

MEDIA & MARKETING SUCCESS



1,831

NUMBER OF STORIES



33.1 million

PEOPLE REACHED



\$3 million

PUBLICITY VALUE

OQTA and PR partner Lingo PR have delivered an integrated marketing and media campaign spanning broadcast and print media, paid social advertising, email marketing and co-operative campaigns, as part of business as usual and flood recovery activity.

PR HIGHLIGHTS

Overlanders Way print feature in *RACQ Road Ahead Winter*

Features in *Caravanning Australia* magazine for Autumn and Winter (1,500 subscribers + 1,200 newsagencies)

7-page Station Stays feature in *Wanderer Magazine*

Full page feature in *Truly Aus Autumn Magazine*

Secured content in the *Australian Traveller* Outback issue for Rangelands Outback Camp, Lake Dunn Sculpture Trail, Festival of Outback Skies, Winton Dark Sky Sanctuary (AAOD) and more

Secured *Australian Traveller* and *TimeOut Australia* stories on Winton's Dark Sky Community certification

Welcomed a number of journalists to region including Pauline Webber from *The Sydney Morning Herald* and Matthew Westwood from *The Australian*

Partnered with Tourism and Events Queensland to produce *TODAY Show* weather crosses from Roma in June

State-wide coverage for the Cosmos Centre's announcement as a Top Tripadvisor Attraction. Coverage included ABC Southern Qld, NewsCorp and Australian Regional Media

Launched the 2026 Traveller's Guide on META, delivering 860 downloads and 3,972 views online



ABC Brisbane Partnership

We partnered with ABC Brisbane to promote three events – the Outback River Lights Festival, the Festival of Outback Opera and Vision Splendid Film Festival. We reached over 4,673,228 listeners state-wide with 398 on-air mentions valued at more than \$140,000.



New campaign launch

With Queensland Tourism Minister Andrew Powell, we launched the *Outback Queensland. It's Something Else* tourism campaign in February at Brisbane's Breakfast Creek Hotel.

Australian country music legend Lee Kernaghan also took to the stage to perform and announce two Queensland Music Trails shows in Charleville and Longreach, alongside three pop-up gigs in Jundah, Quilpie and Thargomindah.

Jointly funded under the Disaster Recovery Funding Arrangements (DRFA), the \$2.14 million campaign, delivered in partnership with Tourism and Events Queensland, aims to drive visitation and support communities impacted by the 2025 Western Queensland floods.

Overlanders Way Photography Shoot

OQTA commissioned Krista Eppelstun to film both photography and video along the Overlanders Way including Mount Isa, Cloncurry, Julia Creek, Richmond, Hughenden and Prairie.





Website

458,815

PAGE VIEWS

193,960

NEW USERS

253,539

ENGAGED SESSIONS

29,449

ATDW OPERATOR LEADS

Top Website Content MAPS, ACCOMMODATION, WELLNESS WAY, AUSTRALIAN DINOSAUR TRAIL, ATTRACTIONS, DRIVES, TRAVELLER'S GUIDE, RACING & RODEO EVENTS, CHARLEVILLE

OQTA website refresh

We delivered a reskin and refresh of the Outback Queensland website to align with the *It's Something Else* campaign.



Outback Queensland Traveller's Guide

40,000

COPIES PRINTED

4,331

PAGE VIEWS

401

DOWNLOADS

We unveiled our new 2026 Outback Queensland Traveller's Guide in February. The guide features more than 40 new Outback events and experiences, along with regional highlights, operator ads, drive itineraries, events listing guide, visitor information and the ever-popular A3 size Queensland map.



