

MEDIA & MARKETING SUCCESS



595

NUMBER OF STORIES



9.2 million

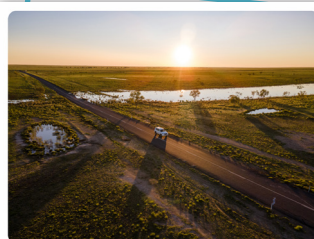
PEOPLE REACHED



\$437,484

PUBLICITY VALUE

OQTA and PR partner Lingo PR's marketing and media efforts have centred on broadcast and print media, paid social media marketing, email marketing and co-operative campaigns with NewsCorp and RACQ, as part of business as usual and flood recovery activity. We also embarked on content creation projects with key influencers and worked with Tourism and Events Queensland to plan out an Outback Flood Recovery Campaign content shoot, set to include new imagery and short-form video.



The Ultimate Road Trip: 10 Unforgettable Days in the Heart of Outback Queensland

NEW WEBSITE BLOGS ADDED

- 5 Star Finds in the Outback
- Icons of the Outback: 5 Must Do Experiences
- The Ultimate Road Trip: 10 Unforgettable Days in the Heart of Outback Queensland

New OQTA Drive Campaign

OQTA launched a new Drive campaign timed to coincide with the Outback shoulder season. A refresh of the Drive Outback Queensland brochure was supported with email marketing and social media paid advertising resulting in:

- 4,791 views of the Drive Outback page (with brochure)
- 10,795 views of the Drives section on the Outback Queensland website
- 1,852 requests for the brochure from the Facebook & Instagram campaigns

We also worked on refreshing the Drive content on our website including itinerary updates, trip-planning improvements and enhanced consumer navigation.



PR HIGHLIGHTS

Weekender - Quilpie: Stories on Quilpie, Eromanga and Toogunna Plains Farmstay

Weekender - Longreach: Stories on Smithy's Outback Dinner and Show, Saltbush Retreat, Longreach Tourist Park and the Australian Stockman's Hall of Fame

Weekender: Ben's Chicken Races and Tambo Teddies

Wellness Way: Stories in Timeout Australia and Australian Traveller

Desert Champions Way - Outback Camel Festival: ABC Afternoons state wide (Kat Feeney) and RACQ online article

National Coverage for Better in Blackall Festival: Coverage across Seven, ABC, Channel 10, Queensland Country Life, Leader Today, WIN, Nine, Sunrise Live Crosses, 10 News Live Crosses

Creek To Coast - St George: I Got Hooked promotion, Nindigully and Riversands Winery

Winton Dark Sky Community Bid: ABC Radio Brisbane and Toowoomba, and the North West Star

RACQ Feature Story - Matilda Way: 11 pages of editorial + online content stories

The Whole of Us Famil

We commissioned content influencers The Whole of Us to travel in-region for two weeks covering St George, Charlotte Plains, Cunnamulla, Wyandra, Charleville, Eromanga, Quilpie, Toogunna Plains, Longreach, Winton, Hughenden, Porcupine Gorge and Cobbold Gorge. The trip was also extended with a story via Yahoo Online.

Wish You Were Here Famil

We worked with social media influencer Wish You Were Here to film throughout Outback Queensland across a four-week period, securing all raw video cuts along with 220 photos for our unlicensed use.



Working With Us Guide

We produced a new Working with Us Guide featuring refreshed membership benefits and marketing opportunities.





Website

487,540

PAGE VIEWS

308,501

SESSIONS

Outback Queensland Traveller's Guide

50,000

COPIES PRINTED

2,872

PAGE VIEWS

1,654

DOWNLOADS



Newsletters

64,966

CONSUMER SUBSCRIBERS

941

INDUSTRY SUBSCRIBERS

QOTA REPRESENTATION AT CONSUMER SHOWS

QOTA PARTICIPATED IN THE TOOWOOMBA OUTDOOR ADVENTURE EXPO AND NATIONAL 4X4 OUTDOORS SHOW IN MELBOURNE UNDER THE DRIVE QUEENSLAND BANNER, WHERE 800 OUTBACK QUEENSLAND TRAVELLER'S GUIDES WERE DISTRIBUTED.



