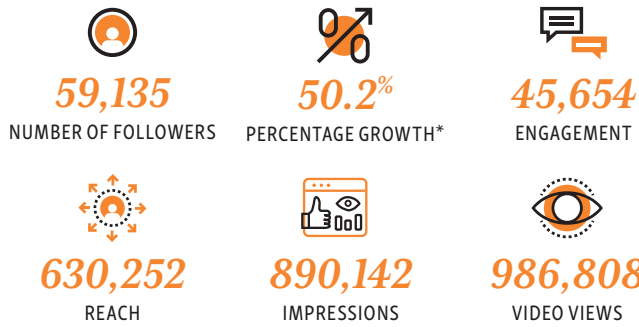
## Wellness Way Trail Map

**23,216**  
PAGE VIEWS

**2,532**  
DOWNLOADS

# SOCIAL MEDIA SUCCESS

## Instagram



**TOP POST** November 2024



**Winton Shire**

**14,120** INTERACTIONS  
**10,259** ACCOUNTS REACHED  
**10,717** IMPRESSIONS

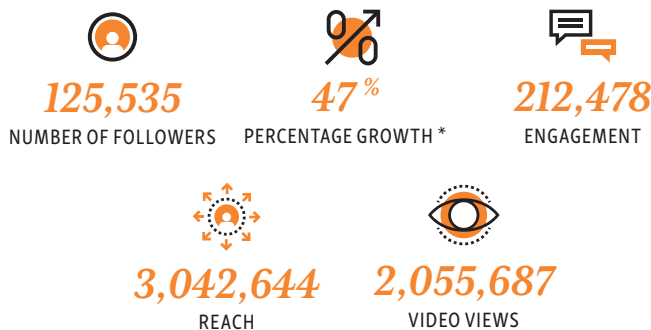
**TOP VIDEO** November 2024



**Barcardine Shire**

**30,030** PLAYS  
**1,034** INTERACTIONS  
**21,829** ACCOUNTS

## Facebook




**TOP POST** September 2024



**Bulloo Shire**

**218,565** PEOPLE REACHED  
**1,324** ENGAGEMENT

**TOP VIDEO** December 2024



**Richmond Shire**

**285,916** PLAYS  
**3,668** ENGAGEMENT

\* since April 2020

# INDUSTRY DEVELOPMENT & ADVOCACY

## Social Media Webinars

We hosted three social media webinars in October, designed to enhance Outback operators' online presence and boost business through strategic social media practices. Free for OQTA members, the webinars offered practical tips to optimise campaigns and create engaging content to drive traffic and bookings.

## OQTA AGM

OQTA held its Annual General Meeting in October, with more than 50 members attending in person and online. Natalie Gardner was re-appointed Chair, with Murweh Mayor Shaun (Zoro) Radnedge taking on the Deputy Chair role. We also welcomed new North West Region representative Michelle Valinoti and Winton Shire Mayor Cathy White, who joins the board as the new RAPAD-appointed representative. We extend our thanks to outgoing board members Cr Andrew Martin and Gary Murray for their invaluable contributions over the years.



## Outback Queensland Welcomes You Program

We rolled out the Queensland Welcomes You initiative for Outback Queensland in November - a five-module online learning program created to enhance visitor experiences across the region. The program is funded by the Queensland Government and delivered by the Queensland Regional Tourism Network.



FORMAL LETTERS OF SUPPORT, INVITATIONS AND ADVOCACY

## SOUTHERN OUTBACK FAMIL

OQTA was thrilled to host six influential travel buyers on a familiarisation tour of South West Queensland in October, with the support of Quilpie, Murweh and Paroo Shire Councils. Designed to expand the product options for inbound tour operators and wholesalers, the itinerary featured a range of experiences and attractions across the three shires.



## Trip to Diamantina and Boulia

The OQTA team visited the Far West region in December, meeting with Diamantina Shire Mayor Francis Murray, Boulia Shire Mayor Eric Britton and senior Council officers and tourism teams. We also connected with operators including Ben from the Birdsville Hotel, Shelley from the Boulia Camel Races, and Karen from the Boulia Min Min Encounter. Partnering with Racheal from Tourism and Events Queensland, we emphasised the vital role events play in building itineraries and driving visitation throughout the Outback Queensland tourism season.



## Diamantina Events Strategy

OQTA CEO Denise Brown worked with Diamantina Shire and Big Red Bash founder Greg Donovan to formulate an events strategy for the region, following the decision to rest the Big Red Bash in 2025. Two John Williamson concerts will be held on Big Red in July 2025 and Diamantina Shire has partnered with OQTA and other regions to create the Outback Camel Trail. The events aim to promote regional dispersal over an extended number of weeks and support circular itinerary planning for the 2025 season.



