

MEDIA & MARKETING SUCCESS



1,459

NUMBER OF STORIES



35 million

PEOPLE REACHED



\$3,117,007

PUBLICITY VALUE



OQTA Chair Natalie Gardner and CEO Denise Brown with LGAQ CEO Alison Smith

2025 SEASON LAUNCH

The all-new 2025 Outback Queensland Traveller's Guide was unveiled at our Season Launch event at Lefty's Music Hall in March. The event was attended by more than 90 Outback operators, industry partners and media. The guide features sections on all regions of the Outback, including our 19 Councils, along with operator ads, Drive itineraries, events listing guide, general visitor information and the ever-popular A3 size Queensland map.



OQTA and PR partner Lingo PR has spearheaded a comprehensive media and PR campaign following the Outback Flood Event in March. With funding support from the Queensland Department of Tourism and Tourism and Events Queensland (TEQ), we have been able to achieve national coverage for the region across TV, print, broadcast and digital platforms. Please refer to our Flood Recovery Report Card (Part A) for details.

We continue to reach out to key travel writers and outlets and actively support media famils. We were excited to support freelance writer Denise Cullen's visit to Longreach in February to showcase new attractions including Darr River Station, Longreach Birding Tours, Golden West Tours, and the new Carbon Dating exhibition at Qantas Founders Museum. Special thanks to hosts Longreach Regional Council and operators including Mitchell Grass Retreat, Saltbush Retreat, and Queensland Rail. Denise's articles appeared in *The Australian's Travel + Luxury* on 22 March and 3 May, as well as *The Australian* on 7 May.

OQTA Co-op Marketing Activities

OQTA launched a \$30,000 co-operative marketing campaign, timed to coincide with our Season Launch, including LiSTNR radio ads, digital ad and content packages, PR and Queensland.com featured deals and RACQ print and newsletter activities.



Win a Holiday in Outback Queensland

BIG SKIES - BIGGER ADVENTURES!

3 Prizes
Total Value \$5000!

- 1ST PRIZE** \$3000 Outback Queensland Holiday Voucher
- 2ND PRIZE** \$1500 Outback Queensland Holiday Voucher
- 3RD PRIZE** \$500 Outback Queensland Holiday Voucher

To enter visit: outbackqueensland.com.au/win-a-holiday
Entries Close: midnight on 31 May 2025.
T&C's apply: visit the website for all Competition Terms and Conditions.

Win an Outback Holiday Competition

This year's Win a Holiday competition offered three holiday vouchers to visit the Outback, valued at \$5,000. A record 20,828 people entered to win the annual competition, significantly boosting our consumer database. The campaign was promoted via RACQ's *The Road Ahead* magazine and a targeted social and digital media campaign.

OQTA Website Deals

OQTA has launched a new initiative to feature ATDW-loaded deals on Outbackqueensland.com. Operators are able to load up to three deals on ATDW, which will also appear on Queensland.com, extending the reach of these special offers.

Website

553,561

PAGE VIEWS

306,111

SESSIONS

6,123

ATDW OPERATOR LEADS

Newsletters

64,115

CONSUMER SUBSCRIBERS

870

INDUSTRY SUBSCRIBERS

Top Keywords

QUEENSLAND MAP, JULIA CREEK, DINOSAUR TRAIL QLD, LONGREACH, CUNNAMULLA, BARCALDINE, MAP OF QUEENSLAND, OUTBACK QUEENSLAND, CHARLEVILLE, BIRDSVILLE



Outback Queensland Traveller's Guide

50,000 **3,264** **879**
COPIES PRINTED PAGE VIEWS DOWNLOADS

QOTA REPRESENTATION AT CONSUMER SHOWS

- 7-9 FEB Let's Go Gold Coast Caravan & Outdoor Expo
- 19-23 FEB Victorian Caravan & Touring Supershow (Melbourne)
- 26 FEB - 2 MAR Let's Go SA Caravan Camping & Outdoor Show (Adelaide)
- 29 APR - 4 MAY Sydney Caravan Camping Holiday Supershow
- 9-11 MAY Cairns Expo
- 16-18 MAY Townsville Expo
- 23-25 MAY Mackay Expo
- 4-8 JUN Let's Go Queensland Caravan & Camping Supershow (Brisbane)



