**GLADSTONE REGIONAL COUNCIL & GAPDL**

**MARCH 2023**

KEY HIGHLIGHTS Q1/Q2
&
TRAFFIC LIGHT WORKPLAN

| Deliverable | Description | Outcomes | Measure |
|---|---|---|---|
| **1.** <br><br>**Marine Tourism** | Promotion of new onshore experiences aligned to cruise ships<br><br>Promotion of Gladstone as a key port for tourism/cruise ships<br><br>Development and Promotion of marine tourism experiences delivered throughout the year. | Re-introduction of cruise ships<br><br>New onshore activities available<br><br>Revitalization of the Feast on East events<br><br>Progress towards introduction of a Reef experience | Min. 8 cruise ships secured for the financial year.<br><br>Uptake of on shore activities |
| **2.** <br><br>**RV Tourism** | In consultation with GRC (Gladstone Regional Council), develop a proposed strategic direction for free camping at Workman's Beach Campground. Assess and identify effectiveness of current facilities and required new facilities and table a report to Council outlining recommendations for the area. | Strategic direction will inform approach to:<br>- Infrastructure<br>- Amenities<br>- Guidelines and can support the next steps of the RV strategy.<br><br>A more consistent approach to free camping in the Region will be achieved. | Strategic Priorities/Directions paper will be tabled to Council to inform decision making. |
| **3.** <br><br>**Turtle Tank** | Growth and continuation of the successful Turtle Tank Tourism Innovation Fund to encourage new and innovative Tourism experiences.<br><br>Ensure success of previous round applications | Previous successful projects delivered.<br><br>New round open to fund newer project<br><br>Funding program administered with integrity and good Governance. | # Successfully delivered projects from previous round<br><br># New applications<br><br># Successful round 2 applications |
| **4.** <br><br>**Public Art** | Work with GRC to support and drive public art projects and investment and effectively promote the Gladstone Region's Public Art offerings. | Inclusion of public art itineraries and information in suite of marketing tools<br><br>Encouragement of new public art proposals | Engagement with public art promotion and campaigns |

| | | | |
|---|---|---|---|
| **5.**<br><br>**Fishing Experiences** | In line with the Marine Tourism deliverable, develop a focused/targeted campaign designed to uplift fishing tourism and highlight the Region's marine and fishing assets.<br><br>Seek feedback from Visitors to inform future investment decisions in the marine and fishing tourism space. | Attraction of new fishing events and growth of existing events.<br><br>Data Collection<br><br>Leverage current fishing events including promotion and presence at Boyne Tannum Hookup | %age of growth in attendance at current fishing events (specifically growing out of region attendance and length of stay)<br><br>Increase in profile of Gladstone Region as a Fishing Destination<br>Informed decisions using reliable data |
| **6.**<br><br>**Liveability** | Actively contribute to Regional Livability strategies and campaigns.<br><br>Involve ambassadors in liveability<br><br>Host tours and famils<br><br>Explore the re-introduction of 'Welcome to Gladstone Morning Teas' | Attraction of new residents to the Region<br><br>Job vacancies<br><br>Housing reports | Reportable involvement in strategies and campaigns, including with the Economic Development Practitioners Network<br>and other initiatives. |
| **1.**<br><br>**ATDW and Best in QLD Experience** | Increase Gladstone Operator's presence on the ATDW and improve performance in the Best in QLD Experience program | Greater exposure on the ATDW<br><br>Improved performance in the Best in QLD Experience program | %age increase of entries on ATDW year on year<br><br>Higher quality of ATDW listings, attracting greater # of inclusions in the Best in QLD Experiences Program, year on year<br><br>Improved performance in the Best in QLD Experiences Program year on year |