Free Agritourism Masterclass workshops

## AGRI WEBINAR & WORKSHOPS

OQTA's Kelly Hensley and Sparrowly Group's Giovanna Lever hit the road in August to deliver free Agritourism Masterclass workshops in Charleville, Cunnamulla, Longreach, and Biloela. The in-region workshops followed an Agritourism 101 webinar held in July.

A key action of the Outback Queensland Agritourism Accelerator Project, the workshops aimed to help primary producers diversify their operations and create sustainable, high-quality, and distinctive agritourism experiences.

## QRTN Executive

As a member of the executive committee of the Queensland Regional Tourism Network (QRTN), OQTA CEO Denise Brown has been working to elevate key priorities for the tourism industry, in the lead up to the state and federal government elections. Increased investment in destination marketing along with a new product and industry development fund to drive innovation and growth are just some of the priorities being advocated.



## Destination 2045 Workshop, Mount Isa

Outback Queensland had the privilege of welcoming Queensland Tourism Minister Andrew Powell to Mount Isa in December for the state's first Destination 2045 consultation workshop. More than 50 industry and community stakeholders attended the workshop to share their insights and shape Queensland's new 20-year tourism strategy.

### Outback Trade Ready Program

OQTA's Amanda Kruse attended ATEC Meeting Place in October to raise the profile of Outback Queensland with key travel buyers. Amanda met with 24 inbound tour operators (ITOs), online travel agents, domestic wholesalers and national tour companies in a series of one-on-one meetings designed to ensure Outback Queensland is included in more programs and itineraries.

### Trade Ready Mentoring

Amanda has also conducted training webinars with key ITO wholesale and retail reservations sales agents, and ITO and wholesale product managers, to pitch Outback Queensland products and experiences.

### QMF Panel

OQTA CEO Denise Brown was a panel presenter at the QLD Music Trails Stakeholder Event in November. The panel explored the power of partnerships and the potential for regional music events to inspire and grow tourism.



OQTA's Natalie, Shaun and DD with TEQ Chair Grant Hunt at Destination Q

## REPRESENTATIONS AND DELEGATIONS

- ▶ ATEC Meeting Place, Gold Coast
- ▶ ART Conference, Mackay
- ▶ DTIS Tourism Innovation Forum
- ▶ Mount Isa Mines Rodeo
- ▶ QRTN Executive
- ▶ New Ways of Working Tourism Review – Consultation session
- ▶ TEQ South West Dino Famil – Quilpie & Eromanga
- ▶ TEQ Central West Dino Famil – Longreach, Muttaborra & Winton
- ▶ North West Minerals Province Stakeholder Advisory Committee
- ▶ WQAC Assembly, Mount Isa
- ▶ TEQ Strategic Update, Brisbane
- ▶ QDEP Events Strategy and QDEP Review Consultation
- ▶ QTIC World Tourism Day
- ▶ Meeting with Qantas Senior Executives – Qantas Founders Museum
- ▶ QTIC AGM
- ▶ Friends of RAPAD
- ▶ Meeting with Assistant Ministers Sean Dillon MP and Bree James MP
- ▶ Future Brisbane 2024
- ▶ MITEZ General Meeting
- ▶ Destination IQ
- ▶ Destination Q
- ▶ Presentation to Flinders Shire Council Meeting
- ▶ Destination 2045 Consultation, Mount Isa

## QLD TOURISM AWARDS

CONGRATULATIONS TO ALL OUR OUTBACK QUEENSLAND WINNERS AT THE 2024 QUEENSLAND TOURISM INDUSTRY COUNCIL QUEENSLAND TOURISM AWARDS!

Mitchell Grass Retreat  
Unique Accommodation

Fun Over 50 Holidays  
Tour and Transport Operators



Gold  
Winners



Quilpie Visitor Information Centre,  
Museum and Gallery  
Visitor Information Services

Big Red Bash  
Festivals & Events

Silver  
Winners

Outback Queensland Masters  
Festivals & Events

Western Queensland Spirit  
Tourism Wineries, Distilleries & Breweries

Cobbold Gorge Tours  
Tourist Attractions

St George Region  
Tourism Marketing & Campaigns

Fun Over 50 Holidays  
Ecotourism

Bronze  
Winner

WWII Secret Base & Tour  
Cultural Tourism