Wellness Way Trail Map

11,088

PAGE VIEWS

2,320

DOWNLOADS

SOCIAL MEDIA SUCCESS



Instagram



60,502

NUMBER OF FOLLOWERS



25,313

CONTENT INTERACTIONS



515,341

REACH



791,173

TOTAL VIEWS

TOP 3 CONTENT BY VIEWS

BIRDSVILLE RACES



Diamantina Shire

QANTAS FOUNDERS MUSEUM



Longreach Region

GENERAL OUTBACK QUEENSLAND



WHEN PEOPLE VISIT QUEENSLAND BUT MISS PLACES LIKE THESE:



Facebook



131,761

NUMBER OF FOLLOWERS



44,811

CONTENT INTERACTIONS



3,288,407

REACH



4,330,946

TOTAL VIEWS

TOP 3 CONTENT BY VIEWS

CLONCURRY

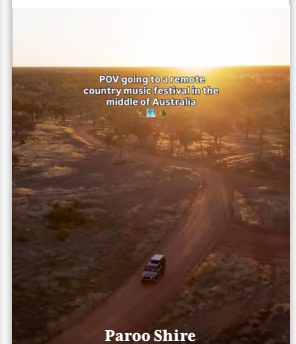


NINDIGULLY PUB



Balonne Shire

CHARLOTTE PLAINS



POV going to a remote country music festival in the middle of Australia

Paroo Shire

INDUSTRY DEVELOPMENT AND ADVOCACY

BIG RED CONCERT SERIES

OQTA visited Birdsville in July for the Big Red John Williamson Concert Series and Birdsville Camel Festival, alongside TEQ Group Executive Events Richard Clarke and Events Director Victoria Scott. The group had valuable conversations with Diamantina Shire Mayor Francis Murray and Director of Communities Patrice Brandenburg-Wallace, Big Red Bash Founder Greg Donovan and local operators.



OQTA Board meets in Murweh

The OQTA Board held its meeting in Charleville in July, meeting with local stakeholders and witnessing firsthand the exciting developments taking place across the Murweh Shire. Sincere thanks to Murweh Shire Council and local tourism operators for their generous hospitality and for sharing valuable insights.



WQAC Assembly

OQTA CEO Denise Brown and Board Chair Natalie Gardner attended the Western Queensland Alliance of Councils (WQAC) event in St George in August, where Denise joined a panel to discuss Olympic tourism opportunities for Outback Queensland.

Outback DMP Project

The Outback Queensland Destination Management Plan (DMP) project kicked off in August with a series of consultation sessions, one-on-one meetings and industry surveys. In-region visioning workshops were held in Longreach, Mount Isa and Roma in November, giving tourism operators, local businesses and community members an opportunity to share insights and help shape the future direction of tourism across the Outback.

QTIC Boardroom Lunch

OQTA CEO Denise Brown joined industry and government leaders for a QTIC Boardroom Lunch with Federal Tourism Minister Senator the Hon Don Farrell in September. The event was an opportunity to raise key issues directly with the Minister following the Outback flood event in March.



OQTA's Kelly joins ART Board

OQTA Operations Manager Kelly Hensley has been appointed to the Board of Australian Regional Tourism. Kelly's appointment provides a strong voice for Outback Queensland tourism at a national level, helping to shape future policy and advocacy across Australia's regional visitor economy.

Outback welcomes TEQ

Outback Queensland welcomed Tourism and Events Queensland's Chair Grant Hunt, CEO Craig Davidson and Group Executive of Marketing Kim McConnie to Longreach, Winton, Quilpie, Eromanga and Charleville in September to connect with operators and tour some of our region's world-class experiences.



OQTA AGM

OQTA held its Annual General Meeting in Julia Creek in October, with members attending in person and online. Members appointed Cr Jane Vincent from Maranoa Regional Council as the new South West representative. We thank outgoing South West representative Corey Richards for his commitment to the Board and the Outback region. Industry specialist Natalie Gardner stepped down from the Board and we thank her for her contribution, dedication and industry expertise over many years.

The Board appointed Cr Shaun (Zoro) Radnedge as Chair, Barry Weare as Deputy Chair, Robyn Stephens as Secretary and Elaine Jacobie as Treasurer.



Central West Round Tables

OQTA was delighted to welcome the Queensland Tourism Department's new Deputy Director-General Bridget Woods and General Manager Darcy Slattery to Outback Queensland's Central West region in December. Bridget and Darcy met with local stakeholders in both Longreach and Winton at roundtable discussions to share ideas, challenges and opportunities.