| | | | |
|---|---|---|---|
| **2.**<br><br>**Advocacy** | Continue advocacy work in:<br><br>Improved air access<br>Reef access<br>Tourism funding | | Improved air access opportunities<br><br>Progress in accessibility to reef for tours and marine activities.<br><br>Equitable funding allocations |
| **3.**<br><br>**Easter in Gladstone** | Contribute to the destination marketing of the Easter in Gladstone campaign.<br><br>Secure TEQ support for the Easter in Gladstone campaign. | Broader exposure of the Easter in Gladstone campaign<br><br>Consistency in destination image | Increase in engagement with EIG campaign year on year.<br><br>Increase in visitation, overnight stays and spend during this period year on year.<br><br>Data captured and analyzed – recommendations received by Council.<br><br>TEQ support confirmed. |
| **4.**<br><br>**Southern Great Barrier Reef** | Participate in SGBR promotion and activities. | Gladstone Region benefits from inclusion in the broader SGBR promotions and campaigns | Increase in out of region visitation.<br><br>Increase in overnight stays.<br><br>Increase in visitor spend |
| **5.**<br><br>**Represent the Region** | Represent the Gladstone Region at industry trade shows, exhibitions and events. | | Destination profile improved.<br><br>Business opportunities and leads shared |
| **6.**<br><br>**Tourism Training** | Grow the capability and capacity of local and regional tourism operators to innovate, deliver and sustain business. | Improved capability of Tourism operators in the Region resulting in new product, improved delivery and innovation | Attendance at training sessions<br><br>Feedback<br><br>Feedback received on improved business results for participants |
| **7.**<br><br>**Data** | Measure and monitor meaningful data around visitor numbers and satisfaction that can be used to inform decision making. | Capture quantitative and where appropriate, qualitative data.<br><br>Demonstrate strategic planning towards improvement in low- performing areas | Trends, emerging issues and gaps identified and reported to Council.<br><br>Accurate reporting available and shared with Council at quarterly updates.<br><br>Strategic plans to address shortfalls available |

# VISITATION

| Domestic visitation, night and expenditure | | | | | | |
|---|---|---|---|---|---|---|
| Year Ending September 2022 | | | | | | |
| Regions | Visitors | Nights | Expenditure ($million) | Average Length of Stay | Spend per visitor | Spend per night |
| Bundaberg | 650,000 | 1,781,000 | $239 | 2.7 | $368 | $134 |
| Capricorn | 1,277,000 | 4,318,000 | $969 | 3.4 | $758 | $224 |
| **Gladstone** | **489,000** | **1,504,000** | **$279** | **3.1** | **$570** | **$185** |
| Total | 2,238,000 | 7,603,000 | $1,486 | 3.4 | $664 | $195 |

# VISITOR INFORMATION CENTRES

| VIC | July | August | September | October | November | December | January | Total |
|-----|------|--------|-----------|---------|----------|----------|---------|-------|
| Gladstone | 1853 | 1676 | 1870 | 1494 | 1274 | 1678 | 1637 | 11,482 |
| Agnes Water | 2318 | 2348 | 2020 | 1504 | 1226 | 1350 | 1410 | 12,176 |

# SOCIAL MEDIA STATISTICS

| INSTAGRAM | Jul '22 | Aug '22 | Sept '22 | Q1 Totals | Oct '22 | Nov '22 | Dec '22 | Q2 Totals | Jan '23 |
|---|---|---|---|---|---|---|---|---|---|
| No of Posts | 16 | 16 | 8 | 40 | 15 | 15 | 15 | 45 | 15 |
| Follower Count | 14,285 | 14,303 | 14,384 | 42,972 | 14,392 | 14,416 | 14,540 | 43,348 | 14,559 |
| Follower Growth | 229 | 21 | 81 | 331 | 310 | 24 | 149 | 483 | 189 |
| Impressions | 84,311 | 77,269 | 31,891 | 193,471 | 61,449 | 49,361 | 45,641 | 156,451 | 68,876 |
| Reach | 63,149 | 55,987 | 24,404 | 143,540 | 48,806 | 38,705 | 34,212 | 121,723 | 57,609 |
| Total Likes | 2,137 | 2,324 | 1,091 | 5,552 | 2,937 | 1,745 | 1,863 | 6,545 | 1,930 |
| Total Comments | 40 | 48 | 18 | 106 | 50 | 27 | 20 | 97 | 38 |
| Total Saves | 119 | 215 | 68 | 402 | 163 | 33 | 46 | 242 | 39 |
| Avg Engagement Rate | 5.63% | 5.65% | 4.65% | 5.31% | 0.00% | 5.08% | 6.21% | 3.76% | 5.45% |