Wellness Way Trail Map

17,050 **1,877**
PAGE VIEWS DOWNLOADS

SOCIAL MEDIA SUCCESS

Instagram



60,282

NUMBER OF FOLLOWERS



53%

PERCENTAGE GROWTH*



44,116

ENGAGEMENT



729,406

REACH



1,079,834

IMPRESSIONS



1,222,034

VIDEO VIEWS

TOP POST January 2025



Quilpie Shire

957 INTERACTIONS
10,319 ACCOUNTS REACHED
12,236 IMPRESSIONS

TOP VIDEO March 2025



Quilpie Shire

78,022 PLAYS
2,887 INTERACTIONS
56,987 ACCOUNTS



Facebook



129,343

NUMBER OF FOLLOWERS



51%

PERCENTAGE GROWTH*



294,414

ENGAGEMENT



4,849,979

REACH



6,592,947

VIDEO VIEWS

TOP POST January 2025



Boulia Shire

457,427 PEOPLE REACHED
4,252 ENGAGEMENT

TOP VIDEO June 2025



Diamantina Shire

129,348 PLAYS
2,897 ENGAGEMENT

* since April 2020

TRADE SUCCESS

Trade Ready Mentoring

OQTA secured travel trade expert Amanda Kruse to extend the Trade Mentoring Program for Outback Queensland members into 2025. Amanda delivered tailormade mentoring for eight operators including assistance with developing trade-ready promotional materials and creating rate sheets for the 2026/27 season and inbound tour operator (ITOs) contracts. Operators were also supported to craft a variety of trade-ready self-drive itineraries and packages across Outback Queensland for presentation at 2025 trade events.

Trade Ready Training Webinars

OQTA facilitated training webinars for key ITO wholesale and retail reservation sales agents, along with ITO and wholesale product managers, to promote Outback Queensland products and experiences. Trade Ready operators from the mentoring program were also invited to present during these webinars, highlighting the expanding range of trade-ready products now available.

European Wholesalers Famil

OQTA supported a select group of European wholesale agents, who already sell extended self-drive itineraries in Australia, to experience Outback Queensland's South West and Central West regions first hand in April. With support from TEQ, the pre-ATE25 famil aimed to enhance agents' product knowledge and explore options for international self-drive itineraries that link Outback Queensland with their existing beach and reef coastal offerings.

ATE25 Media Famil

OQTA worked with TEQ and Tourism Australia to showcase Charleville's signature tourism experiences and wellness products in Eulo and Cunnamulla on an ATE25 famil for international media. TEQ staff attended the famil alongside media from the UK and Switzerland.



ATEC Queensland New Product Showcase

OQTA's Kelly Hensley and Amanda Kruse travelled to Sydney in March to participate in the ATEC Queensland New Product Showcase, accompanied by eight Outback Queensland tourism operators. Kelly and Amanda also attended the ATEC TEQ Queensland Business to Business Showcase to represent the entire destination and present the new trade-ready itineraries.

The Outback Queensland team met with 38 ITOs, online travel agents, domestic wholesalers, and national tour companies in a series of one-on-one meetings aimed at ensuring Outback Queensland's inclusion in more programs and itineraries. Thanks to TEQ for sponsoring the following tour operators' registrations to attend:

- ▶ Qantas Founders Museum
- ▶ Saltbush Retreat
- ▶ Outback Pioneers
- ▶ Boobook Explore
- ▶ Western Queensland Spirit
- ▶ Experience Charleville
- ▶ Outback at Isa
- ▶ Cobbold Gorge



Queensland Premier David Crisafulli, Tourism Minister Andrew Powell and Assistant Minister Bree James with the OQTA team

ATE25 BRISBANE

The vibrant spirit of Outback Queensland was on full display in Brisbane at the 2025 Australian Tourism Exchange (ATE) in May. Australia's premier annual tourism trade event brought together over 1,600 Australian tourism operators and more than 700 buyers from 31 different countries.

OQTA was thrilled to have Outback operators actively participate in the international promotion of the destination and attend ATE independently for the first time, with support from TEQ. Outback Queensland featured five booths representing the following participating businesses:

- ▶ Boobook Explore
- ▶ Maranoa Regional Council
- ▶ Western Queensland Spirit
- ▶ Qantas Founders Museum
- ▶ Australian Stockman's Hall of Fame
- ▶ Anita Clark Tourism including Mitchell Grass Retreat, Rangelands, Red Dirt Tours, Toogunna Plains and Eromanga Natural History Museum
- ▶ Outback Aussie Tours
- ▶ Saltbush Retreat
- ▶ Outback Pioneers
- ▶ Experience Charleville
- ▶ Cobbold Gorge
- ▶ Dinosaur Experiences Australia

Outback at Isa's Martin Turner and Nikiya Kynuna also met with key distribution and Indigenous tourism contacts from Tourism Australia, TEQ and the Australian Tourism Export Council, as part of a guided Indigenous ATE walkthrough.

Outback luxury in the spotlight

Outback Queensland was thrilled to host Flight Centre Travel Group's Luxury Brand House, The Luxury Travel Collection, in Longreach in March.