Newsletters

51,805

ENGAGED NEWSLETTER SUBSCRIBERS

903

INDUSTRY SUBSCRIBERS



Wellness Way Trail Map

10,942

PAGE VIEWS

SOCIAL MEDIA SUCCESS



Instagram



60,544

NUMBER OF FOLLOWERS



36,086

CONTENT INTERACTIONS



360,497

REACH

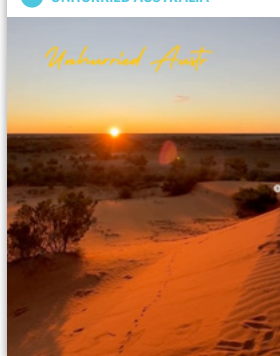


1,266,093

TOTAL VIEWS

TOP 3 CONTENT BY VIEWS

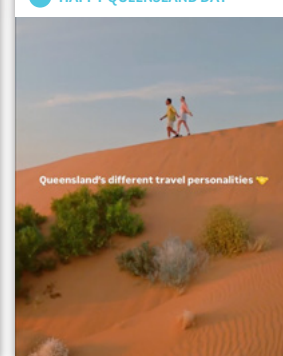
UNHURRIED AUSTRALIA



QUEENSLAND DINOSAUR WEEK



HAPPY QUEENSLAND DAY



Facebook



135,714

NUMBER OF FOLLOWERS



53,619

CONTENT INTERACTIONS



3,232,670

REACH



4,557,176

TOTAL VIEWS

TOP 3 CONTENT BY VIEWS

LAKE MOONDARRA



BIRDSVILLE



TOOMPINE



INDUSTRY DEVELOPMENT AND ADVOCACY

Queensland Regional Activation Program

The Queensland Regional Activation Program has created a strong pipeline of trade-ready tourism businesses and positioned Outback Queensland for continued domestic and international growth.

PROGRAM OUTCOMES

- ▶ Increased operator confidence and commercial capability
- ▶ Greater online distribution and market access
- ▶ Stronger regional collaboration
- ▶ Improved destination competitiveness and tourism resilience

Trade Ready Industry Development

OQTA delivered one-on-one mentoring, workshops and webinars across nine Outback Queensland regions to help tourism businesses become trade ready. The program focused on developing commissionable tourism products, improving commercial capability and connecting operators with domestic and international distribution opportunities.

HIGHLIGHTS

- ▶ 46 tourism businesses and Councils engaged
- ▶ 9 Council regions visited
- ▶ 40+ new trade-ready products and packages developed
- ▶ Face-to-face mentoring delivered across South West and Central West Queensland

Outback Cattle Drive Launch

OQTA CEO Denise Brown was delighted to join Barcaldine Mayor Cr Rob Chandler, Blackall-Tambo Mayor Cr Andrew Martin and Longreach Mayor Cr Tony Rayner at Government House in February for the launch of this year's Outback Queensland Cattle Drive by Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland. .

Distribution Development

We worked closely with international wholesalers and travel trade partners to position Outback Queensland for long-term export growth. Operators received mentoring, developed trade-ready packages and secured new distribution opportunities.

HIGHLIGHTS

- ▶ Four new European and UK itineraries developed with TravelEssence
- ▶ New wholesale partnerships established
- ▶ New commissionable products and export-ready experiences created
- ▶ Businesses contracted with international wholesalers

New Tourism Experiences

Working directly with operators, OQTA supported the creation of new tourism experiences, itineraries and trade-ready packages that strengthen the region's visitor offering.

HIGHLIGHTS

- ▶ 26 new products added to the 2026-27 OQTA Trade Product Manual
- ▶ New station stay, self-drive and fly-drive itineraries developed
- ▶ New cross-regional touring routes created
- ▶ New guided experiences launched, including the Waltzing Matilda Centre guided tour

Industry Pulse Survey

OQTA, in partnership with the Queensland Tourism Industry Council, Regional Tourism Organisations and industry associations, launched a co-ordinated Industry Pulse Survey in April to build a clear, real-time picture of the pressures facing our sector.

Focusing on key indicators including bookings, cashflow, cost pressures and business outlook, the feedback is being used to track changes in conditions, identify emerging risks early, and strengthen the case for timely and targeted support.

Opera Queensland Partnership

OQTA signed a multi-year partnership agreement with Opera Queensland in January. Building on the success of previous collaborations, the partnership strengthens the profile of Outback Queensland through access to promotional content and exclusive hosting opportunities for industry partners, stakeholders and visiting media. The agreement supports greater destination exposure while leveraging the growing success and reach of the Festival of Outback Opera.



Digital Distribution Success

A major focus of the trade program was increasing online bookability and expanding operator participation across key booking platforms. Businesses were supported to load products, improve digital content and participate in national consumer campaigns.

HIGHLIGHTS

- ▶ 27 new Viator listings
- ▶ 12 new operators onboarded to Expedia
- ▶ 52 ATDW deals loaded - the highest number ever recorded for Outback Queensland
- ▶ 35 tours and attractions promoted through the Experience Oz Regional Rewards campaign



TEQ Board visits Central West

We welcomed the TEQ Board and Executive team to Outback's Central West in May, where they were able to connect with local businesses and Councils and see first-hand some of the current challenges facing our industry. The team was joined by Queensland Tourism Minister Andrew Powell, Assistant Minister for Western Queensland Sean Dillon, Tourism Department Director-General Trish O'Callaghan and Deputy Director-General Bridget Woods, QTIC CEO Tash Wheeler and local operators at a stakeholder engagement event at Qantas Founders Museum

Experience Charleville Workshop

OQTA's trade mentor Amanda Kruse was in Charleville in February for a group training session with Murweh Shire Council staff. Thank you to Murweh Mayor Shaun "Zoro" Radnedge, Tourism, Marketing & Events Manager Robyn Richen and the entire team for the warm welcome and opportunity to discuss all things trade.