| FACEBOOK | Jul '22 | Aug '22 | Sept '22 | Q1 Totals | Oct '22 | Nov '22 | Dec '22 | Q2 Totals | Jan '23 |
|---|---|---|---|---|---|---|---|---|---|
| No. of Post | 17 | 17 | 7 | 41 | 15 | 15 | 16 | 46 | 14 |
| Follower Count | 13,940 | 14,211 | 14,857 | 43008 | 15,062 | 15,151 | 15,416 | 45629 | 15,537 |
| Follower Growth | 294 | 271 | 646 | 1,211 | 205 | 89 | 265 | 559 | 121 |
| Total Impressions | 992,728 | 823,922 | 179,862 | 1,996,512 | 194,757 | 227,490 | 139,009 | 561,256 | 210,245 |
| Total Reach | 897,230 | 753,703 | 162,972 | 1,813,905 | 172,156 | 203,235 | 118,586 | 493,977 | 189,264 |
| Total Reactions | 9,316 | 6,115 | 2,679 | 18,110 | 4,969 | 4,182 | 4,116 | 13,267 | 1,761 |
| Total Comments | 260 | 297 | 113 | 670 | 240 | 176 | 238 | 654 | 37 |
| Total Shares | 495 | 390 | 127 | 1,012 | 388 | 313 | 298 | 999 | 109 |
| Clicks Received | 8,988 | 16,351 | 5,979 | 31,318 | 8,600 | 14,621 | 6,209 | 29,430 | 4,024 |
| Average Engagement Rate / Post | 11.64% | 14.95% | 13.83% | 13.47% | 7.40% | 11.25% | 8.75% | 9.13% | 7.59% |

# WEBSITE STATISTICS

| Website | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Average |
|---|---|---|---|---|---|---|---|
| Users | 11,839 | 8,269 | 5,787 | 5,458 | 5,541 | 6,894 | 7,298 |
| New Users | 11,126 | 7,921 | 5,606 | 5,281 | 5,342 | 6,732 | 7,001 |
| Sessions | 13,747 | 9,831 | 6,994 | 6,440 | 6,719 | 8,180 | 8,652 |
| Pageviews | 22,292 | 16,695 | 12,832 | 11,556 | 12,801 | 14,506 | 15,114 |
| Avg. Session Duration | 1:00 | 1:12 | 1:37 | 1:24 | 1:30 | 1:31 | 1:22 |
| Bounce Rate | 69.80% | 72.85% | 68.43% | 70.16% | 66.33% | 71.60% | 69.86% |
| External Clicks | 20.00% | 13.80% | 7.32% | 7.98% | 6.62% | 7.22% | 10.49% |
| Event Page Views | 2,565 | 3,251 | 3,010 | 2,261 | 2,241 | 1,836 | 2,527 |
| Event Session Duration | 1:12 | 1:24 | 1:44 | 1:06 | 1:08 | 0:51 | 1:14 |
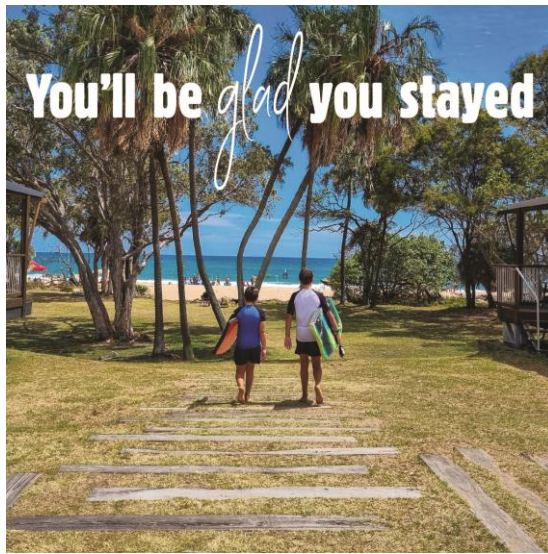
# DRIVE CAMPAIGN