The Outback Soiree saw 80 global business owners travel via private jet to experience a specially curated itinerary showcasing the region's bespoke luxury experiences, world-class museums and authentic Outback hospitality.

Congratulations to our operators for championing our region so beautifully and special thanks to Katie Stenzel from Opera Queensland for her breathtaking performance of Waltzing Matilda on the wing of the legendary Boeing 747 at the Qantas Founders Museum.



INDUSTRY DEVELOPMENT AND ADVOCACY

TEQ Global Market Briefings

OQTA joined TEQ's Global Market Briefings in March to gain valuable insights into international marketing strategies across major source markets, including New Zealand, the UK, Europe, and North America and Eastern Markets.

MURWEH MINGLE

OQTA's Kelly travelled to Charleville in February to present to tourism operators from Charleville, Morven, and Augathella. A big thank you to Murweh Shire Council for the invitation to present on all things OQTA - who we are, what we do, and how we support tourism in the region.



Outback Queensland Education Experience Program

OQTA has lobbied the Queensland Government to extend the Outback Queensland Education Experience Program beyond its current term and expand eligible destinations to include Maranoa and Balonne Council areas.

RTO Forum and Destination Australia

OQTA's Denise and Kelly attended the RTO Forum and Destination Australia in Sydney in March, connecting with tourism leaders from across the country to discuss the future of Australia's visitor economy. Denise was a panel presenter at the national RTO Forum, reinforcing the vital role of strong regional partnerships in driving sustainable growth.

AUSTRALIAN TOURISM AWARDS

Huge congratulations to our Outback Queensland winners at the 2024 Australian Tourism Awards:

- ▶ FUN OVER 50 HOLIDAYS - Gold in Tour & Transport Operators
- ▶ BIG RED BASH - Gold in Festivals & Events
- ▶ VISIT QUILPIE SHIRE - Silver in Visitor Information Services
- ▶ MITCHELL GRASS RETREAT - Finalist in Unique Accommodation

Congratulations to Hughenden

For taking out bronze in the Top Tiny Town category at the 2025 Queensland Top Tourism Town Awards.



Outback to the City

Outback operators from across the region pitched their products directly to key TEQ and departmental staff at the Outback to the City event in March, highlighting some of the incredible experiences on offer in Outback Queensland in 2025. The event also featured an overview of the Queensland Brand and Drive Market, followed by roundtable discussions on key topics including consumer PR, media and trade famils, ATDW and holiday deals, and strategies for leveraging events. Huge thanks to TEQ for hosting this signature event.

Destination 2045 Consultation

Outback Queensland was delighted to welcome Queensland Tourism Minister Andrew Powell and Assistant Tourism Minister Bree James to the three Outback consultation workshops for Queensland's new 20-year tourism strategy. A heartfelt thank you to the 200+ industry and community stakeholders who were able to join us for these important discussions and help shape OQTA's whole of region submission to the Queensland Department of Tourism.



OQTA at Destination Australia, Festival of Outback Opera

REPRESENTATIONS AND DELEGATIONS

- ▶ Destination 2045 - Longreach and Roma Workshops
- ▶ TEQ Global Market Briefing
- ▶ TEQ RTO Business Planning Day
- ▶ Outback Qld Welcomes You Virtual Workshop
- ▶ Murweh Mingle
- ▶ ATEC New Product Showcase
- ▶ Flight Centre Famil
- ▶ QRTN Industry Collab
- ▶ RTO Forum, Sydney
- ▶ Destination Australia, Sydney
- ▶ QTIC Tourism Leaders Breakfast
- ▶ Outback to the City, Brisbane
- ▶ Outback Tourism Disaster Network Meeting
- ▶ Increasing Tourism for the Australian Fossil Mammal Sites Forum
- ▶ Winton 150 Celebrations
- ▶ Roma's Easter in the Country
- ▶ Outback Music Trails, Roma
- ▶ Outback Sounds, Charleville
- ▶ Queensland Tourism Futures
- ▶ SWQROC Tourism Recovery Information Session
- ▶ ATE25
- ▶ Festival of Outback Opera
- ▶ Longreach Stakeholder Meeting
- ▶ Mount Isa Destination IQ
- ▶ Brisbane 2032 Vision Statement Workshop - presenting ideas for Outback representation
- ▶ Destination 2045 Tourism Plan Launch
- ▶ Adventure Way Promotions Group
- ▶ All Roads to Mount Isa Tourism Event
- ▶ ATDW Webinar
- ▶ 2025 Top Tourism Town Awards
- ▶ Helloworld Agent Training Webinar