Fuel Crisis Advocacy

Following the launch of the National Fuel Security Campaign, OQTA wrote to the Prime Minister and key federal ministers and shadow ministers to express concerns about the campaign's impact on regional Australia. While supporting the campaign's intent, we highlighted drive tourism's role as the backbone of the Outback Queensland visitor economy, with few viable alternatives. We called for a more balanced approach that recognises the importance of regional tourism, aligns with state tourism initiatives, and supports visitation and regional businesses.





Bush Councils Panel

CEO Denise Brown was a panel presenter at the 2026 LGAQ Bush Councils Convention in Longreach in May. Denise was joined by Diamantina Shire Mayor Francis Murray, Mount Isa Mayor Peta MacRae and Tourism Department Director-General Patricia O'Callaghan to discuss the challenges and opportunities for major events in regional communities.

Tourism Plan Forum

OQTA CEO Denise Brown attended the Destination 2045 Tourism Forum in Brisbane in April. The event provided an opportunity for industry and government to discuss key priorities, challenges and opportunities for Queensland's visitor economy.



Congratulations to Hughenden for taking out silver in the Top Tiny Town category at the 2026 Queensland Top Tourism Town Awards.



Destination Australia, Melbourne

ATE 2026

Outback Queensland made a strong impression at ATE 2026 in Adelaide in May. Australia's premier annual tourism trade event brought together over 1,400 Australian tourism operators and 730 international buyers and travel agents from 32 countries.

With a record number of Outback Queensland operators represented this year, we powered through over 280 one-on-one meetings with key international wholesalers and retailers - along with international managers from Tourism Australia and Tourism and Events Queensland - promoting our authentic Outback Queensland experiences and products.

We were also thrilled to launch our new 140-page Trade Product Manual, featuring a record 54 trade-ready products, along with more than 20 drive itineraries, charter and special group options, and fly in and rail itineraries.

Special thanks to OQTA's incredible trade partner Amanda Kruse, along with the following Council partners and operators who helped showcase our region to the world:

- ▶ Diamantina Shire Council
- ▶ Longreach Regional Council
- ▶ Murweh Shire Council
- ▶ North Gregory Hotel
- ▶ Dinosaur Experiences Australia
- ▶ Charlotte Plains
- ▶ Opera Queensland
- ▶ Western Queensland Spirit
- ▶ Maranoa Regional Council
- ▶ Boobook Explore
- ▶ Australian Stockman's Hall of Fame
- ▶ Qantas Founders Museum
- ▶ Saltbush Retreat
- ▶ Anita Clark Tourism



REPRESENTATIONS AND DELEGATIONS

- ▶ Winton Trade 101 & Packing Workshop
- ▶ RAPAD Air Services Meeting
- ▶ Cloncurry Economic Recovery Subgroup
- ▶ TEQ Brisbane Global Market Briefing, Brisbane
- ▶ TEQ RTO Business Planning Day
- ▶ TMR Regional Air Services Engagement Meeting
- ▶ Friends of QMF Launch, Brisbane
- ▶ Creative Kickstarter Workshop, Brisbane
- ▶ Outback Queensland Campaign Launch
- ▶ International Media Marketplace, Sydney
- ▶ Inbound Queensland, Sydney
- ▶ Desert Champions Way Stakeholder Group
- ▶ QRTN Executive
- ▶ Tourism Disaster Network Group
- ▶ Queensland Dinosaur Week Launch
- ▶ RTO Forum, Melbourne
- ▶ Destination Australia, Melbourne
- ▶ Nature-based Tourism QRTN Sub-group
- ▶ Birdsville Business Group Catch Up
- ▶ Lee Kernaghan Spirit of the Bush Concert, Quilpie
- ▶ Lee Kernaghan Spirit of the Bush Concert, Longreach
- ▶ Adavale Product Famil
- ▶ Destination 2045 Forum, Brisbane
- ▶ Fuel Crisis Briefing with Senator Green
- ▶ QTIC 25-year anniversary event
- ▶ TEQ Outback Networking Event, Longreach
- ▶ A Global Palaeo Conversation, Brisbane
- ▶ ATE26, Adelaide