- 24th June – 20th August 2022
- Social focus with direction to a dedicated drive page
- 263,999 reached
- 13,000 website clicks
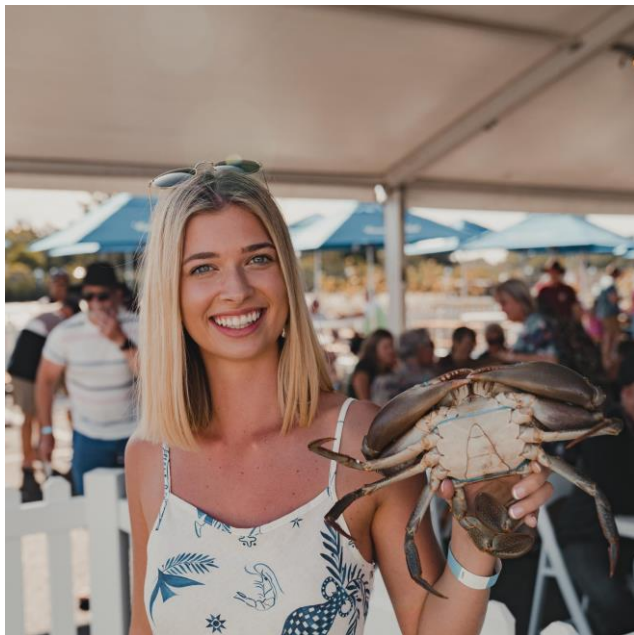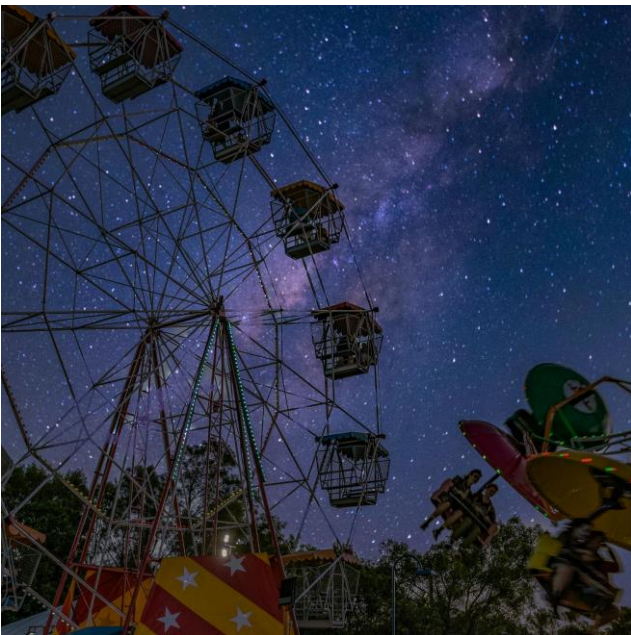
# EASTER IN GLADSTONE

- Dedicated Easter in Gladstone website page

- Children's Activity Booklet

- Channel 7's Weekender

- Social Media Campaign

- Radio presence

- 217,200 + reached

- 1,900 links to our website

# 2023 GLADSTONE REGION GUIDE

- Branding update

- Paper stock

- Inclusion of three dedicated drive itineraries

- Dedicated three-page fishing section

- Cartographer maps

- Membership directory

- Paper stock (environmentally conscious)

# CRUISE

- MS Noordam in November

- Overwhelmingly positive feedback

- 16 businesses onboard for shore tours, which have been utilised in our Cruise Ship Prospectus

- TEQ updated Cruise Brochure

# OPERATOR PROGRAMS/TRAINING

- Tourism Experience Mentoring Program (TEMP) 1.0

- TEMP 2.0

- Australian Tourism Exchange (ATE) Pathways to ATE

- Tourism Australia National Experience Content Initiative Shoots

- SGBR Road Show

# SOUTHERN GREAT BARRIER REEF

- TEQ UK/Europe Trade Mission
- TEQ NZ Road Show
- SGBR Brisbane, Sydney, Melbourne Road Show
- ATE Brand Presence
- Best of Travel Group
- Pre/Post ATE Famil Program
- Quarterly blogs

# INITIATIVES & ADDITIONAL MARKETING

- Marine/Fishing/Cruise Strategy
- Eco Accreditation Grant
- Agri Tourism Grant
- Drive RTO Program
- Sean Scott Driving the Great Barrier Reef
- Triple M – Mow the M's
- Starts at 60 Packages
- Year of Accessible Tourism
- Turtle Tank Round 2
- Bonza

# REGION REPRESENTATION

- Queensland Tourism Awards
- Destination IQ
- Destination Q
- Best in Business
- CLIA Conference
- ACA Conference
- PCOA Conference
- AIME

Upcoming in March-May:

- Destination Australia
- Australian Tourism Exchange
- Sanctuary Cove International Boat Show

FEEDBACK &
QUESTIONS?

Gladstone Region
Southern Great Barrier Reef
Queensland *Where great begins*