Queensland is Calling: UK & Europe Trade Mission

For the very first time, Outback Queensland was represented in-market at TEQ's *Queensland is Calling: UK & Europe* trade events. OQTA and Longreach Regional Council jointly funded the Outback Queensland Collective, represented by Australia Stockman's Hall of Fame CEO Lloyd Mills and comprising Qantas Founders Museum, Outback Aussie Tours, Saltbush Retreat, Boobook Explore and Dinosaur Experiences Australia. The trade mission saw Queensland destinations and products engage and train influential UK and European Product Managers, wholesaler staff and retail agents, including Aussie Specialists.



TRADE ENGAGEMENT PROGRAM

OQTA's travel trade expert Amanda Kruse spearheaded an integrated program of trade engagement, campaign development and conversion activity across key partners including Tourism Australia, Helloworld and Viva Holidays. Amanda delivered tailored webinars and marketing campaigns, assisting OQTA trade operators to develop trade-ready product, itineraries and packages for inclusion across distribution channels such as Australia Tours, Luxury Escapes and My Queensland.

Flood Recovery Campaign

OQTA's Amanda Kruse worked with Outback operators to deliver a flood recovery conversion campaign, jointly funded through Australian-Queensland Disaster Recovery Funding Arrangements (DRFA). Key activities included agent training workshops, itinerary and package creation and trade partner engagement, with a focus on driving visitation to priority regions.

First Nations Action Plans

Consultation sessions were held in Barcaldine and Longreach in August, inviting First Nations operators, stakeholders, and community members to help shape the next Queensland First Nations Tourism Plan and contribute to the inaugural Outback Queensland First Nations Tourism Action Plan.



Top: QTIC Boardroom Luncheon, Brisbane
Bottom: DMP Visioning Workshop, Longreach



QUEENSLAND TOURISM AWARDS 2025

Congratulations to all our Outback Queensland winners at the 2025 Queensland Tourism Industry Council Queensland Tourism Awards

The Steve Irwin Award for Ecotourism

GOLD: Fun Over 50 Holidays

Cultural Tourism

GOLD: Fun Over 50 Holidays

SILVER: Qld Music Trails: The Outback Trail

Visitor Information Services

GOLD: St George Region Explore Centre

BRONZE: Quilpie Visitor Information Centre, Museum & Gallery

Major Tour & Transport Operators

GOLD: Fun Over 50 Holidays

SILVER: Outback Aussie Tours

Unique Accommodation

SILVER: Mitchell Grass Retreat

Tour & Transport Operators

BRONZE: Queensland Helicopters

Tourism Wineries, Distilleries & Breweries

BRONZE: Western Queensland Spirit Distillery & Cellar Door

Festivals and Events

BRONZE: Festival of Outback Skies, Hughenden

Tourism Retail & Hire Services

BRONZE: Drive Queensland

REPRESENTATIONS AND DELEGATIONS

- ▶ Big Red Concert Series, Birdsville
- ▶ Camel Festival, Birdsville
- ▶ Quilpie Shire Council presentation
- ▶ Bulloo Shire Council presentation
- ▶ Barcoo Shire Council presentation
- ▶ Blackall-Tambo Regional Council presentation
- ▶ OQTA Board Meeting Charleville
- ▶ Mount Isa City Council presentation
- ▶ Mount Isa Mines Rodeo
- ▶ Better in Blackall Festival
- ▶ WQAC Assembly, St George
- ▶ Tourism in the House, Brisbane
- ▶ QTIC Boardroom Luncheon, Brisbane
- ▶ Queensland Tourism Futures, Brisbane
- ▶ TEQ Visit - Charleville and Quilpie
- ▶ ART Convention, Adelaide Hills
- ▶ QRTN Industry Collaboration, Gold Coast
- ▶ OQTA DEA Networking Lunch, Richmond
- ▶ OQTA AGM, Julia Creek
- ▶ DMP Consultations - Roma, Longreach and Mount Isa
- ▶ Destination IQ
- ▶ Destination Q
- ▶ Queensland Tourism Awards
- ▶ MITEZ Tourism Forum
- ▶ Friends of RAPAD
- ▶ Longreach Regional Council presentation
- ▶ DETSI visit - Longreach and Winton